The Creative Side and Message Strategy

Chapter 12

Part Four: Effective Advertising Messages

- Part 4 examines breakthrough advertising, and how creatives are developing messages people want to watch and read

Chapter Outline

I. Chapter Key Points
II. The Art and Science of Creative Advertising
III. Creative Strategy
IV. Facets of Creative Strategy
V. Planning and Managing Creative Strategy
Key Points

• Define creative advertising and explain how it leads to a Big Idea
• Describe the characteristics of creative people and their creative process
• Discuss key creative strategy approaches
• Outline the key parts of a creative brief

The Personification of MSN

The ROI of Effective Advertising

• Relevant
• Original
• Has impact
The Big Idea

• Implements the advertising strategy so that the message is both attention getting and memorable

The Creative Leap

• Jumping from the strategy statement to an original idea that conveys the strategy in an interesting way

Creative Thinking

• Free association
• Divergent thinking
• Analogies and metaphors
• Right-brain thinking
Young (and Rubicam) Wrote The Book on Creative Thinking

The Creative Person

- Problem solving
- Ability to visualize
- Openness to new experiences
- Conceptual thinking

Steps and Stages

- Immersion
- Ideation
- Brainfog
- Incubation
- Illumination
- Evaluation
Creative Strategy

- Where the art and science of advertising come together
  - Creative strategy
  - Creative execution

Message Objectives

- Perception
- Cognitive
- Affective
- Persuasion
- Transformation
- Behavior

Head and Heart Strategies

- Hard Sell
  - Touches the mind and creates a response based on logic
- Soft Sell
  - Uses emotional appeals or images to create a response
Head and Heart Strategies

- Lecture
  - A serious instruction given verbally
- Drama
  - Relies on the viewer to make inferences

Messages That Drive Perception

- Attention and awareness
- Interest
- Memory

Messages That Drive Cognition

- These messages get consumers to learn about products by focusing on a product's features
Messages That Touch Emotions

- Highlight psychological attraction of the product to the target audience through emotional responses

Messages That Persuade

- Appeal
- Selling premises
- Conviction

Messages That Transform a Product Into a Brand

- Branding
- Image advertising is used to create a representation in the customer’s mind
- Associations
Wrigley:
The Quintessential American Brand

Messages That Drive Action

• A signature that serves to identify the company or brand
• Also serves as a call to action if it gives direction to the consumer about how to respond

Message Approaches

• Straightforward
• Demonstration
• Comparison
• Problem solving/Problem avoidance
• Humor
• Slice of life
• Spokesperson
• Teasers
• Shockvertising
Planning and Managing
Creative Strategy

• The problem
• The objectives
• The target market
• Positioning strategy
• Type of creative strategy
• Selling premise
• Execution suggestions

Creative Strategy Brief

Figure 12.3

Planning and Managing
Creative Strategy

• Message execution
  – The form in which the ad’s message is presented
• Message tone
  – Reflects the emotion or attitude behind the ad
The Go/No-Go Decision

- Assess the effectiveness of the ad’s creative features
  - Structural analysis
  - Copy testing

For Everything Else
There’s MasterCard

Discussion Questions
Discussion Question 1

• Find the ad in this book that you think is the most creative.
• Analyze it in terms of the ROI formula for evaluating effective creative advertising.

Discussion Question 2

• Peter Madison, a sophomore in advertising, is speaking informally with a copywriter from a local advertising agency following the writer’s class presentation.
• Peter states his strong determination to be some sort of creative professional once he gets his degree.
  – “My problem is that I’m a bit shy and reserved. I’m interested in all sorts of stuff, but I’m not really quick in expressing ideas and feelings. I’m not sure my personality is suited for being an advertising creative. How do I know whether I’ve picked the right career direction?”
• What advice should the writer give Peter?

Discussion Question 3

• What are some of the major traits of creative people?
• Which characteristics of the advertising world do you think enhance creativity? Which discourage it?
• How do you rate yourself on these traits?
Discussion Question 4

• Find a newspaper or magazine advertisement that you think is bland and unexciting.
• Explain how you might rewrite it, first to demonstrate a hard-sell approach, and then to demonstrate a soft-sell approach.

Discussion Question 5

• Explain how creative advertising relates to advertising effectiveness.
• Find an ad you think is good and one that you think doesn’t work very well. Analyze them in terms of their creativity (art) and strategy (science).
• If you were a professional working on these accounts, how would you go about evaluating the effectiveness of these two ads to test your intuitive judgment?