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Creative Strategy: Planning and Development



Advertising Creativity

CREATIVE STRATEGY:

Determining what the advertising message will say or communicate

CREATIVE TACTICS:

Determining how the message strategy will be executed

ADVERTISING CREATIVITY

Advertising Creativity: the ability to generate fresh, unique and appropriate ideas that can be used as solutions to communication problems.

Two perspectives on advertising creativity

Suits

"Its not creative unless it sells"

Poets

Artistic/aesthetic value and originality

This Norwegian ad generated debate over the use of an artistic, soft-sell approach



The Odyssey of Ted and Kate

Sing, Muse, of the travels of Ted and Kate
upon the winddark sea. Of wily Ted,
broker of stocks, who renounced wingtips,
and white-armed Kate, who wore sunblock 40
and not much else. Tell of the lands they sailed
to on swift ships of many decks, and of
the laughing mammals' who leap from the sea,
and the visit of Aphrodite and ensuing
warm sport, hinting they may soon expect an heir.

Sing, too, of the dawn with rosy fingers,
of the purpling dusk and diamond night, and
the keeneyed Captain, beloved of Poseidon.
Seven days they rode the waves and reached the shore
of their homeland, bearing gifts and tales and rolls
of undeveloped film. And their neighbors
saw their smooth bronzed limbs and felt envy
and their dog knew them not.

NORWEGIAN
CRUISE LINE

It's
different
out
here.



Source: Courtesy Norwegian Cruise Line and Goodby, Silverstein Partners



Young's Creative Process

➤ **Immersion**

- Getting raw material or data, immersing one's self in the problem to get background.

➤ **Digestion**

- Ruminating on the data acquired, turning it this way and that in the mind.

➤ **Incubation**

- Ceasing analysis and putting the problem out of conscious mind for a time.

➤ **Illumination**

- Often a sudden inspiration or intuitive revelation about a potential solution.

➤ **Verification**

- Studying the idea, evaluating it, and developing it for practical usefulness.



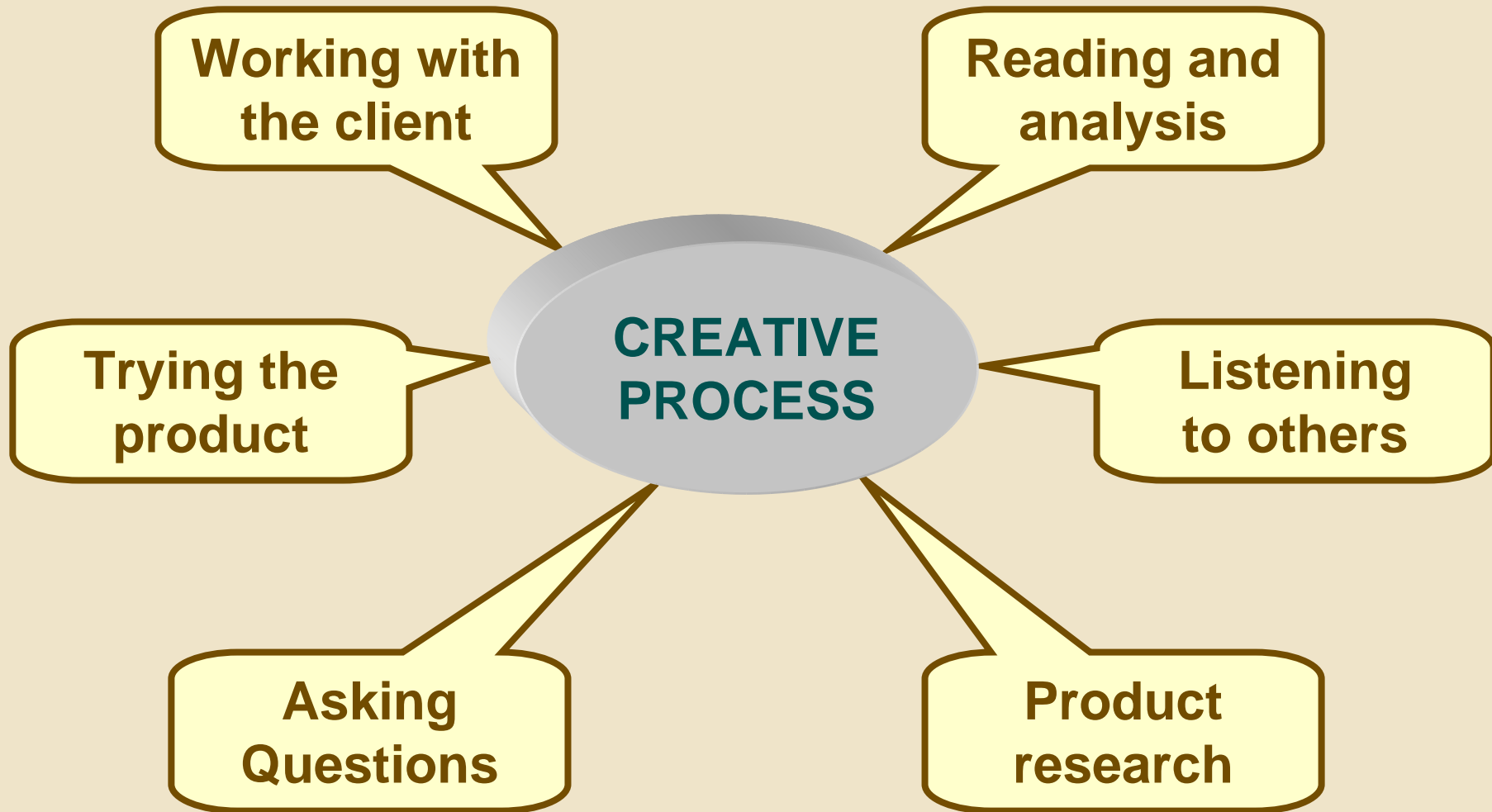
Wallas's Creative Process

- **Preparation**
 - Gathering information
- **Incubation**
 - Setting problem aside
- **Illumination**
 - Seeing the solution
- **Verification**
 - Refining the idea

➤ **Preparation/Incubation/Illumination**

- General Preplanning Input:
 - Books, periodicals, trade publications, clipping services, journals, magazines, etc.
 - Trends, developments in marketplace
- Product Specific Preplanning Input
 - Qualitative and quantitative studies
 - Problem detection studies
 - Focus groups
 - Ethnographic studies

Inputs to the Creative Process





Verification and Revision of Ideas

➤ **Objectives:**

- Evaluate ideas generated
- Reject inappropriate ideas
- Refine remaining ideas
- Give them final expression

➤ **Techniques used:**

- Directed focus groups
- Message communication studies
- Portfolio tests
- Viewer reaction profiles

➤ **Use of Storyboards and Animatics**

Commercials can be evaluated in storyboard form as part of the creative process



SFX: CAR AND FOOT TRAFFIC
AMBIENCE
VO: Why did the chicken cross the road? To open a 7/24 Savings Plan at San Diego Trust.
Because with \$500 in savings . . . he can avoid getting henpecked by

monthly charges on a checking account.
What's more, he can access his nest egg through our huge ATM network . . .
SFX: BANK AMBIENCE
. . . and round-the-clock phone service.

VO: And of course, the interest he'll earn on savings isn't just chicken feed.
So open a 7/24 Savings Plan at San Diego Trust
And give yourself a good reason to . . .
SFX: COCKA DODDLE DOO

Advertising Campaign

A set of interrelated and coordinated integrated marketing communication activities that center on a particular theme or idea that appears in different media across a specified time period.

Campaign Theme

The central message that will be communicated in all of the various IMC activities

- Miller Lite "At a place called Miller time"
- BMW "The Ultimate Driving Machine"
- Chevy Trucks "Like a Rock"

Successful Long-Running Campaigns

- **Nike**
Just do it
- **Allstate Insurance**
You're in good hands with Allstate
- **Hallmark cards**
When you care enough to send the very best
- **Budweiser**
This Bud's for you
- **Intel**
Intel inside
- **State Farm Insurance**
Like a good neighbor, State Farm is there
- **Chevy Trucks**
Like a rock
- **Dial soap**
Aren't you glad you use Dial?

This ad is part of a new advertising campaign theme for Miller Lite beer



Source: Courtesy of Miller Brewing Company

Top Ten Advertising Slogans of the Century

Company or Brand

Campaign Theme

- | | |
|------------------|---------------------------|
| 1. DeBeers | Diamonds are forever |
| 2. Nike | Just do it |
| 3. Coca-Cola | The pause that refreshes |
| 4. Miller Lite | Taste great, less filling |
| 5. Avis | We try harder |
| 6. Maxwell House | Good to the last drop |
| 7. Wheaties | Breakfast of Champions |
| 8. Clairol | Does she or doesn't she |
| 9. Morton Salt | When it rains it pours |
| 10. Wendy's | Where's the beef? |



Copy Platform Outline

1. Basic problem or issue the advertising must address.
2. Advertising and communications objectives.
3. Target audience.
4. Major selling idea or key benefits to communicate.
5. Creative strategy statement (campaign theme, appeal, execution technique).
6. Supporting information and requirements.

Means of Finding Major Selling Ideas

*"The **major selling idea** should emerge as the strongest singular thing you say about your product or service. This should be the claim with the broadest and most meaningful appeal to your target audience..."*

- Using a unique selling position
- Creating a brand image
- Finding the inherent drama
- Positioning

Unique Selling Proposition


Three characteristics of a unique selling proposition:

- Each advertisement makes a proposition to the customer
- It must be one the competition cannot or does not offer
- It must be strong enough to pull over new customers to the brand

An ad that uses a unique selling proposition

**THE ONLY TOOTHPASTE
ACCEPTED BY THE A.D.A. FOR
PROTECTION AGAINST PLAQUE,
CAVITIES AND GINGIVITIS.**

Who knows better than the American Dental Association? And for the first time in its history, the A.D.A. granted the Seal of Acceptance to a toothpaste that provides long-lasting protection against cavities, plaque and even gingivitis. The recipient of this honor? New Colgate Total, the first toothpaste that works between brushings to fight cavities, tartar, bad breath, plaque and gingivitis all day long. Which is why we think millions of people who care about their teeth will be giving it their seal of acceptance, too.



ADA
Seal of Acceptance
American Dental Association

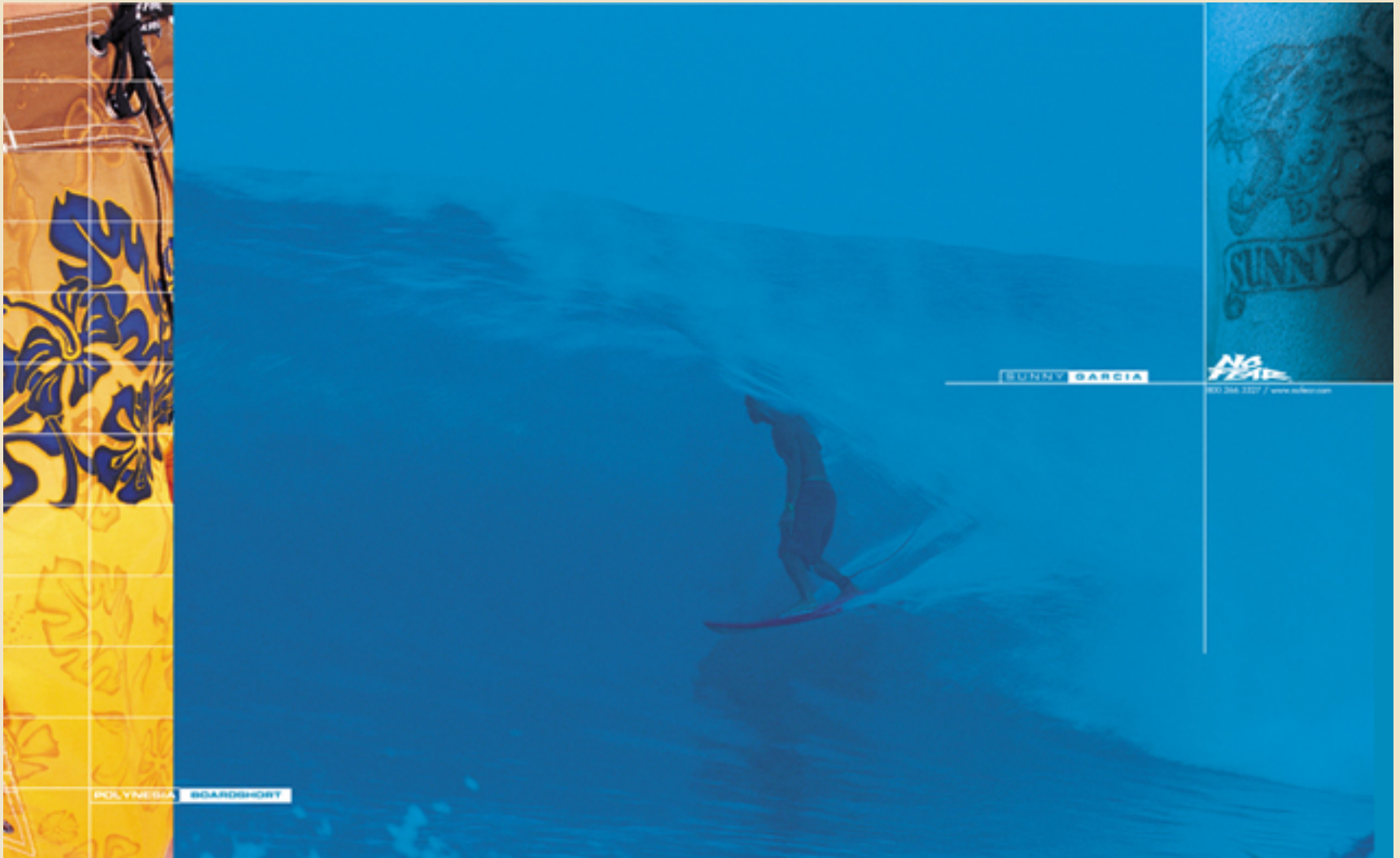
www.colgate.com
© 1998 Colgate-Palmolive Co.

THE BRUSHING THAT WORKS BETWEEN BRUSHINGS.™

Creating a Brand Image

- Used when competing brands are so similar it is difficult to find or create a unique attribute
- The creativity strategy used to sell these products is based on a strong, memorable identity for the brand through ***image advertising***
- Frequently used for products such as soft drinks, perfume, liquor, clothing, airlines.

No Fear's advertising creates a unique image for the brand



Source: Courtesy No Fear.



Creating a Brand Image

➤ **David Ogilvy's Approach**

- 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's Approach**

- 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."

Approaches to the Major Selling Idea: Inherent Drama and Positioning

Inherent Drama:

- Focus on consumer benefits with an emphasis on the dramatic element in expressing them
- Messages generally presented in a warm, emotional way
 - Hallmark, Maytag, Kellogg

Positioning:

- Establish a particular place in the customer's mind for the product or service
- Based on product attributes/benefits, price/quality, use or application, type of user, problem solved

This ad helps position 3M as an innovative company

1 How can the whole world breathe easier?

2 With the world's first CFC-free inhaler. CFCs help deliver vital medicine, but harm the world's ozone layer. 3M Pharmaceuticals has discovered how to make metered-dose inhalers without them. And we're working in partnership with other pharmaceutical companies, so together, we can begin to replace the 500 million inhalers used each year. This breakthrough—along with the first metered-dose and breath-actuated inhalers—shows a commitment to leadership that's built one of the world's largest health care companies. And helps us make the leap *from need to...*

3M *Innovation*

©3M 1999 For more information, call 1-800-3M-HELPS, or Internet: <http://www.3M.com/DDS>

Source: Courtesy 3M



Burger King searches for the right ad campaign

- | | | | |
|-------|--|-------|--------------------------------------|
| 76 | Have it your way. | 86-87 | This is a Burger King town. |
| 77-78 | America loves burgers and we're America's Burger King. | 87 | The best food for fast times. |
| 78-80 | Who's got the best darn burger? | 87-89 | We do it like you'd do it. |
| 80-82 | Make it special. Make it Burger King. | 89-91 | Sometimes you gotta break the rules. |
| 82 | Aren't you hungry for Burger King now? | 91-92 | Your way. Right away. |
| 82-83 | Battle of the burgers. | 92-94 | BK Tee Vee: I love this place! |
| 83 | Aren't you hungry? | 94 | Back to basics |
| 83-85 | The big switch. | 94-96 | Get your burger's worth. |
| 85-86 | Search for Herb. | 96-98 | It just tastes better. |
| 86-87 | This is a Burger King town | 99 | Go the distance |
| | | 2000 | Got the Urge |
| | | 01-02 | The Whopper Says |
| | | 02-03 | At Burger King You Got It |