

Introduction to Creative Advertising



Appeals

- In order to attract the attention and create interest of the target audience, marketers make use of several appeals – appeal to the basic needs, social needs and psychological needs of the audience.
- At the end the ads provoke the consumer to act- to buy the product. The discussion on different kinds of appeals has been postponed to a subsequent lesson.

Types of Appeal

- **Emotional Appeal:** Emotional appeals are often effective for the youth while rational appeals work well for products directed towards the older generation.
- **Personal Appeal :**Some personal emotions that can drive individuals to purchase products include safety, fear, love, humour, joy, happiness, sentiment, stimulation, pride, self esteem, pleasure, comfort, ambition, nostalgia etc.
- **Social Appeal:** Social factors cause people to make purchases and include such aspects as recognition, respect, involvement, affiliation, rejection, acceptance, status and approval.

- **Fear Appeal:** Fear is also an important factor that can have incredible influence on individuals. Fear is often used to good effect in advertising and marketing campaigns of beauty and health products including insurance.
- **Humour Appeal:** Humour is an element that is used in around 30% of the advertisements. Humour can be an excellent tool to catch the viewer's attention and help in achieving instant recall which can work well for the sale of the product.
- **Music Appeal:** Music can be used as types of advertising appeals as it has a certain intrinsic value and can help in increasing the persuasiveness of the advertisement

- **Rational Appeal:** Rational appeals as the name suggests aims to focus on the individual's functional, utilitarian or practical needs for particular products and services. Such appeals emphasize the characteristics and features of the product and the service and how it would be beneficial to own or use the particular brand.
- **Brand Appeal:** This appeal is directed towards people who are brand conscious and wish to choose particular products to make a brand statement.
- **Emotional Words/Sensitivity Appeal:** These advertisements are used to drive at and influence the sensitivities of consumers.
- **Youth Appeal:** Advertisements that reflect youth giving aspects or ingredients of products use these types of appeals. Cosmetic products in particular make use of these appeals

Points to be kept in mind while communicating with the audience

- Instead of building a wall around the product, the message should create a bridge to the target audience by being persuasive.
- Arouse the audience, and give it a reason for listening to you.
- Make use of question to involve the audience.
- Use familiar words and build up points of interest.
- Use specific and concrete words.
- Repeat key points.
- Convince the audience by sticking to facts.
- Empathize with your audience

- Use rhyme and rhythm, for instance when Waterbury's compound is advertised they say 'when vitality is low, Waterbury's brings back the glow.'
- Make use of Zeigarnik effect, i.e., leave the message incomplete, where the audience is provoked to complete and close it by pondering over it.
- Ask the audience to draw conclusions.
- Let them know the implications of these conclusions.

Ad Designing

- Advertising communication effectiveness not only depends on the message content, though it is no doubt an important component, but on its structure as well.

- The important aspects of message structure are:
 - i. Drawing conclusions,
 - ii. Repetition,
 - iii. One –versus- two-sided arguments, and
 - iv. The order of presentation.

Drawing conclusions

- In many instances, it is best to let the receivers of the promotion message draw their own conclusions. Such consumers' feel that the message, which draws a conclusion, is over-aggressive and an attempt at forcefully influencing their choice.
- Moreover, since conclusion drawing at best assists in an easy comprehension of facts and not in the process of attitudinal change, it will not affect very much the persuasive quality of ads that aim at a change in attitude.
- When the issuer involved is simple and the audience. It does not add anything extra to the persuasive quality of the advertisement.
- If the communicator is perceived to be unworthy, the receiver may resent the attempt on his part to draw a conclusion for him and influence his choice.

Repetition

- Repeating an ad message is often beneficial, for it develops a continuity of impression in the minds of the target audience, and may increase the predisposition to think and act favorably towards the products advertised.
- Everything else being equal, a repeated message increases awareness and knowledge on the part of the prospect. Audience retention improves with repetition, and falls off quickly when repetition is abandoned.
- The relationship of repetition and advertising effectiveness is very important as it creates impact in the mind of the customers.

One –versus- two-sided Communication

- This raises the question whether the advertiser should only praise the product or should also mention some of its shortcomings. The most common approach in sales and advertising is a one-sided approach.
- On deep analysis, it is found that one-sided messages tend to work best with the audiences that are initially favorably predisposed to the claims made in the ad message. Two- sided arguments go well when audiences have an unfavorable opinion about the communicator’s position.
- However, it is the single-side communication that is commonly used, for it is difficult for the advertiser to refer to the product’s shortcoming and still effectively persuade prospects to buy it.

Order of Presentation

- Whether to put the strongest argument first or last in the advertiser's presentation is equally important. Sometimes this is considered a part of copywriting strategy.
- In a one-sided argument, it is advisable to present the strongest point first, for it will result in better attention and interest.
- This is done with the objective of achieving the primary effect.

Basics of Writing Headlines

- They should suggest a quick and easy way out.
- Self-interest is created in every headline.
- News is included in the headline.
- The headline should always target the advertisement towards your prospective customers.
- Many more people read the headlines
- Headlines can be made by imaginatively coined words
- We have to include the selling promise in the headline.
- Headlines sometimes arouse our curiosity
- Some headlines play games.
- Do not use blind headlines where on its own headline is meaningless

Creative briefs

- A creative brief is the most important piece of paper an account team produces
- It is a demonstration of how good you are
- Therefore, it is how a creative team judges/curses you
- A distillation of everything you have learned
- All the information that must be conveyed by the advertising
- A team effort

What Makes a Good Brief?

- **Direction**
 - i. What is the one thing you want the advertising to say?
 - ii. If you can't explain it to your friends in one sentence, start again

- **Inspiration**
 - i. The most powerful advertising contains insights that truly resonate with the consumer
 - ii. One important insight should be at the heart of your brief

What is not a briefing?

- Slipping a brief under a Creative's door, or the old leave-on-the seat trick
- A rushed, last minute meeting
- Something attended by client
- A formal, boring presentation
- A spoon feeding
- A one-time meeting with your Creatives

How to Brief

- Set aside enough time
- Show the packaging
- Show historic / competitive ads
- Touch, smell, eat product
- Get out of the office
- Visit the factory
- Use images, music, animals
- Get drunk together and brainstorm

Impact of IT on Advertisement Design

- Computers have a great impact on society in the field of advertising.
- Many companies prefer to advertise on the Internet than to use other electronic devices like television, radios mobiles and many other electronic devices.
- This extensive and persuasive advertising of companies and their products on the computer Internet has a great impact on widening of the market that greatly leads to development of the advertising companies.

- With the development of computers, the Internet has emerged. Today, one can purchase goods using Internet technology(e-business), which eases commerce and business in general if it comes to electronic procurement.
- This reduces on the costs involved in acquiring the goods or services and saves time leading to increased profits of the purchasing individuals.

Thank You!!