

ADVERTISING STRATEGY

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Advertising Strategy

- Advertising process is a pyramidal structure.
- At the very base of the pyramid is the concept advertising strategy.
- -Game plan devised to maintain a viable fit between objectives and resources and changing market opportunities.
- Strategy is a “ message “ that advertiser gives to solve a communication related problem.
- Problem??- lack of product awareness, insufficient sales, poor brand equityetc.

Big Idea

- How?
- The idea advertiser selects for communicating the strategic message in a creative way.
- Link between advtg strategy and creative execution.
- Creative concept to execute strategy and serves as umbrella/ central theme.
- Specific to a campaign or few campaigns to keep it current.

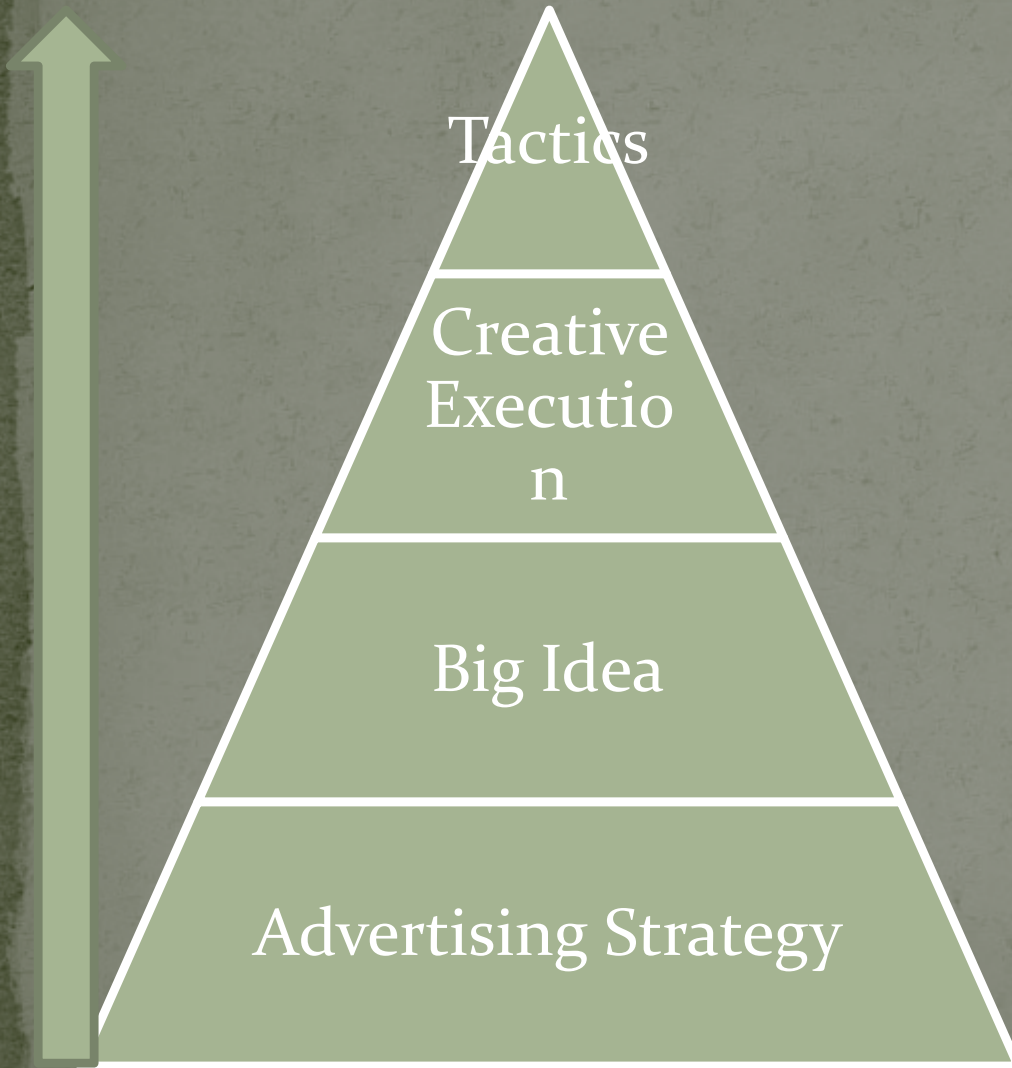
Creative Execution

- Physical form of advertisement.
- Story, script, copy, art, music, words, phrase, color, production etc.
- TACTICS
- Short term decisions about specific tangible tasks related to method , media etc.
- Eg. 100 sec TV spot in Star TV/ Half page ad in TOI

The Advertising Process



Ad Sttgy- Example- Thums Up



- Decisions on ad spend in media/ promotion wrt states specific
- Salman Khan/ Ranveer Singh/Sky diving/ Bungee jump/ jet ski etc.
- Brawny / Macho personalities performing challenging Adventure sports
- Strong tasty cola for young adult males, high carbonation

Brand	Strategy	Big Idea	Execution
Dhara Sunflower Oil	Demonstrate that <i>Dhara</i> keeps consumer's hearts & health strong.	Kids are proud of fathers who are healthy. (Due to <i>Dhara</i>).	Creative tagline, elements of wit and humor, selection of right characters, gripping stories, etc.
Mentos	Communicate that <i>Mentos</i> refreshes consumers	<i>Mentos</i> gives 'fresh ideas' in our otherwise mundane lives.	Creative tagline, elements of wit and humor, selection of right characters, gripping stories, apt sound effects etc.
Axe Deo	Create a sensual appeal	Talk of the 'Axe effect', i.e. how woman are magnetically attracted towards men using <i>Axe</i> .	Creative tagline, elements of wit and humor, gripping stories, apt sound effects, etc.
Fevicol	Reinforce <i>Fevicol's</i> leadership position as the ultimate adhesive	Show the bonding power of the brand in a	Creative tagline, elements of wit and humor, selection of right



My daddy strongest

https://www.youtube.com/watch?v=EA6mF8W_aLc

My Daddy Strongest

DHARA Health
Refined Sunflower Oil

BHAGWATI PROVISIONS

Dhāra

Today and
forever.

#MY
DADDY
STRONGEST



[https://www.youtube.com/
watch?v=kno-qkCbBAQ](https://www.youtube.com/watch?v=kno-qkCbBAQ)

Mentos

<https://www.youtube.com/watch?v=GWvxt1LL9Wg>

Dear Royal Family.



Kohinoor nahi,
Fevicol le jaana chahiye tha



Fevicol hota toh yeh nahi hota



<https://youtu.be/IC5EhJliwFE>

<https://www.youtube.com/>

[watch?v=IPoSf32NsQM&feature=emb_rel_end](https://www.youtube.com/watch?v=IPoSf32NsQM&feature=emb_rel_end)

Creative Strategy

- A creative strategy defines the important strategic choices required to develop a marketing message.
- The creative strategy (often called a copy or advertising strategy) defines what you will say about your product or service.
- It explains how you want consumers to think about your Brand.

- Where the art and science of advertising come together
- A Big Idea must be
 - Creative
 - Strategic

- Creative strategy
 - What the advertisement says
 - Also called message strategy
- Creative execution
 - How it is said

Creative Strategy in 3 Easy Steps

1. **PURPOSE OF THE ADVERTISING:**

- ✓ Who are you talking to and what do you want to convince them to think, feel, believe, or do?

2. **METHOD:**

- ✓ How will you convince them of that?

3. **TONE AND MOOD:**

- ✓ What will be the tone and mood of your communication?

Head and Heart Strategies

- Two basic approaches to translating message objectives into strategy
- Hard- and Soft-Sell strategies
 - ***Hard Sell***: touches the mind and creates a response based on logic
 - ***Soft Sell***: uses emotional appeals or images to create a response

Facts of Creative Strategy

Drive Perception

- Attention and awareness
- Interest
- Memory

Drive Cognition

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

Touch Emotions

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

Persuade

- Appeal
- Selling premises
- Conviction

Facts of Creative Strategy

Transform Product

- Branding
- Image advertising is used to create a representation in the customer's mind
- Associations

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

Planning and Managing Creative Strategy

- ***Creative brief***

- Prepared by the account planner, summarizes the marketing and advertising strategy
- Vary in format, but must combine basic strategy decisions

Strategy Decisions

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

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

- *Global campaigns*

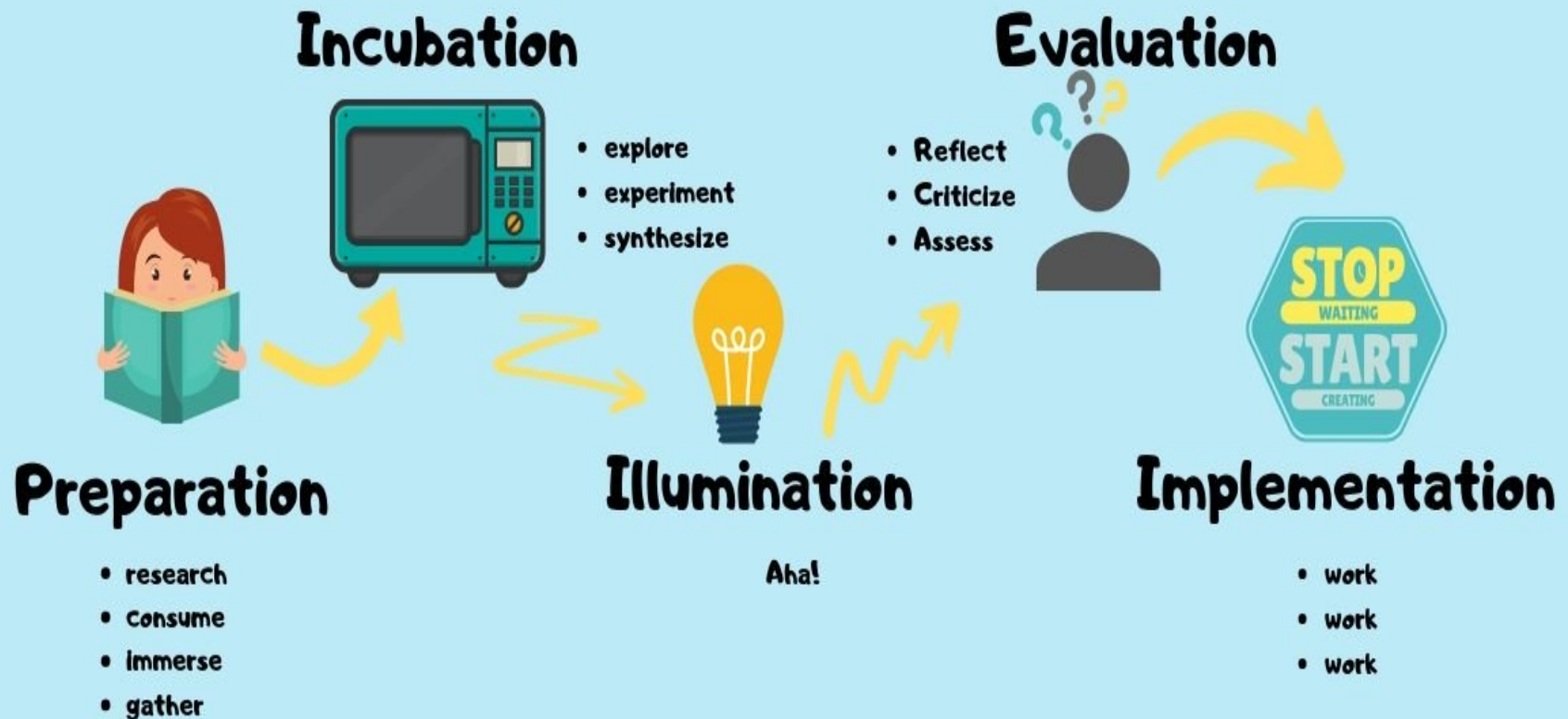
- Require ad work that addresses advertising objectives and reflects the positioning strategy
- Usually desirable to adapt the creative execution to the local market

Creation Process

YOUNG'S MODEL ---5 STEPS PROCESS

1. ***Immersion*** : Gathering background information research & immersing yourself in the problem
2. ***Digestion*** : Taking the information, working it over, and wrestling with it in the mind
3. ***Incubation*** : Turning the information over to work. Putting the problems out of mind.
4. ***Illumination*** : The birth of an idea.
5. ***Reality or Verification*** : Studying the idea to see it still looks good or solves the problem

5 Stages of the Creative Process



<https://www.youtube.com/watch?v=gkHBuQDy6Eg>

Creative Process?

- 1926: The Art of Thought – Graham Wallace
- 1940: A Technique for Producing Ideas: the simple five-step formula anyone can use to be more creative in business and in life! – James Webb Young

<https://www.youtube.com/watch?v=ZloR1uJ62xo>

Wallace

- Extended ideas of the great Physicist Helmholtz's three stages of formation of new thought by adding the stage 4 of verification
- Refers to work of Henri Poincare in his book Science and Method
- Stage 1: Preparation
- Stage 2: Incubation
- Stage 3: Illumination
- Stage 4: Verification

Stage 1: Preparation

- Investigate the problem...in all directions
- Hard, conscious, systematic, and fruitless analysis of the problem

Stage 2: Incubation

- The Incubation stage covers two different things, of which
 - the first is the negative fact that during Incubation we do not voluntarily or consciously think on the particular problem, and
 - the second is the positive fact that a series of unconscious and involuntary mental events may take place during the event.
- No thinking done, but unconscious mental exploration done (Pioncare)

Stage 3: Illumination

- “...the thinker is preparing himself for the solution of a single problem, he will often (particularly if he is working on the very complex material of the social sciences) have several kindred problems in his mind, on all of which the voluntary work of preparation has been, or is being done, and for any of which, at the illumination stage, a solution may present itself.”
- Final idea came “with the same characteristics of conciseness, suddenness, and immediate certainty”
- I shall now discuss the much more difficult question of the degree to which our will can influence the less controllable stage which I have called Illumination. Helmholtz and Pioncare both speak of the appearance of a new idea as instantaneous and unexpected. If we do define the illumination stage as to restrict it to this instantaneous “flash”, it is obvious that we cannot influence it by a direct effort of will; because we can only bring our will bear upon psychological events which lasts for an appreciable time.

Stage 4: Verification

- Validity of the idea is tested, and idea itself was reduced to exact form
- “It never happens that unconscious work supplies readymade the result of a lengthy calculation in which we have only to apply fixed rules

Process

1. **Gather raw materials**
 1. Two kinds: specific and general
 2. In advertising, an idea result from a new combination of specific knowledge about the products and people, and with general knowledge about life and events.
2. **Masticating the raw materials**
 1. Bring facts together and see how they fit
 2. Mental digestive process
3. **Take a break!**
 1. Put the problem away, sleep over it, do something else...
 2. Let your unconscious kind work on it
4. **Idea emerges out of nowhere!**
 1. Just when or where you least expect it
5. **Shaping and polishing into a practical idea**
 1. Share it with the world, submit to criticism
 2. Work like inventor to go through with applying this adapting path of the process.

<https://www.youtube.com/watch?v=14nX6lE7UAc>