



Advertising

Definition

***"ADVERTISING
IS
ATTRACTING
PUBLIC ATTENTION
TO A
PRODUCT OR BUSINESS
BY PAID ANNOUNCEMENTS
IN MASS MEDIA"***



REALITY SUCKS.
utopolis.no

UTOPOLIS
group of cinemas

Facts

- According to the Media Dynamics publication, *Media Matters*, a typical adult has potential **daily** exposure to about **600-625** ads in any form.
- **272** of these exposures come from the major traditional media (TV, radio, magazines, and newspapers).

Advertising Strategy

- **WHO**
 - Selecting your image –who delivers your message
- says **WHAT**
 - What information are you trying to get across?
 - Information vs. image
- to **WHOM**
 - who are you trying to reach?
- and **WITH WHAT EFFECT**
 - Memory?
 - Sales?

Make them resonate!

- If your marketing message
 - lacks **power** and **personality**
- if your advertising
 - is getting **lost**, or drowned-out by the competition
- try finding a **metaphor** that
 - instantly tells your audience **who you are & why they should care**

Competitive Positioning

- Positioning is what you want to **stand for in the buyer's mind.**
- Positioning is Competitive: Why are you **better** than the competition?
- A **Memorable Name** and/or **key Ingredient** or **Endorsement** positions you intuitively.
- Being **first** helps. If not, create a new category.
- Don't go head-to-head against **market leaders.**

Getting all the way to the top





PACT

Loredana Padurean, March 2010 USI

PACT

Promise

what is doing for me

e.g.

"Because you're worth is"

"There are things money can't buy. For everything there's MasterCard"

The Promise

- At the heart of all advertising is the promise you commit to delivering to your clients.
- Any effective marketing campaign work only if it focuses **on a single message**.
- **BUT** no matter how clever or memorable your marketing, if you fail to deliver on that promise, you will fail.



Loredana Padurean, March 2010 USI

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Attention

grab it but don't loose the P

Attention

1. Attracting attention is **critical**.
 - If they don't bother to watch, look or listen, it's over.
2. Attention Step should be interesting **more than once**.
 - Not a disappointment. Boring is out.
3. Attention Step MUST relate to the **brand** and/or the **promise**.
 - Preferably both, in some obvious, memorable way.



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Communicate

tell the story

Communicate

- Better communication gets yourself and your message **instantly understood**.

You will lose your audience quickly no matter what the form of your message if it's confusing, overly complex, or buried in b-school platitudes and industry jargon.

- You need your message to be **understandable, engaging, and memorable**.
- One of the best ways to convey that message is to compare it with something your audience can **relate** to.

the Better the Story, the Better the Communication



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Total Recall

correct recall of the ad

Total recall

- The BE-ALL and END-ALL of advertising
- Is how correct and much you remember from the ad
- Memorable ads seem to combine elements of familiarity with novelty or the unexpected
- The ads have to make an emotional connection
 - What do you remember?
 - Jingles , Slogans, Brands, People, Emotions
 - Obs. If ads are engaging people will remember the ad but not always remember the product

Think of an ad you remember but you don't remember the product!



PACT

- **P**romise – what is doing for me
- **A**ttention – grab it but don't lose P
- **C**ommunicate – tell the story
- **T**otal Recall – correct recall of the ad

GUITAR HERO

- All started in 1983 with
 - Tom Cruise – Risky business
- “Guitar Hero”
 - Michael Phelps, Kobe, A-Rod, Hawk Guitar Hero
 - Heidi Klum for Guitar Hero
 - The Playboy mansion for Guitar Hero

Key words in advertising

- Slogans
- Headlines
- Body copy
- Illustrations

The slogan

A catch phrase, a motto, used repeatedly to define a product, service, idea, brand, etc....

"We try harder."

Avis

"Think different"

Apple

"Because I'm worth it."

L'oreal

"Connecting people"

Nokia

"Hello Moto"

Motorola

"The ultimate driving machine."

BMW

"Just do it."

Nike

"Think small."

Volkswagen

Headlines

- Clear message
- Illustration on top
- Headline under the illustration
- Copy under headline
- Write in SERIF
- E.g. How to loose 10 kg in 14 days!
- Why they work? Because they promise a solution, you can see a benefit, a way out!

Body copy

- People are alone when they read the body copy, pretend like you write a letter to each other on second singular
- Don't bore people with body copies
- Write short sentences, short paragraphs and avoid difficult words
- Don't write essays
- Write the body copy as it would be a story
- God is in details!
- Avoid analogies
- Make it believable
- Can be a whole testimonial
- Celebrities are ok but people don't remember the product but the celeb
- People love to buy, they hate to be sold!!!
- Layouts: KISS (Keep it simple, stupid!)
- Always in Serif in 11

OBS. “Outdoor” Advertising

- Keep it very simple
- Readable at 90 km/h
- Pick best locations
- Change copy often



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Illustrations

- The subject of your illustrations is the most important
- The pics that work the best are those that arouse the reader's curiosity
- Photographs attract more than drawings
- If your ad is on tv as well and has a character use the character in the print
- Don't show human faces enlarged bigger than life size
- Just because a subject interests you doesn't mean will interest the others
- Most appealing pictures: babies, animals (heart throb), sex
- Pictures with people you can identify
- Color pictures are 100% more memorable
- Large logos



Important - editing ads

- Is more important what you say than how you say it
- **Learn everything about your product and your client**
- Ads with news are recalled by 22% more people than ads without news
- Specifics are more credible than generalities
- Helpful information in body copy is read by 75% more people than info just about the product
- Write black on white IN SERIF

How we read an ad?

- Look at illustration
- Read the headline
- Read or not the body copy

So what?

- Keep the **PACT!!!**



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Effects of advertising

Awareness

Education

Information

Sales!!!



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Proven Facts About Advertising

- Most purchase decisions are made in the subconscious mind
- Most advertising contains large amounts statements that cannot be proven true nor false
- This is allowed because it is assumed that the average person will know the difference between an exaggeration and fact
- E.g. "The best product in the world"

Proven Facts About Advertising

- What you perceive to be true is true in your mind—It may not be true, but it will be true to you
- Every product you buy is a manifestation of yourself
 - Your purchases reflect your self image
 - You make purchases based on who you think you are

Repeat, repeat, repeat

- **27 rule**—you will need to hear/see/experience a message 27 times before you will remember it
 - Advertisers whole goal is to get you to see their message 27 times
 - Advertisers know when you are exposed to an ad that 2 out of 3 times you will ignore it
 - Themes are repeated over and over again, because they want you to remember
- **81%** of all purchases are closed on **5** or more contacts



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Logical and artistic

- Your marketing is twice as effective if you aim it at right brained people as well as left brained people
 - **Left brain**—practical, logical mind, deductive reasoning.
“Is the ad logical and make sense?”
 - **Right brain**—inductive reasoning, artistic ability, creativity.
“Does the ad look good?”
- **Your ads must be both logical and artistic**

If your ad only appeals to one side of the brain, you are alienating ½ of your audience—wasting your advertising

 - 45% of population is left brain
 - 45% is right brain
 - 10% is both

Creative vs. Effective Ads

- Creative people can have different goals when they make ads than those their clients
- E.g. Lots of ads win awards but don't win clients
- *Is a trade - off → know your client!*

Are we human? or are we just business?

- There are 2 bonds to make with your consumers when attempting to make a sale—the **human bond** and then the **business bond**
 - Make sure your ads appear "human" and warm before making the hard sell
 - People must feel good about using your companies product, otherwise they won't buy
- One of the most important human needs is for an **identity**—advertisers must recognize the identity of the customers
 - Each of us is unique, and want to be perceived as unique by others
- **Ads should reflect our unique personality**



GUINNESS®





- **People have a basic need to belong**
 - Advertisers create ads that make you want to belong to their company
- **People love to be recognized**
 - Research shows that we like to be **recognized, appreciated, and rewarded**
 - Advertisers reward you/ recognize you for certain purchase behavior, reinforcing your purchase with a **positive feeling**
 - When you want to know how you can make an impact on a customer, think about how you can **recognize** them

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- Getting a person to say yes to purchasing your product is easier if you establish momentum
- **Gradually**, your advertising should lead them to the purchase of your product
- Make it a **logical sequence** of the events depicted in the ad
- Don't just ask them to buy without **justification** on why they should buy

Buy me!

- Your customer is buying more than just your product or service
 - They are buying everything your company represents as well
 - If they don't buy into the company, they won't buy your product
- What they are buying:
 - **Personality**—of employees
 - **Reputation**—if it is poor, they won't buy product
 - **Uniforms**—the way employees look
 - **Ambiance**—what the premises looks like
 - **Service**—being treated well before and after purchase
 - **Aroma**—if it is food
 - **Packaging**—if it doesn't look good on the box, it won't sell
 - **Acceptance**—by community
 - **Status**—where product is in relation to the competition

I remeber you!

- People will remember the most fascinating part of your advertising and not necessarily the product
- You want them to remember the product, not the ad

You remember

**Any commercial that
you cannot remember,
but makes you
purchase the product,
is the best possible scenario
for an ad**

Let's meet a creative mind!

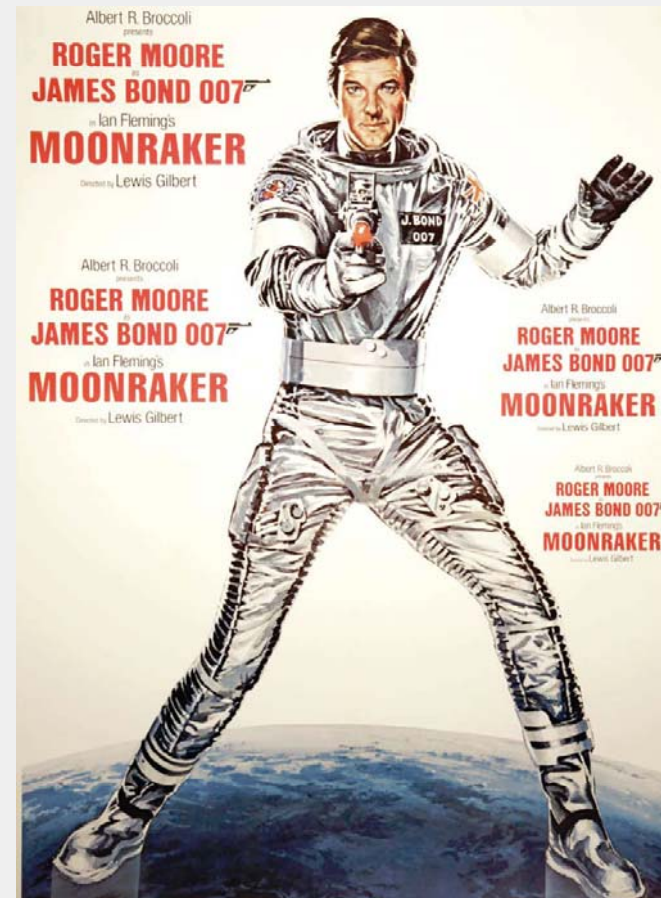


Art and advertising

■ Pop art



■ Movies and adv



Pop art and award winning ads

■ Word Famous Brands at the Image Gallery

- Advertising posters from the last 100 years, including brands such as Coca Cola, Perrier, Bally and Maserati and designed by famous artists like Andy Warhol, Villemot and Grau, will be on display until 14 March at [The Image Gallery](#) in [Athens, Greece](#).
- The ads were an integral part of everyday human activity and reflect the trends of the era as well as the prevailing social conditions. In fact, many of them could be described as works of art.

WORLD FAMOUS BRANDS

16 FEBRUARY - 14 MARCH



VillanoT



ΜΟΝΙΜΗ ΕΚΘΕΣΗ ΦΩΤΟΓΡΑΦΙΑΣ



THE GREEK SHOW MAR - APR



POP ART MAY

Αμαλίας 36, Σύνταγμα 10558, Αθήνα



36 Amalias Avenue, Athens 10558, Greece



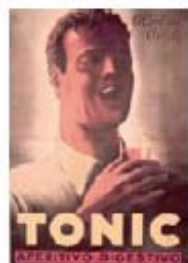
5.1



5.2



5.3



5.4



5.5



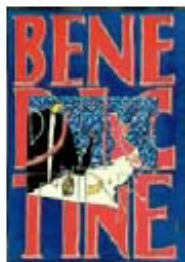
5.6



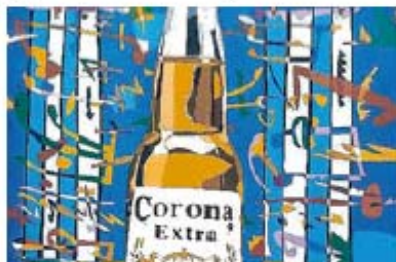
5.7



5.8



5.9



5.10



4.1



4.2



4.3



4.4



4.7



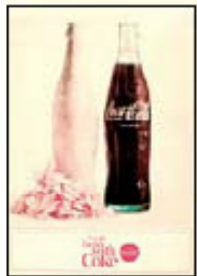
4.5



4.6



4.8



THE IMAGE GALLERY
WORLD FAMOUS BRANDS
 36 Amalias Avenue
 10558 Athens
<http://www.theimage.gr>

Bond or Brosnan







BMW Films

The Ultimate Marketing Scheme

The creative strategy

- Traditionally, BMW released a new vehicle
 - advertising campaign
 - reinforce the brand promise
 - delivering the world's most exciting luxury cars.
- TARGET - work-hard, play-hard customer
 - 46 years old
 - income of about \$150,000
 - 2/3 were male, married, no children
 - 85% of BMW purchasers used the Internet before purchasing a BMW.

Innovation

- In 2000, **WITHOUT** the release of a new vehicle, BMW did some pure branding by developing BMW Films – to deliver a unique message in an increasingly crowded luxury/performance car market.

The HIRE

- “The Hire,” 8 online-only mini-movies supported by other media, starring
 - British actor Clive Owen
 - A-list Hollywood stars like Adriana Lima, Mickey Rourke, James Brown, Madonna,
 - Famous directors John Woo, Guy Ritchie, Ang Lee and Tony Scott

BMW series - That's advertisement!

■ Season 1

- Ambush - Clive Owen, Tomas Milian and the BMW 7-series. Directed by John Frankenheimer
- Chosen - Clive Owen and the BMW 5-series. Directed by Ang Lee.
- The Follow - Clive Owen, Adriana Lima, Mickey Rourke and the BMW Z3 and 3-series
- **Star - Clive Owen, Madonna and the BMW M5. Directed by Guy Ritchie**
- Powder Keg - Clive Owen, Lois Smith, Stellan Skarsgard and the BMW X5. Directed by Alejandro Gonzalez Inarritu

■ Season 2

- Hostage - Clive Owen and the BMW Z4. Directed by John Woo
- Ticker - Clive Owen, Don Cheadle, Ray Liota and the BMW Z4. Directed by Joe Carnahan
- Beat The Devil - Clive Owen, James Brown, Gary Oldman, Danny Trejo and Marilyn Manson. Directed by Tony Scott

BMW - That's advertainment!

- In the age where advertisers find it difficult to get audience pay attention for 7 sec, BMW got people stuck on 8-12 MINUTES short films ONLINE!
- A non-traditional concept to show consumers what makes a BMW a BMW.
- The results can be spectacular, if the marketer really has a story to tell
 - "Only 1 or 2 percent of brands have a story worthy of a longer format,"
 - "Most brands aren't that great."
 - However is not always possible!
 - Commercial time on broadcast television is too expensive, with an average 30-second commercial costing at least \$100,000.

The efforts saw stellar results!!!

- More than **10 million films** have been viewed from BMWFilms.com
- Nearly **2 million people** registered on the site, with 60% of those registrants opting to receive more information via e-mail!!!
- An astonishing **94%** of registrants recommended films to others, seeding the viral campaign, and more than **40,000** people voluntarily responded to a survey.
- Over **100 million** film views and numerous awards later, The Hire film series served as further proof that when it comes to innovation and technology, BMW has always been ahead of its time.
- As the second series launches, BMW's U.S. sales are up more than **17 %** in 2002, an impressive feat when luxury auto sales in the U.S. are generally flat.

Conclusions

- BMW's groundbreaking The Hire film series ignored conventions and created the phenomenon known as online films.
- The Web has never been the same since.
- These eight short films by critically acclaimed Hollywood directors effectively revolutionized the world of interactive entertainment, while showcasing the absolute limits of automotive high-performance exclusive to BMW.



Australia offers 'best job in world' on paradise island

Position Vacant:

Island Caretaker

- Six-month contract AUD\$150,000 package
- Living on Hamilton Island, Australia
- Get the full job description [here](#)

**THE BEST JOB
IN THE WORLD**

A scenic photograph of a tropical island, likely Hamilton Island in Australia, featuring a white sandy beach, turquoise water, and a clear blue sky. The island is small and lush with greenery, surrounded by the ocean. The text 'THE BEST JOB IN THE WORLD' is superimposed in large, bold, green letters over the island.



**“And the
winner is ...”**

Read more about the best job at <http://www.islandreefjob.com.au/>



Take-aways of today

- KEEP THE **PACT**
- KNOW YOUR **CLIENTS**
- MAKE THEM REMEMBER THE **PRODUCT** NOT (ONLY) THE AD
- DON'T BE **BORING**
- HAVE **FUN!**

*This is a handmade post-
card from the art studio of*

Post Card



DEAR ALL
THANK YOU FOR
COMING TO BEAUTIFUL
LUGANO!
HOPE TO SEE YOU SOON,
SOMEWHERE, SOMEHOW!

ALL THE BEST

LOREDANA PADUREAN

visiting students and professors of the

Athens University of

Economics & Business
