

# Creative Planning, Strategy and Development

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## Advertising Creativity

### Creative Strategy

Determining *what* the advertising message will say or communicate

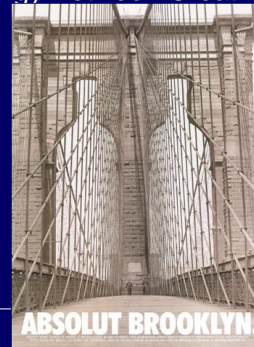
### Creative Tactics

Determining *how* the message strategy will be executed

The Silhouettes campaign for the iPod is an Example of Creative Advertising



Absolut's Advertising Represents Synergy Between Creative and Media



The Ideal Power Idea Should . . .

Be describable in a simple word or phrase

Be likely to attract the prospect's attention

Revolve around the clinching benefit

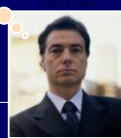
Allow you to brand the advertising

Let prospects vividly experience the goods

Two Perspectives on Advertising Creativity

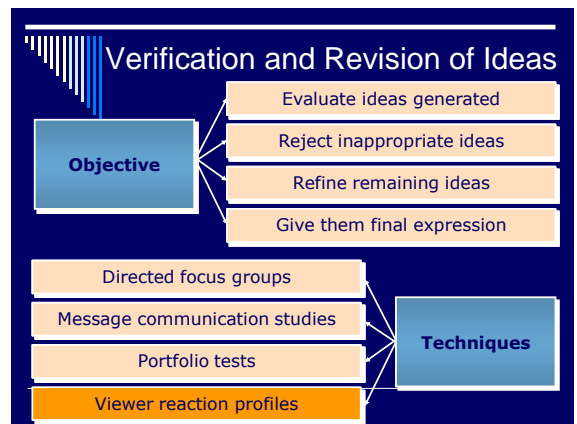
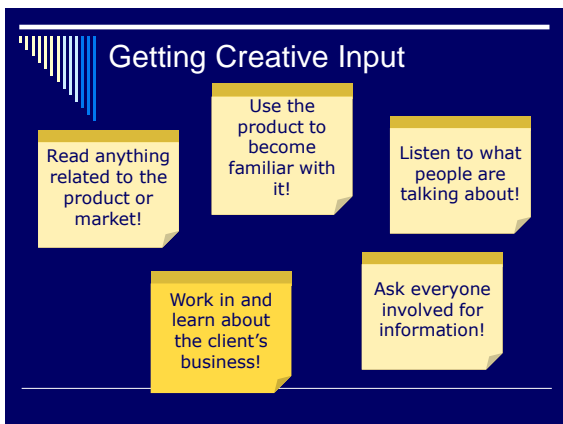
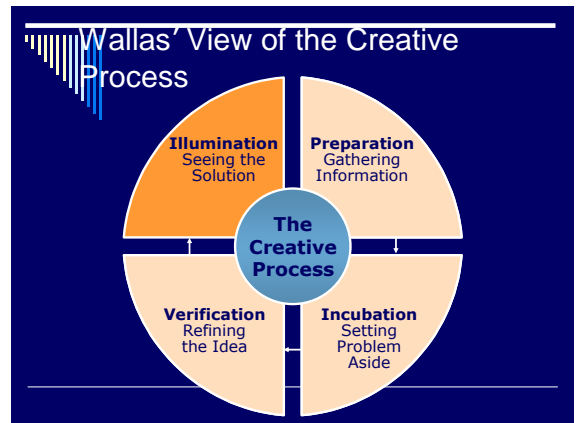
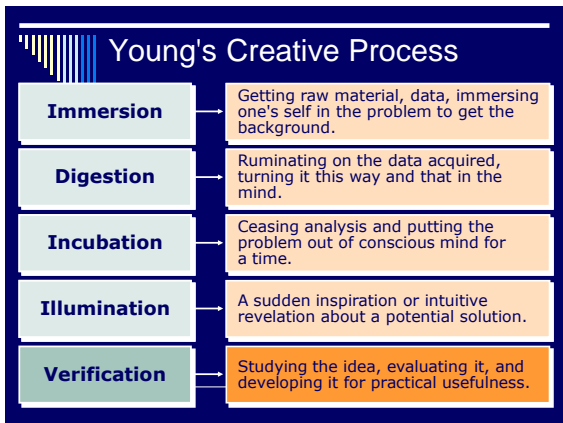
The ability to generate fresh, unique and appropriate ideas that can be used as solutions to communication problems.

"It's not creative unless it sells"



"Only artistic value and originality count"



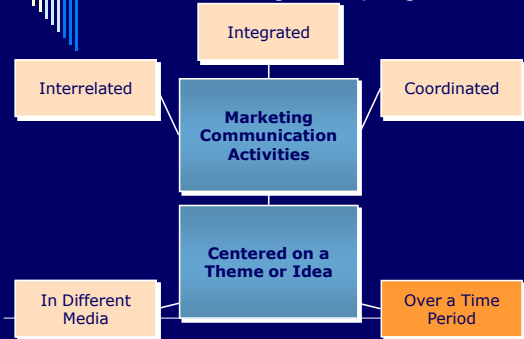


## Top 10 Advertising Slogans of the Century

### Company or Brand Campaign Theme

1. De Beers	Diamonds are forever
2. Nike	Just do it!
3. Coca Cola	The pause that refreshes
4. Miller Lite	Tastes great, less filling
5. Avis	We try harder
6. Maxwell House	Good to the last drop
7. Wheaties	Breakfast of champions
8. Clairol	Does she . . . or doesn't she?
9. Morton Salt	When it rains it pours
10. Wendy's	Where's the beef?

## An Advertising Campaign



## Advertising Campaign Themes

The central message that will be communicated in all of the various IMC activities

Philip Morris

BMW

General Mills, Wheaties

"Marlboro country"

"The ultimate driving machine"

"The breakfast of champions"

## Building a Copy Platform Outline

6. Supporting information and requirements

5. Creative strategy statement

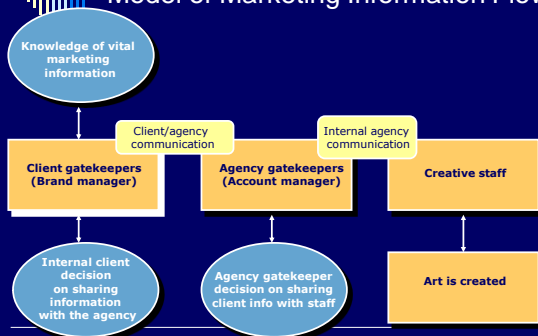
4. Selling idea or key benefits to communicate

3. Specify target audience

2. Advertising and communications objectives

1. Basic problem advertising must address

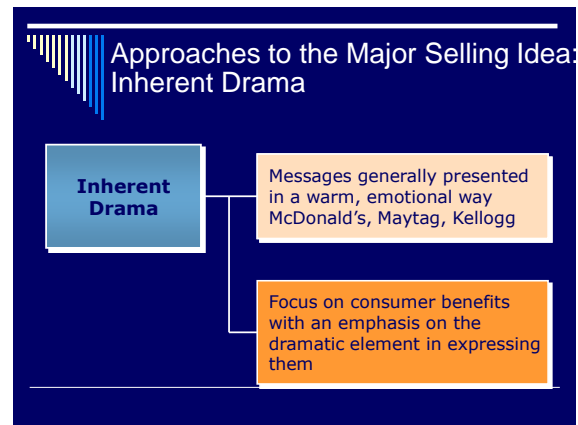
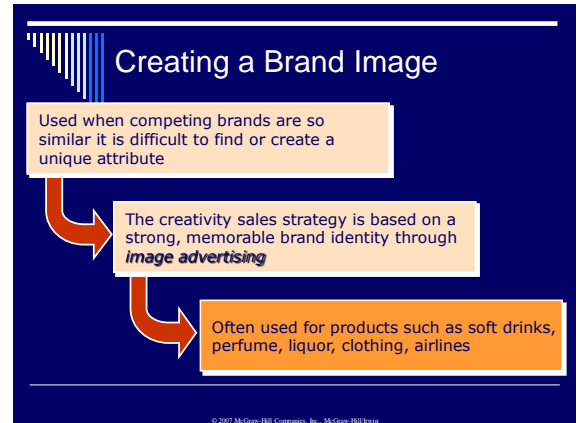
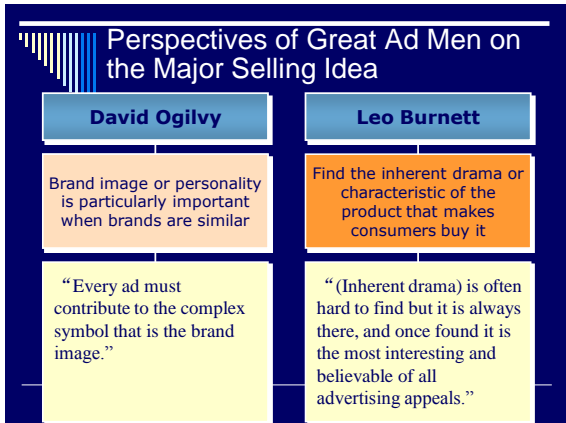
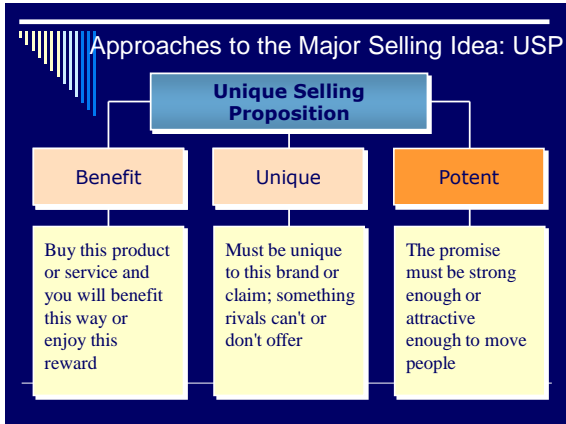
## Model of Marketing Information Flow



## Successful Long-Running Campaigns

### Company or Brand Campaign Theme

Nike	Just do it
Allstate Insurance	You're in good hands with Allstate
Hallmark cards	When you care enough to send the very best
Budweiser	This Bud's for you
Intel	Intel inside
State Farm Insurance	Like a good neighbor, State Farm is there
Chevy Trucks	Like a rock
Dial soap	Aren't you glad you use Dial?



## Approaches to the Major Selling Idea: Positioning

### Positioning

Establish a particular place in the customer's mind for the product or service

Based on product attributes/benefits, price/quality, use or application, type of user, problem solved

