# Introduction to Advertising

## October 19, 2012

* **Creative Strategy and the Creative Process (Chapter 10)**
  + **Creative Team**
    - Creative Director
      * Copywriter
      * Art Director
  + **What makes an ad great?**
    - Audience Resonance
      * Echo-reverberate-vibrate
      * The “Aha” moment
      * Grabs your attention and makes you think about the message
      * Informational: Solves the problem (Negatively Originated)
        + Vonage: v=bHZhsb77lPk
      * Transformational: Sensory Gratification (Positively Originated)
        + AT&T: v=qWDo1SeBPWQ
  + **Creative Dimensions**
    - Why don’t some ads resonate?
      * Lacking the bid idea
      * Poorly executed
      * Low production quality
    - Relevance
      * Strategic Relevance
      * What does the ad get you to think about?
        + Difference between entertainment and advertising
      * Solid strategy -> Great creative work
  + **Role of Creativity**
    - Creativity helps advertising to inform the target audience about the product
      * Vividness -> attention -> maintains interest -> stimulates thinking
      * Metaphors: “Fly the friendly skies” , “You’re in good hands”
      * Arrangement of verbal and visual elements
    - Creativity helps advertising to persuade
      * Use myths to motivate and change consumer’s attitudes
      * Nike: v=BOM1k4oLGJU
      * Use of spokes-characters: Jolly Greek Giant, Energizer Bunny
        + Makes the brand unique in the minds of the consumer
      * Use of colors affects people’s moods. See pg. 346
        + Red: Blood and fire (Action) -> Soups, frozen foods, and meats
        + Brown: Masculine, age, earthy -> Cosmetics, cologne, and clothes
        + Green: Health and freshness -> Mint products and soft drinks
      * Creativity helps to remind
        + Makes reminders more entertaining and interesting
      * Creativity puts the “Boom” in advertising
        + Punchline!