

# Chapter 9

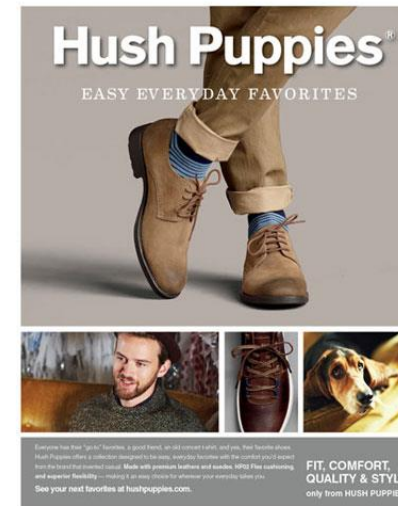
## Creative Strategy: Implementation and evaluation



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Mkt 337 (sections 3)

# Advertising appeal

- ▶ Information/Rational approach
  - ▶ Focuses on consumer's practical, functional or utilitarian need for the product/service and emphasize features of a product/service and /or the benefits or the reasons of owning a or using a particular brand.
- ▶ Feature appeal
- ▶ Competitive advantage
- ▶ Favorable price appeal
- ▶ News appeal
- ▶ Product/service popularity



Domino's Pizza

ORDER MENU COUPONS LOCATIONS TRACKER ESPAÑOL

Domino's Gift Cards

WE CHANGED OUR CRUST, SAUCE AND CHEESE. AND HOPEFULLY, YOUR MIND.

ORDER NOW

2 MEDIUM 2-TOPPING PIZZAS \$5.99 EACH

OR

CREATE YOUR OWN ORDER

Chocolate Lava Crunch Cakes

2-Piece Order for \$3.99

ORDER THIS DEAL

TASTE BUD BOUNTY

Capture your friends' taste buds and earn rewards.

FIND OUT MORE

## tastier coffee!



—the *modern* coffee made especially to give you consistently better flavor than ground coffee!



All Coffee—  
nothing but Coffee!

## new Nescafé

# Advertising appeal



# Advertising appeal

## ▶ Emotional appeals

- ▶ Relates to the consumer's social and/or psychological needs for purchasing a product/service
- ▶ Ads often rely on emotional integration, whereby they portray the characteristics in the ad as experiencing an emotional benefit/outcome



# Reasons for using emotional appeal

- ▶ Often used as a basis of their advertising campaign
- ▶ JCPenney introduced ad that themed around the tagline 'Yours truly, JCP'
- ▶ Influence the consumer's interpretation of their product usage or experience
- ▶ Transformational advertisement
  - ▶ 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

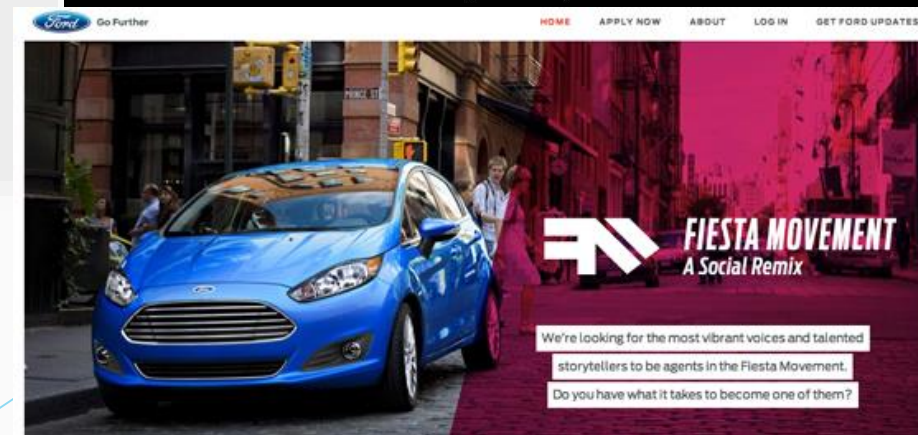
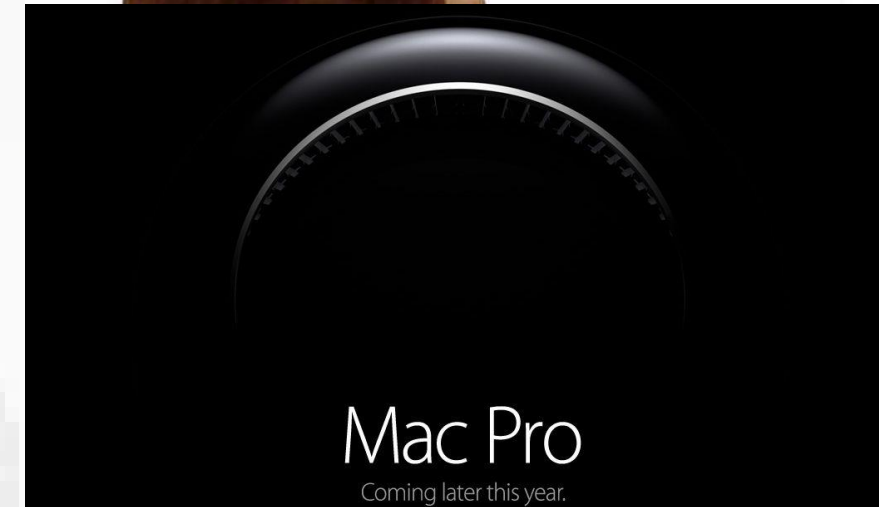


# Additional appeal

- ▶ Reminder advertising
  - ▶ Which has the objective of building brand awareness and/or keeping the brand name in front of the customer
- ▶ Teaser Advertising
  - ▶ Which is designed to build curiosity, interest and/or excitement about a product or brand
- ▶ User generated content
  - ▶ Ads are created by the customers rather than the company and/or its agency



Don't forget  
your FedEx discounts



# Ad execution

- ▶ Creative execution
- ▶ Numerous ways of execution
  - ▶ Straight sell or factual message
  - ▶ Scientific/technical evidence
  - ▶ Demonstration
  - ▶ Testimonial
  - ▶ Slice of life
  - ▶ Comparison
  - ▶ Animation
  - ▶ Personality symbol
  - ▶ Imagery
  - ▶ Dramatization
  - ▶ Humor
  - ▶ Combination

# Ad execution

- ▶ Straight sell or factual message
  - ▶ A straightforward information concerning the product/service
  - ▶ Rational appeal is used
  - ▶ Commonly used in print ads
  - ▶ They are also shown in TV with an announcer generally delivering the sales message while the product is shown in the screen





# Ad execution

- ▶ Scientific/technical evidence
  - ▶ Another variation of straight sell where scientific or technical info is given in the ad
  - ▶ Endorsement by scientific bodies or doctors etc.

**New**

“Cold drink causing a short, sharp sensation? It could be **Tooth Sensitivity**.”

I recommend Sensodyne Toothpaste.”  
- Dr. Spiro Condos, Practicing in the US

**Works in 2 Weeks\***

**SENSODYNE** Fresh Mint

**1** **World's No. 1 Sensitivity Toothpaste**  
Recommended by Dentists Worldwide

**ACCEPTED**

Sensitivity is the short, sharp sensation experienced when eating or drinking something hot or cold. This is caused when dentine, the inner core of the tooth surrounding the nerves, gets exposed. This can lead to other problems, if not treated. Try new **Sensodyne Toothpaste** which is trusted by millions of people around the world. Right from the first brushing, **Sensodyne Toothpaste** starts to form a protective barrier around the nerves, giving you long lasting protection in just 2 weeks\*.

**Try Sensodyne Toothpaste for clinically proven relief from sensitive teeth.**  
Brush thoroughly twice a day or as directed by dentist.

\*From the first brushing, Sensodyne Toothpaste starts to form a protective barrier around the nerves and gives you long lasting protection in just 2 weeks.

© GlaxoSmithKline Inc. Asia Pte. Ltd., 2011

# Ad execution

- ▶ Demonstration
  - ▶ Designed to illustrate the key benefits of the product/service by showing actual use or staged situation
  - ▶ Used to convince customers regarding the product's utility or quality



An advertisement for Syska LED bulbs. The top section shows a man in a white shirt and pink trousers sitting on a brown sofa in a dimly lit room. The text 'Ek se shuru karo. Replace your CFL with Syska LED.' is overlaid. The Syska LED logo is in the top left. The bottom section shows four light bulbs of different sizes (5W, 7W, 9W, 15W) with their respective wattages labeled below them. Below the bulbs, the text reads: 'A 5W SYSKA LED bulb will replace any 15W CFL, saving up to 70% power, lasting 4 times longer. Switch to SYSKA LED.' At the very bottom, there are four icons with text: 'Last up to 18,000 hours', 'Mercury-free, no lead or mercury', '2 years warranty', and 'Fits into regular sockets'. The Syska LED logo is also present at the bottom right.

# Ad execution

## ▶ Testimonial

- ▶ A person praises the product with his/her personal experience
- ▶ Can be ordinary satisfied customers
- ▶ Very effective if the target audience can relate to the person giving the testimonial or if the story is interesting



Tweet to us your story with  
**#ItAllStarts**  
& stand a chance to be a part  
of **NESCAFÉ JOURNEYS.**  
**50 Twitter** Stories  
of Resolve. You can also win  
the new **NESCAFÉ Red Mug\***

\*T&Cs apply

It all starts with a 



**'THEY SAID I HAVEN'T  
SEEN THE WORLD  
ENOUGH TO BECOME  
A PHOTOGRAPHER.**  
They forgot #ItAllStarts  
with perspective. And I  
always had my own.'

Amit, 35, Photographer

It all starts with a **NESCAFÉ.**



**'THEATRE HAS NO  
FUTURE THEY SAID.  
I GUESS THEY HAVE  
NEVER FELT THE JOY  
OF DOING WHAT YOU  
WERE BORN FOR.**  
#ItAllStarts when  
your work is your  
purpose of being.'

Deepak, 27, Actor

It all starts with a **NESCAFÉ.**

# Ad execution

- ▶ Slice of life
  - ▶ Used particularly for packaged goods/products
  - ▶ Based on problem/solution approach
  - ▶ Often irritating as they remind people about problems
  - ▶ Sometimes used with fear appeal as a 'slice of death' ad to show negative consequence in life for not using the right product
    - ▶ FedEx Ads

## Slice of Life

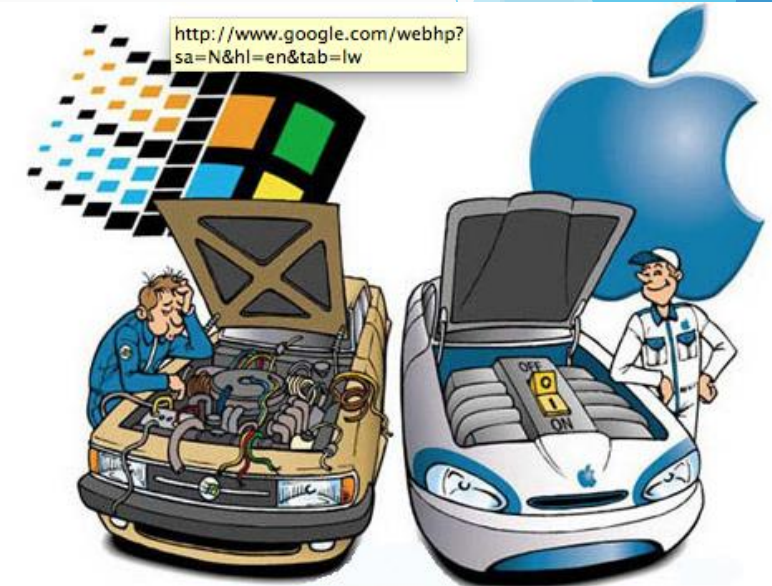


**IT'S ALL ABOUT THE HAIR**  
[And, maybe the shoes.]

**STOP HAIR LOSS BEFORE IT STARTS.**  
Only formulated with the highest quality ingredients like Ketoconazole, Niacin and Lecithin, Regenepure is the number one choice for fuller, thicker, healthier hair.

# Ad execution

- ▶ Comparison
  - ▶ Compare the company's products with the competitor's ones
  - ▶ Some comparisons are more direct leading to attack ads



# Ad execution

- ▶ Animation
  - ▶ Animated scenes are drawn by the artists or generated in a computer
  - ▶ Especially popular for children



# Ad execution

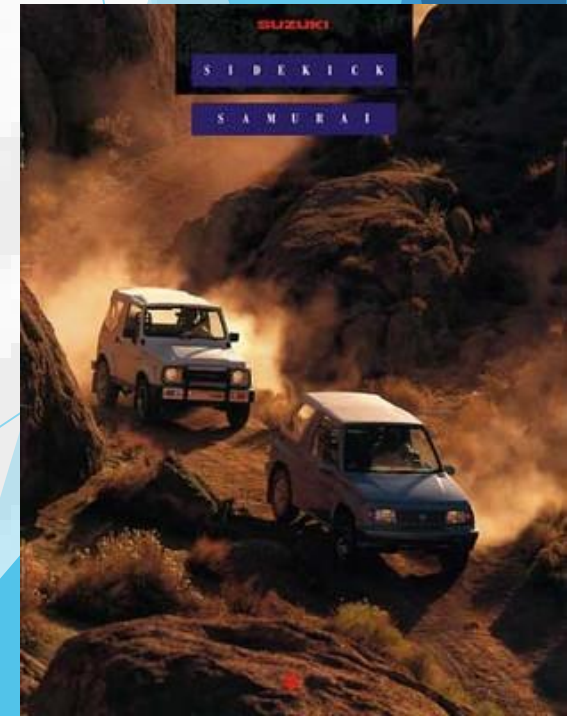
- ▶ Personality symbol
  - ▶ Involves developing a central character or personality symbol that can deliver advertising message



# Ad execution

## ▶ Imagery

- ▶ Little or no information about the brand and almost totally visual
- ▶ Uses imagery, illustrations and other visual elements to convey the message
- ▶ Execution may be based on usage imagery





# Ad execution

- ▶ Dramatization
  - ▶ Well suited to TVC
  - ▶ Uses more excitement and suspense to tell the story
  - ▶ The purpose is to draw the viewer in the action it portrays
    - ▶ Exposition
    - ▶ Conflict
    - ▶ Middle drama
    - ▶ Climax
    - ▶ resolution

# Ad execution

- ▶ Humor
  - ▶ Discussed in chapter 6



# Creative Tactics for print advertising

## ▶ Headlines

- ▶ Task is to attract reader's attention and/or provide the primary information

## ▶ Direct headlines

- ▶ Straightforward and informative such as specific benefits, making a promise etc.

## ▶ Indirect headlines

- ▶ They sometimes provoke reader's curiosity and lure readers into the body copy

- ▶ Risky sometimes if the headline is not provocative

## ▶ Subheads

- ▶ Usually smaller than main headline but larger than body copy

***GEICO's got game.***

Tell us you're a  
**Kappa Sigma Brother**  
and you could get a  
**special discount**  
on car insurance.



Get a **FREE** quote.

**GEICO**

1-800-368-2734 | [geico.com/greek/kappasigma](http://geico.com/greek/kappasigma)

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# Body Copy & Layout

- ▶ Usually the heart of the advertising message
- ▶ Often flows from the point made in the headline
  
- ▶ Layout
  - ▶ Physical arrangement of the various part of the ad like heading, subheads, message body, illustrations and any identifying marks.

# Guidelines for evaluating creative output

- ▶ Is the creative approach consistent with the brand's marketing and advertising objectives?
- ▶ Is the creative approach consistent with the creative strategy and objectives? Does it communicate what it is supposed to?
- ▶ Is the creative approach appropriate for the target market?
- ▶ Does the creative approach communicate a clear and convincing message to the customer?
- ▶ Does the creative execution keep from overwhelming the message?
- ▶ Is the creative approach appropriate for the media environment in which it is likely to be seen?
- ▶ Is the ad truthful and tasteful?



Thank You