Chapter 9
Creative Strategy: Implementation and evaluation

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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
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
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.
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
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
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
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
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