CREATIVE STRATEGY

Creative Challenge

- Develop an effective way of communicating the message to customers
- Consider the research you have and communication objectives
- Find a fresh and unique approach to solve communication problems

Creative Strategy

- Copy Platform – guides development of ad message
  - States major selling idea or key benefits to communicate
  - Central theme, idea, position, or image for ads in the campaign
  - Based on advertising and communication objectives

Models of the Creative Process

<table>
<thead>
<tr>
<th>Young Model</th>
<th>Wallas Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immersion</td>
<td>Preparation</td>
</tr>
<tr>
<td>Digestion</td>
<td>Incubation</td>
</tr>
<tr>
<td>Incubation</td>
<td>Illumination</td>
</tr>
<tr>
<td>Illumination</td>
<td>Verification</td>
</tr>
</tbody>
</table>

Big Idea or Major Selling Idea

- Unique Selling Proposition
- Creating a Brand Image
- Finding the Inherent Drama
- Establishing a Position for the Product in the Consumers’ Mind

Unique Selling Proposition

- The Promise you will make that the competition can not or does not offer
- Must be important to the target audience and reflect the key benefit of the product
Two Kinds of Advertising Appeals

• Informational/Rational Appeals
  – Competitive advantage
  – Feature appeals
  – Favorable price
  – News appeal
• Emotional Appeals
  – Transformational Advertising

Transformational Advertising

• Transforms the consumer’s experience of using the product

• Creates feelings, images, meanings, and beliefs about the product
Common Advertising Execution Techniques

• Straight sell/factual
• Scientific evidence
• Demonstration
• Competitive comparisons
• Testimonials
• Slice of Life
• Animation
• Character or personality delivers message
• Dramatization
• Humor

Slogans

• You’re in good hands with _______
• Don’t Leave Home without it.
• Reach Out and Touch Someone
• Real Food for Real People
• The Ultimate Driving Machine
• Like a Rock
• Diamonds are Forever
• You’ll Love the Way we Fly
• Have you Driven a _______ lately?

What a Luxury Car Should Be
• Get a Piece of the Rock
• A Different Kind of Company.  A Different Kind of Car.
• We Make Money the Old Fashioned Way.  We Earn it.
• It’s Everywhere You Want to Be.

Universal Advertising Standards

• Position the product simply and clearly
• Present a clinching benefit for the brand
• Power Idea
• Create brand personality
• Do the unexpected
• Single-minded focus
• Reward the audience
• Visually gripping
• Best design and execution

Six Ways to Make Ads Pull Better

1. Name a specific benefit.
2. Emphasize the product in the illustration and the headline.
3. Make it easy for consumers to visualize the benefit.  Keep the ad simple.
4. Use larger ads in emphasizing the benefit.
5. Don’t obscure the benefit.  Cute, catchy, and tricky may not work.
6. Get personal about the benefit – show why the product should be of interest to the reader.

Which AD Pulled BEST?
Answer: A
- Product name in headline increases ID of product vs "say nothing" headline
- Emphasis on "New"
- Recipe attracts attention
- One main illustration superior

Answer: B
- Headline has clear benefit
- Simple illustration focusing on product
- Strong product ID

Answer: B
- Connection between headline, illustration, and copy
- Headline has specific consumer benefit
- Product ID is prominent
Answer: **B**

- Dominant element in layout
- Avoid overly busy ads
- Numbers and prices in headline increases interest

Answer: **B**

- Headlines are best placed just above copy
- Sizeable illustration of the product

Answer: **A**

- In food ads, the illustration should have strong appetite appeal
- Recipes increase readership
Answer: B

- Illustration is cleaner and the product is the focus
- Brand name is clear and prominent

Answer: B

- Strong product ID promotes recall
- “New” is powerful
- Avoid sad expressions in illustrations

Answer: A

- Headlines are important in emphasizing what is being sold and why
- Avoid distracting elements
- Competitive comparison