



COMPONENTS OF GREAT ADVERTISING AND CREATIVE PROCESS

INTRODUCTION

Creativity is the soul of advertising, It is what gives life to messages about products and services that may otherwise be boring or insignificant in the hearts and minds of target customers.

Advertisements are created with the purpose of getting people's attention.

The effectiveness of an ad campaign relies on the insight and creativity of the advertisers, where **Creativity make a relative connection between a brand and its target audience, and best designs start with a great Creative Concept.**

CREATIVE PROCESS OF ADVERTISING

The creative process of advertising requires careful planning regarding the important facets of advertisements and commercials.

Every element of the advertising message is carefully planned and executed.

Advertisers employ different executional frameworks and advertising appeals to reach the target audience with a persuasive message that contains both verbal and visual aspects.



CREATIVE CONCEPT

DEFINITION

It is the Big idea behind a design.

1. It's how you **plan on solving the design problem**,
2. It's the **underlying logic thinking**,
3. and **reasoning for how you'll design an advertisement**,
4. Your concept will lead to your **choices in color and type.**

DESIGN CONCEPTS COULD BE THOUGHT OF IN TWO WAYS.

Verbal – the verbal parts of the concept might be words you use to describe the advertised product or service, Verbal concepts tend toward the abstract.

They're focused on the message your design is to communicate.

Visual – the visual parts of the concept might be a specific image or color scheme.

It might be an idea to use circles prominently.

Visual concepts tend to be a little more concrete.

They should come from the verbal part of your concept.

Visual concepts are focused more on the how of conveying your message.

BEFORE DEVELOPING A DESIGN CONCEPT THERE ARE TWO MAIN START POINTS :

Defining the problem – You can't solve a problem without knowing what that problem is.

Before developing a concept for an advertisement you need to **talk to your client and ask questions about the client's brand, their customers, their general market, and their goals for the site.**

Research – Your client won't be able to tell you everything you want to know. You'll have to do your own research into their industry **looking at competing brands and trying to understand more about their market.**



STEPS TO CREATING AN EFFECTIVE ADVERTISING CAMPAIGN

1) Define your target market

2) Determine their needs from your product

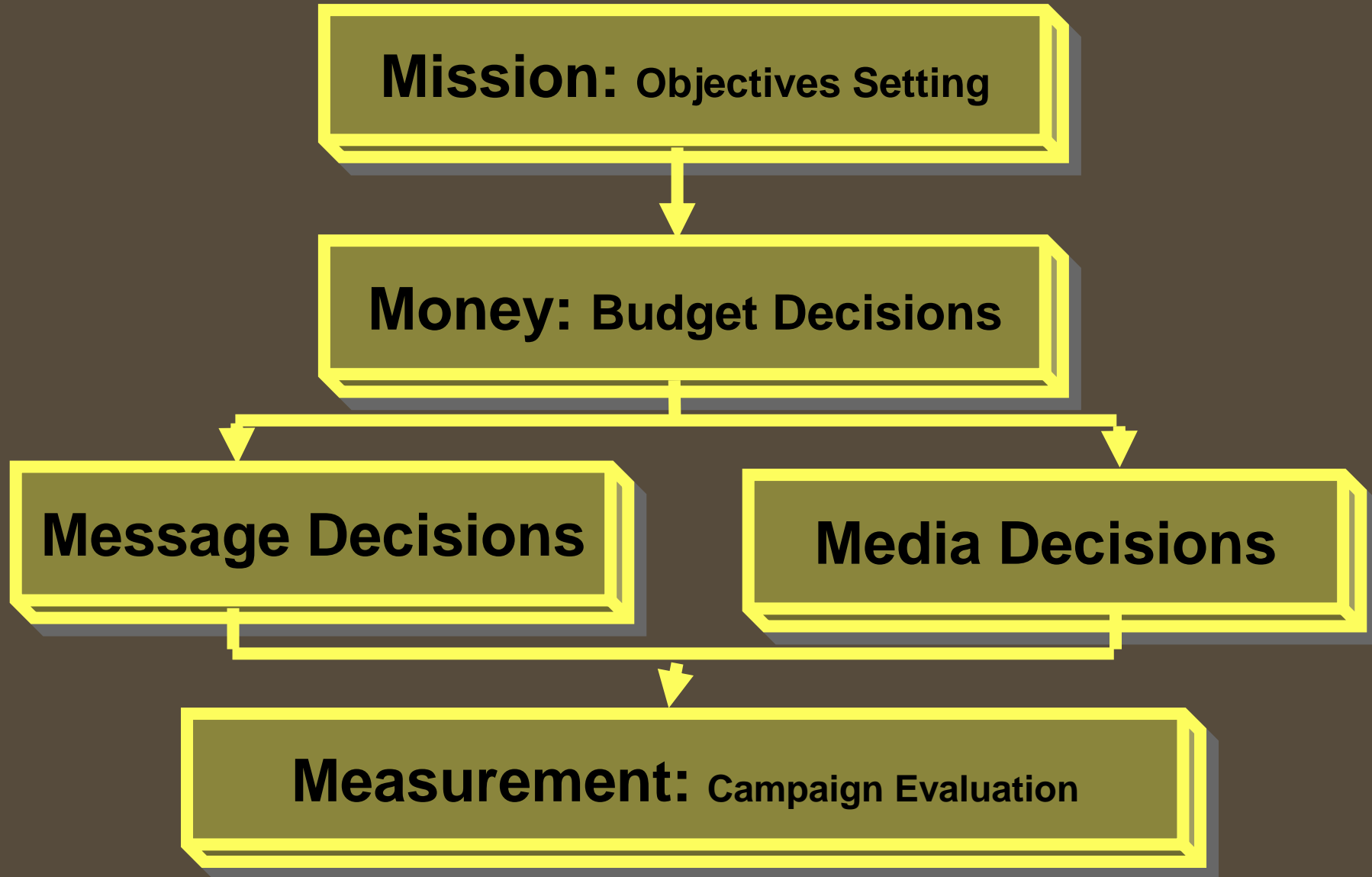
- functional

- emotional

3) Develop an advertisement that creates an image for your product that is sought by your target market (positioning)



THE FIVE M'S OF ADVERTISING PROCESS





CREATIVE ADVERTISING PROCESS

CREATIVE ADVERTISING PROCESS CONSISTS OF THE FOLLOWING

1. Message Strategy

The message strategy refers to **what is said in an advertisement.**

The creative message strategy comprises various elements that are specified in a document referred to as the **creative brief.**

The creative brief provides an **outline of the objectives and tactics that will be used** in creating the advertising message.

2. Message Execution

The message execution or tactics constitute the **manner in which the brand message is communicated.**



MESSAGE EXECUTION

**Creative Concept
development in
Advertising**

Advertising concepts can be approached in very different ways, as the advertising concept is the framework many strategies to catch attention/interest can be applied through the following ways.

- 1. *Straightforward execution***
- 2. *Testimonials***
- 3. *Demonstrations***
- 4. *Slice of Life***
- 5. *Dramatisations***
- 6. *Fantasy***
- 7. *Animation***
- 8. *Comparisons***

STRAIGHTFORWARD EXECUTION

This executional style is also referred to as the factual message, as the straight-sell execution provides basic information about the brand without employing feelings or special tricks.

The straight-sell is often used in conjunction with an informational or rational advertising appeal that sells high-involvement products, such as computers.

Hyperstar **هائپر سٹار**

 PER Kg 859 PKR مین ڈروم سٹاک Multish Drumsticks	 PER Kg 649 PKR ریڈ سنپائر Red Snapper	 PER Pack 289 PKR فرزن پانگیسیوس فیش فیلٹس Frozen Pangasius Fish Fillets 3/5 800g (net)
 PER Kg 699 PKR ریڈ سنپائر Red Snapper	 PER Pc 99 PKR پیزا سلٹس Pizza Slice	 PER Pc 59 PKR ایکلسیس ٹیرامیسو ایپل چیسکیک Eccleses Tiramisu Apple Cheesecake
 PER Pc 299 PKR چاکلیٹ موڈل کیکیک Chocolate Mould Cake	 PER Kg 179 PKR ڈیر چیس Deer Cheese	 PER Pack 699 PKR آئلڈ امریکن 600gm پیکٹ Almond 600gm Pack
 PER Kg 89 PKR اپل چیسکیک Apple Cheesecake	 PER Kg 179 PKR پیش پریمیئم Peach Premium	 PER Kg 169 PKR گرپس سٹیور ایپل Grapes Superior Khaki
 PER Kg 199 PKR گریپ فریٹ پینک ایس اے Grapefruit Pink RSA	 PER Kg 269 PKR گاریک چینا Garlic China	 PER Kg 79 PKR انجیر چینا Ginger China
 PER Kg 32 PKR پوٹو نیو Potato New	 PER Kg 26 PKR ٹماٹو Tomato	 PER Kg 26 PKR اؤنن Onion

KARACHI: Dolmen Mall, Clifton Sea View, Karachi

Families are welcome - No charges on Credit Cards - No membership required - No Bulk Sales

Hyperstar Shopping like never before

<http://www.facebook.com/hyperstar-pakistan>

<http://www.hyperstar-pakistan.com>

TESTIMONIALS

The testimonial executional style entails a person with product experience providing a positive report on the brand.

It is most effective when the person used in the testimonial is credible and the audience can relate to the message.

It is also known as celebrity endorsement.



Haier
Inspired Living

Brandsynario

The Winning Choice

AND HE IS BACK
in the Brand Endorsement Market too!

DEMONSTRATIONS

The demonstration framework shows the actual working of the product. The advantages and ease of consumption of the product can be shown clearly, as well as the effectiveness of the product.



The advertisement features a central image of a woman's face split vertically. The left side is labeled 'INTERNATIONAL CREAMS' and shows a slightly darker complexion. The right side is labeled 'Fair & Lovely' and shows a significantly lighter, more even complexion. To the right of the face, the brand name 'Fair & Lovely' is written in a large, elegant, pink script font. Below it, the text 'Unbeatable Fairness+ even against some International Creams' is displayed in a clean, black sans-serif font. Further right, a tube of the 'Fair & Lovely' product is shown, with a pink and white color scheme and a woman's face on the packaging. The background is a soft, light pink with a faint globe graphic. At the bottom right, there is a small asterisked note: '*INSTANT FAIRNESS' and a very small line of text: '*Based on Clinical study versus a fairness product from a popular cosmetic cream range in Dubai, Singapore and Japan respectively, as per independent research agency data published in 2013.'

SLICE-OF-LIFE EXECUTION

Also referred to as the problem/solution approach, slice-of-life advertisements present an everyday situation where a person is faced with a consumption problem that occurs in daily life.

The problem is then solved by using the advertiser's product.



DRAMATISATIONS

This approach relates a short tale where the product serves as the main focus.

Dramatisation is a more theatrical version of slice-of-life, often showing the extremes of possible situations. Unlike slice-of-life, dramatisation is suspenseful and rather complex. Television commercials are well suited for dramatisation, as a short movie format is often used.



FANTASY EXECUTION

The fantasy framework puts the characters in the advertisement or commercial in a realm where their dreams become a reality or they can enjoy an imaginary escapade.



ANIMATION EXECUTION

Animation, an approach that uses various animated characters to relate the brand message, is growing in popularity. Techniques include cartoons, puppets, illustrations or similar fictional creations.

This method is primarily used in advertisements that are aimed at children, but it has also found a purpose in advertising directed at adults.



COMPARISON EXECUTION

Comparative advertising entails the advertiser favourably comparing its brand with that of competing brands; and it allows the advertiser to focus on attributes of the brand that are superior to those of competitors' brands.

