

Advertising Research Paper #3 – IMC Design, Message, and Execution

As part of this campaign, you will be developing an integrated campaign for an existing brand or product. Using what you have learned in class, develop and explain the following creative elements, ending with your campaign. Develop one print ads, an Instagram ad, Twitter campaign (2 tweets).

1. Develop and draw a Means End Chain

- a. Based on your research, develop a means-end chain for the brand. List at least four attributes and their benefits and personal value.
- b. What one or two personal value(s) will your print ad drive the consumer toward?
- c. How will customers reach your desired value when viewing your print campaign?
 - *Comfortable life*
 - *Equality*
 - *Excitement*
 - *Freedom*
 - *Fun, exciting life*
 - *Happiness*
 - *Inner peace*
 - *Mature love*
 - *Pleasure*
 - *Salvation*
 - *Security*
 - *Self-fulfillment*
 - *Self-respect*
 - *Sense of belonging*
 - *Social acceptance*
 - *Wisdom*

2. Who is your target market?

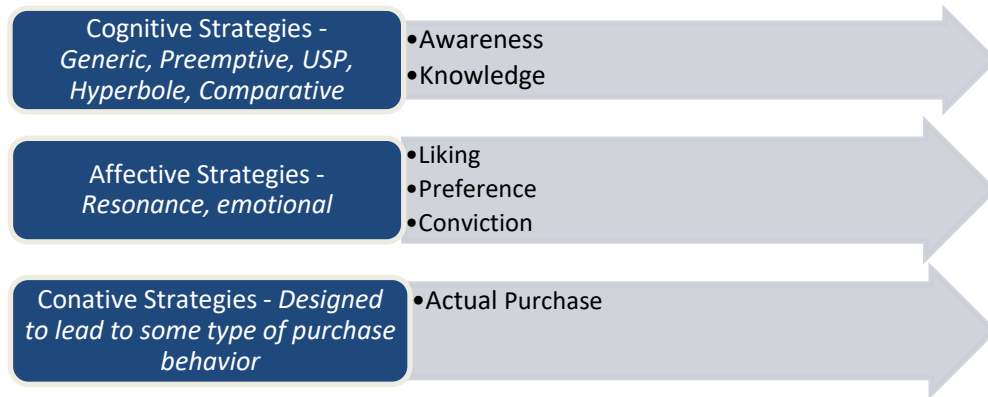
- a. Define your target market – who will your print ads be “speaking to”?
- b. Don’t forget to include demographic and psychographic variables.

3. Develop and explain your message theme. Remember, the message theme outlines the key ideas in an advertisement. (*Prestige, comfort, economy, health, beauty, affection, achievement, etc.*)

- a. How does your message theme tie into the personal value you have selected for your print ad? Explain.
- b. How does your message theme tie into your advertising appeal?

4. Define message strategy and explain select one for your print campaign.

- a. Describe why and how this strategy will relate to your brand, target audience and the advertising objective you have chosen for your print ads.



5. Define an advertising appeal and explain the appeal you have chosen for your print ads? (*fear, humor, sex, music, rational, emotions, scarcity*)

- Why have you selected this appeal?
- Why will it be meaningful to your target?
- How does your appeal highlight the Johnnie Walker brand?

6. Define an Executional framework and explain why has the execution type you have chosen the best choice for the brand? Explain why you have selected that type of execution?

- Animation, slice of life, Dramatization, Testimonial, Authoritative, Demonstration, Fantasy, Informative.

7. Based on the information above, develop (draw or create on the computer)

- one print ad**
- An integrated Instagram ad**
- Two Tweets for Twitter**

- When I see your creative execution, I should immediately be able to identify the personal value, target market, advertising objective, advertising appeal, message theme, message strategy, execution type.

P.S. Please do not plagiarize or copy any ads that are already out there. Thanks.