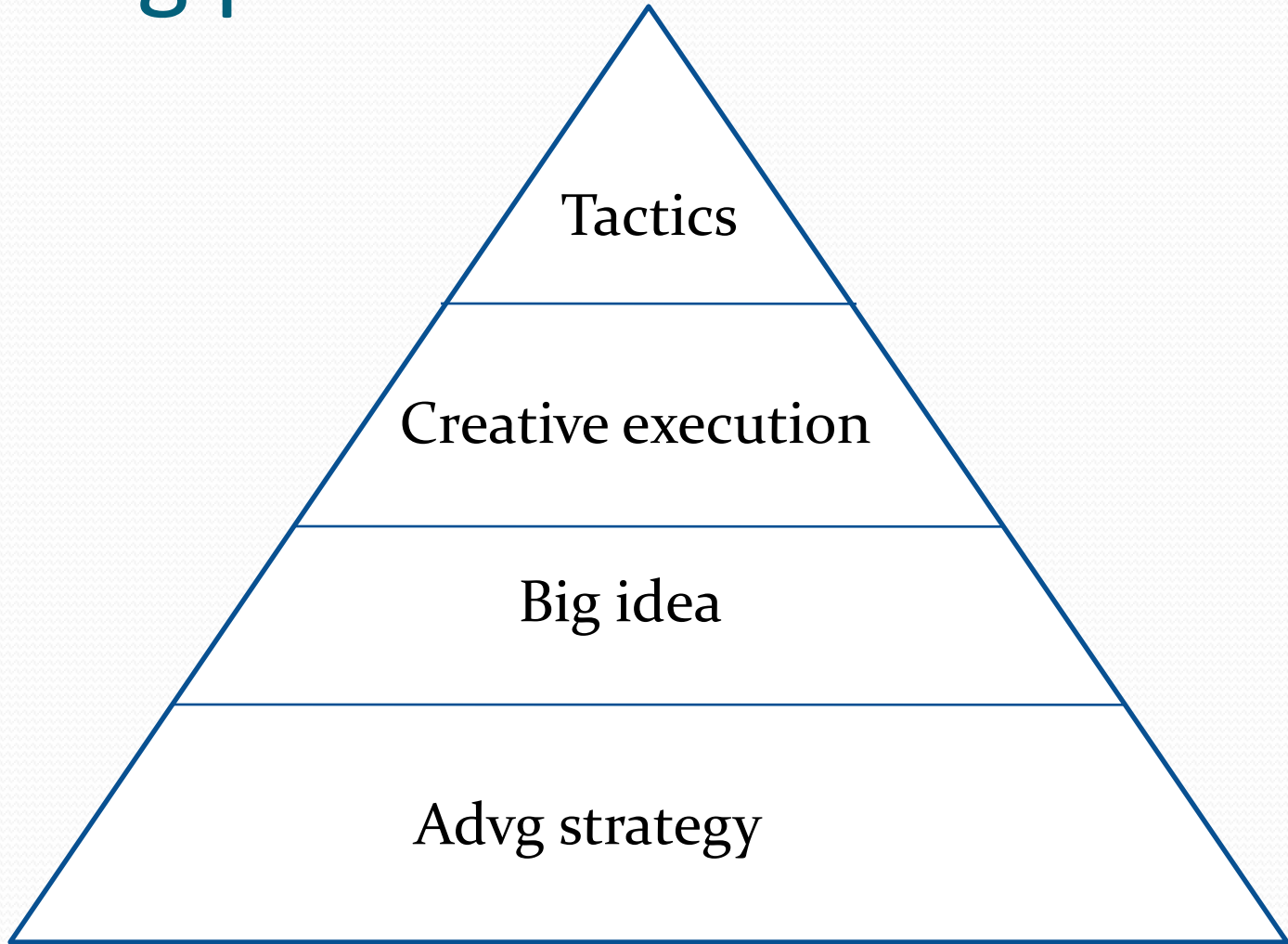


# Unit-V: Creative Strategy

*Advertising Creativity; Creative process-inputs to creative process; Ad Campaigns; Copy Platform; Major selling Ideas-USP, inherent drama, positioning, appeases; Execution styles-information appeals, emotional appeals, combination of rational & emotional appeals; Reminder Advertising, Teaser Advertising; Ad Execution;*

# The Advg process



# Advg strategy

- Advg strategy is a game plan devised to maintain a viable fit between an organization's objectives and resources and changing market opportunities
- A message that the advertiser gives to solve a communications related problem
- “what” and “why”

# Big idea

- The idea that advertisers select for communicating the strategic message in a creative manner
- Umbrella /central theme for a series of ads in a campaign
- Strategic direction doesn't change frequently while big ideas may change from campaign to campaign to keep the ads fresh and current
- “How” to execute the strategy

# Creative execution

- Deals with the physical form of an advmt
- Story, script, copy, art, music, words, phrases, color, production, etc.
- Advertisers actually begin making ads based on the big idea

# Tactics

- Short term decisions about specific, tangible tasks related to the advg method, media, etc. that go together to fulfill the strategies
- (the decision to release a half –page ad in Times)

# Ad Campaign

An advg campaign is a series of ads of a brand that are related because they all have the same central idea and are run during the same time period.

# Copywriting

- Copywriting in print is the activity of putting words to paper, particularly those contained in the main body of the text (main arguments and the appeals used), head lines and sub-heads
- In broadcast media, the copywriter is a script writer who develops the scenario or the script to be used in radio or television medium



# Ad copy

- Text of a print, radio or television advertising message that aims at catching and holding the interest of the potential buyer, and at persuading him/her to make a purchase
- Elements
  - The Headline
  - The Sub-head
  - The Body copy
  - Captions
  - Blurb
  - Boxes and Panels
  - Slogans and Logo types (Signature)

# Types of Ad copies

- Scientific copy
- Descriptive copy
- Narrative copy
- Colloquial copy
- Humorous copy
- Topical copy
- Endorsement copy
- Questioning copy
- Prestige copy
- Reason why? Copy
- Comparative copy
- Disruptive copy

## 2. USP

- True and distinctive advantage
- Advertisers use this feature that is both valuable to the consumers and unexploited by competitors
- Difficult in today's times as brands attain parity (Dermicool)

# 3. Brand image

- Advertisers try to establish a difference based on factors extrinsic to the product (Maruti SX4, Elle 18)

# 4. Positioning

- Placing a product in consumers' minds relative to competition while brand image strategy is all about creating an image for the brand
- Establishing the difference through direct or indirect comparison
- New entrants/brands that challenge market leaders (Thums up vs Pepsi)

# 5. Preemptive claim

- Claiming something not quite unique about one's brand preemptively – getting there first before competition does.
- (Vadilal first claimed that it produces 100% vegetarian ice creams)
- (Anchor – 100% vegetarian toothpaste)
- (Amul – Products made with real milk)

# 6. Resonance

- Suits products with little or no differentiation
- Links products with experience or occasion
- Greeting cards companies (new occasions for product usage)
- (Asian paints – festivals)

# 7. Affective strategy

- Uses emotional appeal to surf through product's indifference
- (Visa – Richard Gere)



# Execution styles or Appeals in Advertising

- Rational appeals →
- Emotional appeals
- Moral appeals
- Those directed at the thinking of the audience
- Emphasize on the benefits of the product
- Provide information – facts & figures
- Quality, economy, comfort, health, performance, efficiency, etc.
- Industrial buyers are most responsive to rational appeals

# Execution styles or Appeals in Advertising

- Rational appeals
- Emotional appeals →
- Moral appeals
- Use negative/positive emotions that motivate purchase
- Psychological or social needs for purchasing
- Include personal and social appeals
- Positive – humor, pride, love, joy
- Negative – fear, guilt, shame, anxiety

# Execution styles or Appeals in Advertising

- Rational appeals
- Emotional appeals
- Moral appeals →
- Appeal to the audience's sense of right and wrong
- Social causes

# Other appeals

- Music
- Scarcity
- Masculine/feminine
- Brand
- Snob
- Less than perfect appeal
- Adventure
- Romance
- Sensitivity
- Youth
- Endorsement
- Statistics
- Bandwagon

# Reminder Advertising

- A marketing strategy typically consisting of brief messages sent with the objective of reminding a target consumer group about a product or service or of introducing a new theme into an existing marketing program.

# Reminder Advertising

- For products that have gained acceptance and are in mature stage of their life cycle
- Build customer loyalty
- Existing customers are targeted
- Encourage continuous usage of products
- Sometimes provide new and different information about the product

# Teaser Advertising

- A **teaser** campaign, also known as a pre-launch campaign, is an **advertising** campaign which typically consists of a series of small, cryptic, challenging **advertisements** that anticipate a larger, full-blown campaign for a product launch or otherwise important event.



A red car is partially visible behind a large red rectangular overlay. The text is centered on the red overlay.

**HOLD YOUR BREATH  
A LITTLE LONGER.**

**COMING SOON**  
**THE NEW SWIFT**



**YOU CAN STILL DUNK IN THE DARK**



# Ad execution

- Message content
- Message structure
- Message format
- Message source

# Message content (What you say?)

- Appeal, theme, idea or Unique Selling Proposition to attract the attention/interest of the consumers/influence their feelings towards the product/service or cause
- Rational, emotional and ethical appeals

# Message structure (How to say it logically?)

- Conclusion drawing messages
- One sided vs two sided arguments
- Order of presentation – climax, anticlimax or pyramidal order

# Message format (How to say it symbolically?)

- Print ad – size, color, illustrations, layout
- Radio ad – words, voice quality and vocalizations
- TV ads – words, voice quality, vocalizations and body language

# Message source (Who should say it?)

- Source credibility – expertise and trustworthiness
- Source attractiveness – similarity, familiarity and likeability