

A group of diverse young people, including men and women of various ethnicities, are posing on a rocky shore at sunset. They are wearing Nike athletic wear, including crop tops, leggings, and shorts. Some have body paint or face paint. The background shows a rocky coastline with a large rock formation on the right and a sunset sky with clouds. The overall mood is energetic and modern.

THE PRINCIPLES OF ADVERTISING

WEB MEDIA DIGITAL ADVERTISING WEEK 2

TODAYS' QUESTIONS

SOME POINTS THAT WE WILL ANSWER TODAY

1. WHAT IS ADVERTISING AND WHAT ARE ITS KEY COMPONENTS?
2. THE CREATIVE PROCESS - HOW IS IT DONE?
3. HOW WILL THIS RELATE TO YOUR HAND IN'S



DEFINING MODERN ADVERTISING

THE 5 BASIC FACTORS OF ADVERTISING

1: PAID COMMUNICATION

Modern advertising is usually a paid piece of communication.

3: TRIES TO INFORM OF PERSUADE

To develop skills in prototyping processes and software for iterative design.

5: NON PERSONAL MEDIA

Modern advertising messages are conveyed through many different kinds of largely non-personal mass media.

2: SPONSOR IS IDENTIFIED

The sponsor of the advertising is always identified or credited. Playing with when the sponsor is identified could be an angle.

4: REACHES LARGE AUDIENCE

To become familiar with user testing and its importance in developing solutions.

Under these
gloves
is a beautiful
manicure.

THIS
GIRL
CAN

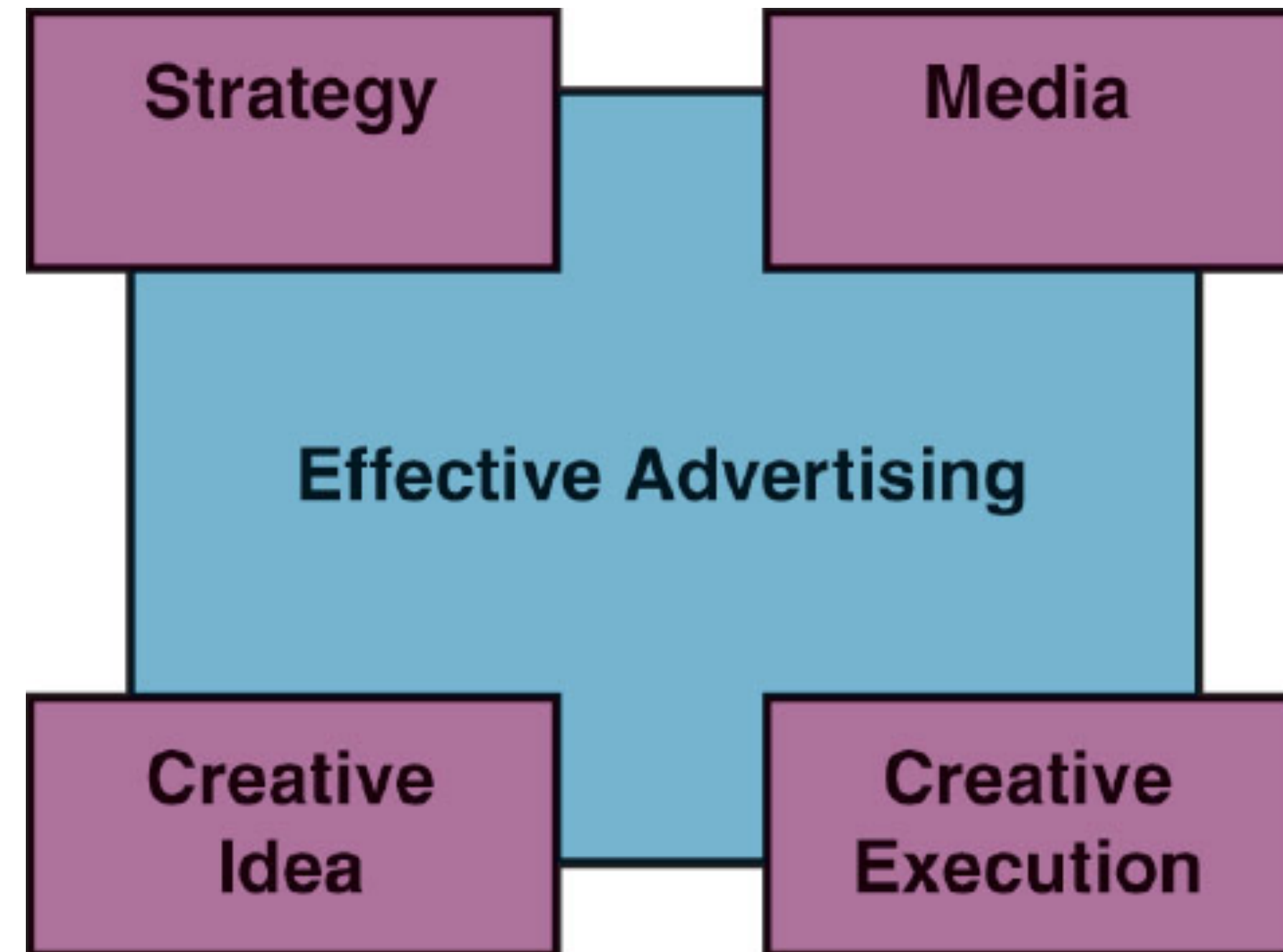
A group of diverse young people, mostly of African descent, are posed on a rocky beach at sunset. They are wearing Nike athletic wear, including crop tops, leggings, and hoodies. Some have body paint or face paint. The background shows a rocky coastline and a cloudy sky with warm sunset lighting. The text "THE CREATIVE PROCESS" is overlaid in large white letters.

THE CREATIVE PROCESS

HOW THE ADVERTS DO IT / HOW WE WILL DO IT

DEFINING MODERN ADVERTISING

WHAT IS ADVERTISING & ITS 4 CORE COMPONENTS

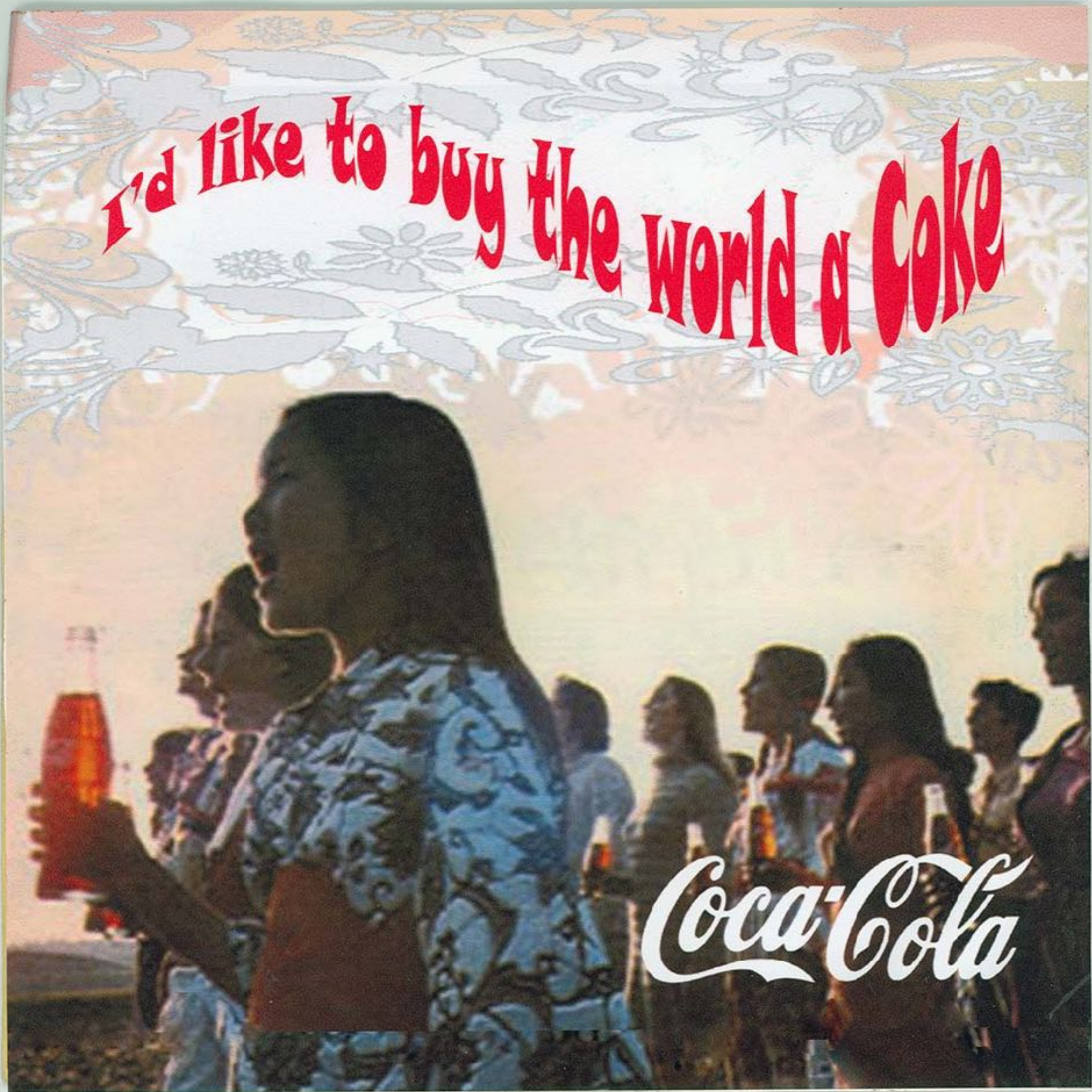


DEF 1

A complex form of communication using objectives and strategies to impact consumer thoughts, feelings, and actions.

DEF 2

A form of marketing communication (all the techniques marketers use to reach their customers and deliver their messages).



ADVERTISING STRATEGY

WHAT IS ADVERTISING STRATEGY?

STRATEGY?

The strategy is the logic and planning behind the ad that gives it direction. Advertisers develop ads to meet measurable objectives.

IDENTIFIED AUDEINCE

Advertisers direct ads to identified audiences.

AUDIENCES CONCERNS

Advertisers create a message that speaks to the audience's concerns. Remember the cynicism epoch and how adverts changed here from last weeks lecture?

STRATEGIC TOUCH POINTS

Advertisers run ads in the most touch points to reach their target audience. This could be strategically placed tube print ads for example.

A group of diverse young people, mostly of African descent, are posed on a rocky shore at sunset. They are wearing athletic wear, including Nike-branded crop tops and leggings. Some individuals have face paint or body paint. The background shows a rocky coastline with a large rock formation on the right and a sunset sky with clouds. The overall mood is energetic and modern.

CORE PRINCIPLE 2

AN EFFECTIVE ADVERTISEMENT IS ONE THAT CAN BE
PROVEN TO MEET ITS OBJECTIVES

THE CREATIVE IDEA

WHAT IS THE IDEA?

THINK SMALL A BIG IDEA

The creative concept is the central idea that grabs the consumer's attention and sticks in memory. Here this would be "Think Small. This shouldn't be confused with graphics. Think small was made to reach out to 1960's counter culture consumers who were tiring with American consumer society.

WHO MAKES THESE?

Typically the copy writing team within a creative agency is the ideas department but this team is often supported by the creative direction department (although they work mainly on visual execution).



© 1960 VOLKSWAGEN OF AMERICA, INC.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot.

Or renew your small insurance.

Or pay a small repair bill.

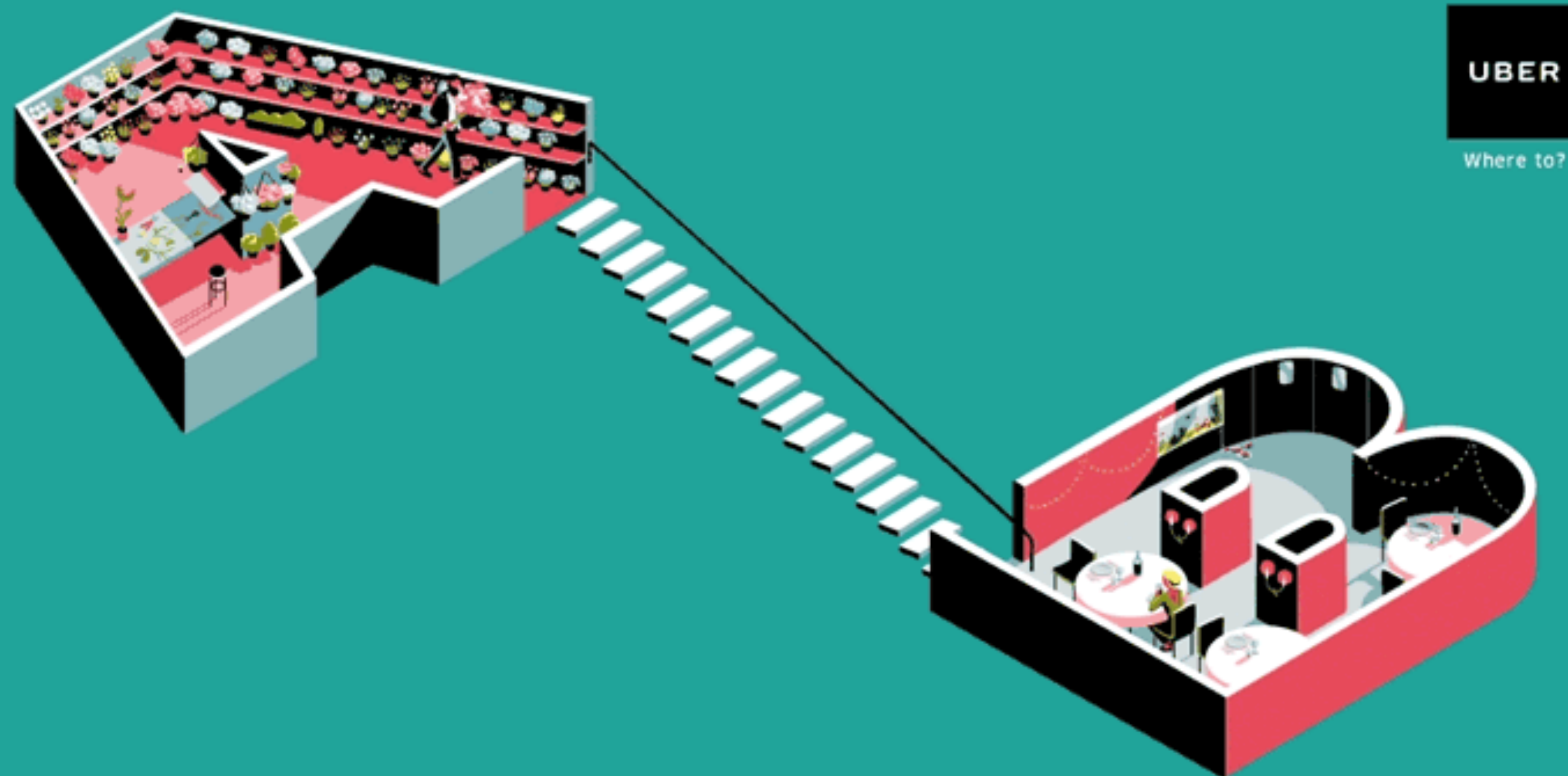
Or trade in your old VW for a new one.

Think it over.



THE CREATIVE EXECUTION

WHAT THE ADVERT LOOKS LIKE...



THINK SMALL A BIG IDEA

It sounds strange but when you actually look at adverts you can think of many of them as having a separate idea to the visuals you see accompanying. This is why there is a clear divide between copy writer and creative director who makes the campaigns imagery.

HIGH QUALITY VISUALS

Effective ads are well executed reflecting the highest production values in the industry. Clients demand the best production the budget allows. Think about how to make your campaign as visually stunning as possible.



Hot and
not bothered.

THIS
GIRL
CAN

MEDIA PLANNING / BUYING – PART 1


WHAT WE WILL CALL CREATIVE TOUCHPOINT

SELECTING TOUCH POINT CHANNELS

Television, Internet, magazines, web services, social media channels, pop up evening...are used to reach a broad audience. At this stage you decide how to deliver your message to the world.

WHY DOES IT REQUIRE CREATIVITY?

Intelligent, modern campaigns will think creatively about where to reach their audiences or even how to take them by surprise with the channel of communication. What creative touch points will you use to make your campaign remarkable?

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THE CREATIVE PROCESS

IN ADVERTISING HOW YOU SAY SOMETHING AND WHERE YOU
SAY IT IS JUST AS IMPORTANT AS WHAT YOU SAY

MEDIA PLANNING / BUYING – PART 2

⚡ THE CAMPAIGN ⚡

Lebanon, 2018

⚡ Pre-launch:

To launch, we will first partner with Lebanon's most popular Club BO18, to host an event millennials won't want to miss.



⚡ We will invite Lebanese millennial to our event, through guerrilla marketing and social media.

⚡ The Activation (Event):

Millennials will be welcomed to party using our new product innovation, without having, for the first time ever, to worry about the fun being cut short.



⚡ Post Launch:

We will then spread our campaign across all bars and clubs in Lebanon, to make sure millennials never have to feel the frustration of disrupted partying ever again.



⚡ People can visit our campaign site, where they can learn more on how the process works.

They also have the option to purchase their own party power kits, to power their own parties. Giving people more reason to choose Desperados, leading to repeat purchase.

CREATING A CAMPAIGN PLAN

TOUCH POINT OVER TIME

Once the team have chosen which channels to create the campaign for, the strategic stage must be revisited to plan when each touch point will be delivered and to make plans for time sensitive releases. Launch times must then be shared with all stakeholders so they understand launch timings.

WHAT TO THINK OF..

Are there events in certain territories that should launch for or avoid? Is there a strategic advantage to launching in one city first or should you release everything simultaneously. Make an educated choice about your direction and make a visual representation to share with all stakeholders.

WHAT MAKES A GOOD AD?

REMEMBER BACK TO SETH GODIN'S TED TALK?

A GOOD AD?

A great ad gets attention and stands out from the crowd whilst creating a positive impression for a brand.

A GOOD AD?

Great adds separate the brand from the competition and influences people to respond in the desired way (set out in the objectives of the brief).



A group of diverse young people, including men and women of various ethnicities, are posed on a rocky shore at sunset. They are wearing athletic clothing, including Nike-branded items like crop tops and leggings. Some individuals have face paint or body paint. The background shows a rocky coastline with trees and a cloudy sky. The overall mood is energetic and modern.

CORE PRINCIPLE 3

AN AD THAT IS EFFECTIVE, IS ONE WHERE THE TARGET AUDIENCE RESPONDS AS THE ADVERTISER INTENDED.

YOUR DELIVERABLES

HOW YOUR DELIVERABLES WILL MIMIC THIS PROCESS?

RESEARCH FOLDER

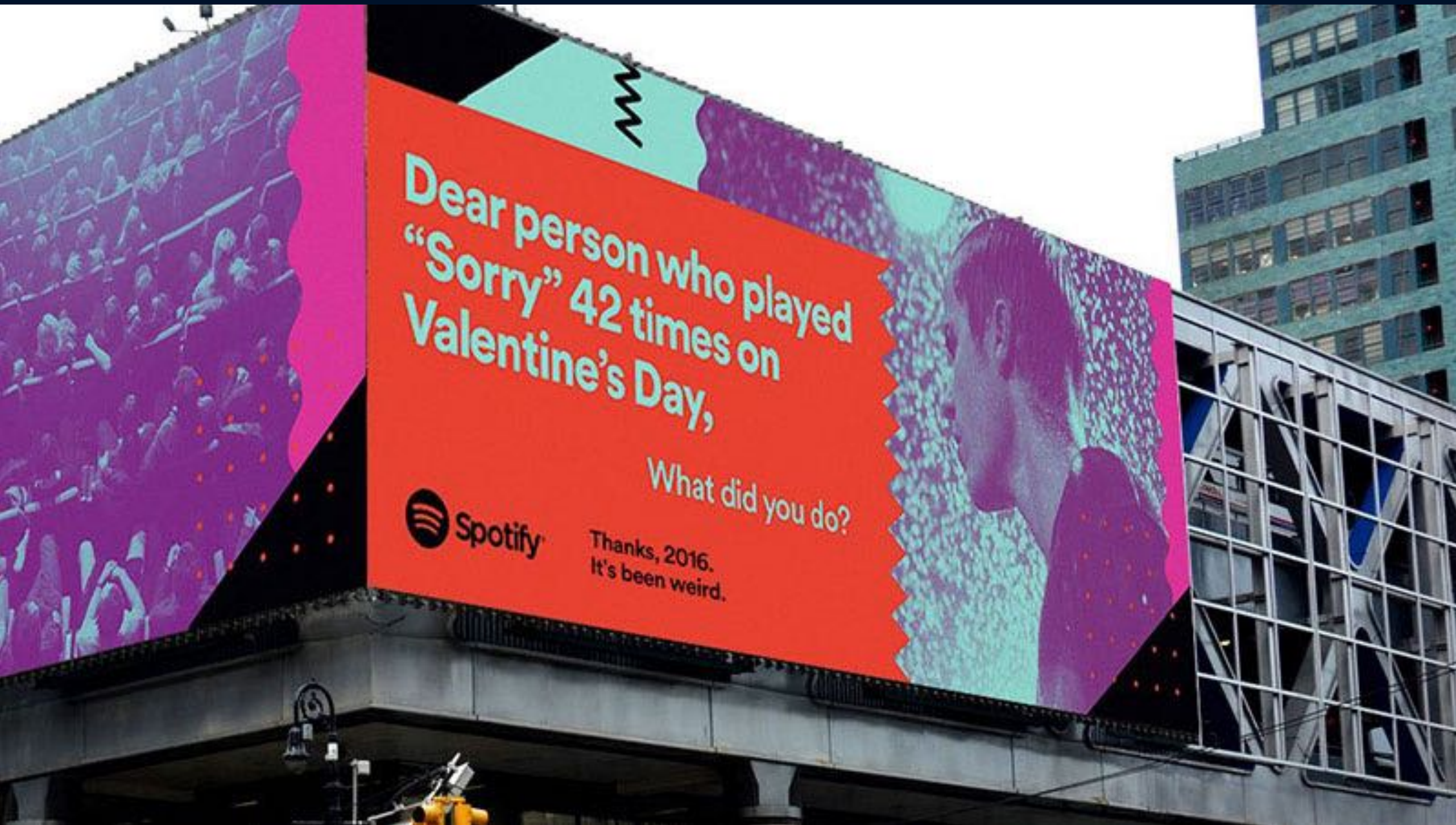
Your core opportunity to gain insights that will underpin your creative strategy. Understand latest technologies & your target audience.

PITCH PRESENTATION

A core part of being in advertising is being able to deliver a killer pitch that will win you the clients business. This will be your opportunity to pitch to sell your idea. No process at Summative please.

CAMPAIGN BRANDING BOOKLET

Work on and track the creative development of your concepts, Copy writing and creative direction for your campaign. Flesh out touch points and branding here.



A group of diverse young people, mostly of African descent, are posing on a rocky beach at sunset. They are wearing athletic wear, including Nike-branded crop tops and leggings. Some individuals have face paint or body paint. The background shows a rocky coastline and a cloudy sky with warm, golden light.

DIGITAL ADVERTISING EXAMPLES

SOME PROMISING PROJECTS EXAMPLES FROM OTHER STUDENTS



⚡ Problem:

Lebanese millennials love to party. Yet there is an on-going problem ruining their nights out: Lebanon's infamous power cuts, meaning no lights and more importantly, **no music and no party**.

⚡ Insight:

A combined group of people dancing and moving can generate enough kinetic energy to power a room.

⚡ Solution: PARTY POWER

Keep the music running when the power cuts, so the fun never ends.

How? By creating special Desperados bottles equipped with attachable mini generators to create combined kinetic energy when people dance and move around while partying.

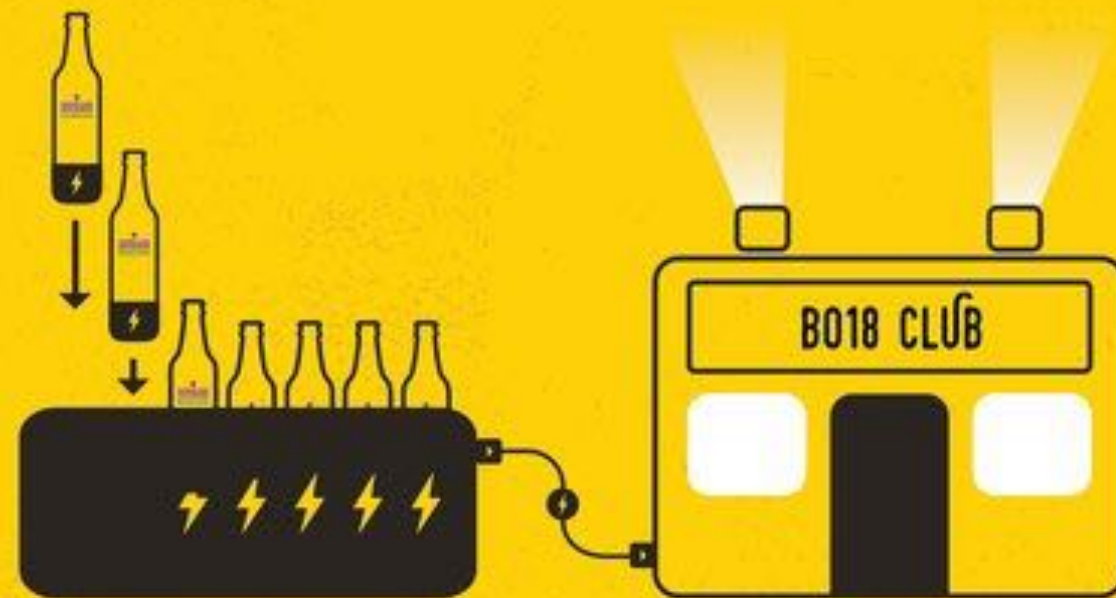


Attachable Mini Generator

⚡ Special bottles generate and store electricity through movement.



⚡ Combined movement means more energy.



⚡ Bottles dropped into generator hub.

⚡ Combined generated energy keeps the party going.

PARTY POWER

STUDENT WORK FOR DESPERADOS

PLAY FOR POSITIVE CHANGE

How can we play with music to ignite a positive change? By leveraging people's natural need for music to party, to solve a real problem:

Lebanon's infamous power cuts.

Lebanese millennials love to party.

Yet experiencing power cuts is an on-going problem, ruining their nights out, meaning no lights and more importantly, no music and no party.

CORE CONCEPT

Party Power is an idea that keeps the music running when the power cuts, so the fun never ends. How? By creating special Desperados bottles that generate combined kinetic energy when people dance and move, producing enough power to keep the party going.



0:00 / 1:57



PARTY POWER

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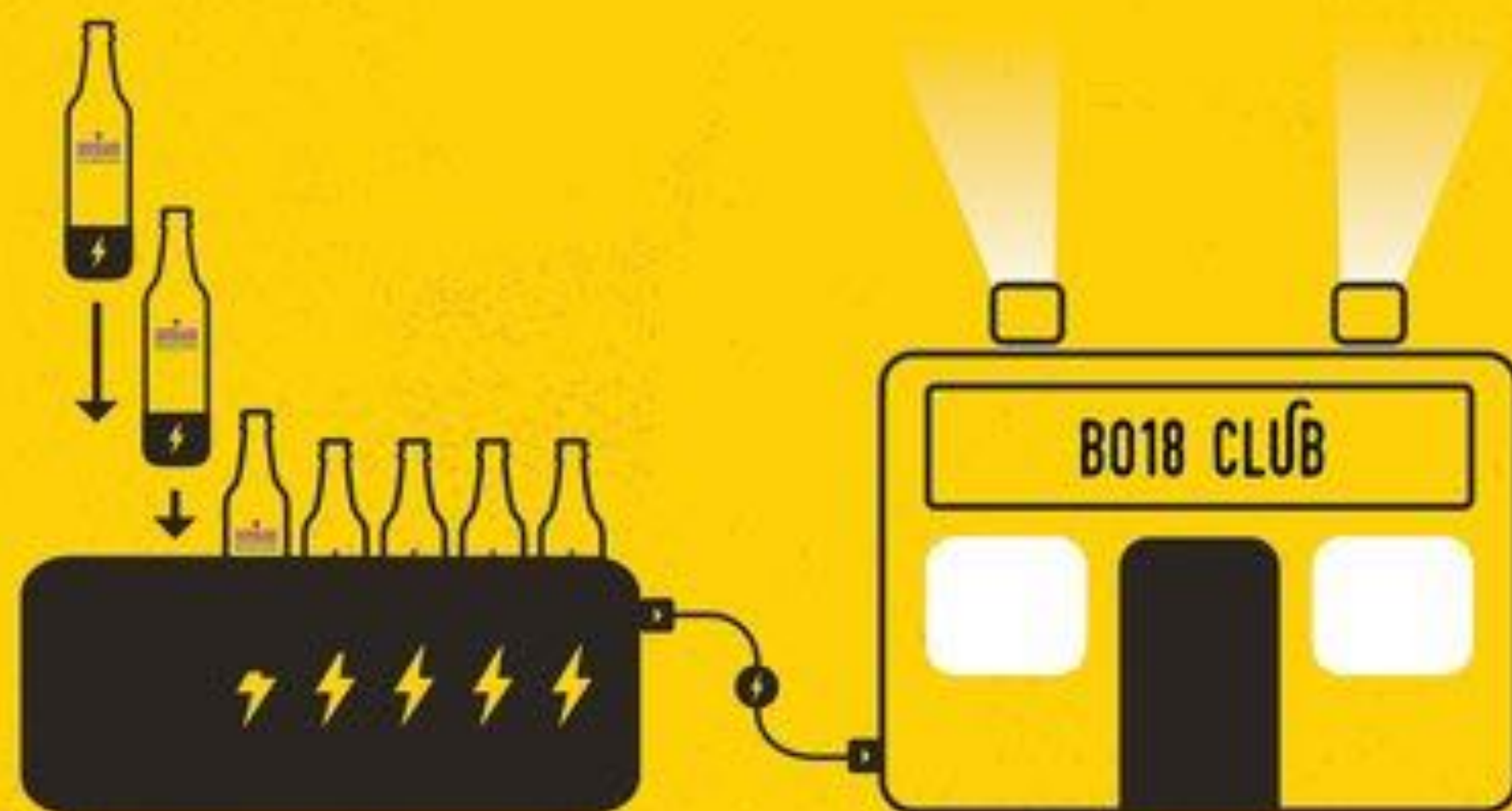


Attachable Mini Generator

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⚡ THE TECHNOLOGY ⚡



Attachable Mini Generator

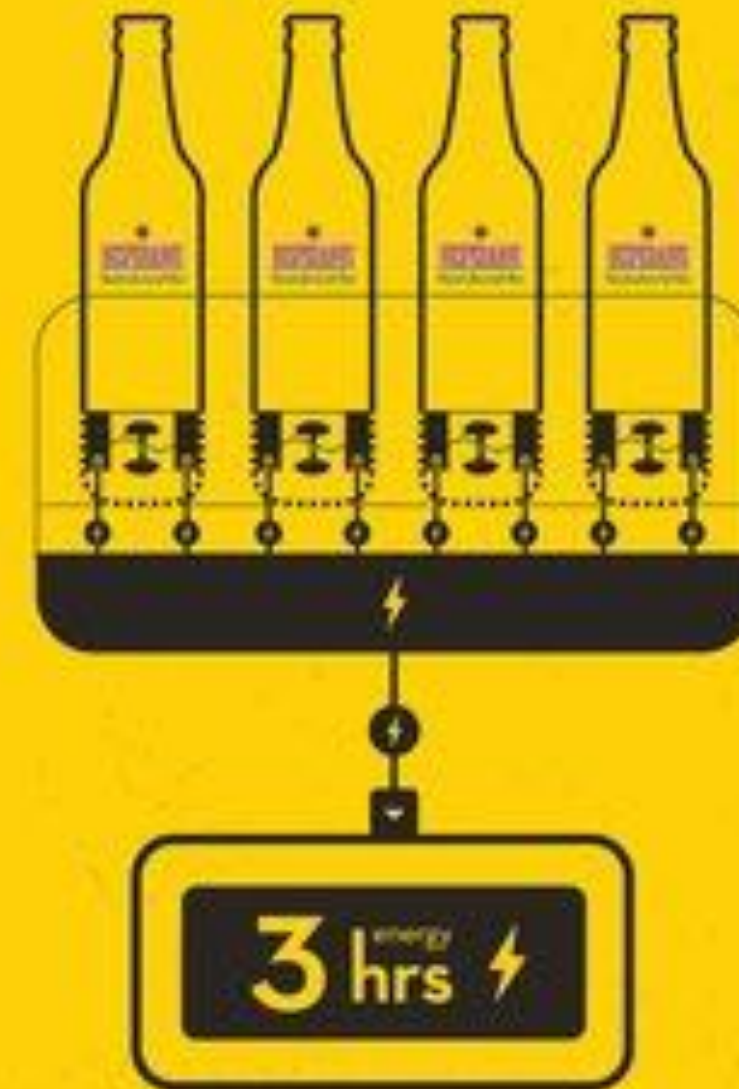
- ⚡ We create special mini generators that attach to the bottom of Desperados bottles.



- ⚡ Inside each mini generator is battery-sized product, the M2E, that harnesses natural physical movement to generate and store power.



- ⚡ When the bottle shakes, magnets in the device move. Those magnets infuse the wire coils with energy that can be used to power devices.



- ⚡ The collective energy of 30 minutes of movement can power 3 hours of energy. It's the combined number of bottles that will generate enough energy to keep the party powered.

⚡ THE CAMPAIGN ⚡

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⚡ TO SUM IT UP ⚡

So how can we play with music to ignite a positive change?

By leveraging people's natural need for music to party, to solve a real problem.

"Party Power, Keep the music running when the power cuts, so the fun never ends."

The desired result?

- ⚡ An effortless way for millennials to make a positive change by doing what they love: Party.
- ⚡ No more power cuts.
- ⚡ A new, eco-friendly reason to choose Desperados.
- ⚡ And most importantly: Lights. Music. And party, party, party.



How it should be

NATIONWIDE: How IT SHOULD BE

A CAMPAIGN FOR NATIONWIDE ABOUT GENDER EQUALITY

HOW IT SHOULD BE BRIEF

Tasked with a brief to make Nationwide the future of banking of all, students came up with the idea of a campaign based around gender equality called, "How it should be" where Nationwide become the first corporate company to actively fight for change to the gender pay gap.

THE PITCH

How can we face the future when we live in the past? Still, in 2015, women aren't paid equally. We want Nationwide to be the first financial institution to lobby against all financial injustice. Beginning with the gender pay gap.

OPEN BRIEF: YETU

YETU - Digital McKinsey & ActionAid



YETU is a new, fairer cryptocurrency. It helps protect land for future generations.

Like other cryptocurrencies, when a purchase is made, the transaction data is stored in a blockchain and sent to all other devices within the network.

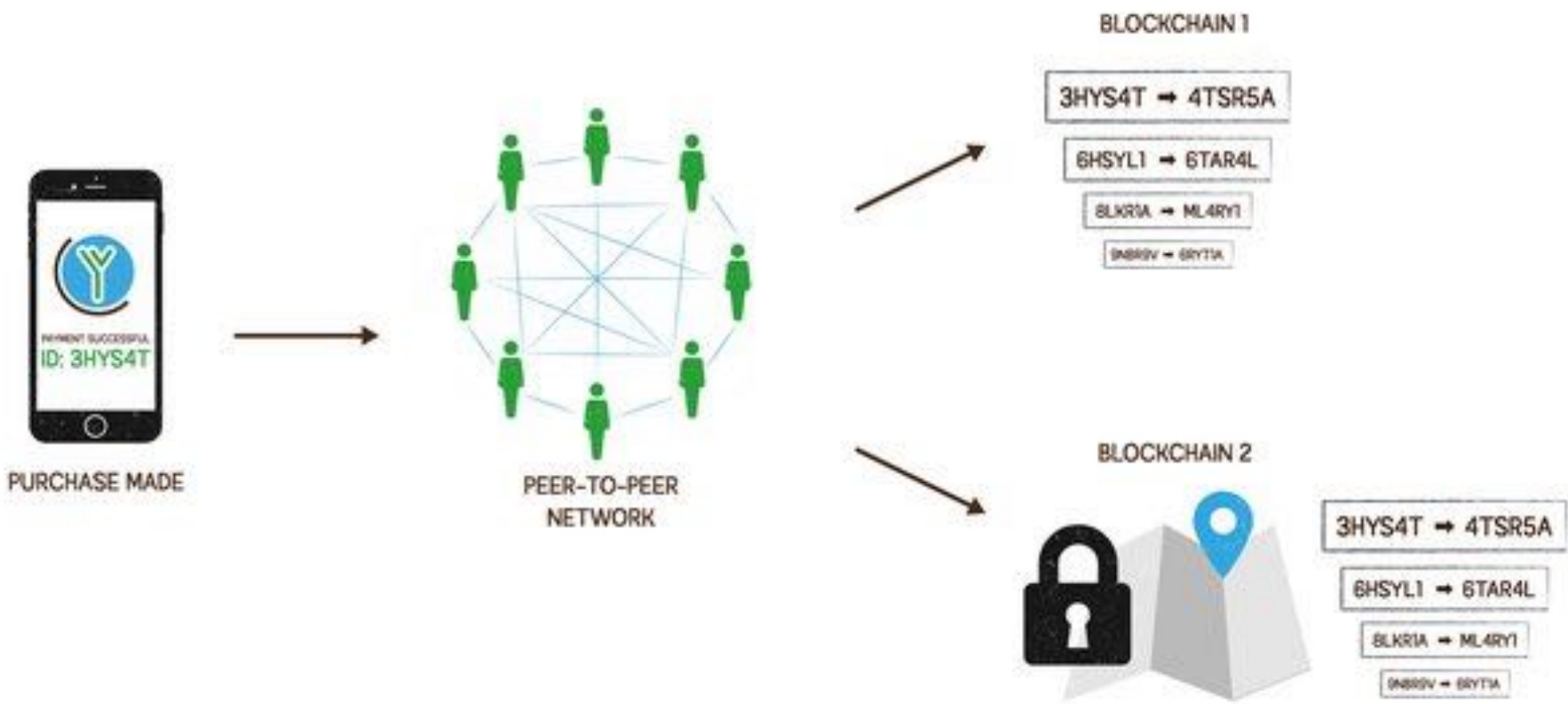
What makes YETU unique though, is each transaction also secures a piece of land for those who live on it and use it fairly. It does this by adding proof of ownership, as secured by ActionAid, to an additional blockchain.

This means that YETU, as well as being a self-sustained currency, also carries a land ownership map which cannot be tampered with.

The map can be viewed by anyone using the network, meaning any changes in land ownership are visible to all.

YETU is a single-value cryptocurrency. Its value does not fluctuate and it is not profitable for outsiders using computer power to do 'mining'.

HOW IT WORKS



A CAMPAIGN FOR NATIONWIDE ABOUT GENDER EQUALITY

THE PROBLEM

Land grabbing is a worldwide issue. Every second, an area of land the size of a football pitch is stolen from communities. This isn't just illegal, it's immoral. Global corporations are leaving families without homes, in order to evade tax.

THE PITCH

YETU, which translates as 'Ours', is a new cryptocurrency which adds proof of fair land ownership to an encrypted digital land registry every time a purchase is made. This makes it impossible for corrupt banks and governments to forge land ownership certificates, protecting the land now and for future generations.

A group of nine diverse young people are posed on a rocky, uneven terrain at sunset. They are wearing Nike athletic wear, including crop tops, leggings, and shorts. Many of them have body paint or face paint, such as white triangles on faces, gold face paint, and a star tattoo. The background shows a sunset sky with clouds and a rocky landscape. The text "THANK YOU" is overlaid in the center in a large, white, sans-serif font, flanked by two horizontal white lines.

THANK
YOU