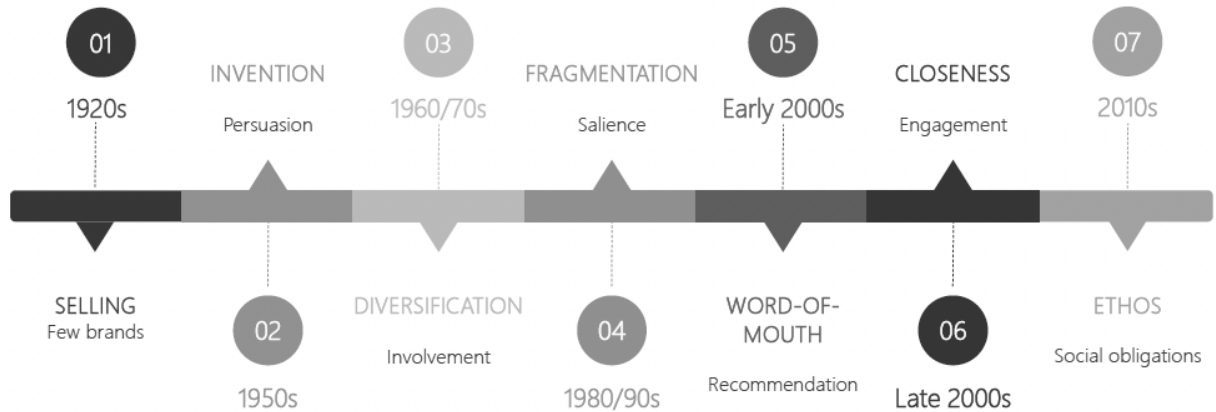


# HAYSTACK

## THE BRAND AND ADVERTISING TIMELINE

1923-> Claude Hopkins (written ads)-> mass-advertising was non-existing, so it was a two-way response between a marketer and the single people he approached with his advertisement <sup>1</sup>



### 1920s

#### Advertising

- the ad makes me want to do/buy

#### Brand

- buy now: one-off promotions
- do something: call-to action

### 1950s<sup>2</sup> -> EXTENDED PRODUCT/BRAND SELECTION PER CATEGORY

#### Advertising

- persuasion model; I believe what the ad is saying  
AIDA; awareness, interest, desire, action!  
ACCA; awareness, comprehension, conviction, action<sup>3</sup>

#### Brand

##### *making a brand 'work more for you'*

- difference that makes a difference
- rational stories and news
- encouragement to understand/discover something new through research and exploration

<sup>1</sup> Now we know 90% of how advertisement works

<sup>2</sup> Great innovations after WWII-> products to improve the quality of life

<sup>3</sup> AWARENESS-> show the brand name in the first 3 seconds

## **1960s/1970s** -> DIVERSIFICATION BESIDES INNOVATION

*Active consumer knows what they want, so a brand now needs not to only inform but needs to appeal  
-> LT brand involvement*

### Advertising

- involvement model: I find the ad appealing

### Brand

*Making a brand 'mean more for you' through an "emotional" connection*

- shared values
- aspired values
- personality

## **1980s/1990s** -> BRAND BOOM

*Niche marketing x Blurry marketing landscape*

*Customer has a repertoire of brands its loyal to-> competing brands use their advertising/campaigning to get in the repertoire of their target audience*

### Advertising

- Salience model; I find the ad different in some way<sup>4</sup>

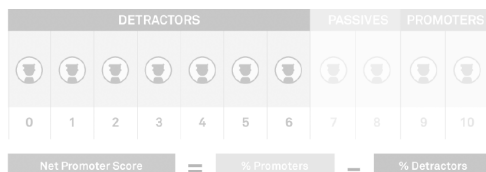
### Brand

*Making you 'think of' a brand more*

- Stand out
- Stature -> looking up to the brand
- Momentum
- Zig (not zag)-> going into the followed direction

## **EARLY 2000s** -> WORD OF MOUTH

*Brand Salience: how easily a brand comes to mind in relevant buying situations.*



### Net-Promoter Score:

How well does the company generates relationships that work on customer loyalty (how do you treat your costumers)

-> Engage, Equip, Empower

### Advertising

- WORD OF MOUTH MODEL: it's an ad I'd talk about or share with others

### Brand

*Creating a sense of loyalty and omnipresence*

- Recommendation
- Talkability: hear other talk about the brand/ see others using the brand

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<sup>4</sup> Some brands use shock to achieve this

## **LATE 2000s**

### Advertising

- Closeness model: the ad that made me feel part of it vb.: 'make your own flavor', Lays

### Brand

- Encouraging me to experience the brand through Playing, Creating and Personalisation

## **2010s** -> THE AGE OF ETHOS

*The age of greenwashing and being ethical for better marketing results -> evolves later in 2010s to authenticity*

### Brand Purpose: how to bring 'integrity' to life in your brand

### Advertising

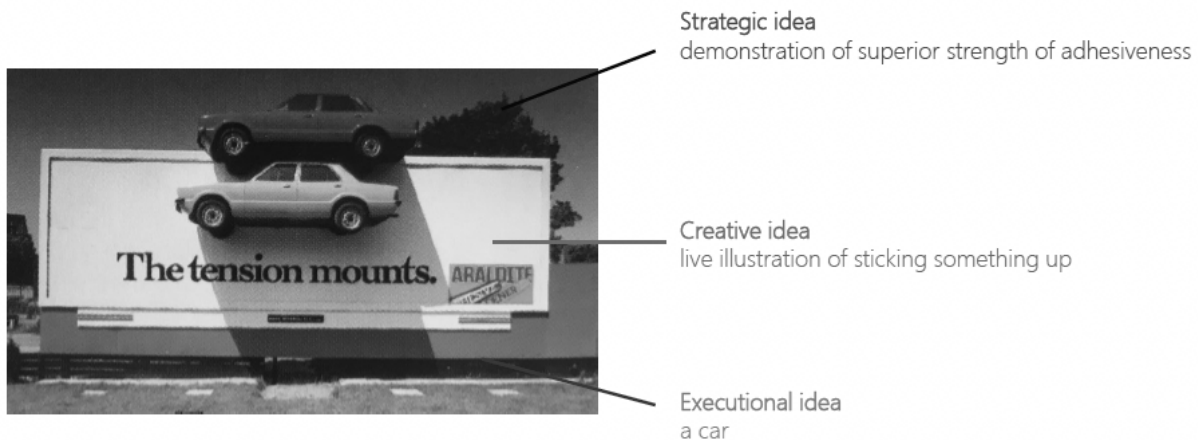
- Purpose model: the ad demonstrates why the brand exists

### Brand

Demonstrate a sense of integrity around the brand

- Telling the truth
- Delivering on promise
- Acting with the interest of others in mind (shared commitment creates a community around the brand)
- Doing what is right for many

## STRATEGIC, CREATIVE AND EXECUTIONAL IDEAS (BUILDING BLOCKS FOR AN ADVERTISING CAMPAIGN)



### STRATEGIC IDEA

=> golden nugget; core consumer insight

- Strategic focus; *what is the advertisement about?*
- Strategic direction; *how should the advertisement be used?*

### CREATIVE IDEA

=> big idea; the manifestation of the strategic idea as a common element that ties the series of executions in a multi-media campaign together

#### Checklist:

- Can the idea stand the test of time? Brand Consistency?
- Can it stretch in different direction/contexts?
- Can it work in different channels/environments?
- Can it differentiate from my competitors?
- Does it bring up certain targeted emotions with our target audience?
- Does it convey the motivational message in an emotionally engaging way that is relevant to the brand? Long-term storytelling? Support the strategic brand idea?

### EXECUTIONAL IDEA

=> a visual expression of the creative idea that makes its point about the big idea

! Each execution in a campaign has a slightly different 'take' on the creative idea and consumers can respond to them differently

! Executional elements can get in the way of an ad working properly, but they're the easiest things to change

## ADVERTISING AND MARKET RESEARCH

**COSTUMER-CENTRICITY** => Start with consumer needs and create brands, products, experiences, and communications that meet them, rather than designing in hopes of relevance.

Primary research		Secondary research
<ul style="list-style-type: none"> <li>- done by the company</li> <li>- gathering info to improve<sup>5</sup></li> <li>- expensive, slow</li> <li>- specific to the issue!</li> </ul>		<ul style="list-style-type: none"> <li>- Based on existing multiple-sourced information</li> <li>- Cheap, quick</li> <li>- Generic and unfocused</li> </ul>
Qualitative	Quantitative	
= explore  <ul style="list-style-type: none"> <li>- Deep understanding of underlying reasons, opinions and motivations</li> <li>- Insight into problem</li> <li>- Helps develop ideas/ hypotheses for -----&gt;</li> <li>- Trends in thoughts and opinions</li> </ul> > Small sample size > Respondents are selected to fulfill given quota  vb.: focus groups, interviews, observed participations, online communities <sup>6</sup>	= evaluate / measure  <ul style="list-style-type: none"> <li>- Quantifying attitudes/ opinions/behaviors in numerical data</li> <li>- Measurable data</li> <li>- Facts/patterns</li> <li>- Structured</li> </ul> > Representable sample from larger population  vb.: <b>surveys, questionnaire</b> (online/face-to-face/telephone)	

<sup>5</sup> ... on the brand itself, the products, the services and the marketing functions

### **FOCUS GROUPS**

=> placing a group of people in a room and asking them insightful questions regarding a product/pack/brand/advertisement/etc., its development, their preferences and feedback, etc.

=> face to face or online (~ video conferencing or discussion forum)

### **IN DEPTH INTERVIEWS**

=> involve interaction between one moderator and one participant. Can be interview with set pattern of questions, or conversation

=> face to face, online or telephone

### **ONLINE COMMUNITY**

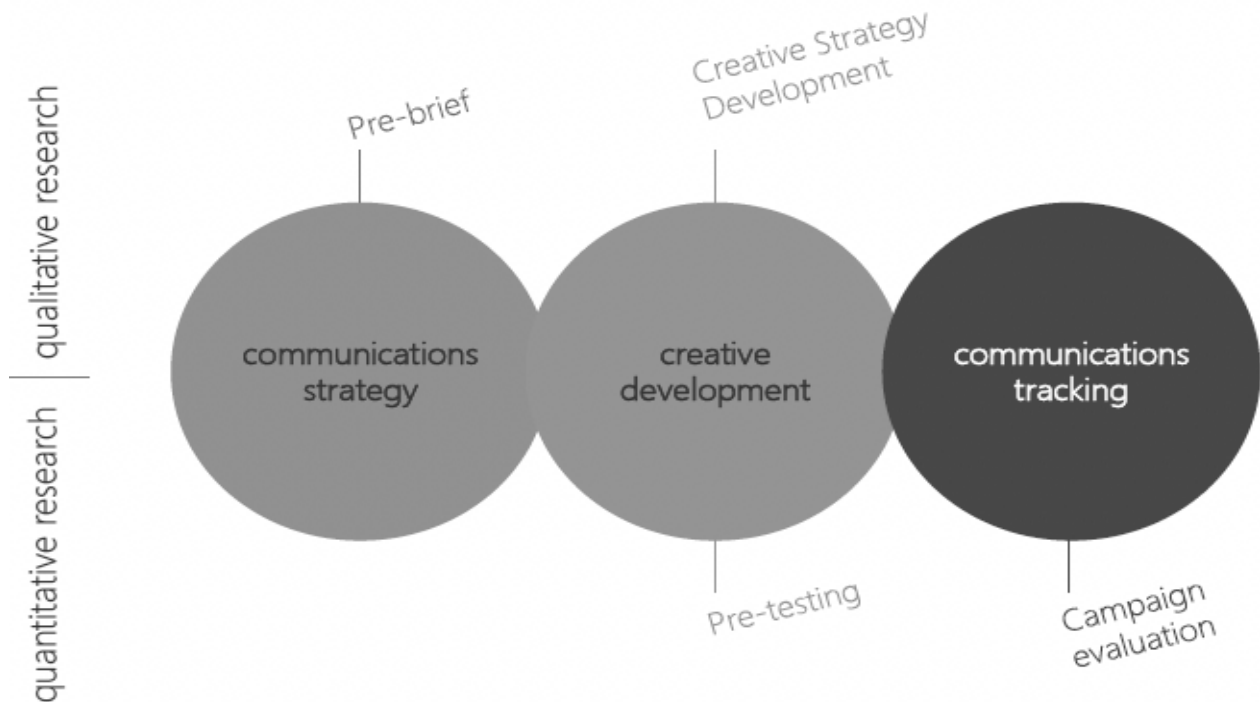
=> Private, invitation only group of customers or target consumers who exchange ideas and discuss issues with each other. Community is always on hand to answer questions, test hypotheses, observe, ideate and co create

=> used for internal development : constant feedback loop to check new ideas and contribute to product development from inception to launch

### **ETHNOGRAPHY (OBSERVATION)**

= Moderator spends time in people's homes (in site) or asks them to post video and photos about a certain topic online, in order to understand their behaviour

= very time consuming, but gets over the common problem in research that people are often not aware of what they do or why, and often post rationalize their decisions



### **COMMUNICATIONS STRATEGY**

=> research decides best advertising strategy and what the ad had to say/do to which costumers

-> doesn't happen often, because it's an as planner's job

#### How?

1. Ad agency makes written expressions of various routes being investigated (+pictures)
2. Moderator in qualitative focus group discussions probes for reactions on propositions/mood boards
3. **AIM;** conclusion on which proposition has the most potential for costumer connection and a changed brandview in de the desired direction

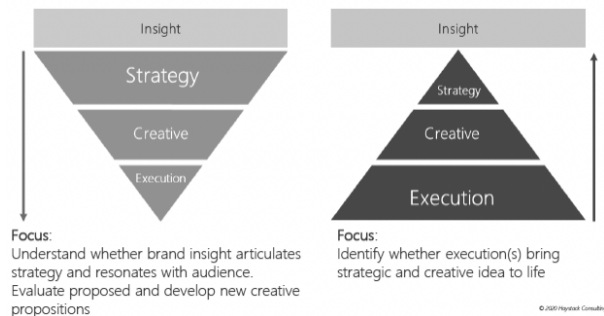
## CREATIVE DEVELOPMENT

### CREATIVE STRATEGY DEVELOPMENT

=> research finds best way to bring the strategic idea to life in a relevant/interesting way

-> can take place any time

-> creative research processes often first assess whether an idea aligns with the strategy (top-down), and then test how well the execution performs (bottom-up)-> IN THE END BOTH NEED TO BE COMBINED



### How?

1. Min. 4 qualitative focus groups are presented with unfinished ads
2. Moderator reads scripts, shows (animated) storyboards and shows a rough cut of the advert <sup>7</sup>
3. Discussions are held about the connections between: the strategic idea, the creative idea and the executional idea

### PRE-TESTING

=> research finds best way to bring the creative idea to life in a relevant and interesting way

! not a judge of creativity, but an evaluation of the potential to have a certain desired effect!

-> most likely takes end towards the end/final touches

**AIM**= maximize effectiveness by understanding how the ad works + diagnosing problems + suggesting changes

### How?

1. Finished ad is shown in a quantitative survey to a representational sample of costumers (within context)
2. Questions are asked relating to how the ad works, its target audience, the creative idea behind it, ...
3. Brand shifts are looked at together with diagnostics from the ad questions to measure the potential of the ad

**! Brand questions are asked before and after exposure to advert !**

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<sup>7</sup> not every mentioned object is mentioned every time

## COMMUNICATIONS TRACKING

=> research is used to evaluate the effect the ad has had (after release), whether it achieved its objectives and how

-> measures residual recall (only shows stills on tv, not full ad)

-> Ideally, KPIs will have been set before the ad has run so the right measurement tools have been put into place

KPI=> Key Performance Indicators;

### How?

1. A quantitative survey measures changes in the costumer's mind/behaviour, which would happen if the ads were working as intended

- Survey:
- Ad cut-through : #people who have seen the ad
  - Branding : correct brand association
  - Recall : spontaneous recall
  - Communication takeout : messages or impressions taken out
  - Ad response : how did people respond to the ad?
  - Ad diagnostics : what was it about the ad that produced that response?
  - Brand response : effects on believes/impressions on the brand and the commitment/purchase intent toward it



## BEYOND TRADITIONAL RESEARCH

Issue = consumers:

- Don't always say what they really think, feel or believe
- Don't know what they don't know
- Lie
- Can be lazy
- Don't pay attention
- Can't express themselves fully

-> 95% of costumer buying decisions is based on system 1<sup>8</sup> opposed from system 2

### **EYE TRACKING**

=> tracking point of gaze/where we look (and possible fixation<sup>9</sup>)

Was advert noticed? Which area(s) stand out most?

Does advert have sufficient on-screen presence to get noticed in competitive reel?

Does anyone read small print at bottom of print advert? Which information from text is re-read?

Which message generates most attention for advert's endline

### **GALVANIC SKIN RESPONSE (GSR)**

=> measures level of arousal (micro goosebumps) by registering variations in galvanic skin response (electrical activity of sweat glands throughout the skin)

-> because it's based on involuntary actions of the body, it's unbiased

Did experience with ad create emotional engagement?

Was experience positive or negative?

Was it cognitively demanding? Did stimulus require a lot of effort to navigate?

Is ad memorable?

### **VICKERY AUCTIONS**

=> quantitative measurement on costumer's true preferences by applying behavioral economics

-> real market, with real bids for real products

-> aligns true preference with (claimed beliefs)

-> best indicator for future purchase of product

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<sup>8</sup> 1) intuitive/ unconscious/ effortless/ fast/ emotional

2) deliberate/ conscious/ slow/ effortful

<sup>9</sup> Between 120-1000 milliseconds

# EXERCISE:



## **STRATEGIC IDEA**

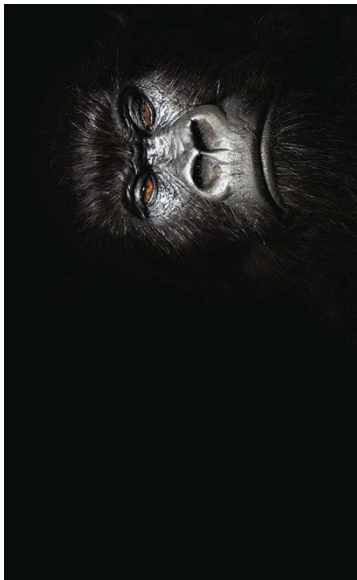
Dramatisethe fact that it takes time to pour a Guinness: good things come to thosewho wait

## **CREATIVE IDEA**

Play on the concepts of ‘waiting’ and ‘time’

## **EXECUTIONAL IDEA**

- Likening the act of waiting for a slow-poured pint of Guinness to waiting for the perfect wave
- Use music(Leftfield’s Phat Planet) to replicate the sound of the blood in the surfer’s head when he’s on the waves and he knows he could die
- Refer to history (Moby Dick: the story of Captain Ahab’s hunt for the great white whale) and mythology (Neptune’s sea-bornttransport was drawn by white horses)
- Shot in black & white



## **STRATEGIC IDEA**

Eating Cadbury’s chocolate makes you feel good. (build brand relevance and emotional connection)

## **CREATIVE IDEA**

An ad that is as enjoyable to consume as a bar of Cadbury’s chocolate

## **EXECUTIONAL IDEA**

Adramatic ad featuring a gorilla playing the drums to Phil Collins’ ‘In The Air Tonight’