Haystack

# The brand and advertising timeline

A graph showing different stages of development

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#### 1920

**Advertising**

* The ad makes me want to do do/buy

**Brand**

* Buy now: one-off promotions
* Do something: call to action

#### 1950

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

**Brand**

* Making a brand “work for you”
  + Difference that makes a difference
  + Rational stories and news
  + Encouragement to understand/discover something new through research and exploration

#### 1960/1970s

Diversification besides innovation

**Advertising**

* Involvement model: I find the ad appealing

**Brand**

* Making a brand “mean more for you” trough an “emotional” connection
  + Shared values
  + Aspired values
  + Personality

#### 1980/1990s

**Advertising**

* Salience model: I find the ad different in some way

**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**

* Net promoter score: how well does the company generate relationships that work on customer loyalty (how do you treat your customers)
* 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 others talk about the brand/see others using the brand

#### Late 2000s

**Advertising**

* Closeness model: the ad that made me feel part of it (bv. Make your own flavor, Lays)

**Brand**

* Encouraging me to experience the brand through playing, creating and personalization

#### 2010 -> The age of ethos

**Brand purpose**

* how to bring “integrity” to life in your brand (bv. Greenwashing)

**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
  + Doing what is right for many

# Strategic, creative and executional ideas

A close-up of a sign

Description automatically generated

#### 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?
  + Can 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 representation of the creative idea that makes its points 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

Customer-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** |
| * Done by the company * Gathering info to improve * Expensive, slow * Specific to the issue! | | * Based on existing multiple-sourced information * Cheap, quick * Generic and unfocused |
| **Qualitative** | **Quantitative** |  |
| = explore   * Deep understanding of underlying reasons, opinions and motivations * Insight into problem * Helps develop ideas/hypotheses for -> * Trends in thoughts and opinions * Small sample size * Respondents are selected to fulfill given quota   Bv. Focus groups, interviews, observed participations, online communities | = evaluate/measure   * Quantifying attitudes/opinions/behaviors in numerical data * Measurable data * Facts/patterns * Structured * Representable sample from larger population   Bv. Surveys, questionnaire (online/face-to-face/telephone) |  |

#### 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 of 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 videos and photos about a certain topic online, in order to understand their behavior
* 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

A diagram of a diagram of a business

Description automatically generated with medium confidence

### Communication 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 customer connection and a changed brandview in 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

A diagram of a pyramid

Description automatically generated with medium confidence

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

3. Discussion 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!**

### Communications tracking

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

* Measure residual recall (only shows stills on tv, not full ad)
* Ideally, KPI’s will have been set before the ad has run so the right measurement tools have been put in place
* KPI = key performance indicators
* How?
  + A quantitative survey measures changes in the costumer’s mind/behavior, which would happen if the ads were working as intended
  + Survey:
    - Ad-cut trough: amount of people that 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: effect 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 customers buying decisions is based on system 1 opposed from system 2

#### Eye tracking

* Tracking point of gaze/where we look (and possible fixation)

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 customer’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

1) Intuitive/unconscious/effortless/fast/emotional

2) deliberate/conscious/slow/effortful

Between 120-1000 milliseconds

### Exercise:

|  |  |
| --- | --- |
|  | **Strategic idea:**  Dramatizes fact that it takes time to pour a Guinness; good things come to those who 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 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 and mythology * Shot in black & white |
|  | **Strategic idea**  Eating Cadbury’s chocolate makes you feel good. (build brand relevance and emotional connection)  **Creative idea**  An ad is as enjoyable to consume as a bar of Cadbury’s chocolate  **Executional idea**  Dramatic ad featuring a gorilla playing the drums to Phil Collins’ ‘in the air tonight’ |