

Creative Strategy: Planning and Development & Media Planning and Strategy

MKT728

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Lecture 5



Chapter
05

LEARNING OBJECTIVES

- To discuss what is meant by advertising creativity and examine the role of creative strategy in advertising
- To consider the process that guides the creation of advertising messages and the research inputs into the stages of the creative process
- To examine creative strategy development and the roles of various client and agency personnel involved in it
- To examine various approaches used for determining major selling ideas that form the basis of an advertising campaign

Chapter
05

LEARNING OBJECTIVES

- To understand the key terminology used in media planning
- To know how a media plan is developed
- To know what constitutes media objectives
- To know the process of developing and implementing media strategies
- To be familiar with various characteristics of media

Creative strategy

- Determines what the advertising message will say or communicate

Creative tactics

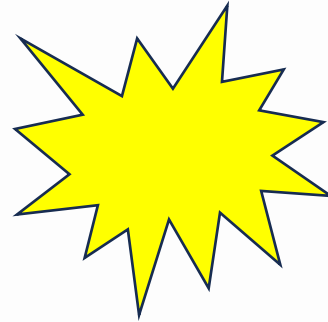
- Determine how the message strategy will be executed

Managers' perspective

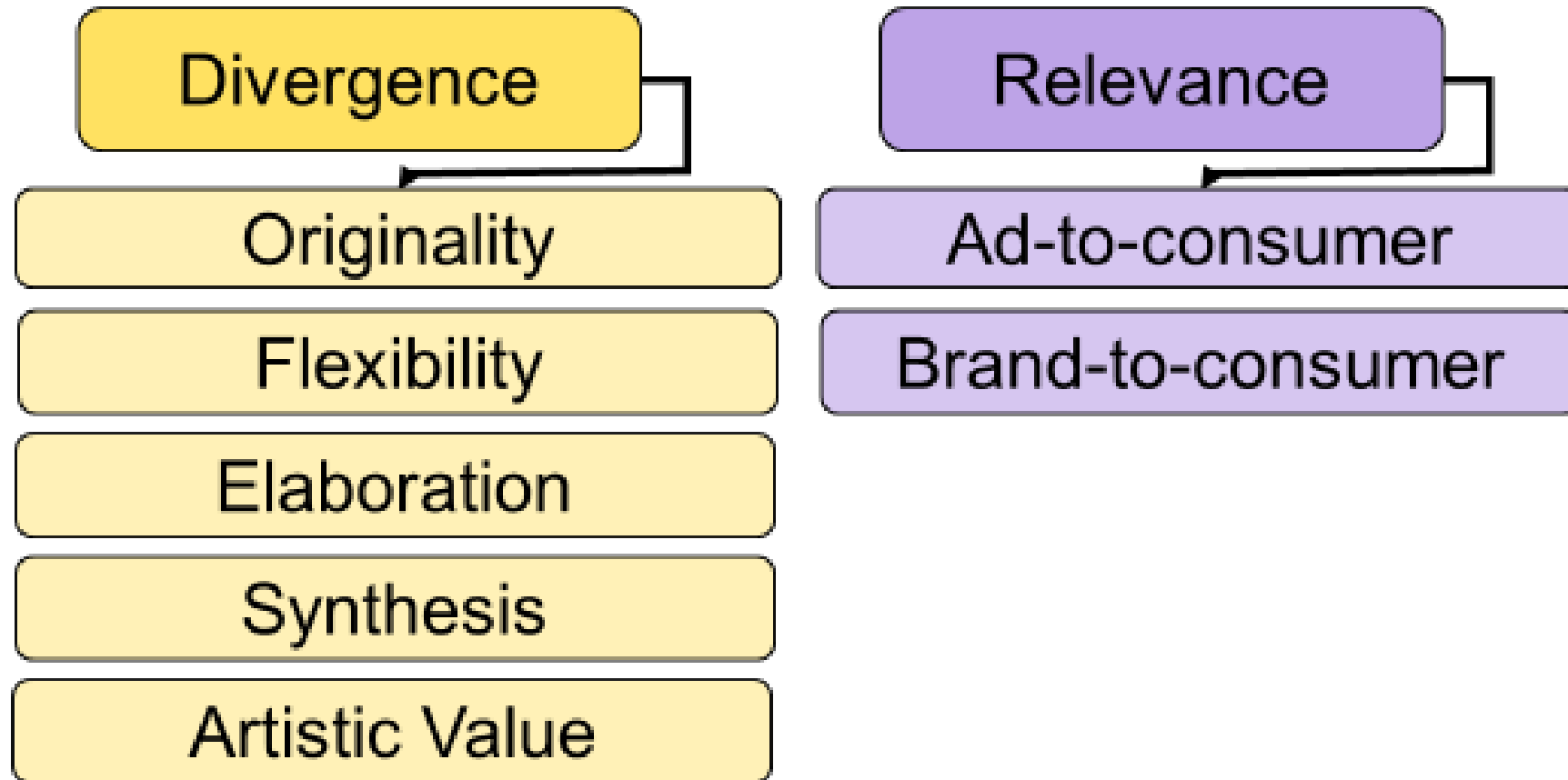
- Advertising is creative only if it sells the product
- Ads are promotional tools used to communicate favorable impressions to the marketplace

Creative people's perspective

- Creativity of an ad is in its artistic value and originality
- Ads are communication vehicles for promoting their own aesthetic viewpoints and personal career objectives



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



- Extent to which an ad contains elements that are novel, different, or unusual
- Achieved through:
 - Originality
 - Flexibility
 - Elaboration
 - Synthesis
 - Artistic value

- Degree to which the elements of an ad are meaningful, useful, or valuable to the consumer
- Achieved through:
 - Ad-to-consumer relevance - Ad contains execution elements that are meaningful to consumers
 - Brand-to-consumer relevance - Advertised brand of a product or service is of personal interest to consumers

- Creative challenge
 - Every marketing situation is different and each campaign or advertisement requires a different creative approach
- Creative risks
 - Essential for creating breakthrough advertisements that get noticed

- Conducting research and gathering relevant information about a client's:
 - Product/service and brand
 - Consumers in the target audience
- Account planners
 - Provide decision makers with information required to make an intelligent decision
 - Responsible for research conducted during the creative strategy development process

- Fact-finding techniques
 - Read everything related to the product or market
 - Ask everyone involved with the product for information
 - Listen to what people are talking, particularly the client
 - Use the product or service and become familiar with it
 - Learn about the client's business

Objective

- Evaluate ideas
- Reject the inappropriate
- Refine the remaining
- Give ideas final expression

Techniques

- Directed focus groups
- Message communication studies
- Portfolio tests
- Viewer reaction profiles

- Techniques used
- Directed focus groups
- Message communication studies
- Portfolio tests and evaluation measures
- Storyboard: Series of drawings that present a proposed commercial's visual layout
 - Animatic: Videotape of a storyboard along with an audio soundtrack

Storyboards and Animatics



01. [00:00:00] We open on a suburban road, as a taxi pulls up outside a detached home. It beeps it's horn. Emotive music plays.

SFX: beep beep



02. [00:02:00] We cut to interior open plan kitchen. Close up of girl aged 20 who enters & excitedly speaks to her mum.

V.O: Taxi's here!



03. [00:04:00] We reveal Mum at kitchen island (tea in hand, iPad on counter with Explore site/logo on screen) She gives Daughter an excited smile and places down her cup of tea.



04. [00:05:00] We cut to exterior house side shot as Daughter exits house pulling duffel bag, followed by Mum carrying coat & small bag. Mum speaks to daughter as they walk hurriedly.

Mum: ...Now, make sure to...



05. [00:06:00] We cut to the front view as the walk towards camera. Daughter finishes Mum's sentence...

Daughter: ..Look after myself? ...I know mum! (rolling eyes)



06. [00:07:00] We cut as Daughter hands rucksack to taxi driver who loads it in the boot. Daughter turns to face Mum...

Storyboards and Animatics



Advertising - Storyboard
Cheerios Karynne

paper.com
the art of paul philips

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Set of interrelated and coordinated marketing communications activities that center on a single theme or idea

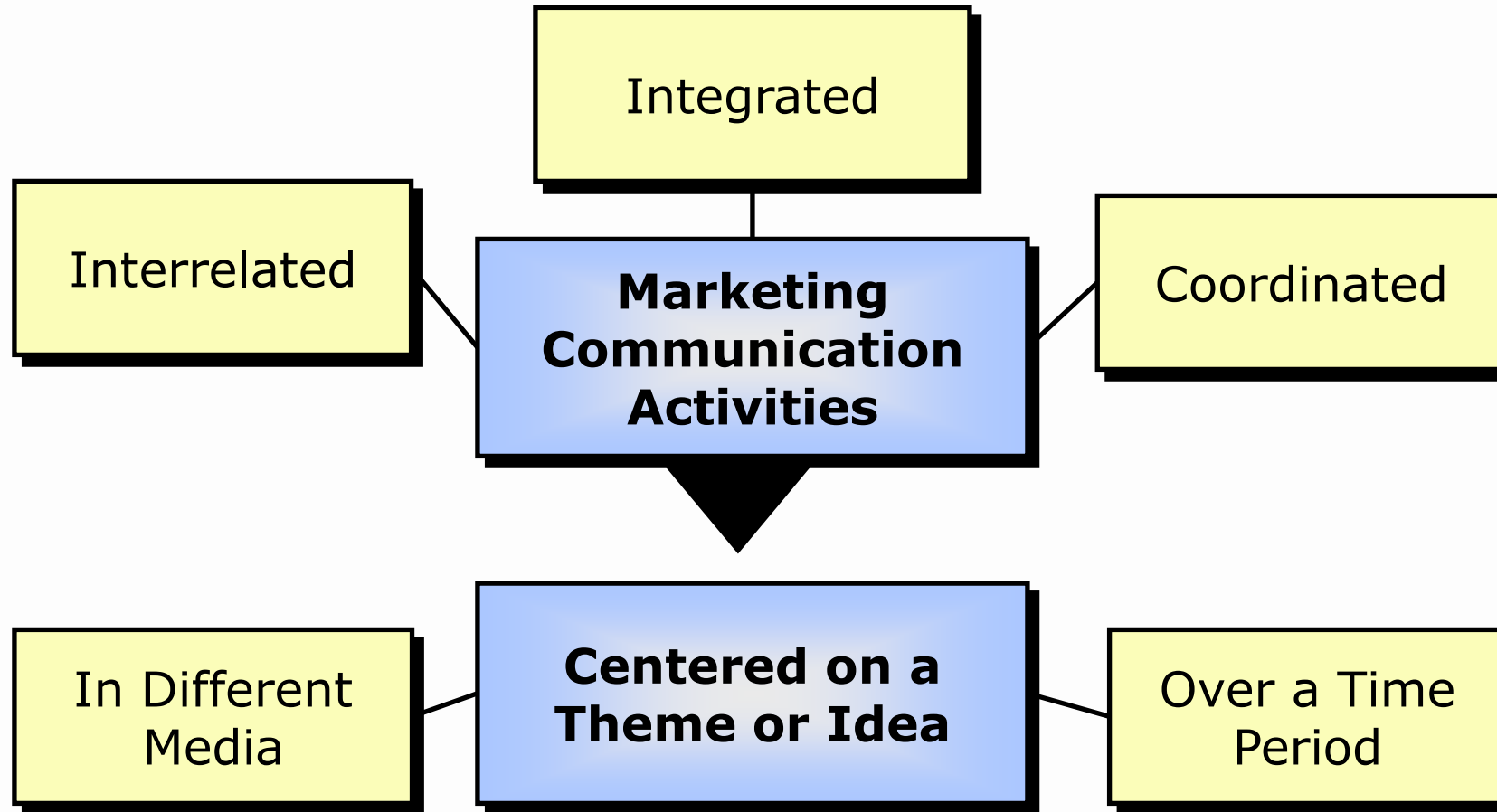
- Appear in different media across a specified time period

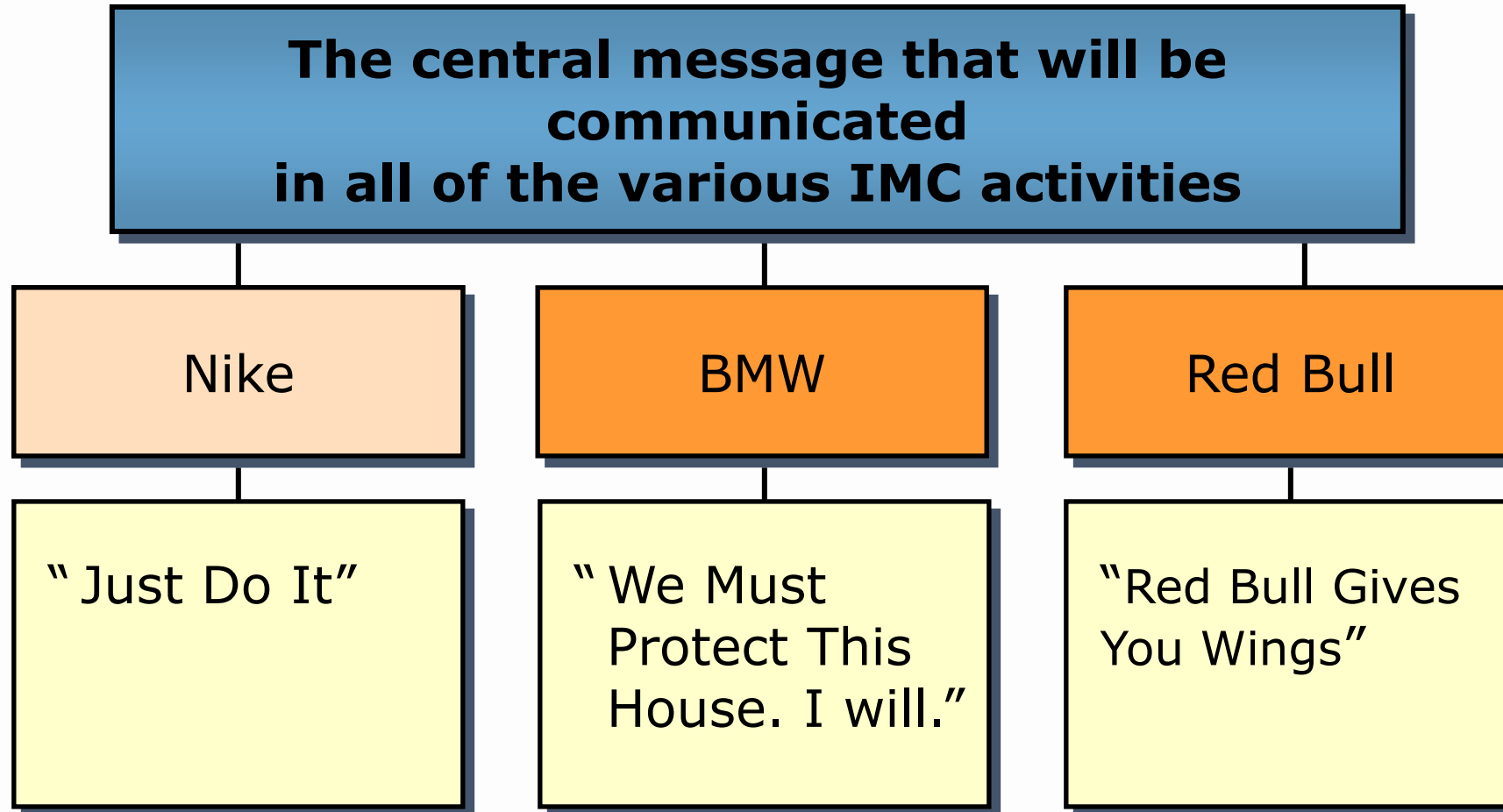
Campaign theme

- Central message communicated in all the advertising and promotional activities
- Expressed through a slogan or tagline

Slogan

- Summation line that briefly expresses the company or brand's positioning and the message it is trying to deliver to the target audience



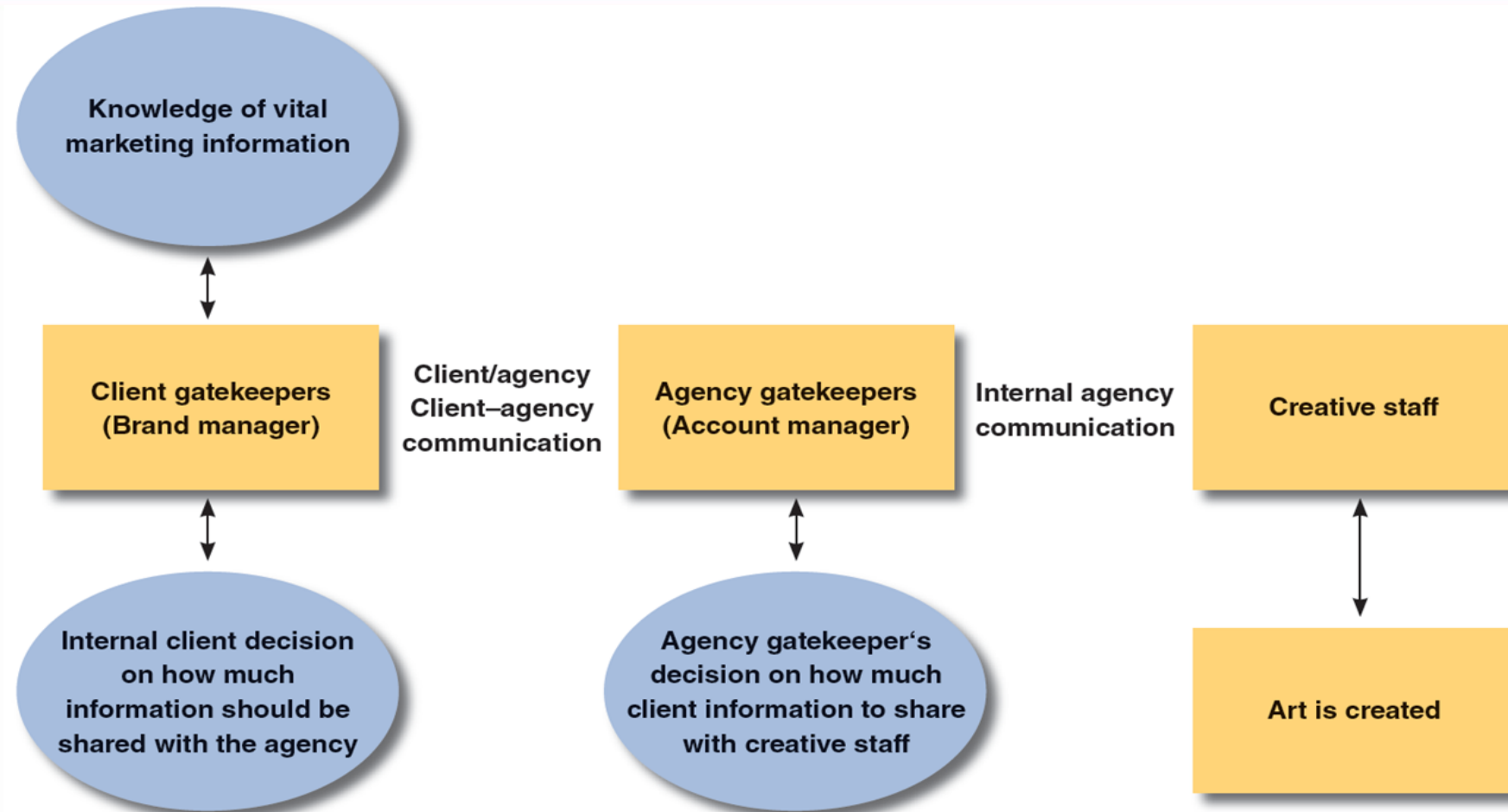


Criteria for Effective Slogans



1. Basic problem or issue the advertising must address.
2. Advertising and communications objectives.
3. Target audience.
4. Major selling idea or key benefits to communicate.
5. Creative strategy statement (campaign theme, appeal, and execution technique to be used).
6. Supporting information and requirements.

Model of Marketing Information Flow from the Marketing Manager to the Creative Staff



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Using a unique
selling proposition

Creating a brand
image

Approaches

Finding the inherent
drama

Positioning

The Unique Selling Proposition (USP)

Benefit

Buy this product/service and you get this benefit

Unique

Must be unique to this brand or claim; rivals can't or don't offer it

Potent

Promise must be strong enough to move mass millions

- **Characteristics**
 - Each advertisement must make a proposition to the consumer
 - Proposition must be unique in brand or in claim
 - Proposition must be strong enough to move the mass millions

Image advertising: Strategy used to develop a strong, memorable identity for a brand

To be successful:

- Associate the brand with symbols or artifacts that have cultural meaning
- Use visual appeals that convey psychosocial associations and feelings

- Establishes the product or service in a particular place in the consumer's mind
- Done on the basis of a distinctive attributes
- Basis of a firm's creative strategy when it has multiple brands competing in the same market

- Characteristic of a product that makes the consumer purchase it
- Advertising should:
 - Be based on a foundation of consumer benefits
 - Emphasis on the dramatic element in expressing those benefits

- Big ideas must:
 - Be adaptable - Used across a variety of media
 - Be able to connect - Engage consumers and enter into a dialogue with them

Media planning

- Series of decisions involved in delivering the promotional message to the prospective users of the product or brand

Media objectives

- Objectives formulated to organize a media plan

Media strategies

- Plans of action designed to attain the media objectives

Medium

- General category of available delivery systems

Media vehicle

- Specific carrier within a medium category

Reach

- Measure of the number of different audience members exposed at least once to a media vehicle in a given period of time

Coverage

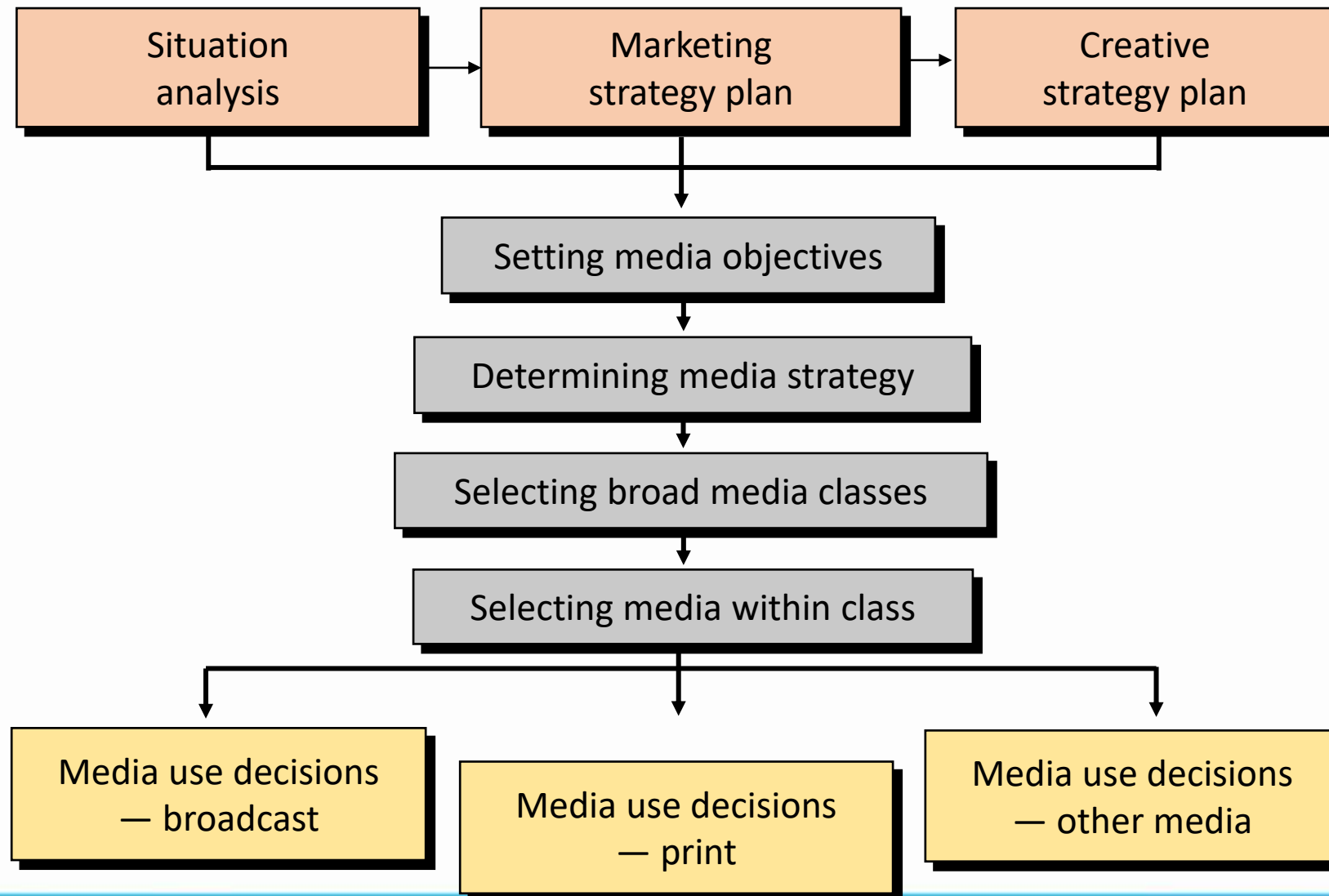
- Potential audience that might receive the message through a vehicle

Frequency

- Number of times the receiver is exposed to the media vehicle in a specified period

- Guides media selection (helps me select the proper media based on my objective)
- Aims to find a combination of media to communicate a message:
 - In the most effective manner
 - To the largest number of potential customers
 - At the lowest cost

Activities Involved in Developing the Media Plan (what are the data to know)



- Insufficient information (who said all are watching amr adeeb)
- Sweeps periods: Used for measuring TV audiences and setting advertising rates (measured 5 times a year)
- Inconsistent terminologies (copy – advert – slot – spot)
- Time pressures (price/seconds airtime)
- Difficulty measuring effectiveness (adverts or PR?)

Developing the Media Plan



Why
choosing
matches on
tv? Inc sales?

Market
research

- Primary research and/or secondary sources help determine which specific groups to target
- **Index number:** Good indicator of the potential of a market

$$\text{Index} = \frac{\text{Percentage of users in a demographic segment}}{\text{Percentage of population in the same segment}} \times 100$$

Internal factors

- Size of the media budget
- Managerial and administrative capabilities (internal or outsourcing)
- Organization of the agency

External factors

- Rising costs of media (cost per second)
- Changes in technology (SM platforms)
- Competitive factors (do ads bcoz of the competitor did)

Survey of buying power index

- Gives media planners insight into the relative value of a market

Brand development index (BDI)

- Factors of the rate of product usage by geographic area into the decision process (Nestle)

Category development index (CDI)

- Provides information on the potential for development of the total product category and not specific brands (Mineral water)

Using CDI and BDI to Determine Market Potential

$$\begin{aligned}\text{CDI} &= \frac{\text{Percentage of product category sales in Utah/Idaho}}{\text{Percentage of total U.S. population in Utah/Idaho}} \times 100 \\ &= \frac{1\%}{1\%} \times 100 \\ &= 100\end{aligned}$$

$$\begin{aligned}\text{BDI} &= \frac{\text{Percentage of total brand sales in Utah/Idaho}}{\text{Percentage of total U.S. population in Utah/Idaho}} \times 100 \\ &= \frac{2\%}{1\%} \times 100 \\ &= 20\end{aligned}$$

Using BDI and CDI Indexes

	High BDI	Low BDI
High CDI	High market share Good market potential	Low market share Good market potential
Low CDI	High market share Monitor for sales decline	Low market share Poor market potential
High BDI and high CDI	This market usually represents good sales potential for both the product category and the brand.	
High BDI and low CDI	The category is not selling well, but the brand is; probably a good market to advertise in but should be monitored for declining sales.	
Low BDI and high CDI	The product category shows high potential but the brand is not doing well; the reasons should be determined.	
Low BDI and low CDI	Both the product category and the brand are doing poorly; not likely to be a good place for advertising.	

- The media mix
- Target market coverage
- Geographic coverage
- Scheduling
- Reach and frequency
- Recency
- Creative aspects and mood
- Flexibility
- Budget considerations

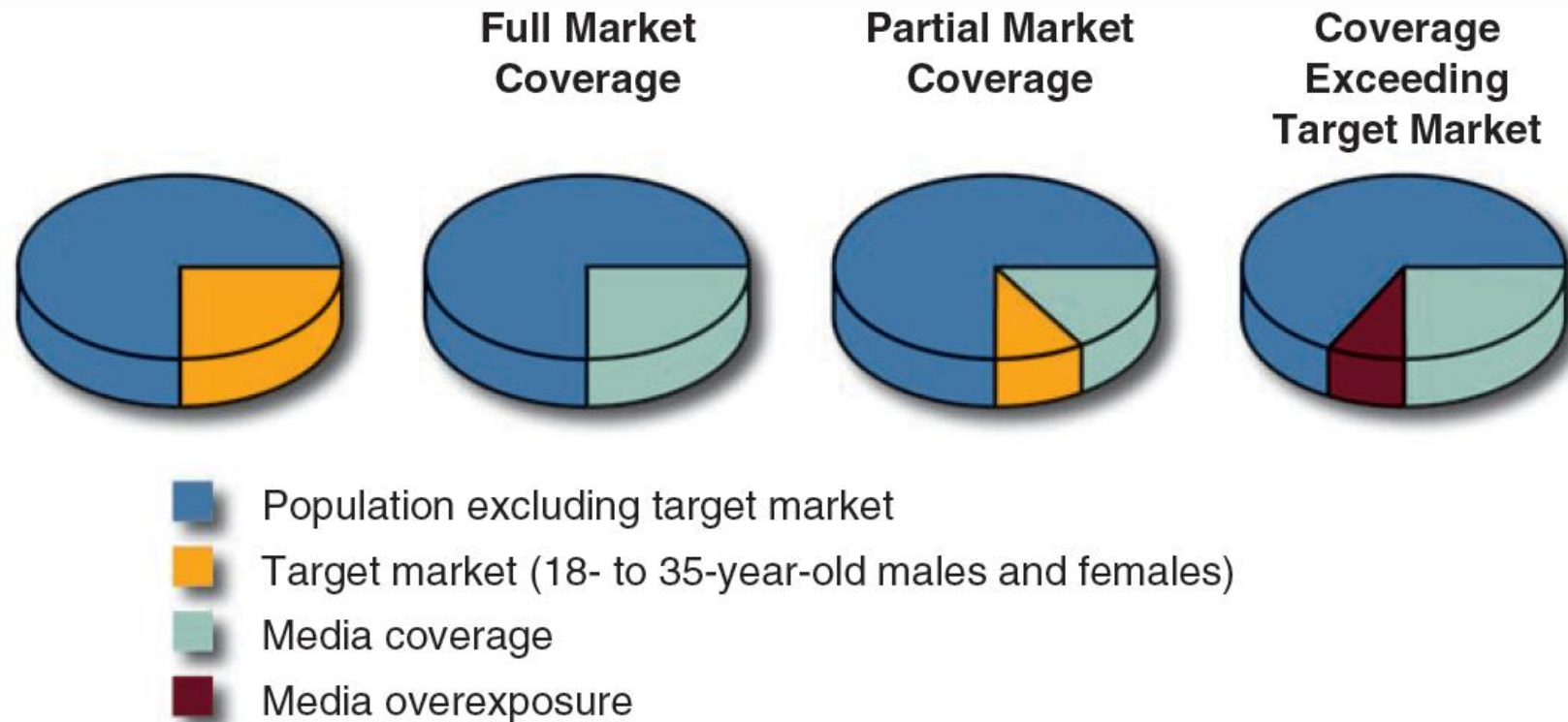
1. Media Mix

- Adds more versatility to the media strategies
- Increases coverage, reach, and frequency levels
- Improves the likelihood of achieving overall communications and marketing goals

2. Target Market Coverage

- Matches the most appropriate media to a market
- Goal - Extend media coverage to members of the target audience while minimizing waste coverage
 - **Waste coverage:** Media coverage that reaches people who are not potential buyers and/or users

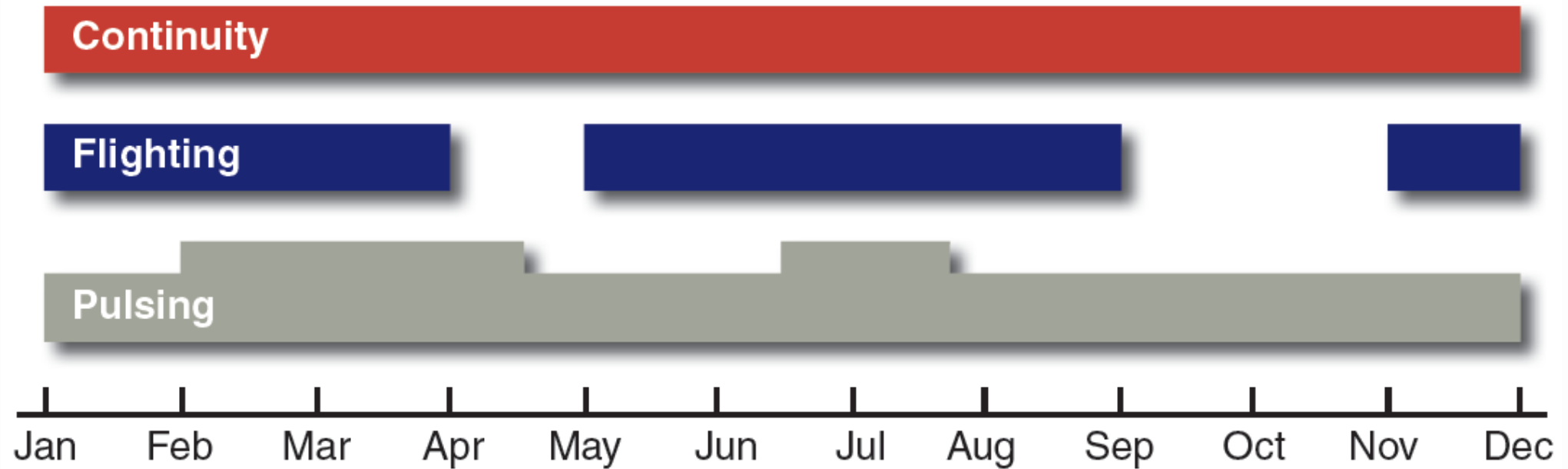
3. Marketing Coverage Possibilities



4. Scheduling (based on budget & competition)

- Timing promotional efforts such that they coincide with the highest potential buying times
- Methods
 - **Continuity:** Regular pattern of advertising without gaps or nonadvertising periods (FMCGs)
 - **Flighting:** Involves intermittent periods of advertising and nonadvertising (seasonal)
 - **Pulsing:** Maintains continuity, but promotional efforts are stepped up at times (+BTL)

Three Methods of Promotional Scheduling



Characteristics of Scheduling Methods

	Advantages	Disadvantages
Continuity	- Serves as a constant reminder to the consumer - Covers the entire buying cycle - Allows for media priorities	- Higher costs - Potential for overexposure - Limited media allocation possible (limited tv channels)
Flighting	- Cost efficiency of advertising only during purchase cycles - Allows for more than one medium or vehicle with limited budgets	- Weighting may offer more exposure and advantage over competitors - Increased likelihood of wearout - Lack of awareness, interest, retention of promotional message during nonscheduled times - Vulnerability to competitive efforts during nonscheduled periods
Pulsing	All of the same as the previous two methods	Not required for seasonal products

- Represents the percentage of audience reached at each effective frequency increment
- Based on assumption that one exposure to an ad may not be enough to convey the desired message

Important Factors in Determining Frequency Levels

Marketing factors

- Brand history
- Brand share
- Brand loyalty
- Purchase cycles
- Usage cycle
- Competitive share of voice
- Target group

Message Factors

- Message complexity
- Message uniqueness
- New versus continuing campaigns
- Image versus product sell
- Message variation
- Wearout
- Advertising units

Media Factors

- Clutter
- Editorial environment
- Attentiveness
- Scheduling
- Number of media used
- Repeat exposures

The various marketing, message, and media factors that affect the advertisers' decisions regarding frequency levels needed to communicate effectively.

Marketing factors

- Brand history - New brands require higher frequency
- Brand loyalty - The higher the loyalty the less frequency required
- Brand share - The higher the share the less frequency required
- Usage cycle - Products needing to be replaced frequently require higher frequency to maintain top-of-mind awareness
- Share of voice - When strong competition exists, higher frequency is required
- Purchase cycles - Shorter purchasing cycles require higher frequency to maintain top-of-mind awareness
- Target group - The ability to learn and retain messages has an impact on frequency

The various marketing, message, and media factors that affect the advertisers' decisions regarding frequency levels needed to communicate effectively.

Message factors

- Message complexity - The simpler the message, the less frequency required
- Message uniqueness - The more unique the message, the less frequency required
- New vs. continuing campaign - New campaigns require a higher frequency
- Image vs. product sell - Creating an image requires a higher frequency
- Message variation - A single message requires less frequency
- Wearout - Higher frequency leads to faster wearout
- Advertising units - Larger units require less frequency

The various marketing, message, and media factors that affect the advertisers' decisions regarding frequency levels needed to communicate effectively.

Media factors

- Clutter - More clutter requires higher frequency to break through it.
- Repeat exposures - Media that allow for more repeat exposures require less frequency
- Editorial environment - The more consistent the ad is with the editorial environment, the less frequency is required
- Number of media used - The fewer the media, the lower the frequency required.
- Attentiveness - The higher the level of attention achieved by the media, the less frequency required.
- Scheduling - Continuous scheduling requires less frequency

- Focusing on short interval reach at minimum frequency levels as close to the purchase decision as possible
- Has continuous schedule over a one-week period
- Targets less to gain exposure to reach as many potential consumers as possible
- (Black Friday X Jumia)

- Creative aspects
 - Effective implementation of creativity requires appropriate medium
 - Required media and creative departments to work together to achieve the greatest impact with the audience
- Mood
 - Appropriate media should be used to create a mood that enhances the creativity of a message

- Absolute cost: Actual total cost required to place the message
- Relative cost: Relationship between price paid for advertising time or space and the size of audience delivered
 - Used to compare media vehicles

Effectiveness of the strategies in achieving the media objectives

Media plan's contribution in attaining the overall marketing and communications objectives

Media Characteristics

Media	Advantages	Disadvantages
Television	• Mass coverage and high reach • Impact of sight, sound, and motion • High prestige • Low cost per exposure • Attention getting • Favorable image	• Low selectivity • Short message life • High absolute cost • High production costs • Clutter
Radio	• Local coverage • Low cost • High frequency • Flexible • Low production costs • Well-segmented audiences	• Audio only • Clutter • Low attention getting • Fleeting message (quick)
Magazines	• Segmentation potential • Quality reproduction • High information content • Longevity • Multiple readers	• Long lead time for ad placement • Visual only • Lack of flexibility

Media	Advantages	Disadvantages
Newspapers	• High coverage and low cost • Short lead time for placing ads • Ads can be placed in interest sections • Timely (current ads) • Reader controls exposure • Can be used for coupons	• Short life and poor reproduction quality • Clutter • Low attention-getting capabilities • Selective exposure
Outdoor	• Location specific • High repetition • Easily noticed	• Short ads • Poor image • Local restrictions
Direct mail	• High selectivity • Reader controls exposure • High information content • Enables repeat exposures	• High cost/contact • Poor image (junk mail) • Clutter
Digital/ Interactive	• User selects information • User attention • Interactive relationship • Direct selling potential • Flexible message platform	• Privacy concerns • Potential for deception • Clutter • Lack of measurement techniques

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To Sum Up...



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Thank You

Dr. Perihan Salah

