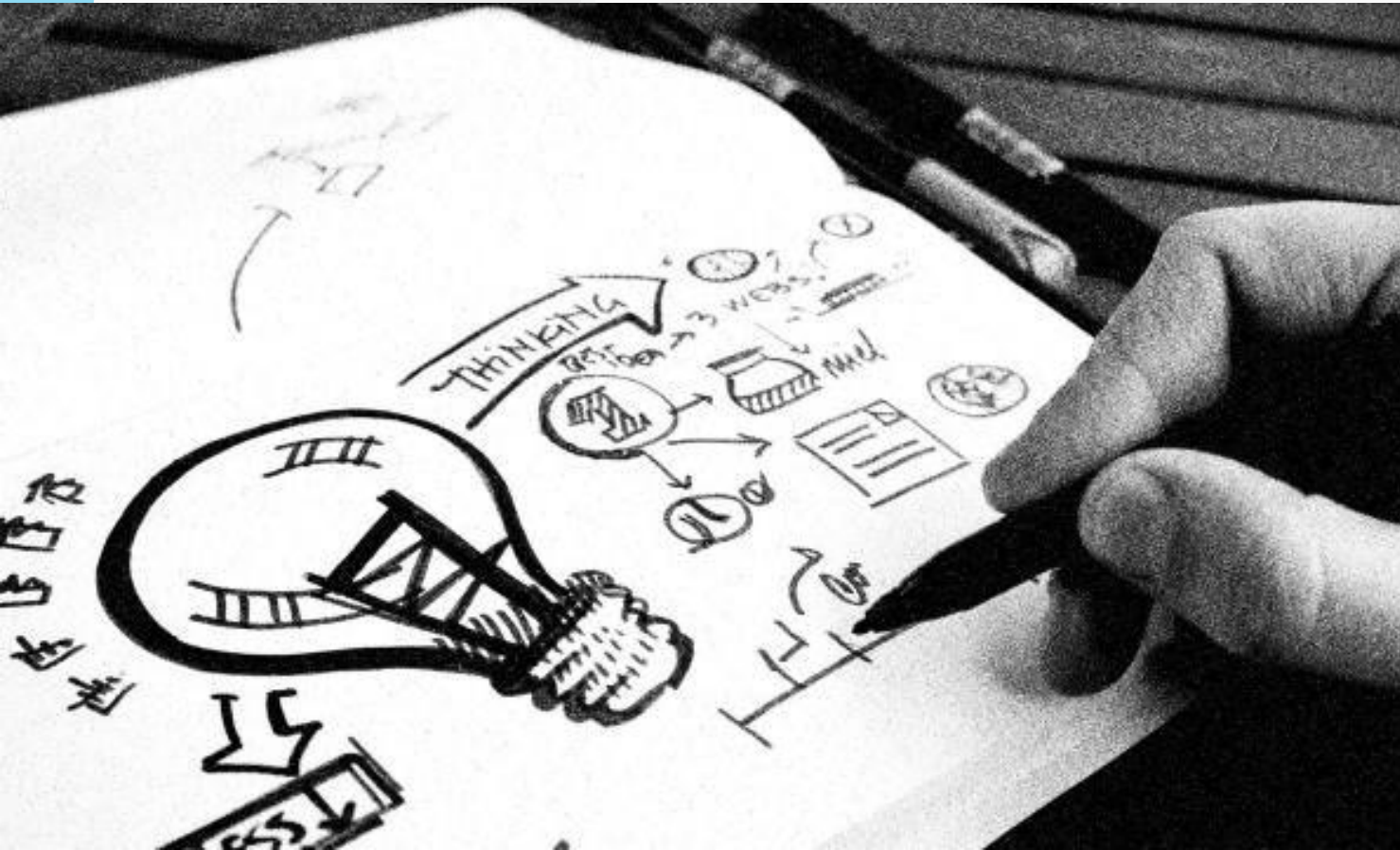


Chapter 8

Creative Strategy: Planning and Developing



By
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Mkt 337 (sections 3)

Creative strategy explained

- ▶ Ads are often called ‘creative’
- ▶ The makers are called ‘Creative types’
- ▶ Perceptions vary
 - ▶ Some say that ads are only creative if it can sell products
 - ▶ Others judge ads based on their artistic or aesthetic value & originality
 - ▶ A good ad has a balance of both

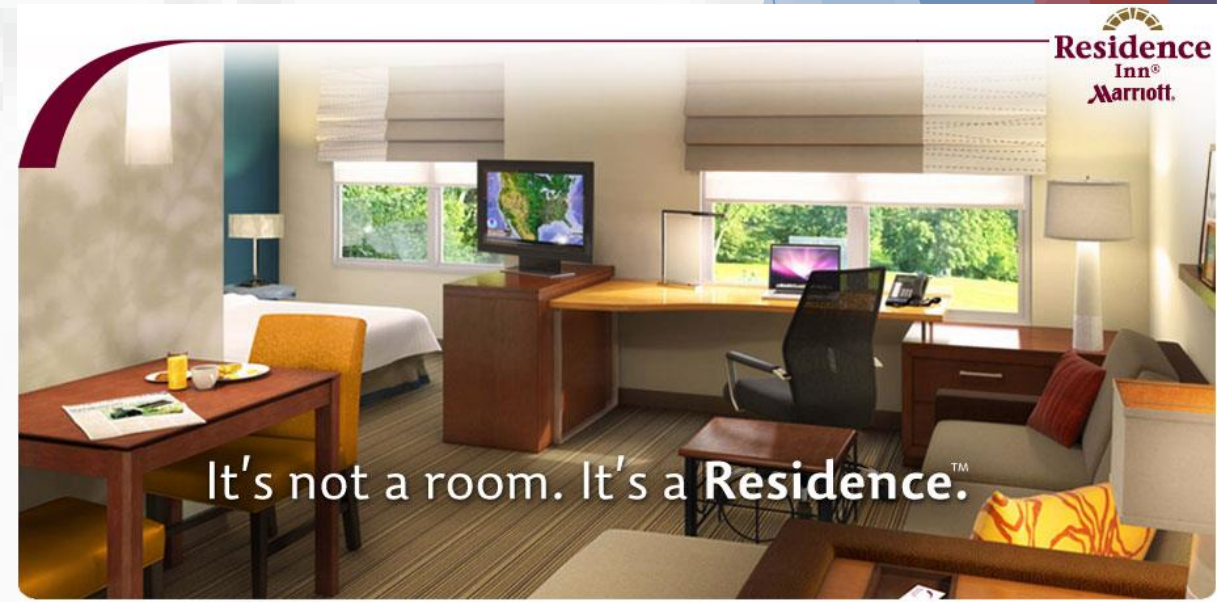
Determinants of creativity

- ▶ Advertising creativity: The ability to regenerate fresh, unique and appropriate or relevant ideas that can be used as solutions to communication problems
- ▶ Divergence: Refers to the extent that an ad contains elements that are novel different or unusual.
 - ▶ Divergence can be achieved through these major factors
 - ▶ Originality
 - ▶ Flexibility
 - ▶ Elaboration
 - ▶ Synthesis
 - ▶ Artistic



The creative challenge

- ▶ Advertisers need to take all the research, strategy statements, communication objectives etc. and transform them into advertising message
- ▶ They must put the advertising message into a form that will engage the audiences' interest & make the ads memorable
- ▶ Risk is necessary if an agency wants to break the clutter and get noticed.

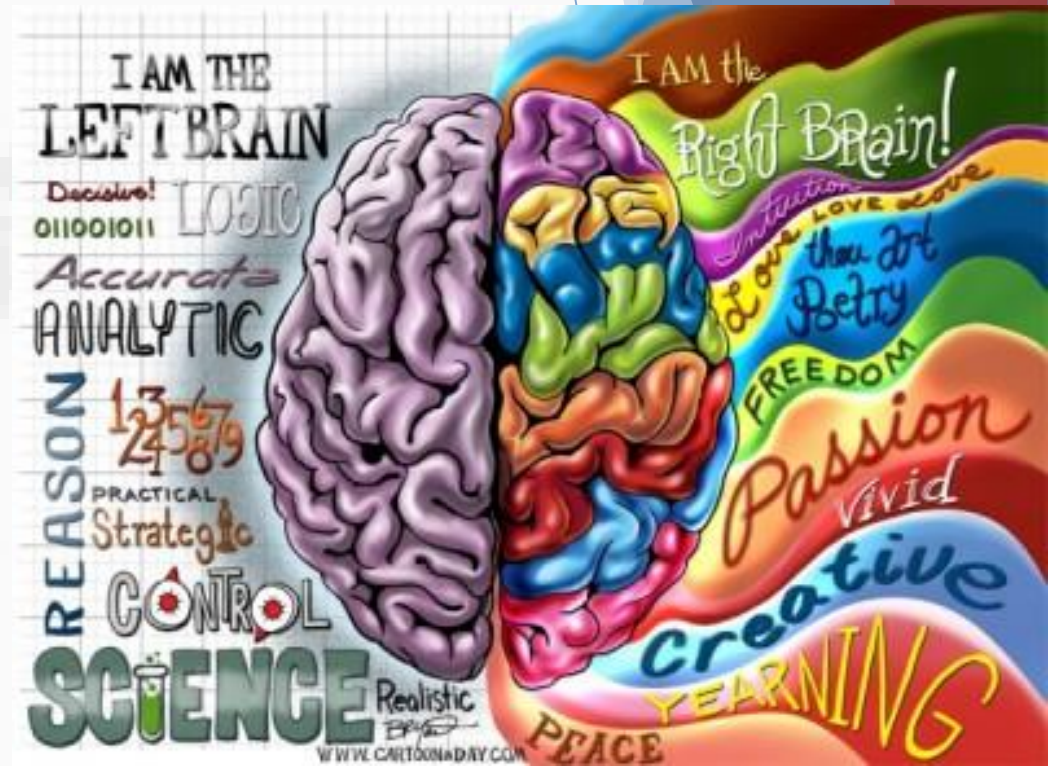


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Creative vs Hard Sell advertising

- ▶ A perpetual debate between rationalists or 'suits' and creative people or 'poets'
- ▶ Rationalists argue that advertising must sell the product or service and that the more selling points in an ad, the more it moves customers towards purchase
- ▶ Creative people argue that advertising has to build an emotional bond between customers and the brand that goes beyond product advertising



Inputs to the creative process

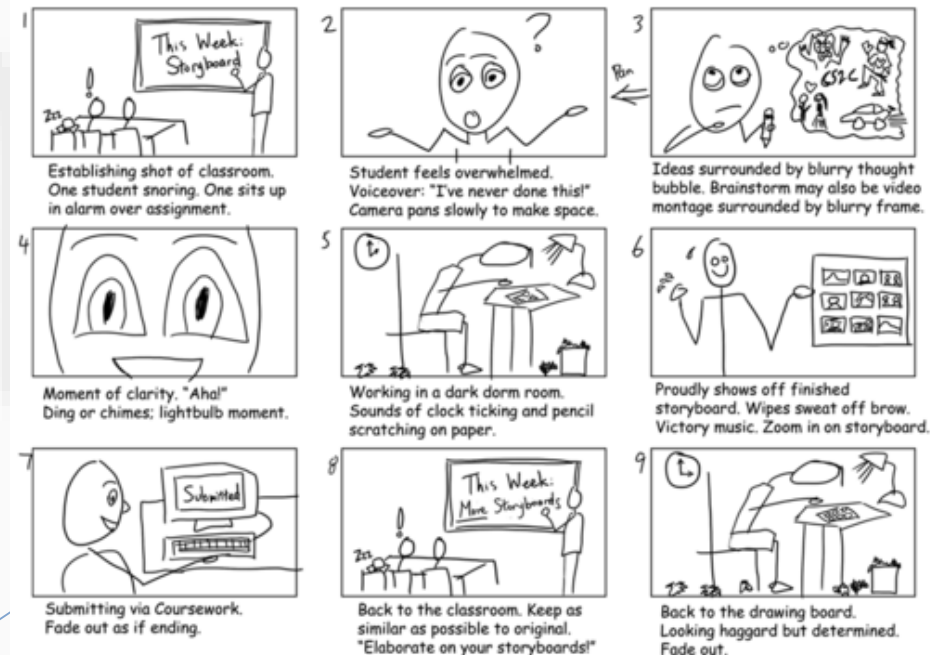
- ▶ Background research
 - ▶ General preplanning input (books, publications, articles etc.)
 - ▶ General market trends, local and national govt. etc
- ▶ Product or service specific research
 - ▶ Input comes from specific research on products, target audience
- ▶ Qualitative research
 - ▶ Focus groups
 - ▶ Ethnographic research



Inputs to the creative process

- ▶ Verification & revision
 - ▶ Using direct focus groups
 - ▶ Storyboard
 - ▶ Series of drawings used to present the visual plan or layout of a proposed commercial
- ▶ Animatic
 - ▶ A videotape of the storyboard along with an audio soundtrack

"CS2C: Fun with Storyboards" by Kenneth Chan



Creative strategy development

▶ Campaigns

- ▶ A set of interrelated & coordinated marketing communications activities that center on a single theme

▶ Campaign theme

- ▶ Should be a strong idea and expressed through a *slogan or tagline*, that serves as a summation line expressing the brand's positioning



Creative strategy development

- ▶ Creative brief
 - ▶ Also known as *creative platform* or *work plan*, *creative blueprint* or *creative contract*
 - ▶ Approved by the advertising manager and/or the marketing & brand managers from the client side
 - ▶ Many also include brand identification, disclaimer etc.

Creative strategy development

- ▶ Developing major selling idea
 - ▶ Using unique selling proposition
 - ▶ Creating a brand image
 - ▶ Finding the inherent image
 - ▶ Positioning

Creative strategy development

▶ USP

- ▶ Each advertisement must make a proposition to the consumer, not just words, not just product puffery, not just show window advertising. Each advertisement must say to the reader, ‘buy this product and you’ll get this benefit’
- ▶ The proposition must be one that the competition either cannot or does not offer. It must be unique either in the brand or in the claim
- ▶ The proposition must be strong enough to move the mass millions, that is, pull over new customers to your brand



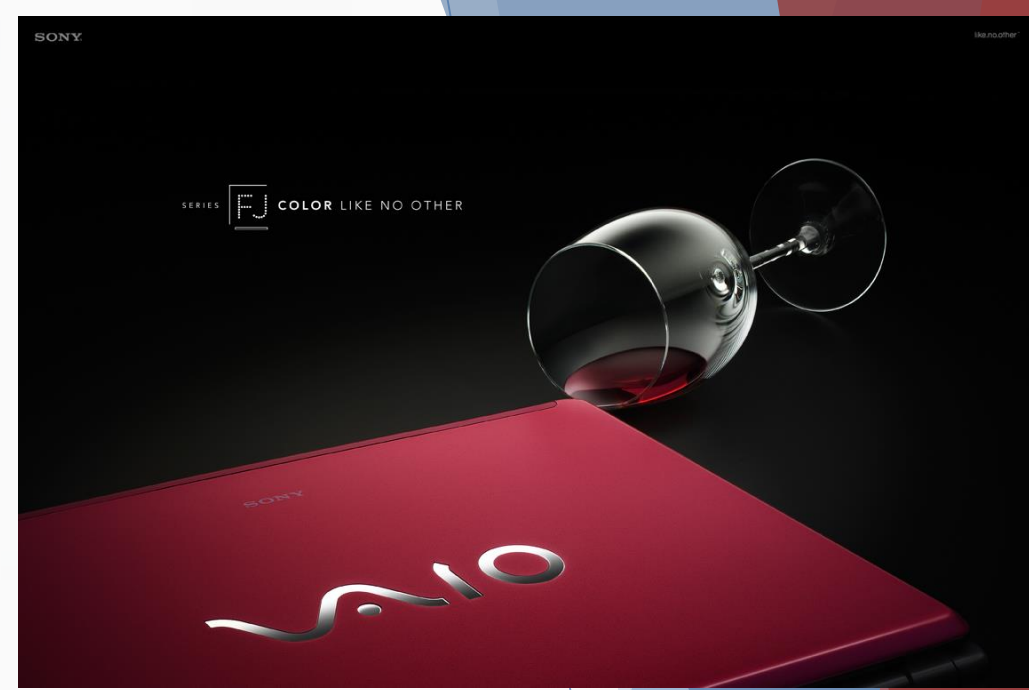
Creative strategy development

- ▶ Creating brand image
 - ▶ Now a days, creative strategy is used to sell products is based on the development of a strong memorable identity for the brand through *image advertising*
 - ▶ e.g *bebe* used attractive models to make their ad look stylish & sexy



Creative strategy development

- ▶ Finding the inherent drama
 - ▶ characteristics of the product that makes people buy it
 - ▶ Hallmark, McDonalds, Sony VAIO ads
- ▶ Positioning
 - ▶ Advertising is used to establish or position the product/service in a particular place in the consumer's mind





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