Creative Strategy: Planning, Development, Implementation and Evaluation

Week 6

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Determining what the advertising message will say or communicate

Creative Strategy

Creative Tactics

Advertising Creativity

Creative Strategy

Creative Tactics

The Civic Hybrid. You've never needed so little petrol.
The ability to generate fresh, unique and appropriate ideas that can be used as solutions to communication problems.

“Its not creative unless it sells”

“Only artistic value and originality count”
Read anything related to the product or market!

Use the product to become familiar with it!

Listen to what people are talking about!

Work in and learn about the client’s business!

Ask everyone involved for information!
# Top 10 Advertising Slogans of the Century

<table>
<thead>
<tr>
<th>Company or Brand</th>
<th>Campaign Theme</th>
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<tbody>
<tr>
<td>1. De Beers</td>
<td>Diamonds are forever</td>
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<tr>
<td>2. Nike</td>
<td>Just do it!</td>
</tr>
<tr>
<td>3. Coca Cola</td>
<td>The pause that refreshes</td>
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<td>4. Miller Lite</td>
<td>Tastes great, less filling</td>
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<td>5. Avis</td>
<td>We try harder</td>
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<td>6. Maxwell House</td>
<td>Good to the last drop</td>
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<td>7. Wheaties</td>
<td>Breakfast of champions</td>
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<tr>
<td>8. Clairol</td>
<td>Does she . . . or doesn’t she?</td>
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<tr>
<td>9. Morton Salt</td>
<td>When it rains it pours</td>
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<tr>
<td>10. Wendy’s</td>
<td>Where’s the beef?</td>
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An Advertising Campaign

- Integrated
- Interrelated
- Coordinated
- In Different Media
- Over a Time Period
- Marketing Communication Activities
- Centered on a Theme or Idea
1. Basic problem advertising must address
2. Advertising and communications objectives
3. Specify target audience
4. Selling idea or key benefits to communicate
5. Creative strategy statement
6. Supporting information and requirements
Knowledge of vital marketing information

Client gatekeepers (Brand manager)

Client/agency communication

Agency gatekeepers (Account manager)

Agency gatekeeper decision on sharing client info with staff

Creative staff

Internal agency communication

Internal client decision on sharing information with the agency

Art is created
Unique Selling Proposition

- Benefit: Buy this product or service and you will benefit this way or enjoy this reward
- Unique: Must be unique to this brand or claim; something rivals can't or don't offer
- Potent: The promise must be strong enough or attractive enough to move people
Major Selling Ideas

Seeking the Major Idea

- Use a Unique Selling Position
- Create a Brand Image
- Positioning
- Find the Inherent Drama
IBM Positions Itself as a Provider of Business and Consulting Services

How do we give customers better and better service with fewer and fewer dollars?

How do we keep our brand brand new?

How do we find the holy grail: effective CRM?

Find the answers with an altogether different kind of thinking about marketing, sales and service. Find the answers with IBM. We have over 5,000 CRM specialists—experts in On Demand Business—who know how to help balance and optimize revenue growth, customer service and cost reduction. We understand the complexities of designing a CRM function that can help deliver better service, improve customer satisfaction and reduce ROI. We're helping T&I Warehouse, American Power Conversion and Stewwood boost profitable growth; we could help you. Learn more about what makes The Other IBM different. Visit ibm.com/innovation/crm

IBM BUSINESS CONSULTING
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
A Rational, “Popularity” Appeal

There are over 100 wrinkle creams. Only one is #1.

Neutrogena

#1 DERMATOLOGIST RECOMMENDED BRAND

neutrogena.com
### Appealing to Personal States or Feelings

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<tr>
<td>Achievement</td>
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<td>Actualization</td>
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<td>Arousal</td>
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<td>Comfort</td>
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<td>Happiness</td>
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<td>Love</td>
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<td>Pleasure</td>
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<td>Pride</td>
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<td>Security</td>
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Levels of Relationship with Brands

Emotions

Personality

Product Benefits
<table>
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<th>Ad Execution Techniques</th>
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<tr>
<td><strong>Straight sell</strong></td>
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<tr>
<td><strong>Scientific</strong></td>
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<tr>
<td><strong>Demonstration</strong></td>
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<tr>
<td><strong>Comparison</strong></td>
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<tr>
<td><strong>Testimonial</strong></td>
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<tr>
<td><strong>Slice of life</strong></td>
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<tr>
<td><strong>Animation</strong></td>
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<tr>
<td><strong>Personality Symbol</strong></td>
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<tr>
<td><strong>Imagery</strong></td>
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<tr>
<td><strong>Dramatization</strong></td>
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<td><strong>Humor</strong></td>
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<td><strong>Combinations</strong></td>
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Ads for High Involvement Products Often Use Straight Sell Executions
Apple Uses a Testimonial

“My PC wasn’t Plug-n-Play.
It was Plug-n-Get-Mad.”

apple.com/switch
Jeep Uses Imagery for the Wrangler
Consistent with brand’s marketing objectives?
Consistent with brand’s advertising objectives?
Consistent with creative strategy, objectives?
Does it communicate what it’s supposed to?
Approach appropriate to target audience?
Communicate clear, convincing message?
Does execution overwhelm the message?
Appropriate to the media environment?
Is the advertisement truthful and tasteful?
Thank You