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Creative Strategy: Implementation and Evaluation

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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



Advertising Appeals

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

Social-Based Feelings

- Acceptance
- Approval
- Affiliation / belonging
- Embarrassment
- Involvement
- Recognition
- Rejection
- Respect
- Status
- Sophistication

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





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.

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



The #1 Dermatologist Recommended Acne Fighter for two reasons:

1. Tough on breakouts.

2. Easy on your skin.

Oil-Free Acne Wash

DERMATOLOGIST RECOMMENDED
effective yet gentle cleanser for acne treatment

Neutrogena
salicylic acid

Neutrogena
Dermatologist Recommended
www.neutrogena.com

Gently cleanses.
Oil-free formula gently cleanses deep down into pores for clear skin.

Treats and Prevents.
Gets rid of acne you have now, and helps prevent future breakouts. (No ordinary cleanser can do that.)

Soothes.
Special skin soothers help prevent irritation and over-drying.

© 1997 Neutrogena Corp.

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

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



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

Visual



Body Copy



(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 Xerox, Canon, or Minolta. It's Savin. That's right, Savin.

After all, Savin not only has the award-winning, multi-functional digital imaging systems today's networked offices require, we're also committed to becoming the fastest, most responsive name in the business. With smart, energetic, highly-trained Savin 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 & white and full-color digital imaging solutions, as well as our unshakable commitment to service, contact us at 1-800-244-1900 or www.savin.com. Or look in your card file under S.



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WE'VE GOT WHAT IT TAKES TO WIN YOU OVER™
Savin Corporation, 3311 Lovell St., Danford, CT 06030

Identification Marks



BTA (Small Channel Lockable Brand)
Savin Corporation

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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

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

Creative Tactics: Television Planning and Production

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



Creative Tactics: Television Preproduction Tasks

- 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?