

LECTURE 37

Creativity Elements- Part II

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Before Creative Work Begins

- *Advertising Strategy Must Define*
 - ✓ *Target Audience*
 - ✓ *Product Concept*
 - ✓ *Communications Media*
 - ✓ *Advertising Message (message strategy)*
- *Account management group responsible for developing the advertising strategy*

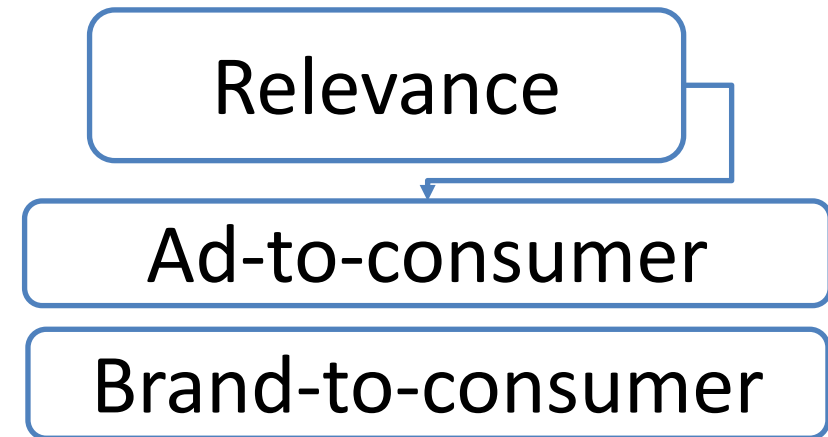
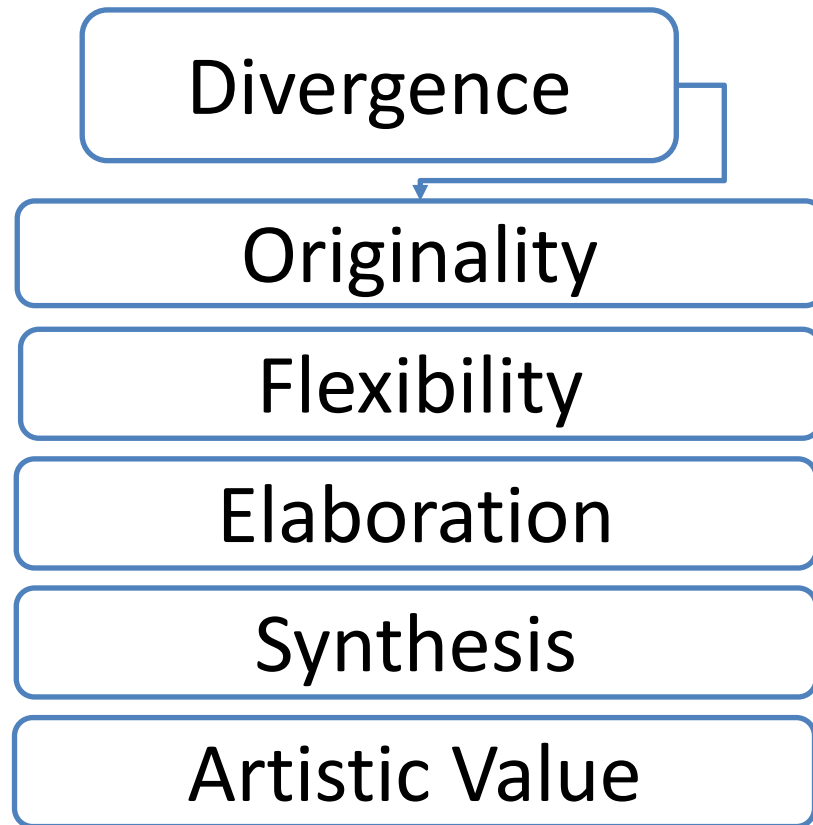
For E.g.: Samsung India Service – “We’ll take care of you, wherever you are”

Transforming the Concept

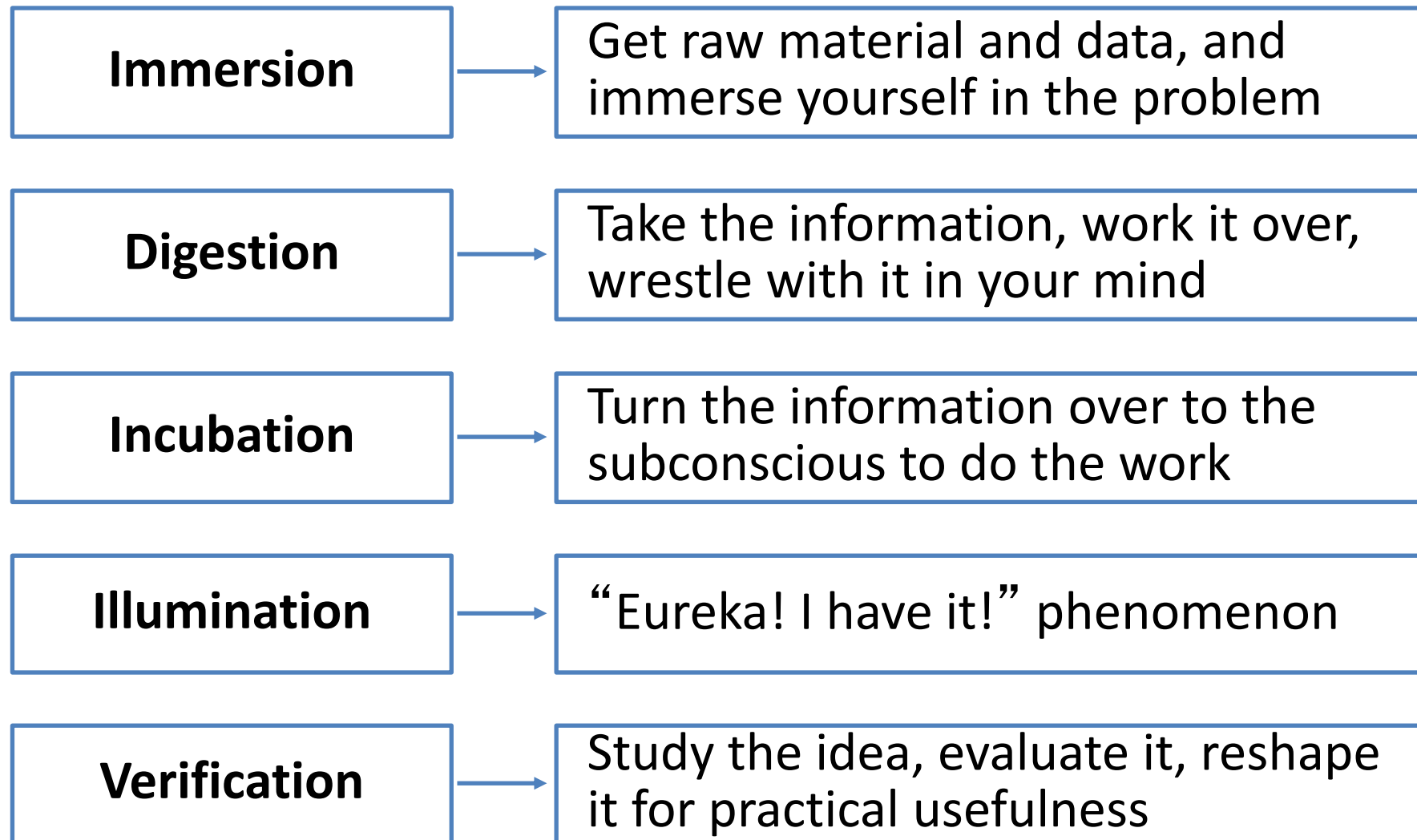
- ***Adapt*** – change context; move away from obvious
- ***Imagine*** – let your imagination fly
- ***Reverse*** – look at it backward or upside down
- ***Connect*** – two unrelated ideas
- ***Compare*** – two unlike things
- ***Eliminate*** – subtract something
- ***Parody*** – joke around; have fun

Determinants of Creativity

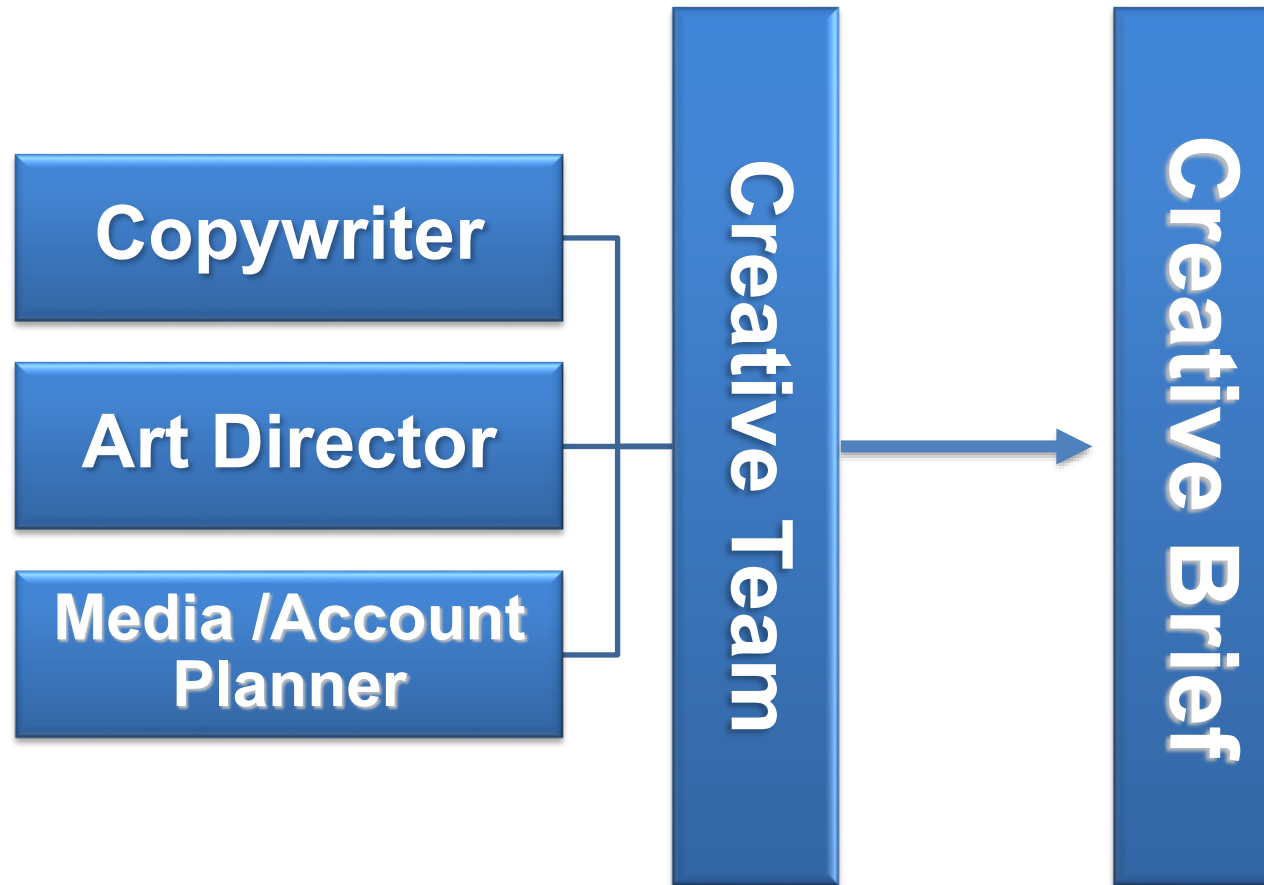
For E.g., Surf Excel LALITAJI Campaign



Young's Creative Process



The Creative Team



Creative Briefs -

- Creative brief can be understood as a foundation for the concept or idea that will become the visual/verbal message.
- Creative brief must include all the information that the creative team requires to generate ideas and focus on the issues that must be addressed.
- It is used by the creative team to define the integrated marketing communication message that needs to be communicated.
- Creative brief should redefine the target audience, introduce the key consumer benefit, describe the individual features and consumer benefits, define objectives, address the competition, and outline tactics.

Formulating Strategy: Writing the Creative Brief

Issues to Consider

Who?

Why?

What?

Where?

When?

How?

Elements of the Brief

Objective
Statement

Support
Statement

Tone or
Brand Character
Statement

Copywriting

- Copywriting is the process of expressing the value and benefits a brand has to offer.
- Those who write verbal messages are called copywriters.
- Copywriting is a composite art that requires a combination of linguistic ability and business sense.
- Copywriters write copy and the associated headlines, slogans base lines etc.

Guidelines for Copywriting

- Let your personality shine through
- Have a sound structure and a purpose
- Know your target audience
- Know about the product and its attributes (USP)
- Hit on emotions needs and desires
- Be **consistent and persuasive**

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