



Because learning changes everything.®

# Chapter Eight

## Creating Ads: Strategy and Process

**M**  
start here.

**Chapter Seven**  
How did Hyundai make sure Super Bowl viewers would remember the Sonata by spoofing an accent?

**Chapter Twelve**  
How did Tim Sweeney use social media principles to make billions... by giving a game away for free?

**Chapter Thirteen**  
How did ocean garbage help Corona create one of the best billboards in the world?

# ADVERTISING

ARENS | WEIGOLD  
4e

**HOW DID MARS**  
MAKE FICTIONAL CANDY FIGURES SOME OF THE WORLD'S BEST KNOWN CELEBRITIES?  
Chapter Eleven

McGraw Hill

M is Motivation. M is Momentum. M is Moving Forward. M is McGraw-Hill.

# Learning Objectives

- 8-1** Identify the people who make up the creative team and indicate their primary responsibilities.
- 8-2** Describe the characteristics of great advertising.
- 8-3** Explain the role of the creative strategy and its principal elements.
- 8-4** Show how advertising enhances creativity.
- 8-5** Define the four roles people play at different stages of the creative process.

# The Creative Team

## Originators of Advertising Creativity

- **Creatives:** work in the creative department, regardless of the specialty.
- **Copywriter:** creates the words and concepts for ads and commercials.
- **Art director:** determines how the ad's verbal and visual symbols will fit together.
- **Creative director:** head of the creative team of copywriters and artists who is ultimately responsible for the form the final ad takes.
- Agency people who work in the creative department are generally referred to as **creatives**.

# Creating Great Advertising <sup>1</sup>

## The Resonance Dimension

- Resonance refers to a surprise element that captures the audience's attention and imagination.
- **Informational ads:** promise benefits that will offer relief from an undesirable situation or condition; address *negatively originated purchase motives* to provide solutions.
- **Transformational ads:** promise benefits that will reward consumers; address *positively originated purchase motives* to make people feel happier.

# Creating Great Advertising <sup>2</sup>

## The Relevance Dimension

- Relevance: what an ad makes consumers think about in relation to the advertiser's strategy.
- Increased in importance in digital age due to success of Google's ad programs.
- Great advertising always has a strategic mission to fulfill.

# Developing a Creative Strategy: The Key to Great Advertising <sup>1</sup>

## Writing the Creative Strategy

**Creative strategy:** a written statement that serves as the creative team's guide for writing and producing an ad; decides the who, what, when, where, and why.

Elements involved:

- **Problem the advertising must solve:** specific challenge that marketing communications must overcome to meet the marketing objectives.
- **Advertising objective:** task an advertising campaign should accomplish for a specific target audience.
- **Target audience:** specific group of individuals to whom the advertising message is directed.

# Developing a Creative Strategy: The Key to Great Advertising <sup>2</sup>

## Writing the Creative Strategy continued

### Elements involved: continued

- **Benefit statement:** describes what a product or service does to provide a benefit to the consumer.
- **Support statement:** provides information about the product or service that will convince the target audience that the key benefit is true.
- **Brand personality:** describes a brand in terms of human characteristics.
- **Special requirements:** unique characteristics that should be considered during the creative development process.

# Developing a Creative Strategy: The Key to Great Advertising <sup>3</sup>

## Creative Process

Step by step procedure used to discover original ideas and reorganize existing concepts in new ways.

- Initiated by delivery of the creative strategy to the creative department.
- Concludes the process of developing an advertising strategy.





# Developing a Creative Strategy: The Key to Great Advertising <sup>4</sup>

## Elements of **Message Strategy**

Helps media planners determine how messages will be delivered to consumers.

Verbal component:

- Guidelines for what the ad should say.
- Considerations that affect choice of words.
- Relationship of copy to the medium that will carry the message.

# Developing a Creative Strategy: The Key to Great Advertising <sup>5</sup>

## Elements of Message Strategy continued

### Nonverbal component:

- Overall nature of graphics.
- Any visuals that must be used.
- Relationship of visuals to media in which ad will appear.

### Technical component:

- Budget and scheduling limitations.
- **Mandatories:** specific requirements for every ad, such as addresses, logos, and slogans.

# How Creativity Enhances Advertising <sup>1</sup>

## What Is Creativity?

**Creativity:** combining two or more previously unconnected objects or ideas into something new.

Helps inform by making advertising more vivid or more understandable.

Helps persuade by establishing a unique identity for the product or reinforcing the verbal message through creative use of nonverbal elements.

- Infographics.
- Artwork.

# How Creativity Enhances Advertising <sup>2</sup>

## What Is Creativity? continued

Helps remind by transforming boring reminders into interesting, entertaining advertisements.

Puts the “boom” in advertising.

- Takes an everyday situation and delivers it as a surprise.
- May deliver humor, unexpected double meaning, emotional tug, or a sudden recognition of the product as a solution to a problem.

# Understanding Creative Thinking <sup>1</sup>

## Fact-Based Thinking

- Fragments concepts for analysis and analyzes situations to discover one best solution.
- Produces straight-forward layouts, fact-based appeals, and lots of data.
- Preference for logic, structure, efficiency.

## Value-Based Thinking

- Bases decisions on intuitions, values, and ethical judgments.
- Produces ads that are soft, subtle, metaphorical, or intuitive.
- New ideas and synthesizing existing concepts to create new ones.

# Understanding Creative Thinking <sup>2</sup>

## How Styles of Thinking Affect Creativity

- Value-based teams produce ads that are soft, subtle, intuitive, and metaphorical.
- Fact-based style teams produce ads that are practical, simple and straight-forward, based on rational appeals and data.
- Creative team must understand the target audience and the approach clients prefer.

# The Creative Process <sup>1</sup>

## Roles of Art Director and Copywriter in the Creative Process

Create **advertising messages**: what the company plans to say in its advertisements and how it plans to say it—verbally or nonverbally.

Collective activity using four roles at various times during the creative process:

- Explorer.
- Artist.
- Judge.
- Warrior.

# The Creative Process <sup>2</sup>

## The **Explorer** Role: Gathering Information

Searches for new information, paying attention to unusual patterns.

Creatives:

- Examine the information.
- Review the creative strategy and the marketing and advertising plan.
- Study the market, the product, and the competition.
- Seek additional input from the agency's account managers and from people on the client side.



# The Creative Process <sub>3</sub>

## The Explorer Role: Gathering Information continued

Develop an insight outlook: a conviction that good information is available and that you have the skills to find and use it.

Know the objective: helps define what they are looking for.

Brainstorm to get lots of ideas and inspiration.

- **Brainstorming:** process in which two or more people get together to generate new ideas and engage in free association.



# The Creative Process <sup>4</sup>

## The **Artist** Role: Developing and Implementing the Big Idea

Experiments and plays with a variety of approaches, looking for an original idea.

Task 1: develop the big idea.

- **Big idea:** the flash of creative insight that captures the essence of the strategy in imaginative way.
- **Uses visualization:** analyzing the problem, assembling any and all pertinent information, and developing some verbal or visual concepts of how to communicate what needs to be said.

# The Creative Process <sup>5</sup>

## The Artist Role: Developing and Implementing the Big Idea continued

### Creative strategies:

- Adapt.
  - Imagine.
  - Reverse.
  - Connect.
  - Compare.
  - Eliminate.
  - Parody.
- Blocks to creativity include information overload, mental or physical fatigue, stress, fear, insecurity, or style of thinking.
  - When the brain is overloaded with information about a problem, sometimes it's best to walk away from it for a while.

# Exhibit 8-1 Advertising's Big Ideas

## What brands use these big ideas?

Quitting Sucks.<sup>a</sup>

Mayhem.<sup>b</sup>

It's finger lickin' good!<sup>c</sup>

American by birth. Rebel by choice.<sup>d</sup>

Innovation.<sup>e</sup>

The customer is always and completely right!<sup>f</sup>

The greatest tragedy is indifference.<sup>g</sup>

Live in your world. Play in ours.<sup>h</sup>

The happiest place on earth.<sup>i</sup>

Just do it.<sup>j</sup>

Eat fresh.<sup>k</sup>

It's everywhere you want to be.<sup>l</sup>

A diamond is forever.<sup>m</sup>

Think small.<sup>n</sup>

Think big.<sup>o</sup>

The antidote for Civilization.<sup>p</sup>

Outwit. Outplay. Outlast.<sup>q</sup>

We sell more cars than Ford, Chrysler, Chevrolet, and Buick combined.<sup>r</sup>

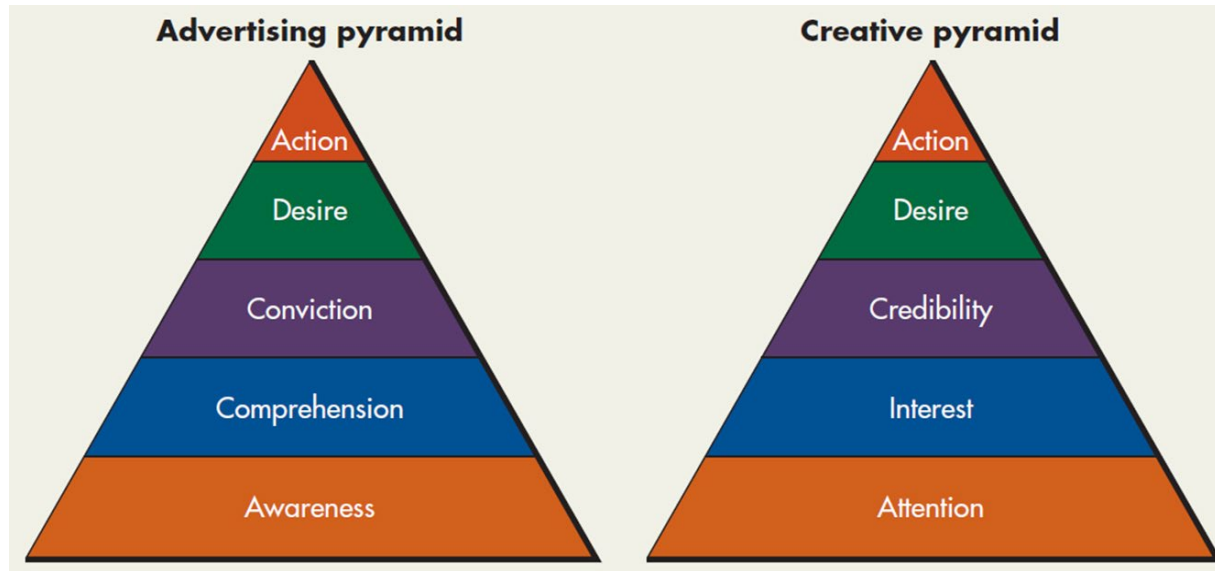
# The Creative Process <sup>6</sup>

## The Artist Role: Developing and Implementing the Big Idea continued

### Task 2: implement the big idea.

- **Art direction:** determines how the ad's verbal and visual symbols will fit together.
- **Art:** whole visual presentation of a commercial or advertisement.
- Balance, proportion, and movement are guides for uniting words, images, type, sounds, and colors into a single communication.

# Exhibit 8-2 The Advertising Pyramid and the Creative Pyramid



The advertising pyramid reflects how people learn new information. Each level of that pyramid can be related to a role that creativity must play. The creative pyramid thus translates advertising objectives into copywriting objectives.

[Access the text alternative for slide images.](#)

# The Creative Process 7

## The Creative Pyramid: A Guide to Formulating Copy and Art

The **creative pyramid** is a model that can guide the creative team as it converts the advertising strategy and the big idea into the actual physical ad or commercial.

Advertising copy and design must persuade customers to take action to satisfy a need or want; or reminder to take action again.

- Attention.
- Interest.
- Credibility.
- Desire.
- Action.

# The Creative Process 8

## The **Judge** Role: Decision Time

- Evaluates the results of experimentation and decides which approach is more practical.
- Must help produce good ideas; not revel in criticism.
- Ask questions about the initial reaction to the idea, the pros and cons of the idea, the risks of the idea, biases to the idea, the potential roadblocks.



# The Creative Process 9

## The **Warrior** Role: Overcoming Setbacks and Obstacles

Overcomes excuses, idea killers, setbacks, and obstacles to bring a creative concept to completion.

Turns the account team into allies for presentation to the client.

The presentation should:

- Be on strategy.
- Be receiver-driven.
- Be prepared and rehearsed.
- Be well structured.
- Solve the problem.

# The Creative Process <sup>10</sup>

## The Warrior Role: Overcoming Setbacks and Obstacles continued

- Warriors ensure that the campaign is completed, faithful to the concept, on time, under budget, and of the highest quality possible.
- They revert to their Artist roles to finalize the design and copy and to produce the ads.



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