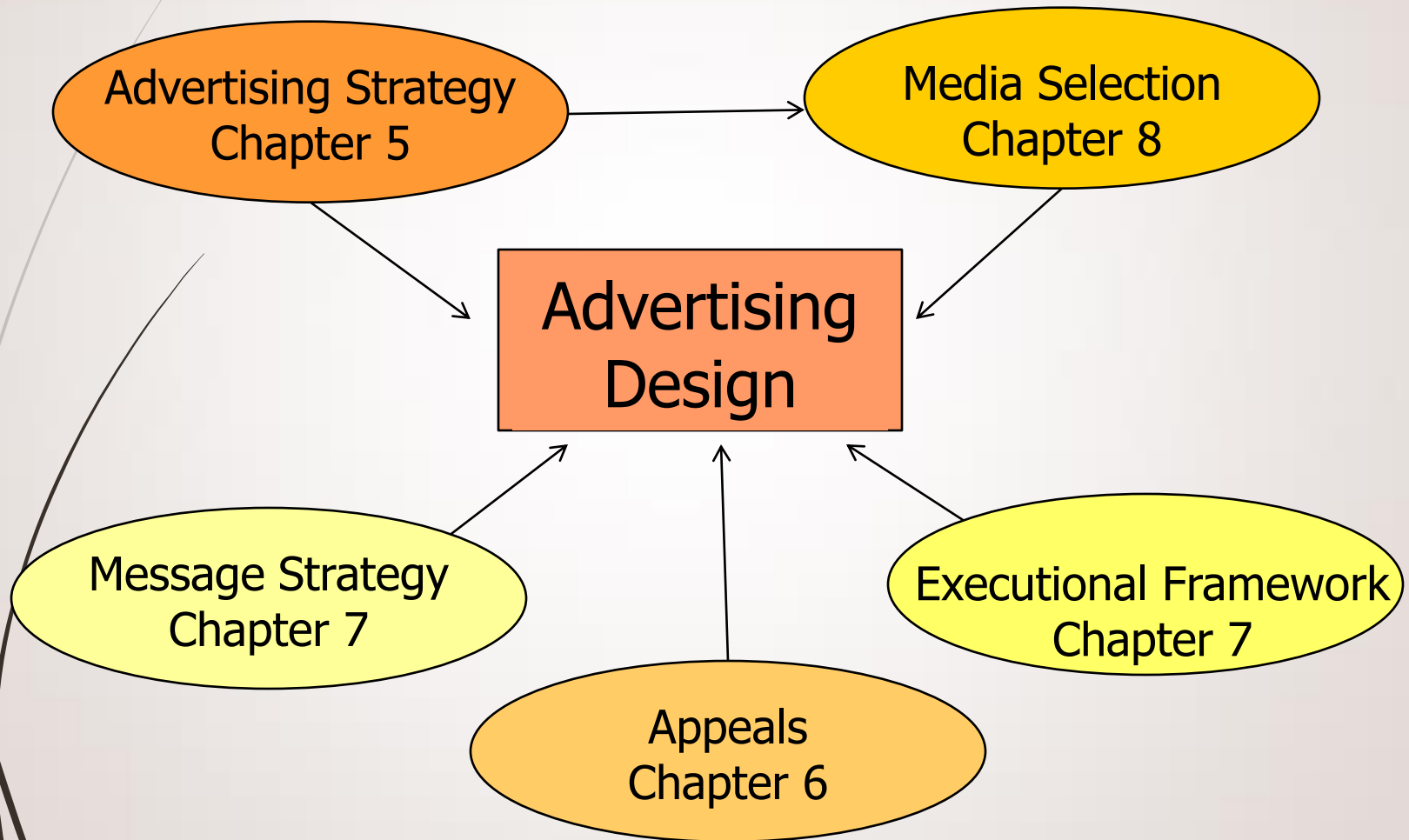


Chapter 7

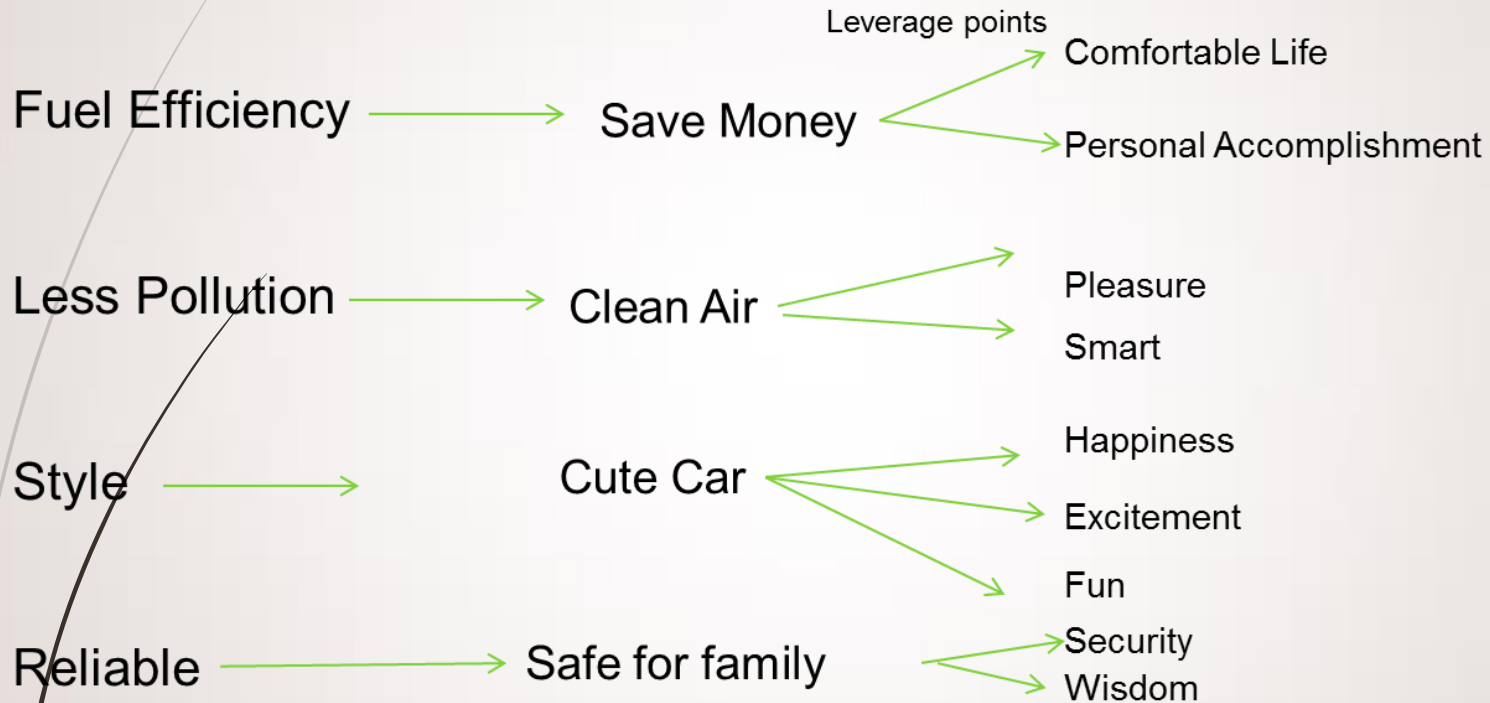
Advertising Design: Message Strategies and Executional Frameworks

Chapter Focus

- Message strategies
- Executional frameworks
- Spokespersons and endorsers
- Principles of effective advertising



Leverage Points



Advertising Appeals

- ▶ Fear
- ▶ Humor
- ▶ Sex
- ▶ Music
- ▶ Rationality
- ▶ Emotions
- ▶ Scarcity



Overview

- ▶ Advertising is preparing a personal message that will be delivered over an impersonal medium.
 - ▶ Designed to change or shape attitudes
 - ▶ Remembered
 - ▶ Lead to some type of short or long term action



Marketing Message

- ▶ Marketing messages can reach the targeted customers in two ways:
 1. A personal message can be delivered through a person such as a sales rep, repair department personnel, or customer service rep
 2. Marketing messages can reach targeted audience through a variety of ad media.
 - ▶ The main challenge involved here is to develop a personnel message even while it is being delivered through an impersonal medium.

Message Theme

- ▶ The message theme outlines the key ideas in an advertisement.
- ▶ Central repetitive message that promotes brand awareness
 - ▶ Effective when brand association is created immediately
- ▶ Created so the theme can be used in any advertising medium



Message Theme tells a Story

- ▶ A good story has a beginning where a sympathetic character encounters a complicating situation, a middle where the character confronts and attempts to resolve the situation, and an end where the outcome is revealed.
- ▶ A good story allows each member of the audience to interpret the story as he or she understands the action. This is why people find good stories so appealing and why they find advertising that simply conveys facts and information boring.





Message Themes

- ▶ Prestige

- ▶ Story – possession of such items provides a status and sense of pride to holders
- ▶ Cars, jewelry, vacation, alcohol, sunglasses (chanel)

- ▶ Comfort

- ▶ Story – possession of items brings comfortable life
- ▶ Fans, refrigerators, air conditioners, sheets, food

- ▶ Economy

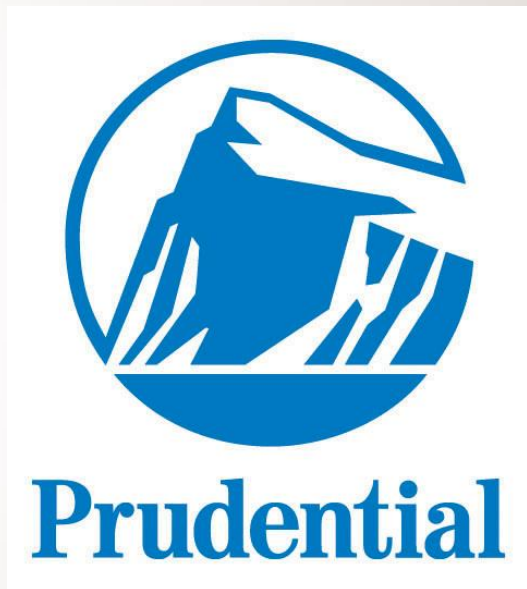
- ▶ Story – sell products of value

- ▶ Health

- ▶ Story – possession of such items bring about a healthy body and lifestyle
- ▶ Drugs, food, vitamins, exercise, food

Message Themes

- ▶ Beauty – cosmetics, soaps, perfumes
- ▶ Parental Affection – toys, ice cream, baby food, electronics
- ▶ Achievement – computers, clothing, jewelry, financial products
- ▶ Patriotism – made in the USA, Americana, Ford



Message Strategies

The message then can be created using a number of different message strategies, which is the primary tactic or approach used to deliver the message theme.

- Cognitive
- Affective
- Conative



Cognitive Message Strategy

- ▶ When rational arguments or pieces of information are presented to consumers
- ▶ Ideas require cognitive processing
- ▶ Key message is about attributes & benefits customer can obtain if use the product
- ▶ Impact consumers belief and knowledge structure



Cognitive Message Strategy

- Cognitive message strategies would make benefits clear to potential customers

An advertisement for Silk Vanilla soy milk. A blue carton is tilted, pouring a thick stream of white milk into a glass. The milk splash is captured in mid-air, with several heart shapes visible within the liquid. The background is a solid blue. Text is placed around the image to highlight health benefits and product quality.

25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Silk Vanilla supplies 6.25 grams of soy protein.

Pour on the power to help support your heart.

Silk is made from one of Nature's Perfect Proteins to fortify your body, and delivers a smooth vanilla taste that keeps you deliciously satisfied.

Silk Strength in Every Pour™

Also available in Chocolate and Original

5 forms of Cognitive Strategies

- Five major forms
 - Generic
 - Preemptive
 - USP
 - Hyperbole
 - Comparative ads




Prudential Billboard Ad


1. Generic Messages

- Direct promotion of good or service attributes or benefits without any claim of superiority.
- They work best for a firm that is clearly the brand leader and dominant in the industry within which it operates.



Generic



 **starbucks** ▾

Starbucks Coffee Freshly brewed instagrams from Starbucks in Seattle, WA. Tag your coffee photos with #Starbucks! <http://starbucks.com>

309 posts	1,616,671 followers	630 following
---------------------	-------------------------------	-------------------------

2. Preemptive messages

- ▶ Claims of superiority based on a specific attribute or benefit of a product.
- ▶ Once made, the claim normally preempts the competition from making such a statement.



Preemptive Messages



3. Unique Selling Proposition

- ▶ An explicit, testable claim of uniqueness or superiority, which can be supported or substantiated in some manner.
- ▶ Stresses unique product feature
- ▶ Often used in food and cosmetics advertising



Unique Selling Proposition Cognitive Message Strategy

Your **LipShades** **New!**
Natural Finish fLIPSTICK

1 and **ONLY**,
1 handed,
sleek sweep
fLIPSTICK!

sleek, slimline lipstick flips
up for neat and easy application
smooth, moisture-rich color
SPF 15 plus great, kissable taste

Gear
BONNE BELL®
we are girls

www.bonnebell.com

NIVEA
FOR MEN

SHAMPOO

SHOWER

SHAVE

Get more done in the shower
with the extraordinary lather
of Nivea's first **3 IN 1** shower gel.

ACTIVE3

Discover more about
what men want at
NIVEAFORMENusa.com

WHAT MEN WANT

NIVEA
FOR MEN
ACTIVE3
SHOWER, SHAMPOO, SHAVE
Shower Gel

Unique Selling Proposition



4. Hyperbole

- ▶ An untestable claim based upon some attribute or benefit.
- ▶ Claims do not need to be substantiated
- ▶ Very popular strategy



Hyperbole

**MINTS SO STRONG THEY
COME IN A METAL BOX.**



THE CURIOUSLY STRONG MINTS™

©1991 Wm. W. Campbell & Son, Inc. All rights reserved.

5. Comparative Advertising

- ▶ An advertiser directly or indirectly compares a good or service to the competition.
- ▶ The competitor may or may not be mentioned by name.
- ▶ A danger is the negative attitudes consumers may develop toward the ad.
- ▶ Less common in other countries due to both social and cultural differences as well as legal restrictions.



Comparative



DOMINO'S
OVEN BAKED SANDWICHES
THE TASTE THAT
BEAT SUBWAY
2^{TO}1

CHICKEN BACON RANCH PHILLY ITALIAN

STARTING AT \$4.99 EACH

Message Strategies

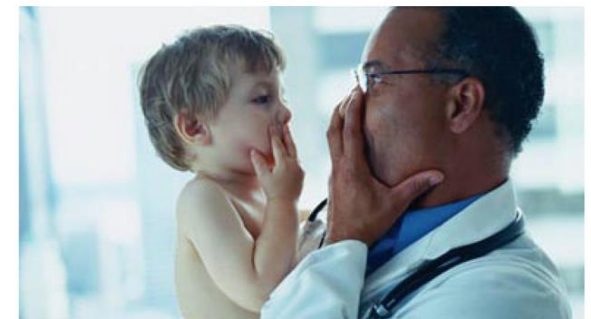
➤ Cognitive

➤ **Affective**

➤ Conative

Affective Message Strategies

- ▶ Affective message strategies are designed to invoke feelings and emotions and match them with the product, service, or company.
- ▶ Seek to enhance the likability of the product
- ▶ Build recall of the appeal
- ▶ Increase comprehension of the advertisement
- ▶ Elicit emotions which then in turn affect the consumer's reasoning process, and finally lead to action



Wells Fargo BusinessLine® line of credit.
The **prescription** for a **healthier** practice.

Easy access to as much as \$100,000 whenever you need it.

**A BusinessLine
line of credit offers:**

- * Immediate access to cash by check or phone
- * Competitive interest rates lower than most credit cards
- * No cash advance fees for phone or check transfers

© 2007 Wells Fargo Bank, N.A. All rights reserved. Member FDIC.

Keep your practice in top form with a Wells Fargo BusinessLine line of credit. Use the extra cash it provides to even out your cash flow while waiting for insurance reimbursements, or to upgrade equipment or furnishings. Our interest rates on cash are attractively low. And you'll only pay for the money you use.

Applying is painless. No tax returns or collateral are required. And we'll waive your first year's annual fee. Call us weekdays between 8 a.m. and 8 p.m. ET, and we'll fill out the brief application for you. Or apply online anytime. But act today to insure the financial health of your practice.



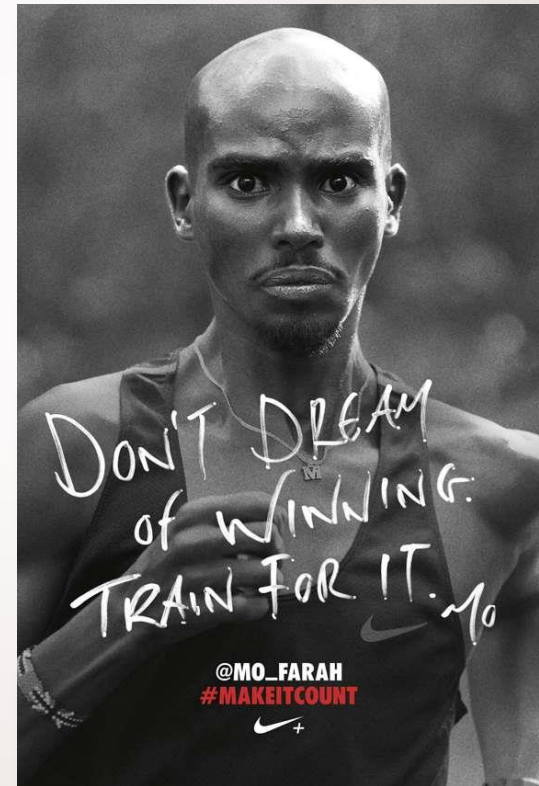
Apply today by calling 1-866-261-6788,
or visit us at www.wellsfargo.com/biz/quickapp

Affirmative Message Strategies fall into two categories

Resonance



Emotional





Your Heart Has Better Things To Do Than Deal With Heart Disease

Eating heart-healthy whole grain oat foods like Cheerios as part of a low-fat diet, may be a good way to lower your cholesterol and reduce your risk of heart disease. So make health a habit for your heart, body and soul. And let your heart do something it's better at...holding your family together.



Three cups of Cheerios per day, combined with a diet low in saturated fat and cholesterol, has been shown to lower cholesterol, about 4% average reduction.

"The One and Only Cheerios"

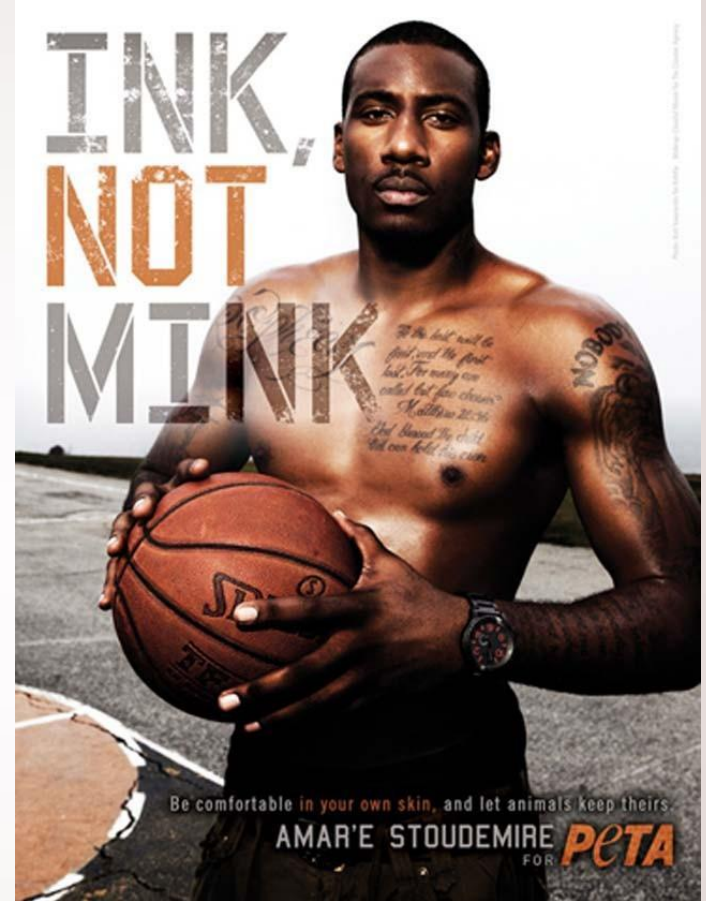
Each year, tens of thousands of seals, many of whom are still babies, are massacred. It's time to demand a permanent end to Canada's cruel seal slaughter.

KELLY OSBOURNE
FOR **PETA**

SAVE THE SEALS

END CANADA'S SEAL SLAUGHTER

Photo: Ken Cedeno / iStockphoto.com. Hair and makeup: Neil Wong Hair and Makeup © 2007.



INK,
NOT
MINK

*"To the last, until the
first, and the first
last. For many are
called but few chosen."
Matthew 22:14
And blessed the child
that can hold his own.*

NOBODY

Be comfortable in your own skin, and let animals keep theirs.

AMAR'E STOUDEMIRE FOR **PETA**

Photo: Ken Cedeno / iStockphoto.com. Hair and makeup: Neil Wong Hair and Makeup © 2007.

Message Strategies

➤ Cognitive

➤ Affective

➤ **Conative**

Conative Message Strategies

- Designed to lead more directly to some type of consumer behavior. (purchase)
- *Action-inducing* approaches to create situations in which consumers buy first and evaluate later
 - A point of purchase display (impulse buys)

BIG BRANDS SALE
All international & outlet stores

ONE DAY SALE ONLY
Easter Sunday
March 23
10AM to 10PM

ROBINSONS PAMPANGA
brands.outlets.value

Per DTI - PGA Permit No. 084, Series of 2008

Conative Message Strategies

- ❑ *Promotional support conative advertisements* are designed to support other promotional efforts using
 - ❑ Coupons
 - ❑ Phone-in promotions
 - ❑ Sweepstakes
 - ❑ Internet promotions/coupons



The Hierarchy of Effects Model

Cognitive
Strategies

- Awareness
- Knowledge

Affective
Strategies

- Liking
- Preference
- Conviction

Conative
Strategies

- Actual Purchase

Objective #2: Executional Frameworks

An executional framework is the manner in which an ad appeal is presented

- Animation
- Slice of life
- Dramatization
- Testimonial
- Authoritative
- Demonstration
- Fantasy
- Informative

Animation

- Originally used by firms with small advertising budgets.
- Increased use due to advances in computer technology.
- Rotoscoping
- Clay animation
- Computer graphics




Metlife



IT'S GOOD TO KNOW THAT YOUR METROPOLITAN HOMEOWNERS INSURANCE CAN AUTOMATICALLY KEEP PACE WITH RISING HOME VALUES.

Is your insurance coverage keeping up with the value of your home? For information about homeowners insurance that automatically keeps you better protected against rising repair and replacement costs, contact your local Metropolitan representative.

GET MET. IT PAYS.

 **Metropolitan Life**
AND AFFILIATED COMPANIES

© 1995 Metropolitan Property and Casualty Insurance Company, MetLife, NY. Metropolitan's insurance is available in most states.

Slice of Life

(Dramatization)

- Attempt to provide solutions to the everyday problems faced by consumers or businesses.
- Show common things people experience, especially the problems they encounter. Then, the product is made available to solve the problem.
- Encounter
- Problem
- Interaction
- Solution



Dramatization

Similar to slice-of-life executional framework.

- Uses the same format of presenting a problem, then providing a solution.
- The difference lies in the intensity and story format.
- ➡ An effective and dramatic advertisement is difficult to pull off, because it must be completed in either thirty or sixty seconds. Building a story to a climatic moment is challenging, given such a short time period.



Testimonials

- ▶ The testimonial type of executional framework is being used when a customer in an advertisement tells about a positive experience with a product.
 - ▶ Enhance credibility
 - ▶ Source
 - ▶ Customers
 - ▶ Paid actors

STAY IN THE GAME WITH Chiropractic

"I did a lot of things to stay in the game, but regular visits to my chiropractor were among the most important."

NFL Football Legend & "Dancing with the Stars" Celebrity
— JERRY RICE

Jerry Rice, one of the game's most durable players; a 13-time Pro Bowl football player who owns 38 career records and three Super Bowl rings, shares his positive experiences with chiropractic care.

"I am proud to communicate with the American public about the value of chiropractic care. Professional football is a very rough and vigorous sport, and I attribute my longevity and durability to a vigorous exercise program and chiropractic adjustments. Chiropractic gave me the edge to succeed, not only on the gridiron but also on the dance floor."

He continues to rely upon chiropractic adjustments to keep himself healthy and active.

PHOTO BY MAREK WALCZYK

Learn the facts about chiropractic care and its vital role in America's well being. Visit www.yes2chiropractic.com

Foundation for Chiropractic Progress

Many years ago, I was fishing, and as I was reeling in the poor fish, I realized, "I am killing him—all for the passing pleasure it brings me." And something inside me clicked. I realized as I watched him fight for breath, that his life was as important to him as mine is to me.

I AM PAUL McCARTNEY, AND I AM A **VEGETARIAN**

PETA.org

Authoritative

- In using the authoritative executional framework, an advertiser seeks to convince viewers that a given product is superior to other brands.
- Expert authority
- Scientific or survey authority



Scotch

We know tape.
We've been at this awhile.

Scotch® brand products come from a proud tradition of quality and innovation. When you ship a package, mend a document, or tape together an important project, you benefit from decades of proven performance. So tape with confidence.

With Scotch® Office and Packaging tapes, you've chosen the perfect product for a job done right.

3M

3M, Scotch and the Three Design are trademarks of 3M. © 3M 2007

Expert



"We've used RAPID Systems at VMV for almost a year now and I can count on my hands and toes the hours I've spent in your factory. They've saved me a lot of headaches!"

Don Sherrard
Sales Representative
of Sherrard &
Associates, Inc.

The maintenance staff at VMV couldn't get the heat off the roof of the building. It's been so long that they had to look into getting a new system.

Listen to an expert!

Choosing the right heating/ventilating system is a major decision. Here's why VMV Enterprises chose RAPID.

VMV Enterprises installed the RAPID System in its new 150,000 sq. ft. building. The RAPID System is a major decision. Here's why VMV Enterprises chose RAPID.

CHOOSE YOUR CARE
"For nearly 10 years, I have been able to count on the RAPID System. It's a major decision. Here's why VMV Enterprises chose RAPID."

FOR YOUR OWN OPERATION
"I have been able to count on the RAPID System. It's a major decision. Here's why VMV Enterprises chose RAPID."

BENEFITS FOR EVERYONE
"The RAPID System is a major decision. Here's why VMV Enterprises chose RAPID."

Don Sherrard
Sales Representative
of Sherrard &
Associates, Inc.

RAPID SYSTEMS	
100,000 sq. ft.	\$100,000
200,000 sq. ft.	\$200,000
300,000 sq. ft.	\$300,000
400,000 sq. ft.	\$400,000
500,000 sq. ft.	\$500,000

Rapid
Rapid Engineering & Inc.
1000 Seven Mile Road
Columbia, PA 17017
(717) 764-0000
FAX: (717) 764-0001



"We've used RAPID Systems at VMV for almost a year now and I can count on my hands and toes the hours I've spent in your factory. They've saved me a lot of headaches!"

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Rapid
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Columbia, PA 17017
(717) 764-0000
FAX: (717) 764-0001

Demonstration

- Advertisements using the demonstration executional framework are designed to show how a product works.
- Effective way to communicate the attributes of a product
- Shows product being used
- Television and the Internet



Fantasy

- ▶ Fantasy executions are designed to lift the audience beyond the real world to a make-believe experience.
- ▶ Some fantasies are meant to be realistic. Others are completely irrational.
- ▶ Common themes
 - ▶ Sex
 - ▶ Love
 - ▶ Romance
- ▶ Products such as perfume/cologne



Informative

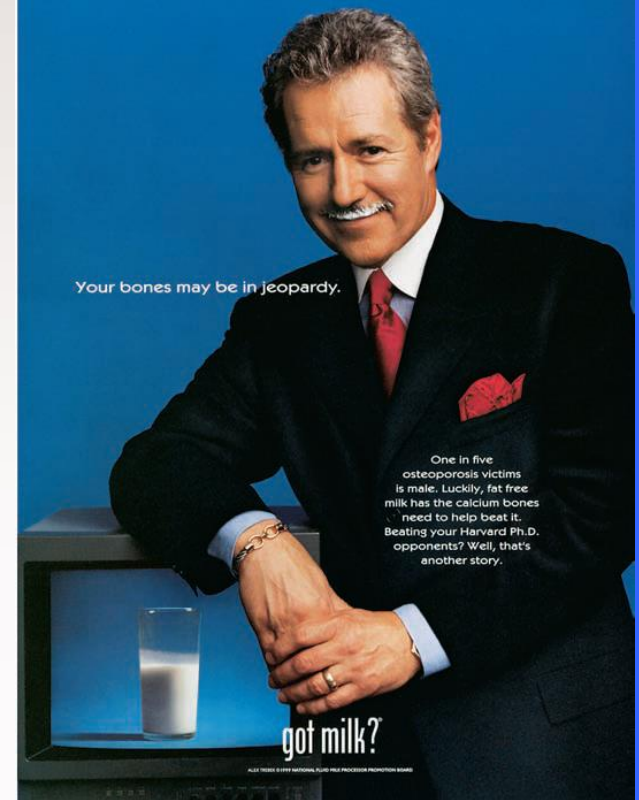
- ▶ Informative ads present information to the audience in a straightforward matter.
- ▶ One of the keys to informative advertising is the placement of the advertisement.
- ▶ Informative ads are prepared extensively for radio advertisements, where only verbal communication is possible but are less common in television and print because consumers tend to ignore them.
- ▶ Informative ads work well in high involvement purchase situations. As a result, the informative framework continues to be a popular approach for business-to-business advertisers.

Objective #3: Spokespersons

- Celebrities
- CEOs
- Experts
- Typical persons

Celebrity Spokespersons

- Most common
- Featured in 6% of ads
- Enhance brand equity
- Create emotional bonds
- More effective with younger consumers
- Athletes popular
- Establish brand personality

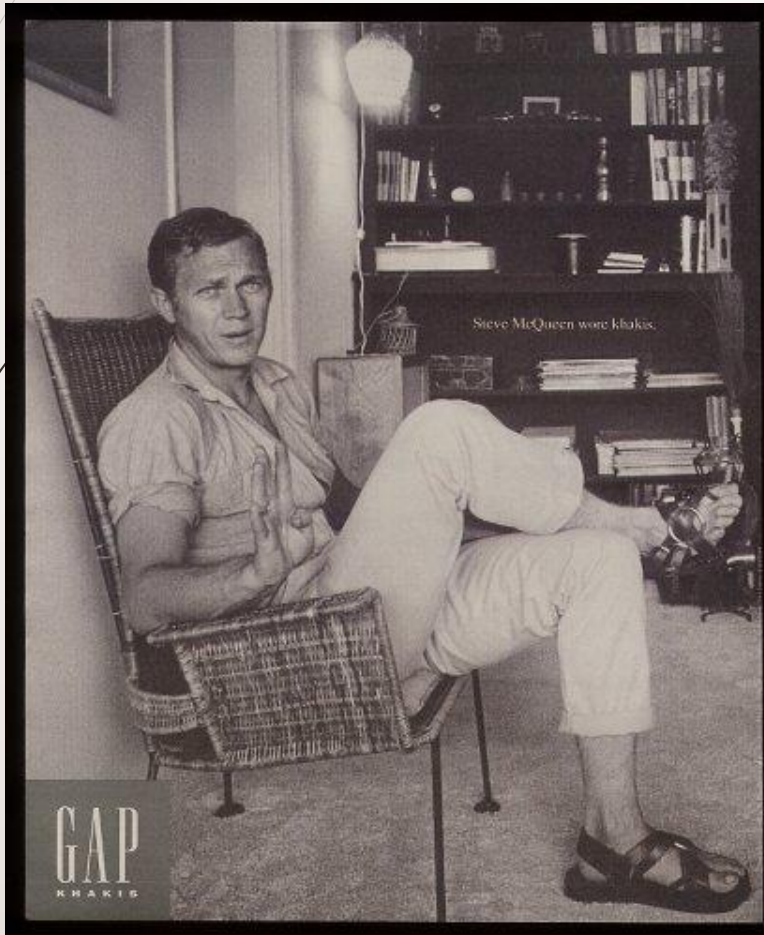


Three variations on celebrity endorsements:

1. Unpaid spokespersons for charitable causes.
2. Celebrity voice-overs.
3. Dead-person endorsements.



Dead Celebrities



Spokespersons

▶ CEOs

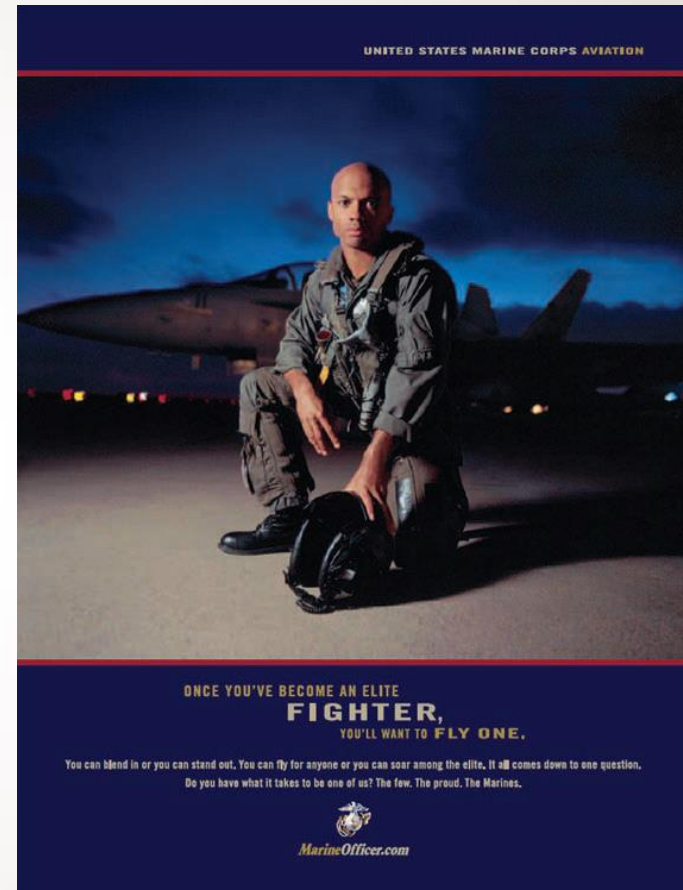
- ▶ Highly visible and personable
- ▶ Can be major asset
- ▶ Used by local companies

▶ Experts

- ▶ Expert in their field
- ▶ Authoritative figures

▶ Typical persons

- ▶ Paid actors
- ▶ Typical, everyday people



Expert Sources

- Physicians
- Lawyers
- Financial Planners
- Nutritionists
- Musicians



Typical Person Sources

MY KNEES

ARE TOMBOYS.

THEY GET BRUISED AND CUT

EVERY TIME I PLAY SOCCER.

I'M PROUD OF THEM

AND WEAR MY DRESSES SHORT.

MY MOTHER WORRIES

I WILL NEVER MARRY

WITH KNEES LIKE THAT.

BUT I KNOW

THERE'S SOMEONE OUT THERE

WHO WILL SAY TO ME:

I LOVE YOU

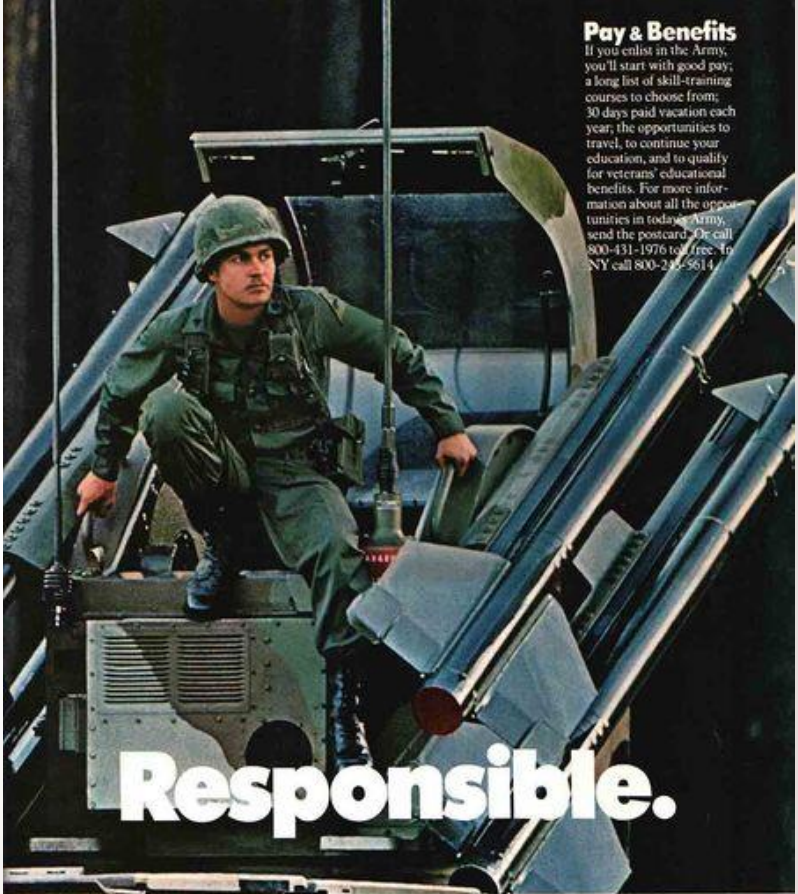
AND I LOVE YOUR KNEES.

I WANT THE FOUR OF US

TO GROW OLD TOGETHER.

JUST DO IT.

NIKEWOMEN.COM



Pay & Benefits
If you enlist in the Army, you'll start with good pay; a long list of skill-training courses to choose from; 30 days paid vacation each year; the opportunities to travel, to continue your education, and to qualify for veterans' educational benefits. For more information about all the opportunities in today's Army, send the postcard. Or call 800-431-1976 toll free. In NY call 800-244-5614.

Responsible.



"It's like the way a baby grows. It's a child, then a teenager, then a man. It all comes with responsibility. You've got to prove yourself every step of the way. That's the way the Army is. They'll give you a piece of equipment, train you, and say, 'You are responsible'. If you're good and you know your job, you'll move up and get more. Right now I'm a senior gunner in a Chaparral Missile section. And every guy on this section is responsible for the other guy. That can make you an adult quickly. Responsibility feels like—it feels like strength."

**Join the people
who've joined the Army.**

SGT Calton Jarrell, Schrievbach, Germany

HOT ROD AUGUST 1978 50

Source Characteristics

- 
- 
- Attractiveness
 - Trustworthiness
 - Similarity
 - Expertise
 - Likeability



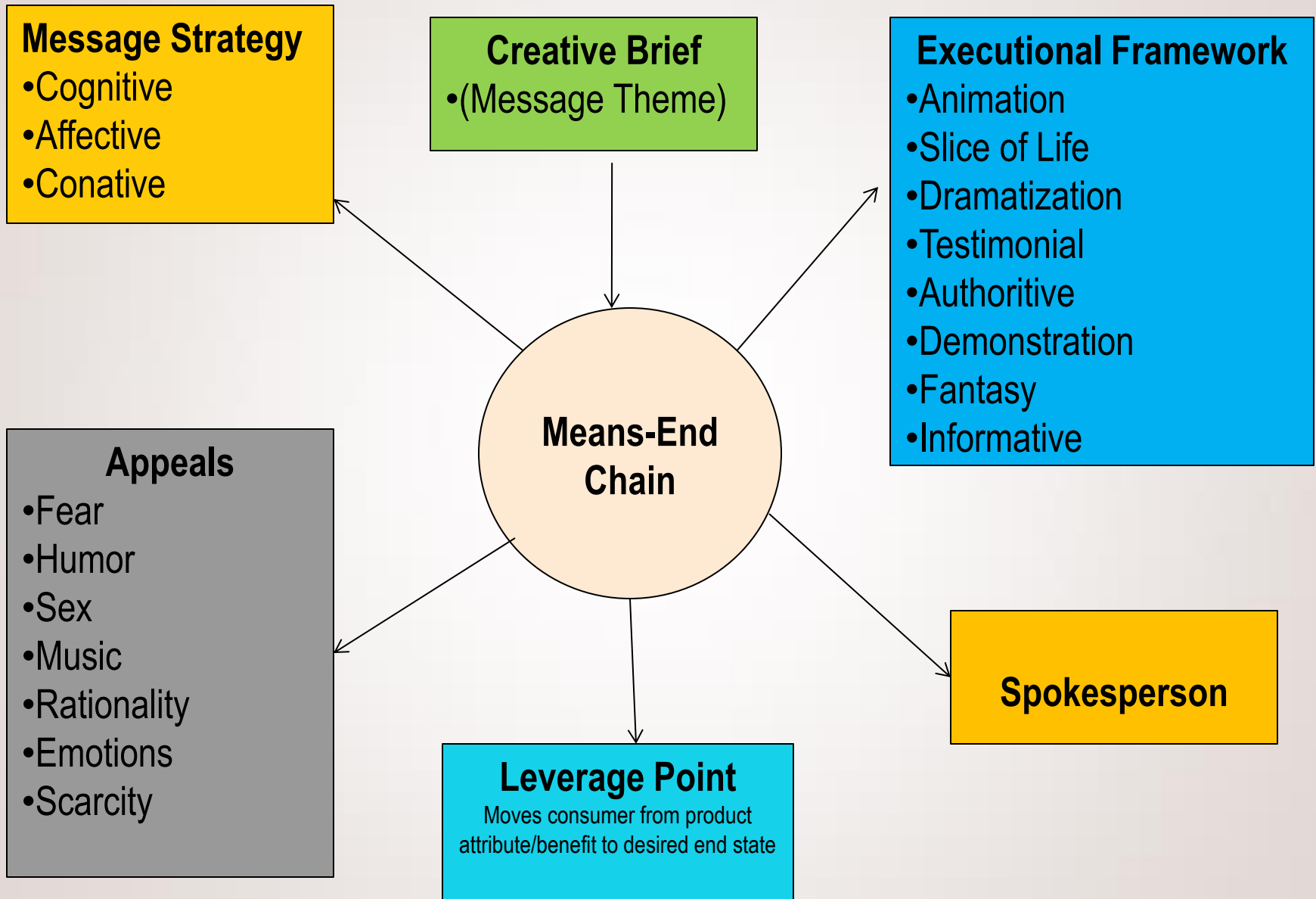
Matching Source Types and Characteristics

- ▶ Several dangers exist in using celebrities.
 - ▶ Any negative publicity about the celebrity caused by inappropriate conduct can reflect on the brands being endorsed.
 - ▶ Celebrities can endorse so many products that they lose their credibility.
 - ▶ It is this potential for negative publicity that has led some advertisers to use deceased celebrities

Objective 5: Creating an Ad

- ▶ Begins with the creative brief, which outlines the message theme of the advertisement as well as other pertinent information.
- ▶ Using the creative brief as the blueprint, the creative develops a means-ends chain starting with an attribute of the product that generates a specific customer benefit.
- ▶ Following the development of the means-ends chain, the creative chooses the following:
 - ▶ A message strategy
 - ▶ The appeal
 - ▶ The executional framework
 - ▶ A source or spokesperson
- ▶ In terms of the executional framework, it must match the leverage point and other features of the advertisement.

Creating an Advertisement



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


PROJECT CREATIVE BRIEF

PURPOSE: This is our springboard into the creative process. This internal communication clarifies direction, outlines the target market, the key message 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. That said, please keep your answers brief. Hence the term "Creative Brief."

Once established, we go full-throttle with the creative process and start conceptualizing ideas. (Based on the scope of the project we will establish a timeline for approvals) We continue to hone our creative thought until it is a compelling and effective design solution for your business.

This form is part of our proven methodology. We follow this process no matter what the project, the medium or the challenge. Adhering to this process is what equips us to produce award winning, effective and consistent work for you our client.

glitschka studios
1976 Fitzpatrick Ave SE
SALEM, OREGON 97306
ph. 971.223.6143
tx. 503.585.8190
von@glitschka.com
www.glitschka.com



NAME: _____ SIGNATURE: _____ DATE: _____

1 WHO ARE YOU? WHAT IS YOUR SERVICE OR PRODUCT? _____ _____ _____	7 PROJECT VOICE WHAT DO YOU WANT THIS TO SAY ABOUT YOU? _____ _____ _____
2 YOUR OBJECTIVES WHERE DO YOU WANT TO GO? _____ _____ _____	8 COLOR PREFERENCES WHAT IS YOUR FAVORITE COLOR? _____ LEAST FAVORITE COLOR AND WHY? _____ _____
3 DESIRED RESULTS & VISION HOW WOULD YOU LIKE TO BE PERCEIVED? _____ _____ _____	9 PRINT VEHICLE WHAT WOULD YOU LIKE TO PRODUCE? (CHECK ALL THAT INTEREST YOU) <input type="checkbox"/> LOGO / IDENTITY PIECES <input type="checkbox"/> ADVERTISEMENT <input type="checkbox"/> MARKETING MATERIAL <input type="checkbox"/> BROCHURE <input type="checkbox"/> P.D.P. DISPLAY <input type="checkbox"/> SALES MATERIAL <input type="checkbox"/> DIRECT MAIL <input type="checkbox"/> POSTER <input type="checkbox"/> OTHER _____
4 TARGET MARKET WHO IS YOUR AUDIENCE? DEMOGRAPHIC? _____ _____ _____	10 GAUGING PERCEPTION NAME A LOGO YOU LIKE. EXPLAIN WHY. _____ _____ _____
5 COMPETITION WHO IS YOUR PRIMARY COMPETITOR? _____ _____ _____	11 KEYWORDS WHAT KEYWORDS BEST DESCRIBE YOUR BUSINESS <input type="checkbox"/> DEPENDABLE <input type="checkbox"/> ESTABLISHED <input type="checkbox"/> ENTHUSIASTIC <input type="checkbox"/> FUN <input type="checkbox"/> PRECISION <input type="checkbox"/> PROGRESSIVE <input type="checkbox"/> EASY <input type="checkbox"/> UNIQUE <input type="checkbox"/> SERIOUS <input type="checkbox"/> ORIGINAL <input type="checkbox"/> TRADITIONAL <input type="checkbox"/> STRONG <input type="checkbox"/> INTEGRITY <input type="checkbox"/> HI-TECH <input type="checkbox"/> MAINSTREAM
6 SUCCESS CRITERIA DEFINE HOW YOU WILL JUDGE A SUCCESSFUL PROJECT? _____ _____ _____	12 ADDITIONAL INPUT ANY OTHER THOUGHTS? _____ _____ _____

Creative Brief



- The objective
- The target audience
- The message theme
- The support
- The constraints



Objective

- Identify the objective of the advertisement.
- Some possible objectives may include:
 - Increase brand awareness
 - Build brand image
 - Increase customer traffic
 - Increase retailer or wholesaler orders
 - Increase inquiries from end-users and channel members
 - Provide information.

The Objective





Target Audience

- ▶ The Target Audience
 - ▶ A creative should know the target audience. The more detail that is known about the target audience, the easier it is for a creative to design an advertisement that will be effective.
 - ▶ Target market profiles that are too general are not very helpful

The Message Theme

- Unique selling point
- Benefit or promise
- “Left brain” advertisement
 - Logical, rational side of brain
 - Manages numbers, letters, words, concepts
 - **Use rational appeal**
- “Right-brain” advertisement
 - Emotional side of brain
 - Manages abstract ideas, images, feelings
 - **Use emotional appeal**



Support and Constraints

- ▶ The Support
 - ▶ Support takes the form of the facts, which substantiate the message theme.
- ▶ The Constraints
 - ▶ Constraints deal with legal and mandatory restrictions for ads, or company imposed requirements.
They include:
 - ▶ Legal protection for trademarks, logos, and copy registrations.
 - ▶ Disclaimers about warranties, in which the disclaimer specifies the conditions under which they will be honored.
 - ▶ Disclaimers about offers spell out the terms of financing agreements, as well as when bonuses or discounts apply.
 - ▶ Disclaimers about claims identify the exact nature of the statement made in the advertisement

Creative Brief

Del Monte



- **The Objective** – increase awareness of the smaller-size cans with pull-top lid
- **Target Audience** – senior citizens, especially those who live alone and suffer from arthritis
- **Message Theme** – the new cans contain a smaller portion and are easier to open
- **Support** – 30 cent introductory coupon to encourage usage
- **Constraints** – copyright logo, toll free number, Web site address, legal requirements of a coupon, and what is meant by a small serving



Principles Effective Advertising

- Visual consistency - repeated
- Campaign duration – how long running
- Repeated tag lines
- Consistent positioning
- Simplicity
- Identifiable selling point
- Effective flow – move the reader's eye

Beating Ad Clutter

- ▶ Because mere repetition of an ad does not always work, advertisers have begun to take advantage of the principles found in *variability theory*.
- ▶ Repetition – in various environments
- ▶ Multiple mediums
- ▶ Ads that gain attention
- ▶ Ads that relate to the target audience