# Intro to Advertising

## October 22, 2012

* **Creative Thinking**
  + **Styles of Thinking**
    - Max Weber
      * Fact-based: Objective, and rational. E.g. Taking a test
      * Value-based: Qualitative, values, and intuitive. E.g. Buying a car (taste, knowledge).
    - Roger Von Oech
      * Hard Thinking: Logic, reason, precision, consistency, work, reality, analysis, and specificity [black or white]
      * Soft Thinking: Metaphor, dream, humor, play, and fantasy [Shades of Grey]
  + **What does thinking got to do with creativity?**
    - Fact-based: Ads are rational, simple, straightforward, and contains data
      * V=LamtBiGLzl8
    - Value-based: Ads will be emotional and metaphorical
      * V=bhHyF\_4DHCQ
    - Depends on the client and the target audience
    - Creatives sometimes use both
      * Fact-based: Choose the best alternative and implement
      * Value-based: Develop concepts using imagination
* **The Creative Process**
  + **What is it?**
    - Step-by-step procedure used to discover original ideas and reorganize existing concepts in new ways
  + **Roles**
    - Explorer
      * Know the objective
      * Gather and review existing raw materials. E.g. Creative brief, facts, experiences, history, knowledge, and feelings
      * Speak with account managers and the client
      * Look at the competition and consumers
      * *Insight Outlook:* A positive belief that good information is available and you have the skills to find and use it
      * *Brainstorm:* 2 or more people get together to generate new ideas
        + Free association: Allowing each new idea an opportunity to stimulate another
    - Artist
      * Develop the big idea and implement it
      * Developing
        + *Conceptualization:* Based on the information -> create a mental picture of the ad (visual and verbal)
        + Strategy vs. Big Idea

Strategy: Target offers consumers the selection and value typical of a mass merchandizer in stores that have the elegance and flair of a department store

Big Idea: Expect more. Pay less.

* + - * + Transforming a concept

Adapt: Change contexts. Think what else the product might be from the obvious. E.g. Campbell Soup -> Health Insurance or v=asCNsl-q\_KQ

Imagine: Ask “What if?” Imagination has no boundaries. E.g. v==HqVBKO\_QM3o

Reverse: Look at it backward. E.g. Cosmetic Company. “Introduce your husband to a younger woman.” Or VW “Ugly is only skin deep”

Connect: Connect two unrelated ideas (Virginia Slims)

Compare: Take on idea and use it to describe another (metaphors). E.g. v=QShT5VRVCJc

Eliminate: Subtract something or break the rules. E.g. 7Up (“the Uncola”) or v=5zqdOx4AgFY

Parody: v=jLlxbkBT9pQ

* + - * + Implementing

Writing the copy and designing the layout

Art shapes the message into communication that appeals to the senses