PART FOUR
EFFECTIVE ADVERTISING MESSAGES

Chapter 12

THE CREATIVE SIDE
AND MESSAGE STRATEGY

Wells, Moriarty,
Burnett & Lwin

ADVERTISING Principles and Effective
IMC Practice

Revised by Chutinun K, 2014.
Key Points

• Define creative advertising and explain how it leads to a Big Idea
• Discuss key creative strategy approaches
CREATIVE PROCESS

The product

Objectives

- Message Strategy
  - Message (what to say)
  - Message Approach (how to say it)

Tangible Characteristics
- Size
- Features
- Color
- Durability
- Package
- Taste
- Others

Intangible Characteristics
- Style
- Quality
- Image
- Prestige
- Warranty
- Brand Name
- Others

Copywriting

Advertising Message

Product Interpretation and Evaluation by Customer
MESSAGE STRATEGY

Message (big idea)
WHAT the advertisement says
Message Approaches
HOW it is said
THE ART & SCIENCE OF CREATIVE ADVERTISING

• Creative ad:
• The ROI of effective advertising
  – Relevant: means something to the target
  – Original: one of a kind
  – Impact: ad gets attention & sticks in memory
Two basic creative strategies

- **Rational Approach/Hard Sell:**
  touches the mind and creates a response based on logic e.g. tangible product feature(→benefits)

- **Emotional Approach/Soft Sell:**
  uses emotional appeals or images to create a response e.g. attitude, mood, dream, feeling
Message Objectives

1. **Perception**: create attention, awareness, interest, recognition, and recall
2. **Cognitive**: deliver information and understanding
3. **Affective**: touch emotions and create feelings
4. **Persuasion**: change attitudes, create conviction and preference
5. **Transformation**: establish brand identity and associations
6. **Behavior**: stimulate some form of action
Facets of Message Strategy

1. Perception: Drive Perception (attention getting + memorable)

- Attention and awareness
  - Stopping power
- Interest: keep attention
  - Pulling power
    - Teaser ad
- Memory
  - Repetition
    - Jingle, Slogan, Color
2. **Cognitive:** Drive Cognition

- These messages get consumers to learn about products by focusing on a product’s features (give info.)
  - Differentiation
    - Claim, Infomercial
    (Long copy approaches)
Facets of Message Strategy

3. Affective: Touch Emotions

- Highlight psychological attraction of the product to the target audience through emotional responses e.g. love, fear, pride, freedom etc.

- A general emotional goal is to deliver a message that people like in order to create liking for the product (like ad → like product)
Facets of Message Strategy

4. **Persuasion**: Affect Attitudes and Create Belief

- Consumer committed to something, prefer it, probably intend to buy it
- **Appeal**: Psychological of product
- **Conviction**
  Testimonial; Test result; Before-after visual; Demonstration, Endorsement, Product placement
- **Selling Promises**: A proposition on which an argument is based or a conclusion is drawn. It states the logic behind the sale offer
Facets of Message Strategy

4. **Persuasion:** Affect Attitudes and Create Belief

**Types of Selling Premises**

- **Benefit strategy:**
  translate features and attributes into promise of what product can do for consumers e.g. *economy car*

- **Promise:**
  a benefit statement to show consumer about future rewards from using products e.g. *insurance co., whitening product*

- **Reason why:** show the reason for buying e.g. *cheap*

- **Unique selling proposition:**
  a promise that consumer will get a unique benefit by using this only one product
  - It must be one that other product *cannot or does not offer*
  - It must be *strong enough* to pull over new customers to the brand e.g. *Assumption University, Avian*
Facets of Message Strategy

5. **Transformation:** Transform Product into a Brand

- Branding
- Image advertising is used to create a representation in the customer’s mind
- **Associations:** a brand with a certain type of person, lifestyle, or other characteristic
Facets of Message Strategy

6. Behavior: Drive Action

- A signature that serves to identify the company or brand
- Also serves as a call to action if it gives direction to the consumer about how to respond
  - Reminding ad strategy
MESSAGE STRATEGY

Message (big idea)
WHAT the advertisement says

Message Approaches
HOW it is said
Message Approaches
(message formats/message formulas)

• **Straightforward**: convey communication without any gimmicks, emotion, or special effects.
• **Demonstration**: focus on how to use the product or service.
• **Comparison**: Show consumer that our product is superior than others.
• **Problem solving/Problem avoidance**: Show problems and what products can do and help to avoid the problem e.g p/d stops Wrinkle
• **Humor**: get attention, get positive feeling
• **Slice of life**: Like problem solution but in drama form.
• **Spokesperson (Endorsement)**: Use celebrity, experts, etc. to show that they use our product.
• **Teasers**: mystery ads that don’t identify the product or deliver enough message to make sense but just for some period of time to create curiosity and appeals.
• **Shockvertising**: grab attention and generate buzz
SUMMARY

• Creativity is the essence of effective advertising

• Balance between creativity and commerciality is required.