

# Advertising and campaign development

With Mary Jackson

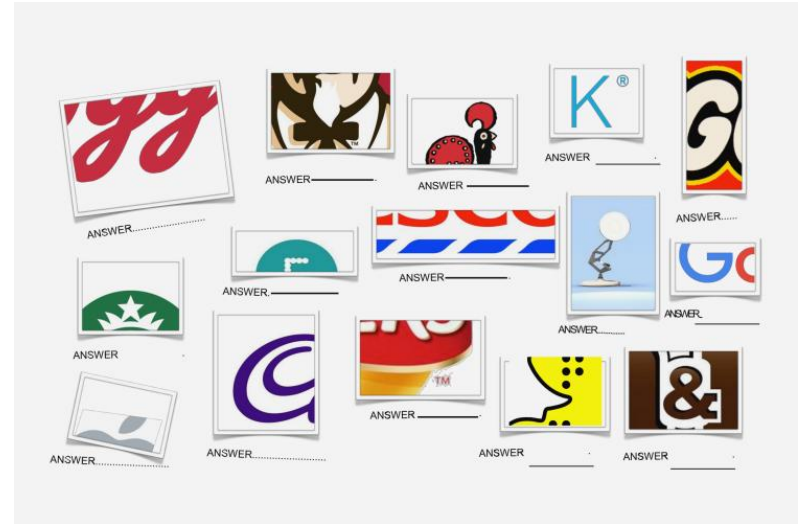


Advertising is everywhere

# Know your trees



# Know your brands



Brand  
recognition

≠

Advertising  
campaigns

# Using brand recognition in an ad

---



## **WE'RE SORRY**

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](http://kfc.co.uk/crossed-the-road) for details about your local restaurant.

# Advertising campaign

**THAT THING WE'VE BEEN  
SAYING FOR 64 YEARS?  
IGNORE IT.**

Eat the wings. Drink the gravy. Fill up on fries.  
Just please, forget the thing we normally suggest.  
You know, that thing you used to do with your tongue  
after finishing a delicious piece of our chicken.

We get it. It's not easy. There's a reason it's been  
our slogan for over half a century.

But the world's drastically changed of late. And as  
soon as we can embrace the change, the sooner we  
can all get back to doing what we do best.









**BECAUSE YOU'RE WORTH IT**





**PRICELESS**



**GIVES YOU WINGS**



**YOU EITHER LOVE IT OR HATE IT**

# Advertising campaign



# Advertising campaign



KFC UK   
@KFC\_UKI



Because of you-know-what, the gaffer says we still can't use our slogan in our posts.

So we want to borrow one. Which other brand's slogan should we use? 🤔

Drop your suggestions below with [#UntilWeCanFingerLickAgain](#) and I'll let you know how genius or ridiculous they are.

2:00 PM · Mar 25, 2021



637



317



Copy link to Tweet

# Advertising campaign



Neil D @NDDuffy · Mar 25, 2021

Replying to @KFC\_UKI

Just Do It (Nike)

[#UntilWeCanFingerLickAgain](#)



KFC UK

@KFC\_UKI

We did it.



2:08 PM · Mar 25, 2021



126



Copy link to Tweet



# Advertising campaign

 **KFC UK**  @KFC\_UKI · Mar 25  
Unknown

You bet we are @McDonaldsUK

#UntilWeCanFingerLickAgain [twitter.com/richieonfm/sta...](https://twitter.com/richieonfm/status/1524444444444444444)



# Advertising campaign



**KFC**

Sector: Food & drink

KFC continues their search for a temporary tagline (while the old f\*\*\*\*r l\*\*\*\*\*g remains inappropriate) with some help from social media.

Date: September 2020



**KFC**

Sector: Food & drink

KFC continues their search for a temporary tagline (while the old f\*\*\*\*r l\*\*\*\*\*g remains inappropriate) with some help from social media.

Date: September 2020

$$\left( \begin{array}{l} \text{Brand} \\ \text{recognition} \end{array} + \text{PROBLEM} \right) \text{Creative concept} =$$

Advertising campaigns

Ad campaigns solve  
a “problem”

Personal /  
emotional



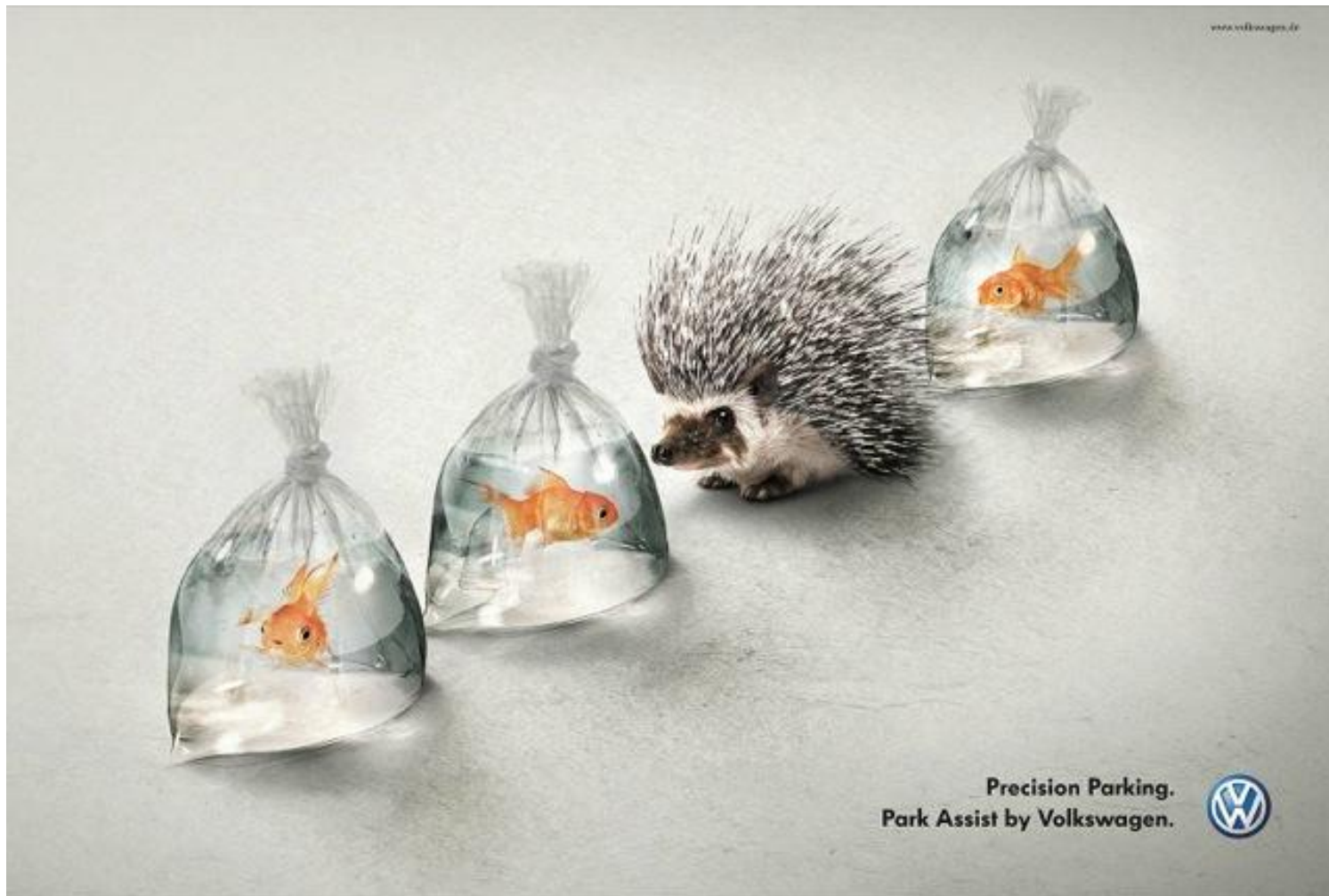


adventure






Play on  
words



fear



Don't let your  
friendship die  
on the road

**TWINS** Look out for your mates

MAYOR OF LONDON

Transport for London



Desire /  
(humour)

Speaking of...



# Old Spice had a problem





# problem

- Body Wash brand competition was fierce
- Old Spice was behind and seen as outdated
- Axe Body Spray was taking over the market share and on the rise in popularity



# problem

- Dove had a Superbowl campaign that was going to steal the show (Dove for Men reveal)
- Women were making the majority of body wash purchases after the '08 mortgage crisis
- Old Spice needed to converse with women, without alienating their core users
- Find a way to appeal to both sexes without losing masculinity





SMELL LIKE A MAN, MAN.

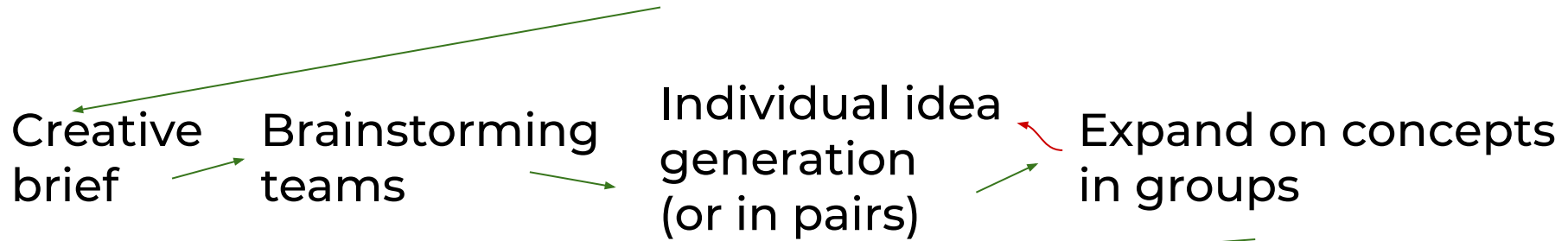
*Old Spice*







# From Problem Statement



To Pitch.

What is a creative concept?

A creative concept is an overarching **“Big Idea”** that captures audience interest, influences their **emotional response** and inspires them to take action. It is a unifying theme that can be used across all campaign messages, calls to action, communication channels and audiences. Typically, the creative concept is embodied in a **headline, tagline** and a **key visual**. Successful creative concepts are distinctive, memorable, unifying and relevant.



Headline

People swear by it. And at it.

Key image



Tagline

It tastes awful. And it works.

Headline

Key image

Logo and  
“slogan”

Tagline



What isn't a creative concept?

# Different colors or fonts

**These are graphic design elements** that will be developed in the executions (materials) after the “hero” has been chosen. **They are almost always driven by the brand standards.**

# Different models (talent)

**Concepts typically use stock photography or rough illustrations to convey the general idea.** (Talent selection for the actual models to be used in the final executions can be older/younger/shorter/ taller/happier/more serious. Models should be tested during pretesting, once the concept is solidified.)

# Different informational messages or calls to action

The concept should be strong and overarching enough  
to work for *all* messages/calls to action.



cool cool. So, why are we here?

(enter fictional world now)

The National Trust has a “problem”





# problem

- Adults under 25 are not visiting National Trust (NT) Sites. While the numbers were consistently growing pre-pandemic, they have now plummeted and are not showing signs of recovery — unlike other demographics tracked by NT
- This age bracket is vital to long term NT membership goals, one which right now is not being met
- The NT competition will have experienced similar issues and will be on a drive to pick up potential memberships or convert people from the NT to their organisations.



# problem

- There have been no material membership sales during the lockdown period. This is likely to shrink the numbers of members the National Trust has by the end of the next financial period.
- Commercial income streams from retail, food and beverage, admissions and events at National Trust properties ceased in their entirety in late March and as of June 2020 are only beginning to open on a limited basis.
- At year end, the coronavirus pandemic caused widespread uncertainty. A spike in cancellations and the virtual halt of all membership recruitment. We will, therefore, almost certainly see a decline in the membership base overall in 2020/21.



# problem

- The NT wants to communicate the benefits of mental health and nature to the 18-25 demographic, labeled “the loneliest generation” due to the covid-19 pandemic.
- The NT wants to promote factual history, and their commitment to inclusivity and accessibility and their constant work to improve and be an ally/a1ly
- They have teamed up with MindUK to offer one free visit a month for a year to all 18-25 yo’s in the UK to any National Trust site.
- How can the NT promote this campaign for mental health and wellness while keeping the spirit of the National Trust “for everyone, for ever” without alienating families and older demographics: two which have been the main contributors to the National Trust?





Creative brief

Brand manual

Research

Brainstorm

# Assumptions you must make

Bring  
your ego

Ditch  
your ego

Own your  
ideas

Be ready to have  
others improve  
upon them

No idea is  
a bad idea

Don't hurt  
people in the  
process

Understand by the  
end the group  
owns the idea

You might build on  
someone's idea

No matter the size  
of your part, you  
helped create it

Someone might have a  
better idea than you

Be OK with your  
idea becoming  
something else.

Get on board with the “hero”

Be accepting of constructive feedback



<https://brandcentre.nationaltrust.org.uk/bp/#/brandguidelines/5046/section/46519>

<https://www.mind.org.uk/style-guide>

Be familiar with this one

Follow this one



<https://www.gettyimages.co.uk/>  
<https://www.shutterstock.com/>  
<https://www.istockphoto.com/>  
<https://www.alamy.com/>

Use the “try” or mockup version

Or any free image site