

ICA 679
Global Brand Communication Strategy
Lecture 1

Creative Strategy
Development, Implementation, Evaluation

Advertising Creativity

Breakthrough the clutter
and make an impression
(Likeability)

Creative Process

1. Immersion

Read / Look / Listen / Ask

2. Digestion

3. Incubation

4. Illumination

5. Reality or Verification

How advertising works

- Impact
- Effective
- Achieves desires effects (Analyze)
- AIDA
- D. Ogilvy: I try to write from one human to another, and I try to make it as real and personal as possible.

How advertising works

- SMCR communication model: S -> M -> C -> R
Source: sender who encodes the
Message: pictures and words sent through
Channels: of communication to
Receivers: readers, viewers, listeners
Feedback: monitoring response
One-way / Two-way (Interactive)
Noise: what interrupts the message

Quantitative/Qualitative Research

- Surveys
- Focus Groups
- Ethnographic (Reality TV) - Observation

Marketing Plan

- Market Situation Analysis - SWOT
- WHAT is happening with the brand?
- HOW is it happening?
- WHERE is it happening?
- WHEN is it happening?
- TO WHOM is it happening?

- Marketing Mix Strategy

The Big Idea

- Creative Strategy
- Creative Tactics
- The Central Theme - Differentiation

Tag Line

Slogan

Creative Brief

Client/Product:

Background:

Competitors:

Objectives: Build brand awareness.

Encourage trial

Target: Demographics / Psychographics

Promise:

Support:

Mandatory: Slogan

Logo

Requirement: Full page, full color poster

Creative Brief

<p><u>Communication Objective</u></p>	<ul style="list-style-type: none">• To create quick awareness• To encourage change in behaviour
<p><u>WHOM</u> are we talking to?</p>	<ul style="list-style-type: none">• Demographics / Psychographics
<p><u>WHAT</u> do they currently believe and do?</p>	<ul style="list-style-type: none">• Believe• Do
<p><u>WHAT</u> do we want them to believe and do?</p>	<ul style="list-style-type: none">• Believe• Do
<p><u>WHY</u> should they?</p>	
<p><u>WHAT</u> must be included in the execution?</p>	

Cultural & Social Influences

- Culture
 - Norms
 - Values
- Core Values
 - Sense of Belonging - Excitement
 - Fun & Enjoyment - Warm Relationships
 - Self-fulfillment - Respect from others

Strategy

- Selling Idea/USP/Promise/Post Perception
‘The picture is only the beginning’
- Theme/Message
‘ See what develops’ Polaroid

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Advertising Appeals

- Informational/Rational
 - practical, functional need; benefits
 - informative (attributes): comfort, convenience, economical, healthy, sensory benefits (touch, taste, smell), quality, dependability, durability, efficiency

Advertising Appeals

- Informational/Rational
 - Weilbacher's Rational Approaches
 - Feature
 - Competitive Advantage
 - Favorable price
 - News
 - Popularity

Advertising Appeals

- Emotional
 - Relate to social, psychological needs
 - * Status, Recognition
 - * Pleasure, excitement
- Emotional - Transformational Ad
 - Transform the interpretation of usage
 - Make use of product richer, warmer, more exciting or enjoyable
 - Connect experience so consumer cannot remember brand without recalling experience
 - Make consumption much more enjoyable

Creative Tactics for Print Advertising

- Headline / Subheads / Bold / Flash
 - Direct / Indirect
- Body Copy / Copy
- Visual Elements
- Layout

Guidelines for Evaluating Creative Output

- Approach consistent with brand's marketing and advertising objectives?
- Approach consistent with creative strategy and objectives?
- Approach appropriate for target audience?
- Approach communicate a clear and convincing message?
- Is ad truthful and honest?

Ultimate responsibility rests with client!!!!