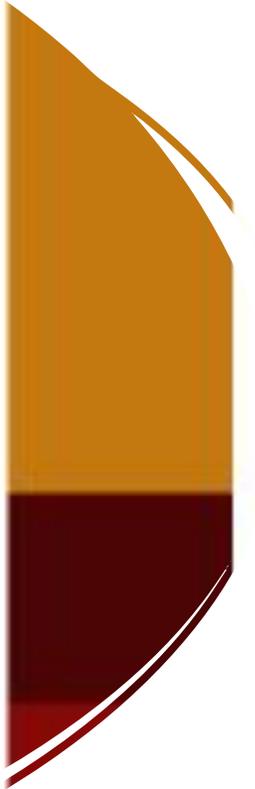


Advertising

PACAH 2021



Types of Advertising Campaigns

The Best

The Most Effective

The Worst

The Least Effective

False

The Best

Generating positive emotions like excitement and optimism is hugely effective for boosting brand awareness.



Optimism and positivity are at the heart of the Coca-Cola brand, and what better way to launch a conversation about seeing the half full side than through Coca-Cola's most iconic asset, the glass bottle? In Romania, identified as one of the unhappiest countries was excited that each bottle carried a positive success story about the country.

The Worst

- Whopper covered in mold
- Message—No preservatives
- Bold and surprising
- Creepy, silly????



The Most Effective

A good marketing campaign not only shows how the company is solving a problem, but it also influences emotions and makes the target audience feel good.



The McDonalds brand speaks with a clear voice and visual, saying a lot with very little. The beauty from McDonalds France - **a tasteful print campaign showing Paris at its rain-drenched best without mentioning their name.**

This ad shows us that simplicity works and that a strong brand works even when you see only half of it.

The Most False

Latisse. It is the newest and the only solution for thinning eyelashes. Brooke Shields and Sally Fields needed it for their hypotrichosis.



Omission of true facts or manipulation of data is false advertising. The FDA accused Latisse of both.

The Best Method

But great branding isn't born, it's carefully grown over time through meticulous attention to the changing needs of target audiences.



Types of Media

Print

Television

Radio

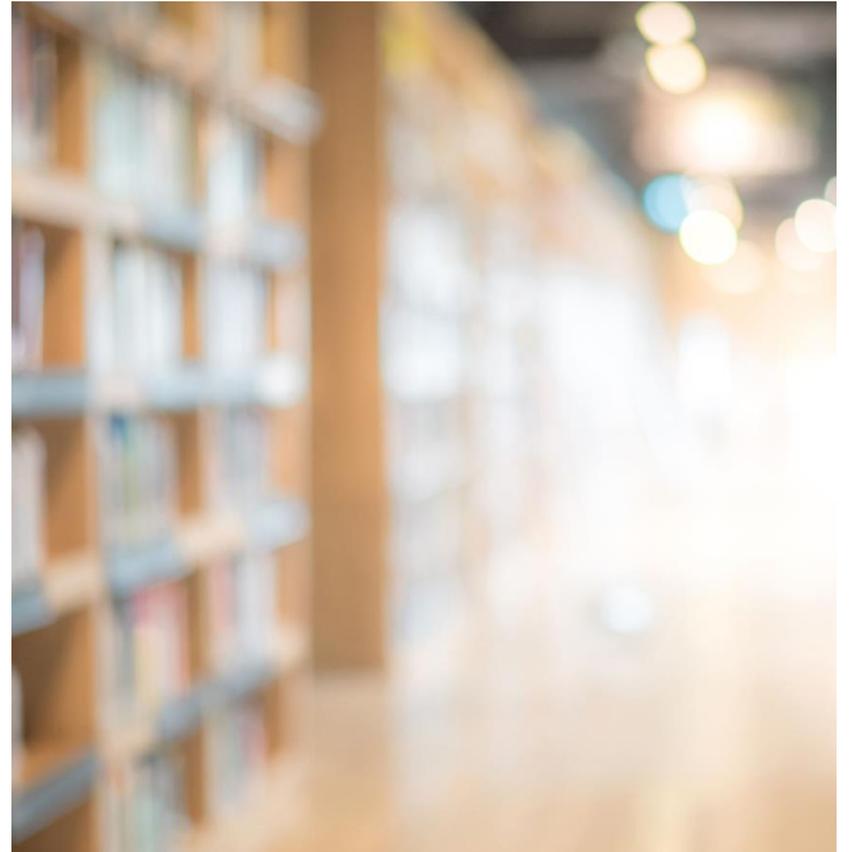
Billboards

Social Media

Collateral

Critical Decisions

- Dominate or don't do it!
- Consistency across all media
- Value for Cost
- Audience
- Make it sticky
- Solve a problem simply.



Print

- Learn you print market
 - Distribution
 - Readership
 - Fits your customer profile
- Dominate with one message
 - Provide values or a solution
 - No postage stamp ads
- Choose placement location carefully
 - Top outside right corner
 - Double check
- Track Success
 - Call to action
 - Contact information

Messages That Stick

- Simple
 - Finger-Lickin Good
- Concrete
 - Quicker Picker Upper
- Unexpected
 - "Can you hear me now?"
- Emotional
 - Happiest Place on Earth
- Stories
 - Subway Jared Fogel

Radio

- Event specific
- Coordinate with print.
- Learn the radio market.
- Messaging
 - Relevant to the listener
 - Hard to ignore
 - Use sound
 - Play to emotion

KEEP IT SIMPLE

Television

- Purpose
 - Sell products and build brand loyalty
 - Can build trust
 - No fighting for screen space
 - Second screening
- Market coverage
 - Viewers can be targeted by product and demographics easily
 - Creativity abounds
- Disadvantages
 - Cost...\$325,000
 - Difficult to change the message and track response

Billboards

- Location
- Location
- Location
- Messaging can convert an audience
- Highly visible to a targeted audience.
- Cost can be an obstacle
- Moving traffic is limiting

Social Media

- Late to the Game
- Assign a professional
- Daily at minimum
- Be everywhere, everyday
- Must be creative
- Advantages: Drives traffic, builds a brand and can create relationships
- Disadvantages: Security, negativity and the need to stay engaged

Collateral

- The purpose is brand messaging.
- Be current, colorful, eye-catching and stick to message.
- Manage the cost but don't be stingy.
- Coordinated with all other advertising
- Be sure there is plenty of white space.
- Double check addresses, names and contact information.
- Use real photos when possible.

Recap

Content

- Simple
- Sticky
- Branding
- Truth
- Emotion

Placement

- Dominate
- Consistency
- Repetition
- Audience
- Market

Finally

- “There is a great deal of advertising that is much better than the product. When that happens, all that the good advertising will do is put you out of business faster.” – Jerry Della Femina.



"Content is King."

Bill Gates