CHAPTER OVERVIEW

- Advertising management
- Advertising theory
- Relationship of advertising expenditures to success
- Choosing an advertising agency
- Advertising parameters
The average person encounters more than 800 ads per day.

TV, Radio, Print, Billboards, Newspapers, Direct mail, mobile, online, etc.

Internet, texting, social networks, on hold messaging – all new

Marketers must make medium choices
ADVERTISING MANAGEMENT

REGULATIONS & ETHICS
EVALUATION
DATABASE & DIRECT RESPONSE
SALES PROMOTIONS
PUBLIC RELATIONS AND SPONSORSHIPS

DIGITAL
SOCIAL MEDIA
ALTERNATIVE CHANNELS

ADVERTISING MANAGEMENT
ADVERTISING DESIGN
TRADITIONAL MEDIA

CORPORATE IMAGE BRAND MANAGEMENT
BUYERS BEHAVIORS
IMC PLANNING PROCESS
ADVERTISING MANAGEMENT

- Advertising management
  - Developing message theme
  - Leverage point
  - Appeal
  - Executional framework
TO BE EFFECTIVE, AN AD....

- Be noticed
- Be remembered
- Message should incite some type of action
  - Purchase
  - Shift in brand loyalty
  - Affinity (I want to have a relationship with you)
  - Buy again
REMEMBERED

OMG

GET THE MESSAGE.
TEXTING WHILE DRIVING IS A DEADLY DISTRACTION.

Spread the word, save a friend.
Visit cta.org/donttext and aaos.org/donttext.

American Academy of Orthopaedic Surgeons (AAOS)
INCITE SOME TYPE OF ACTION
ADVERTISING AGENCY

Advertising Agency Structure / Organization Chart

Company Head (CEO)
- Head of Creative / Creative Director
  - Art Director
  - Visualiser / Graphic Designer
- Head of Strategy / Strategic Planning / Account Director
  - Copywriter
- Head of Client Service / Account Director
  - Account Supervisor / Manager
  - Account Executive
- Head of Media / Media Director
  - Media Manager Planning
  - Media Executives
  - Media Executive
- Head of Production
  - Production Manager
  - Audio / Visual Producer
  - Print Producer
Lay’s is introducing eight new flavors of potato chips inspired by food from different regions of the country. The flavors are being released one at a time.

Here’s the list of new flavors:
- Cajun Spice
- Chile Con Queso
- Chesapeake Bay Crab Spice
- Deep Dish Pizza
- Fried Pickles with Ranch
- New England Lobster Roll
- Pimento Cheese
- Thai Sweet Chili
In developing an advertisement for a promotional campaign, two theoretical approaches

1. The hierarchy of effects model
2. A means-ends theory
A model of how advertising influences a consumer's decision to purchase or not purchase a product or service.

Represents the progression of learning and decision-making consumer experiences as a result of advertising.

Used to set up a structured series of advertising message objectives for a particular product, to build upon each successive objective until a sale is ultimately made.

The model suggests that a consumer or a business buyer moves through a series of six sequential steps when being convinced to make a purchase:

- Awareness.
- Knowledge.
- Liking.
- Preference.
- Conviction.
- The actual purchase.
## Hierarchy of Effects Model

- **Steps are sequential**
- **Consumers spend time at each step**
- **Brand loyalty involves all six steps**
- **Similar to attitude formation**

<table>
<thead>
<tr>
<th>Cognitive</th>
<th>Affective</th>
<th>Conative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness, knowledge</td>
<td>Liking, preference, conviction</td>
<td>Actual purchase</td>
</tr>
</tbody>
</table>
BACK IN CHAPTER 3: ATTITUDES

Three Parts of the Mind

Cognitive
Thinking
IQ
Skills
Reason
Knowledge
Experience
Education

Affective
Feeling
Desires
Motivation
Attitudes
Preferences
Emotions
Values

Conative
Doing
Drive
Necessity
Innate Force
Instinct
Mental Energy
Talents

Awareness
Knowledge
Liking
Preference
Conviction
The actual purchase
WANTED:
A COMMITMENT TO
CONSTANTLY PUSH YOURSELF
AND THOSE BY YOUR SIDE.

WANTED:
LEADERSHIP THAT INSPIRES
MARINES UNDER YOUR COMMAND,
AND AMERICANS EVERYWHERE.

THERE ARE NO FEMALE MARINES, ONLY MARINES.

Honor. Courage. Commitment. It takes much more than physical strength to become a United States Marine. But those who prove themselves worthy of carrying the title and the values of the Corps will be changed forever.
INTRODUCING THE NEW BREED
FORD MUSTANG
FORD MUSTANG '79

Market conditions vary. Good advice doesn't.

Downing in English Oak
$95.00 - Warby Parker
9/14/15, 1:12 PM

Twitter

Warby Parker
@WarbyParker

Grab a new fall read and Downing in English Oak—a go-to pair of sunglasses for any season. Buy now from this tweet!
IN DESIGNING ADS, IT IS IMPORTANT TO REMEMBER PEOPLE HAVE VALUES, AND MUCH OF THEIR CONSUMPTION BEHAVIOR IS MOTIVATED BY A DESIRE TO FULFILL THESE VALUES IN THEIR LIVES.

- Pleasure
- Salvation
- Security
- Self-fulfillment
- Self-respect
- Sense of belonging
- Social acceptance
- Wisdom
- Comfortable life
- Equality
- Excitement
- Freedom
- Fun, exciting life
- Happiness
- Inner peace
- Mature love
- Personal accomplishment
2. MEANS-END THEORY

Suggests the promotions contains a message (mean) that leads the consumer to a desired end state.

- End States are personal values

People buy features that bring them benefits that get them closer to valued end state.

- Consumer viewing the ad will reach one of the desired end state
MEANS END THEORY

- Drinking Milk....
- Desired End State ...
Investing in the future...

Will Lead to....
MEANS-END THEORY

- Wearing Gucci....
- Desired End State....
Kindle for Kids Bundle

It’s not screen time—it’s book time
5 Elements should be used in creating ads:
- Product attributes
- Consumer benefits
- Leverage points
- Personal values
- Executional framework
MEANS END CHAIN

Attributes
What is the product?

Benefits
What does the product deliver to the consumer?

Values
What does the product aid the consumer in doing?
FIGURE 5.3 MEANS-END CHAIN FOR MILK

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Benefits</th>
<th>Personal Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low fat</td>
<td>Healthy</td>
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<td>Vitamins</td>
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<td></td>
<td></td>
<td>Fun</td>
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<td></td>
<td></td>
<td>Pleasure</td>
</tr>
</tbody>
</table>
When we look at this ad, we are moved through five elements:

- **Product attribute**: hydration
- **Consumer Benefit** being strong and healthy if you drink water
- **Leverage point** is the connection between the benefit of health and the personal value of feeling wise.
- **Personal value** obtained from staying hydrated is feeling **wise** for drinking smartwater.
- **Executional Framework** - Jennifer’s looks & body reminds the viewer of the healthy aspects of drinking water
  - In this case working out to stay young and fit.
What are the five elements that move us through his ad?
• What is the product attribute?
• Consumer benefit?
• Leverage point?
• Personal value obtained?
• Executional framework?
MEANS-END CHAIN FOR BATHING SUITS

Attributes

Material → Last long
→ Holds shape

Design → Style on trend
→ Feel confident in social situation

Fit → helps you look and feel your very best
→ Impress others
→ Sexy

Price → Affordable
Value

Benefits

Leverage points
Executional Framework

Personal Value

Personal Accomplishment

Social acceptance
Sense of Belonging

Happiness

Excitement

Fun

Smart

Self-fulfillment
now playing everywhere

dangerous...
dynamic...

Jantzen "curvallure"

nothing like Jantzen "curvallure" has happened to you before. It’s the magic you’ve been waiting to make you look wonderful, feel wonderful in a swim suit... an exclusive new Jantzen technique for creating lovely curves and shapes in all the right places.

This suit is独家 powered by a famous Jantzen necktie with "curvallure" from the top of its heart-shaped neckline to the softest of its soft fabric 18.95.

Jantzen best of all swim suits

nothing does as much for a girl as a Jantzen

Blac Chyna

57m ago from Camera Roll

SWIPE UP
TO SEE MORE...

© Blac Chyna Instagram Story
Bellissima swimwear represents the luxurious lifestyle and culture from the California Riviera. Our designs reflect unique styling for the sophisticated woman and are crafted of exquisite European fabrics and impeccably fit to exude femininity and luxury.

Be Luxe! Be Beautiful! Bellissima!
Joyce Amato, Founder
www.bellissimaswimwear.com
PO Box 915 Corona del Mar CA 92625
949 600 4101
MEANS-END CHAIN FOR TOYOTA PRIUS CAR

**Attributes**
- Fuel Efficiency
- Less Pollution
- Style/ Versatility
- Affordable

**Benefits**
- Save time/money
- Clean Air
- Fits lifestyles
- Fits budget

**Leverage points**
- Executional Framework

**Personal Value**
- Comfortable Life
- Personal Accomplishment
- Social acceptance
- Smart
- Happiness
- Excitement
- Fun
- Self-fulfillment
- Smart

**Personal Value**
- Self-fulfillment
Attributes | Benefits | Leverage points | Personal Value
---|---|---|---
Fuel Efficiency | Save time/money | Comfortable Life |
| | | Personal Accomplishment | |
Less Pollution | Clean Air | Social acceptance | |
| | | Smart | |
Style/Versatility | Fits lifestyles | Happiness | |
| | | Excitement | |
Affordable | Fits budget | Fun | |
| | | Smart | |
| | | Self-fulfillment |
Fuel Efficiency → Save time/money → Comfortable Life, Personal Accomplishment
Less Pollution → Clean Air → Social acceptance, Smart
Style/Versatility → Fits lifestyles → Happiness, Excitement, Fun
Affordable → Fits budget → Smart, Self-fulfillment

Toyota presents the original one, the bigger one, the smaller one and the one that plugs in. They’re all a little different, just like us.
**Attributes**

- Fuel Efficiency
- Less Pollution
- Style/Versatility
- Affordable

**Benefits**

- Save time/money
- Clean Air
- Fits lifestyles
- Fits budget

**Leverage points**

- Comfortable Life
- Personal Accomplishment
- Social acceptance
- Smart
- Happiness
- Excitement
- Fun
- Smart
- Self-fulfillment

**Personal Value**

- With less emissions & up to 95 MPG, green means go!
make them envy with green.

Introducing the Prius Plug-in, the most advanced Prius yet. Proven hybrid technology meets a 62 m/ha all-electric mode. Emissions lower. MPG's too. Journeys reveal.

<table>
<thead>
<tr>
<th>Attributes</th>
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MEANS-END CHAIN FOR MILK

**Attributes**
- Low fat
- Calcium
- Ingredients
- Vitamins

**Benefit**
- Healthy
- Healthy Bones
- Growth
- Good Taste
- Essential nutrients

**Leverage points**
- Personal Value
  - Self respect
  - Wisdom
- Comfortable life
  - Wisdom
- Happiness
  - Pleasure
- Excitement
  - Pleasure

**Personal Value**
- Self respect
- Wisdom
- Comfortable life
- Happiness
- Excitement
Super.
That’s how milk makes you feel. The calcium helps bones grow strong,
so even if you’re not from Krypton™ you can have bones of steel.

got milk?
We both need Calcium

Drink Milk

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HOW CAN LEVERAGE POINTS AND TAG LINES HELP ADS?

- A leverage point is the feature of the ad that leads the viewer to transform the advertising message into a personal value.
  - To construct a quality leverage point, the creative must be able to build a pathway that connects a product benefit with the potential buyer’s value system.
  - Creatives spend considerable amounts of time designing ads with powerful leverage points.
VERBAL AND VISUAL ELEMENTS

- Balance between visual and verbal
- Visual processing
  - Easier to recall
  - Stored both as pictures and words
  - Concrete vs. abstract
- Radio visual imagery
- Visual esperanto
- International ads
- B-to-B advertisements
A tagline is something that is memorable and identifies the uniqueness of a brand or that conveys some type of special meaning.
TAGLINES

Key phrase in an advertisement
Memorable
Identify uniqueness or special meaning
Provide consistency

Taglines identified with specific brands
Catchy taglines transcend campaigns
Developing new taglines is challenging
“Obey your thirst.”

eXamples.com
As the world enters a new age,
nothing says forever more perfectly than a diamond.
It’s brilliance has endured for millennia.
And it will sparkle just as brightly a thousand years from now.
In its presence you will truly know the meaning of forever.

De Beers
A DIAMOND IS FOREVER
The ultimate driving machine

Milk isn’t just for tadpoles.

Did you know it not all lizards don’t get enough calcium?
It takes at least 5 slices of milk a day. I always take some at my pool.

got milk?
TRUE DIVERS DON'T NEED WATER.
run

my sport is your sport's punishment.
SHE WATCHES THE FORECAST
JUST FOR THE WEATHERMAN.

FIRE
THE
SHERPAS.

*Mountain guides looking for work as a result of the Air Mag’s
release appeal to the Department of Business
Affairs, the Mountains.
WHAT ROLE DOES VERBAL AND VISUAL ELEMENTS PLAY IN ADVERTISEMENTS?

A key decision made by the creative determines the degree of emphasis given to the visual elements of the ad versus the verbal elements.

Combining visual with verbal elements can cause a message to be dual-coded and more easily remembered.

Visual images:

- Often lead to more favorable attitudes toward both the advertisement and the brand
- Tend to be more easily remembered than verbal copy
- Are stored in the brain both as pictures and words
- Range from very concrete and realistic to very abstract
Establishing the Communication Budget

- Budgets based on
  - communication objectives
  - marketing objectives
- Budgets vary from consumer to B-to-B markets
- Unrealistic assumption to assume direct relationship between advertising and sales
  - For example: increasing your advertising budget will not automatically increase sales by 25%
FACTORS IMPACTING RELATIONSHIP BETWEEN PROMOTIONS AND SALES

- **Threshold effects** are present at the point where the advertising or communications begins to affect consumer responses in a positive direction.
- **Carryover effects** refer to an ad message being remembered or carried over to the time when the product is needed and the consumer is thinking about the purchase.
- **Wear-out effects** happen when an ad or message becomes old and stale and the consumer no longer pays attention to it.
- **Decay effects** occur when a company quits advertising and the brand name begins to fade in people’s memories.
Types of Budgets

- **Percentage of Sales**
  - Sales of current year, or next year
  - Simple

- **Meet the competition**
  - Seeks to prevent market share loss
  - Highly competitive markets
  - Dollars may not be spent efficiently

- **What we can afford**
  - Set after all other items budgeted
  - No understanding importance of marketing

- **Objective and task**
  - Budgets determined by objectives
  - Best method of budgeting
  - Used by 50% of firms
OVERVIEW OF INTEGRATING MARKETING COMMUNICATIONS

IMC Foundation
- Corporate Image
- Brand Management
- Buyers Behaviors
- IMC Planning Process

Advertising Tools
- Advertising Management
- Advertising Design
- Traditional Media

IMC Media Tools
- Digital
- Social Media
- Alternative Channels

Promotional Tools
- Database & Direct Response
- Sales Promotions
- Public Relations and Sponsorships

Integration Tools
- Regulations & Ethics
- Evaluation

IMC Foundation
- Regulations & Ethics
- Evaluation

IMC Media Tools
- Digital
- Social Media
- Alternative Channels

Promotional Tools
- Database & Direct Response
- Sales Promotions
- Public Relations and Sponsorships

Integration Tools
- Regulations & Ethics
- Evaluation

OVERVIEW OF INTEGRATING MARKETING COMMUNICATIONS
SELECTING AND ADVERTISING AGENCY
Consult and give advice on how to develop target markets
Direct on how to project a strong company image and theme
Assist in selecting company logos and slogans
Preparation of advertisements
Planning and purchasing media time and space
IN-HOUSE OR ADVERTISING AGENCY DECISION CRITERIA

- The size of the account
- The media budget
- Objectivity
- Product complexity
- Creative ability
BANANA REPUBLIC, GAP, OLD NAVY
A CASE FOR IN-HOUSE AGENCY

- Team membership
  - Member of the home team
  - Work on business day and night

- Continuity
  - In-house stay around longer
  - Access to big ideas
  - They are there everyday
  - First line of information
# Advantages of In-House versus Outside Agency

## Advantages of In-House
- Lower costs
- Consistent brand message
- Better understanding of product and mission
- Faster ad production
- Works closer with CEO
- Lower turnover rate in the creative team

## Advantages of Outside Agency
- Reduce costs
- Greater expertise
- Outsider’s perspective
- Access to top talent
CROWD SOURCING

- New alternative
- Outsource creative
  - Unilever
  - Doritos
- Overall cost not lower
- Advantages
  - Consumers involved
  - Generate buzz
Choosing the advertising agency that best suits a company requires careful planning

1. Set goals
2. Select process and criteria
3. Screen initial list of applicants
4. Reduce list to two or three viable agencies
5. Request creative pitch
SELECTING ADVERTISING AGENCY

- Size of agency
- Relevant experience in the industry
- No conflicts of interest
- Creative reputation
- Product capabilities
- Media purchasing capabilities
- Other services available
- Client retention rates
- Personal chemistry
CREATIVE PITCH

- 2 to 3 finalists
- Formal presentation → shootout
- Specific problem/situation
- Expensive for agencies
Agency’s client retention

Calling firms that are working with the agency

Talk to media agents who sell media time to understand how they buy media
ONCE AN AGENCY IS SELECTED...
<table>
<thead>
<tr>
<th>KEY ADVERTISING PERSONNEL</th>
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<tbody>
<tr>
<td>Account Executives</td>
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<tr>
<td>Creatives</td>
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<tr>
<td>Traffic managers</td>
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<td>Media planners</td>
</tr>
<tr>
<td>Media buyers</td>
</tr>
</tbody>
</table>
ACCOUNT EXECUTIVE

- Go between
- Soliciting the account
- Finalizing details of the contract
- Selecting the creative team
- Makes sure everything is on strategy
CREATIVES

• Develop and produce advertisements.

• Work long hours and work under enormous pressures.

• Design ads that are effective and which produce results.
TRAFFIC MANAGERS

• Regulates the flow of work in the agency.
• Increases efficiency and profitability
• Large agencies may have a traffic department of five or more employees.
• Make sure legal has seen all copy, design, print and media.
MEDIA PLANNER

- Selects media for advertisement placement
- Work with advertising budgets
- Recommends the best possible use of various media platforms available to advertisers.
- Their roles may include analyzing target audiences, keeping abreast of media developments, reading market trends and understanding motivations of consumers (often including psychology and neuroscience).
MEDIA BUYER

- Purchase media space or time
- Their mission is to find a combination of so the client can communicate the message in the most effective manner possible at the minimum cost.
ADVERTISING CAMPAIGN PARAMETERS

- Joint effort of account executive, creative, account planner, and media planner
- Working together
- Produce campaigns that stand out among the competing messages
ADVERTISING GOALS

- To build brand image
  - Top of mind
  - First choice
- Provide information
- Persuade
- Support other marketing efforts
- Encourage action
MEDIA SELECTION

• Understanding of media usage habits of target market and then matching that information with the profile of each medium's audience
PRIVATE WEALTH AD CAMPAIGN

Am I a good father?
Do I spend too much time at work?
Can I have it all?

U.S. TRUST
Selected Asset Firms Worldwide

UBS
PRIVATE WEALTH AD CAMPAIGN

Am I a good father?
Do I spend too much time at work?
Can I have it all?
# MEDIA SCHEDULE

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<td>2 9 16 23 30</td>
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<td>Outdoor</td>
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<tr>
<td>Research</td>
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</tbody>
</table>
end
CREATIVE BRIEF

- The objective
- The target audience
- The message theme
- The support
- The constraints
**CREATIVE BRIEF**

- Document prepared by client and account management for creative team
- Creatives take the information and develop ads that convey the desired message
- Garbage in/garbage out
- All creatives use the main objective to begin work

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<table>
<thead>
<tr>
<th>PROJECT CREATIVE BRIEF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PURPOSE:</strong> This is an approach template to get the creative process. This initial communication clarifies direction, outlines the target market, the key messages, and the desired results. We will use this form to make sure that we are both focused and on the same page. We will refer back to it often during the creative process so please take your time to think through the questions and answer as accurately as possible. This said, please keep your answers clear. Change the term “Creative Brief” once established, we go back to back with the creative process and start corresponding tasks. Based on the scope of the project, we will establish a timeline for production. Note: the creative direction and context to frame our creative thought and it is a complex and effective design solution for your business. This term is part of our proven methodology. We follow this process as much as possible to ensure your project is effective and consistent.</td>
</tr>
<tr>
<td><strong>CREATIVE BRIEF</strong></td>
</tr>
<tr>
<td><strong>NAME:</strong></td>
</tr>
<tr>
<td><strong>WHO ARE YOU?</strong> What is your service or product?</td>
</tr>
<tr>
<td><strong>YOUR OBJECTIVES</strong> Where do you want to go?</td>
</tr>
<tr>
<td><strong>DESIRED RESULTS &amp; VISION</strong> How would you like to be perceived?</td>
</tr>
<tr>
<td><strong>TARGET MARKET</strong> Who is your audience? Demographics?</td>
</tr>
<tr>
<td><strong>COMPETITION</strong> Who is your primary competition?</td>
</tr>
<tr>
<td><strong>SUCCESS CRITERIA</strong> Define how you will judge a successful project</td>
</tr>
<tr>
<td><strong>PROJECT VOICE</strong> What do you want this to say about you?</td>
</tr>
<tr>
<td><strong>COLOR PREFERENCES</strong> What is your favorite color? Least favorite color and why?</td>
</tr>
<tr>
<td><strong>PRINT VEHICLE</strong> What would you like to promote? Choose the media type.</td>
</tr>
<tr>
<td><strong>GAUGING PERCEPTION</strong> Name a logo you like, explain why.</td>
</tr>
<tr>
<td><strong>KEYWORDS</strong> What keywords best describe your business?</td>
</tr>
<tr>
<td><strong>ADDITIONAL INPUT</strong> Any other thoughts?</td>
</tr>
</tbody>
</table>