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: 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.

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
Inputs To The Creative Process

**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
Asking Questions
Inputs to the Creative Process

- Working with the client
- Reading and analysis
- Listening to others
- Asking Questions
- Trying the product
- Product research

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.

Source: Used by permission of San Diego Trust & Savings Bank
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
## Top Ten Advertising Slogans of the Century

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

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.
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.”
## 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.
Burger King searches for the right ad campaign

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