

The background features a large, solid tan rectangle that occupies the central portion of the frame. Overlaid on this rectangle and extending into the white areas above and below are several thin, light-brown or beige lines. These lines are curved and intersect at various points, creating a web-like or organic pattern. A thin, dark red horizontal line runs across the top of the tan rectangle, just below the top edge of the image.

Creative Strategy: Planning and Development

Agenda

1. Additional feedback for assignment 1
2. Conveying the message: creative strategy vs creative tactic
3. Agency lucky draw
4. Ad agency organization
5. Ad creativity
6. Ad development working process
7. Creative process
8. Creative brief

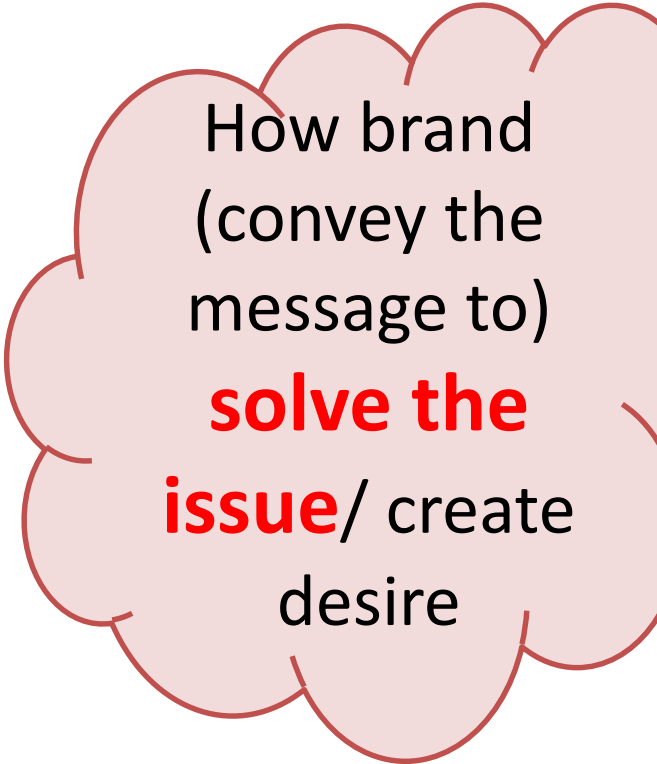
Additional Feedback
for your assignment 1

Conveying the **Message**

In order to ...

Role of Advertising (Ad)

- Inform
- Persuade
- Create image, change image
- entertain



How brand
(convey the
message to)
solve the
issue/ create
desire

CREATIVE STRATEGY VS CREATIVE TACTICS

Advertising Creativity

Creative Strategy

Determining what the advertising message will say or communicate

Key message/ big idea that answer communication objective, reflect positioning, and resonate with consumers

Creative Tactics

Determining how the message strategy will be executed

- Appeal/ approach
- Execution

Key Message that move people to the desirable end state

- Answer the key issue, communication objective.
- Reflect positioning:
 - Relevant to consumers
 - Different from competitors
 - Carry the look and feel of the brand
- Big Idea!!

The Big Idea (Major Selling Idea)

The Big Idea: Major Selling Idea/ Campaign Theme

“A big idea attracts the consumer’s attention, gets a reaction, and sets the advertiser’s product or service apart from the competition’s.” For example,

- We try harder (Avis)
- Intel inside
- Just do it

The Big Idea

- Not easy to find
- Yet, common approaches are...

Developing the Major Selling Idea

Using a unique
selling proposition

(Brand promise; Unique product benefit)



Creating a brand
image

(Strong, memorable brand identity)

Approaches

Finding the inherent
drama

(Product characteristic that
makes people buy)



Positioning

(Brand's position in consumer mind –
done based on distinctive attributes)

Perspectives of Great Ad Men on the “Big Idea”

David Ogilvy

Brand image or personality is particularly important when brands are similar

“Every ad must contribute to the complex symbol that is the brand image.”

Leo Burnett

Find the inherent drama or characteristic of the product that makes consumers buy it

“(Inherent drama) is often hard to find but it is always there, and once found it is the most interesting and believable of all advertising appeals.”

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Contemporary Approaches to the Big Idea

- Big ideas must:
 - Be adaptable - Used across a variety of media
 - Be able to connect - Engage consumers and enter into a dialogue with them

Exercise: Come up with a key message/ big idea for “Milk with collagen, aloe vera, multi-vitamin”



NEXT!

AND YOUR AGENCY IS...

Lucky Draw:

Your
Communication
Agency!

AD AGENCY ORGANIZATION

How to say



AD CREATIVITY

Advertising Creativity

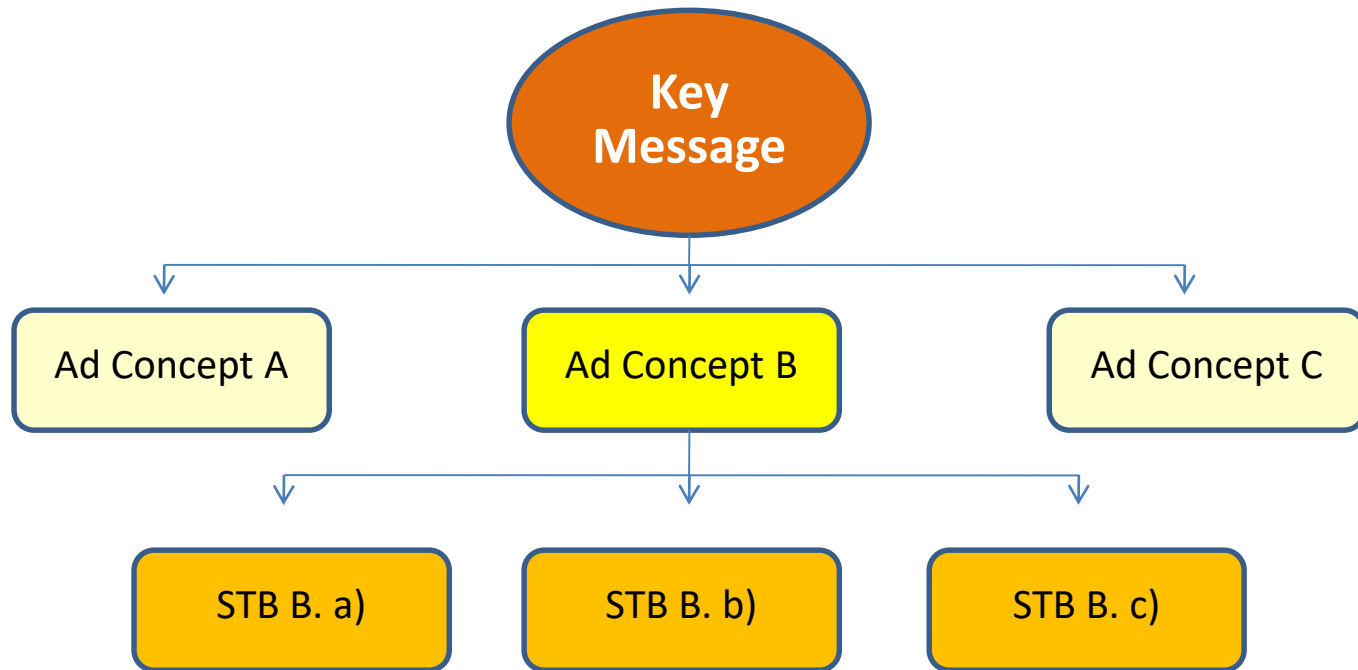
“The ability to generate **fresh**, unique, and appropriate **ideas** that can be used as solutions to communications problems”

Creative **solutions to problems** encountered in planning, developing, and executing an advertising campaign.

AD WORKING PROCESS

AD DEVELOPMENT WORKING PROCESS: CASE EXAMPLE

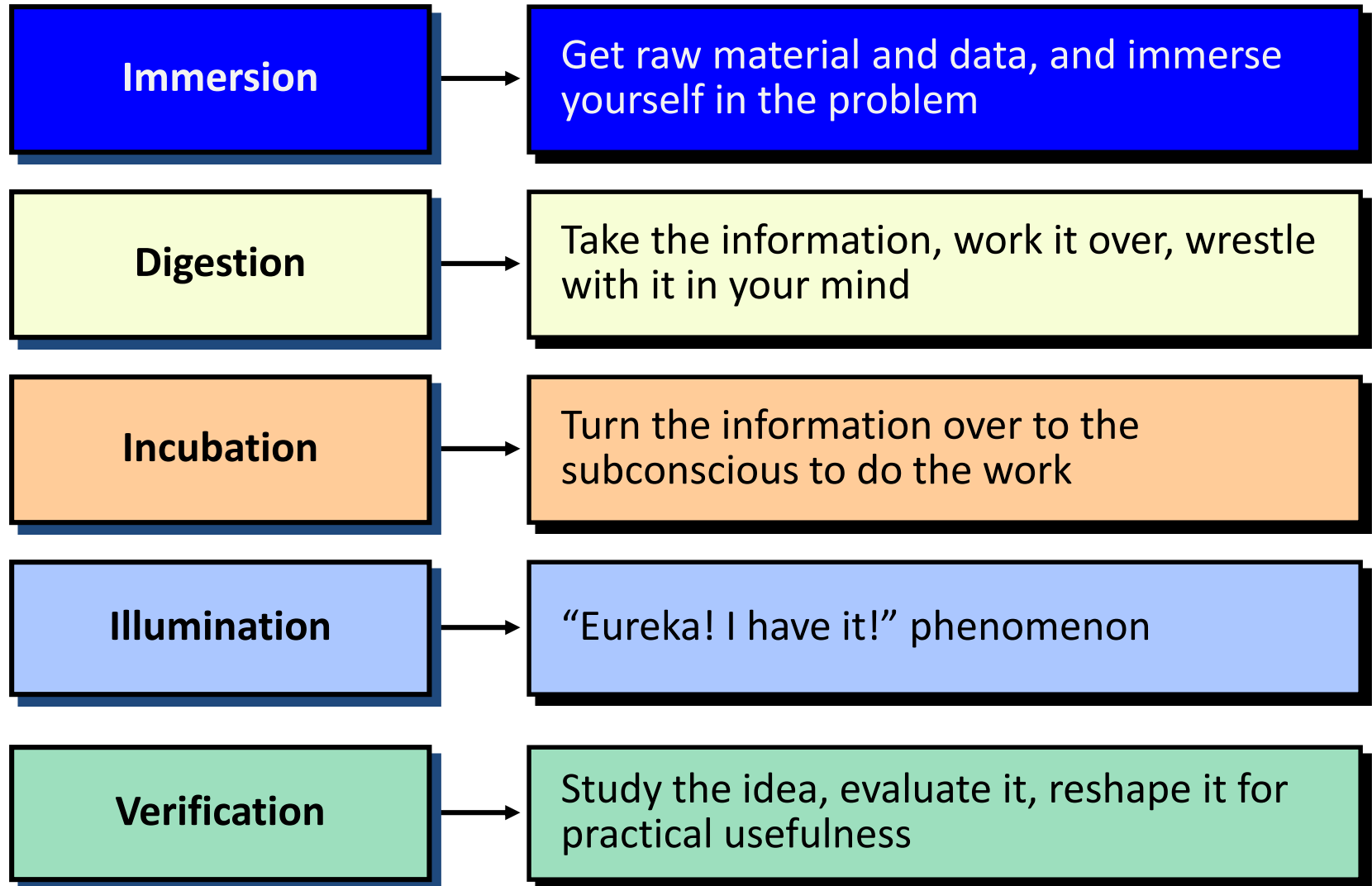




Note: STB/ Animation/ Film

CREATIVE PROCESS

Young's Creative Process



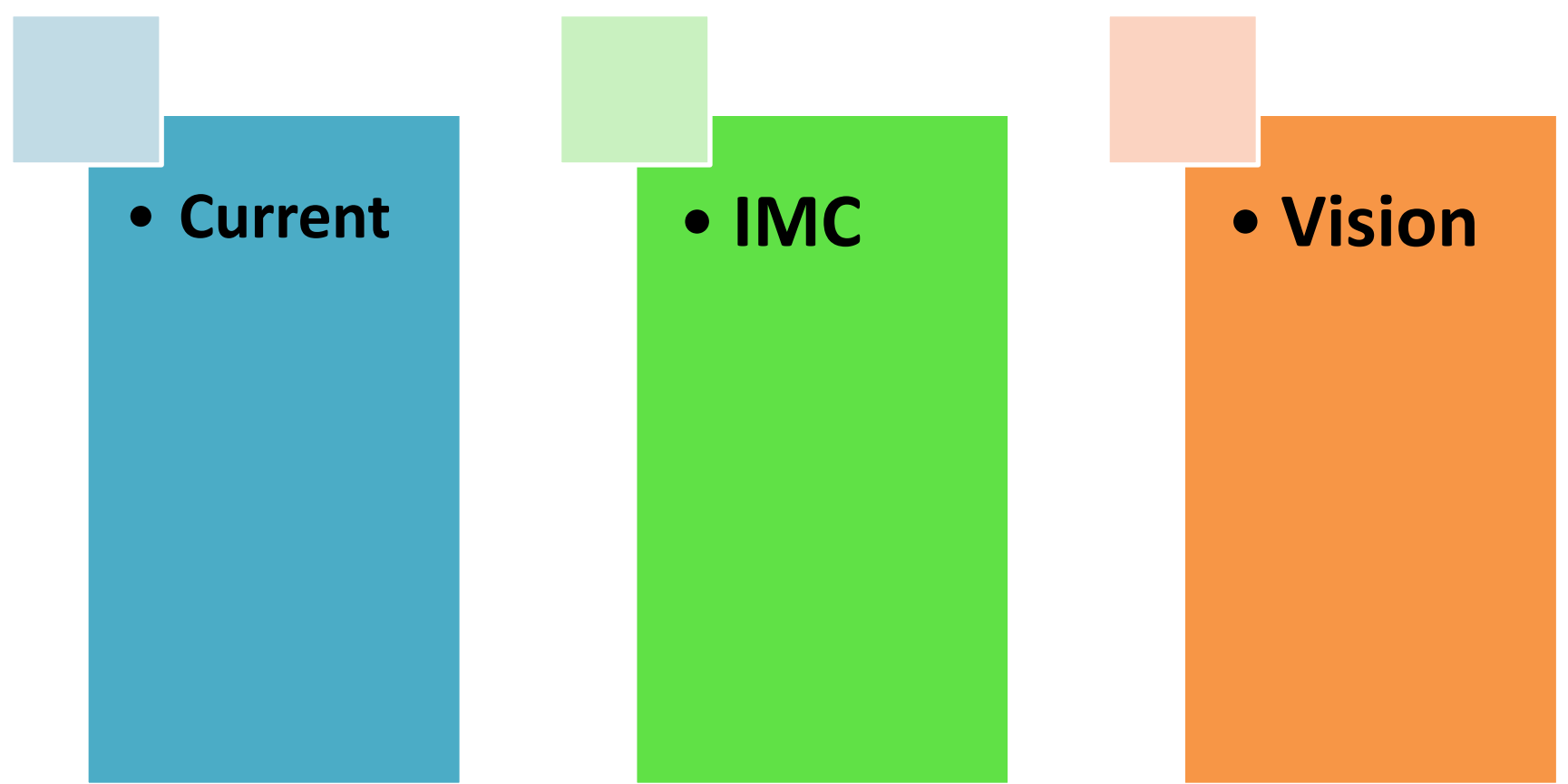
Wrigley Takes a Creative Risk



CREATIVE BRIEF

What does the **Brief** Communicate?

Market, Competitor, Consumer, Positioning, Budget



• **Current**

• **IMC**

• **Vision**

Creative brief

(See word file)

Deliverables From Agency

- Example of Creative Work
- Contact Point Planning
 - Specific contact point/ media used (e.g. not only TV, but what program/ what time/ spot or content...)
 - Could use Gantt chart to show the plan.



Assignment

1. Explain and show a couple examples of the selected appeal/execution.

Group	Task
	Types of informational/rational appeals
	Appealing to personal states or feelings (see the list to choose from in the next slide)
	Appealing to social-based feelings(see the list to choose from in the next slide)
	Transformational ad (See definition in the following slide)
	Ad execution technique

Assignment

1. Explain and show a couple examples of the selected appeal/execution. You have 7-10 minutes (max) per group.
2. Bring one interesting example to evaluate in class. You will briefly explain the challenge, target, and key message. Then, you will evaluate its creative appeal and execution. If your Ad is in a form of soft file, please put them on the class computer desktop or have the online file ready before the class.

Types of Informational/Rational Appeals

Feature: Focus on dominant traits of the product

Competitive: Makes comparisons to other brands

Price: Makes price offer the dominant point

News: News announcement about the product

Popularity: Stresses the brand's popularity

Appealing to Personal States or Feelings

Safety

Security

Love, Affection

Happiness, Joy

Nostalgia

Sentiment

Excitement

Arousal



Stimulation

Sorrow, Grief

Pride

Achievement

Accomplishment

Embarrassment

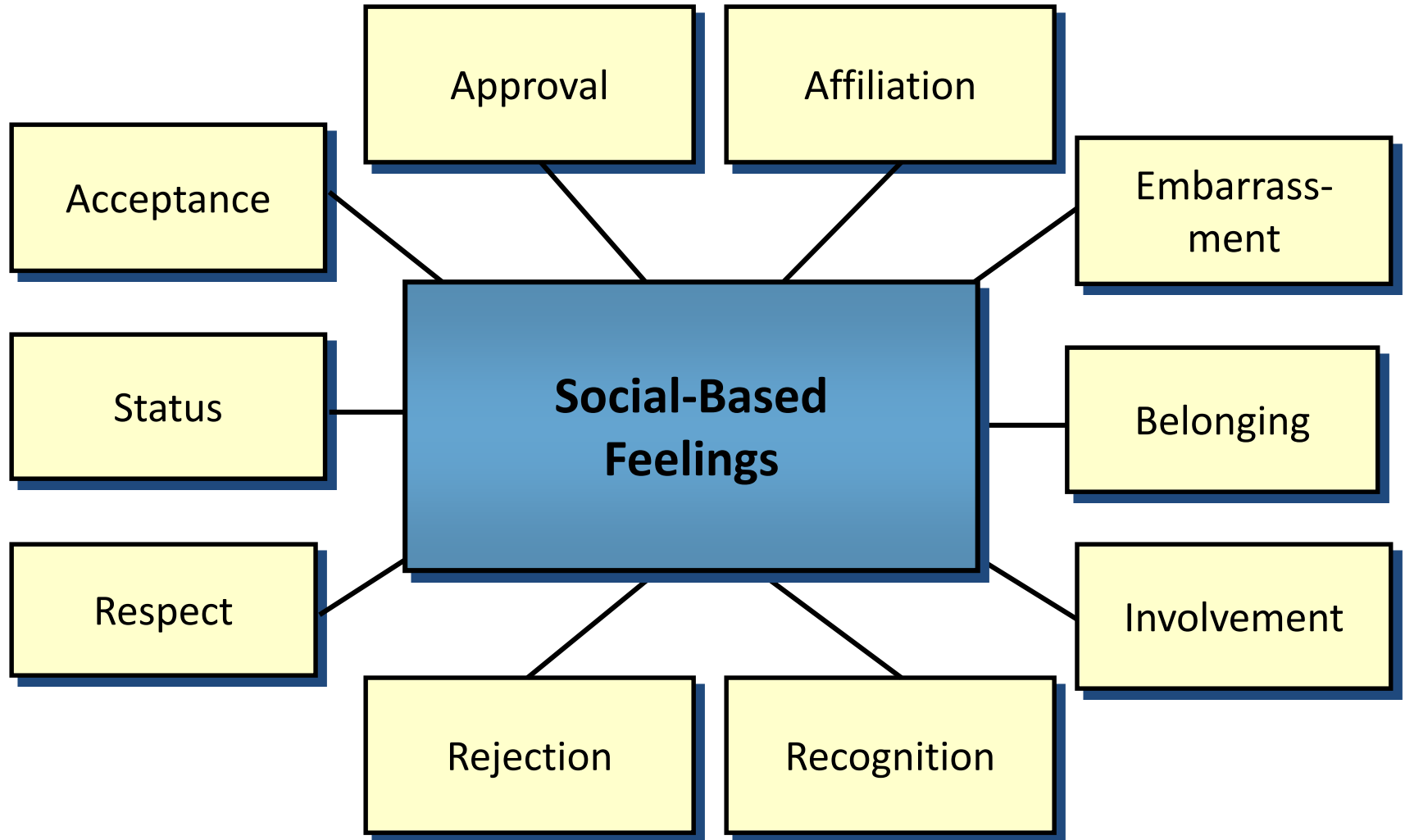
Actualization

Pleasure

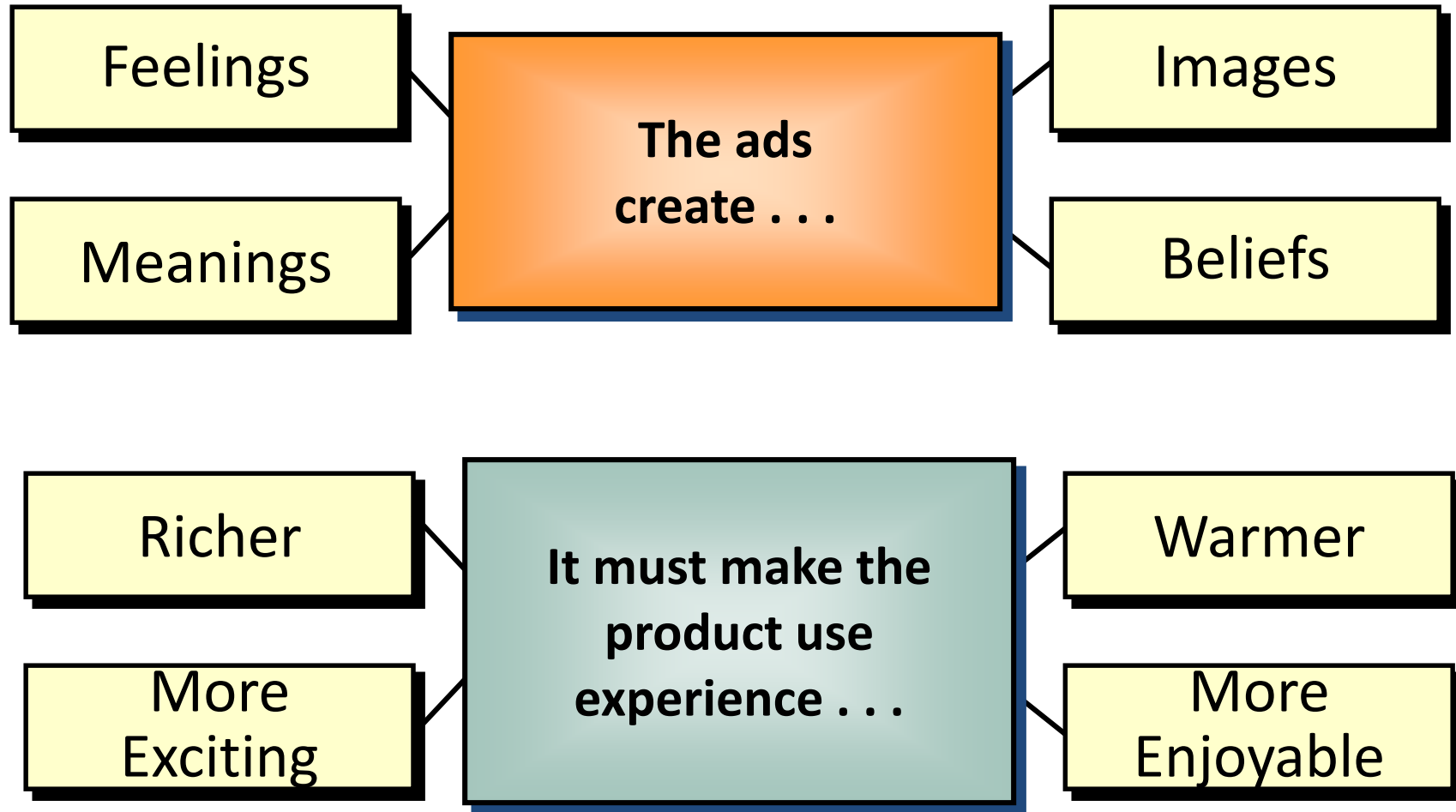
Ambition

Comfort

Appealing to Social-Based Feelings



Transformational Ads



Ad Execution Techniques

Scientific/Technical

Animation

Demonstration

Personality Symbol

Testimonial

Imagery

Slice of life

Dramatization

APPENDIX

Major Selling Idea

- Strongest singular thing a company can say about its product or service
- Has the broadest and most meaningful appeal to the target audience
- Important in business-to-business advertising

The Unique Selling Proposition (USP)

Benefit

Buy this product/service and you get this benefit

Unique

Must be unique to this brand or claim; rivals can't or don't offer it

Potent

Promise must be strong enough to move mass millions

Unique Selling Proposition

- Characteristics
 - Each advertisement must make a proposition to the consumer
 - Proposition must be unique in brand or in claim
 - Proposition must be strong enough to move the mass millions

Creating a Brand Image

- **Image advertising:** Strategy used to develop a strong, memorable identity for a brand
- To be successful:
 - Associate the brand with symbols or artifacts that have cultural meaning
 - Use visual appeals that convey psychosocial associations and feelings

Inherent Drama

- Characteristic of a product that makes the consumer purchase it
- Advertising should:
 - Be based on a foundation of consumer benefits
 - Emphasis on the dramatic element in expressing those benefits

Positioning

- Establishes the product or service in a particular place in the consumer's mind
- Done on the basis of a distinctive attributes
- Basis of a firm's creative strategy when it has multiple brands competing in the same market