Creative Strategy: Implementation and Evaluation
**Appeals and Execution Style**

**Advertising Appeal**
- The approach used to attract the attention of consumers and/or
- To influence consumer feelings toward the product, service or cause

**Creative Execution Style**
- The way a particular appeal is turned into an advertising message
- The way the message is presented to the consumer
Two Broad Categories of Appeals

**Informational/Rational Appeals**
- Focuses on the consumer’s practical, functional, or utilitarian need for the product or service
- Emphasizes the features or benefits
- Messages emphasize facts and logic

**Emotional Appeals**
- Relate to consumers’ social and/or psychological needs for purchasing a product or service
- Many advertisers believe consumers’ emotions work better at selling brands that do not differ markedly from competing brands
Rational Appeals

- Feature appeals
  - Focus on the dominant traits of the product

- Competitive appeals
  - Makes comparisons to other brands

- Favorable price appeals
  - Makes price offer the dominant point

- News appeals
  - News or announcement about the product

- Product/service popularity appeals
  - Stresses the brand’s popularity
Rational Motives

- Comfort
- Convenience
- Economy
- Health
- Quality
- Dependability
- Durability
- Performance
- Efficiency
### Emotional Appeals

#### Personal States or Feelings

- Achievement / Accomplishment
- Actualization
- Affection
- Ambition
- Arousal / stimulation
- Comfort
- Excitement
- Fear
- Happiness
- Joy
- Love
- Nostalgia
- Pleasure
- Pride
- Safety
- Security
- Self-esteem
- Sentiment
- Sorrow/grief
Emotional Appeals

Social-Based Feelings

- Acceptance
- Approval
- Affiliation / belonging
- Embarrassment
- Involvement
- Recognition
- Rejection
- Respect
- Status
- Sophistication
Advertising for Skyy vodka uses emotional appeals

Source: Courtesy of Skyy Spirits, LLC
Transformational Advertising

A **transformational ad** is “one which associates the experience of using the advertised brand with a unique set of psychological characteristics which would not typically be associated with the brand experience to the same degree without exposure to the advertisement.”

- The ads create feelings, images, meanings, and beliefs about the product or service that may be activated when consumers use it.
- Transformational ads have two characteristics:
  - The ad must make the experience of using the product richer, warmer, more exciting and/or enjoyable than that obtained solely from an objective description of the advertised brand.
  - It must connect the experience of the ad so tightly with the experience of using the brand that the consumer can’t remember the brand without recalling the experience generated by the ad.
Levels of Relationship with Brands

Emotions

Personality

Product Benefits
Other Types of Appeals

- **Reminder Advertising** – the objective is to build and/or maintain awareness and keep the name of the company and/or brand in front of the customer.
  - Often used by well known brands and market leaders that are well-established in the market.

- **Teaser advertising** – goal is to create curiosity, interest, and/or excitement about a product, brand or topic by mentioning it but not actually showing it.
  - Often used for new products/models and for movies.
Lee Jeans used teaser advertising to create interest and excitement for its new jeans.
Advertising Execution Techniques

Creative execution: The way an advertising appeal is presented.

- Straight-sell or factual message
- Science / technical evidence
- Demonstration
- Comparison
- Slice of life
- Testimonial
- Animation
- Personality Symbol
- Fantasy
- Dramatization
- Humor
- Combinations
This ad uses a straight sell execution of a product popularity appeal

Source: Courtesy Neutrogena Corporation
Creative Tactics: Print Advertising

**Headline**
- Words in the leading position of the ad. Attract readers’ attention/interest and encourage them to read the rest of the ad
  - Direct Headlines – straightforward and informative about the product or service
  - Indirect Headlines – provoke curiosity or interest by use of questions, provocations, challenges, how-to

**Subheads**
- Smaller than the main headline, larger than the copy. Used to break up large amounts of copy and highlight key sales points

**Body copy**
- The main text portion of a print ad, used to present the relevant information. Content depends on appeal and execution style
Creative Tactics: Print Ad Components

**Visual Elements**
- Must attract attention
- Communicate idea or image
- Work in synergistic fashion with headline and copy
- Illustrations such as drawings or photos
- Identification marks such as trademarks, logos, brand name

**Layout or Format**
- The physical arrangement of the various elements of a print ad including headline, subheads, body copy, illustrations, and identifying marks
- Decisions include size, color, white space
Elements of a Print ad

- **Headline**
- **Visual**
- **Body Copy**
- **Identification Marks**

Text:

YOU WON'T FIND THE FASTEST GROWING DOCUMENT OUTPUT COMPANY UNDER X.

(You won’t find it under C or M for that matter, either.)

Here's an interesting fact: The name of the fastest growing major document output company isn’t Savin, Lexmark, or Kodak. It’s Savin.

After all, Savin isn’t only the largest manufacturer of digital imaging systems for the office, but also one of the most responsive to the business with smart, energetic, highly-trained sales professionals willing to do whatever it takes to give you the satisfaction and service you deserve.

To find out more about Savin’s full line of black and white and full-color digital imaging solutions, as well as our scalable communication services, contact your local Savin office or look on your card in under X.

Source: Courtesy Savin Corporation
Creative Tactics: Print Ad Layout

- **Size**
  - Expressed in columns, column inches or portions of a page

- **Color**
  - Black & white or two-, three-, or four-color printing

- **White Space**
  - Marginal and intermediate space on the page that remains unprinted
Creative Tactics: Television

Components of a TV Commercial

- Video – what is seen on the screen. Includes decisions regarding visual, sequencing, setting, lighting, talent, etc.
- Audio – voices, music, sound effects
  - Voiceover – delivery of the message
  - Music
    - Needledrop
    - Well known songs
    - Jingles
# Classic songs used in commercials

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Brand/Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revolution</td>
<td>Beatles</td>
<td>Nike</td>
</tr>
<tr>
<td>Start Me Up</td>
<td>Rolling Stones</td>
<td>Microsoft Windows 95</td>
</tr>
<tr>
<td>Come Together</td>
<td>Beatles</td>
<td>Nortel</td>
</tr>
<tr>
<td>Desert Rose</td>
<td>Sting</td>
<td>Jaguar</td>
</tr>
<tr>
<td>Ray of Light</td>
<td>Madonna</td>
<td>Microsoft Windows XP</td>
</tr>
<tr>
<td>Rock and Roll</td>
<td>Led Zeppelin</td>
<td>Cadillac</td>
</tr>
</tbody>
</table>
The elements of a TV commercial are brought together in a *Script* which is used to provide a detailed description of the video and audio content.

**Three Phases of Production**

1. **Preproduction**
   - All work before actual shooting, recording
2. **Production**
   - Period of filming, taping, or recording
3. **Postproduction**
   - Work after commercial is filmed or recorded
Select a director
Choose production company
Bidding
Cost and timing
Production timetable
- Set construction
- Location
- Agency, client approval
- Casting
- Wardrobes
Production Meeting
Creative Tactics: Television Production Tasks

- Location versus set shoots
- Night/weekend shoots
- Talent arrangements
Creative Tactics: Television Postproduction Tasks

- Editing
- Processing
- Sound effects
- Audio/video mixing
- Opticals
- Client/agency approval
- Duplicating
- Release/shipping
Guidelines for Evaluating Creative Output

- Consistent with brand’s marketing objectives?
- Consistent with brand’s advertising objectives?
- Consistent with creative strategy, objectives?
- Does it communicate what it’s suppose 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?