

Session: 03
Creative Strategy

CREATIVITY IN ADVERTISING & PR

Tujuan Instruksional Khusus:

- Agar peserta didik memahami Tantangan Periklanan sebagai suatu “New creative vision”;
- Agar peserta didik memahami makna dan arti penting Creativity, “Why be creative” dan “Why buy creative”;
- Agar peserta didik memahami dan terampil dalam merumuskan Creativity dalam periklanan;
- Agar peserta didik memahami “How advertising work” dan “How advertising doesn’t work”.

Referensi:

JEWLER, A. Jerome; DREWNIAKY, Bonnie L. Creative Strategy in Advertising. Wadsworth Publishing, 2004.

RUSSEL, J. Thomas; LANE, W. Ronald. Kleppner’s Advertising Procedure, Prentice Hall, 2005.

ARENS, William F. Contemporary Advertising. McGraw-Hill, 2006.

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THE CHALLENGE: A NEW CREATIVE VISION

- We are living in the information age! Also, true to say the knowledge is power, and the speed with which marketers utilize that knowledge in the future will determine success or failure.
- Advertising is, in its most basic form, a conveyor of information, it will be at the center of this revolution.

Strategy and Great Writing

- Strategy and writing reflected in a valuable message when creating advertising. “The faster ideas across, the more powerful they become”, “the faster it penetrates the thinking the longer it stays there”
- Consumer’s head. The space or duration that advertiser buy is in the consumer’s head. That is the most valuable space. That is what advertiser trying to influence.
- “The brilliant of ad craft is to reduce, to distill messages down, not to elongate” (Russell, 2004: 447). Abraham Lincoln’s quote: “You can fool all the people some of the time, and some of the people all of the time, but you can not fool all the people all of the time”

Creative Vision

- Remember, what worked yesterday isn’t necessarily going to work today or tomorrow. The consumer has not only less time to listen to us, but also less inclination!

- **Important!**

- **Advertising:** the awareness builder
- **Public Relations:** the credibility builder



- **Value added of advertising:**

1. **Awareness.** Advertising helps keep a brand top-of-mind, which means customer are more likely to buy the brand because it will be the first brand they think of.
2. **Source of creative ideas.** Mass media advertising is able to build awareness because of the power of its creative ideas.
3. **Information.** Communicating information about the brand, its feature and benefits, and its location sale.
4. **Brand positioning.** Advertising has the power to create a psychological relationship between a brand and its users.

- **The Marketing Challenge**

1. **Competition** for shelf space was threatening the profitability and market share of established brands.
2. **Brand Message Strategy Development.** The message should be smart developed, entertaining and conversational.

Tagline, Slogan, Motto, Positioning

- “Safety” (cars): BMW
- “Luxury”: Mercedes Benz
- “Sporty”: Ferrari,..
- “....”: Toyota Royal Saloon
- “for Life”: Volvo
- “Innova”: Mobil keluarga
- “Xenia/Avanza”: Murah terjangkau
- “Yaris”: Be Groovy
- “Freed”:
- “Kuda”: Its My Life
- “Panther”: Mobil hemat & Anti Banjir
- “

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WHY BE CREATIVE AND WHY BUY CREATIVE?

- **What is Creativity?** To create means to originate, to conceive a thing or idea that did not exist before. → Creativity involves combining two or more previously unconnected objects or ideas into something new. As Voltaire said, “Originality is nothing but judicious imitation.” → Creativity not just springs directly from human intuition, but the creative process is actually a step-by-step procedure that can be learned and used to generate original ideas.

The Role of Creativity in Advertising & PR

- **Creativity Helps Advertising Inform.** Good creative work makes advertising more vivid, and many researchers believe vividness attracts attention, maintain interest, and stimulus consumers' thinking.
- **Creativity Helps Advertising/PR Persuade.** → to motivate people to some action or attitude, copywriters have created new myths and heroes; A creative story or persona can establish a unique identity for the product in the collective mindset, a key factor helping a product beat the competition.
- **Creativity Helps Advertising/PR Remind.** Imagine using the same invitation, without any innovation, to ask people to try the product again and again, year after year. → Only creativity can transform the boring reminders into interesting, entertaining advertisements.

- Creativity Puts the “Boom” in Advertising/PR. Good punch-lines are the result of taking an everyday situation, looking at it creatively, adding a bit of exaggeration, and then delivering it as a surprise. interesting, entertaining advertisements. “Boom” doesn’t always have to be funny, but may from the gentle emotional, etc.

Understanding Creative Thinking

- Styles of Thinking. → Theories of thinking fit into two categories: 1) value-based, and 2) fact-based. → **Fact-based** tend to fragment concepts into components and to analyze situations to discover the one best solution. → **Value-based** thinkers make decision based on intuition, values, and ethical judgments.
- How Styles of Thinking Affect Creativity.



The creative team needs to understand the campaign’s target audience. If the creative team prefers a value-based thinking style, it tends to produce ads campaign—soft, subtle, intuitive, metaphorical. If the clients prefer a fact-based style, it tend to produce ads campaign—hard-edged that characterized by simple, straightforward layouts, rational appeals, and lots of data.



Case Study: STARBUCKS

- Tagline: “It’s BIGGER than Coffee.”
- Thema: “CSR sebagai bagian dari Creative Strategy dalam bersaing.”
- CSR dengan aksi peduli kepada semua petani kopi di berbagai negara.
- **Tugas-1**: Download apa itu Starbucks, bagaimana produknya, Jelaskan apa CSR Starbucks, Jelaskan kreatif iklan mengenai Kepedulian Starbucks itu!

SIGNS & SYMBOLS DALAM AD & PR

Tugas-2: Susunlah Kreatif Storiline Iklan Garuda Indonesia

Signs/Symbols	Concept
-Layanan di darat/bandara -Layanan di udara -Layanan bagasi	Penerbangan komersial
-Kursi yang lega -Fleksibel -Private	Nyaman
-Pesawat Airbus seri baru -Teknisi yang cermat dan tekun	Aman dan concern trhdp keselamatan
-Menu internasional	Breakfast

SIGNS & SYMBOLS DALAM AD & PR

Contoh: Kreatif Ad “Air France” berikut”

Signs/Symbols	Concept
-Kolam renang -Di dalam pesawat -Di angkasa	Penerbangan komersial
-Kursi yang lega -Fleksibel -Private	Nyaman
-Berenang -Berjemur matahari	Convenience/Nyata (seperti aktivitas di darat)

C REVIVING CREATIVITY

The Creative Process

- The **Creative process** is the step-by-step procedure used to discover original ideas and reorganize existing concepts in new ways.
- **Roger von Oech** (1986) published 4 steps creative model:
 1. **The Explorer** searches for new information, paying attention to unusual patterns;
 2. **The Artist** experiments and plays with a variety of approaches, looking for an original idea;
 3. **The Judge** evaluates the results of experimentation and decides which approach is most practical;
 4. **The Warrior** overcomes excuses, idea killers, setbacks, and obstacles to bring a creative concept to realization.

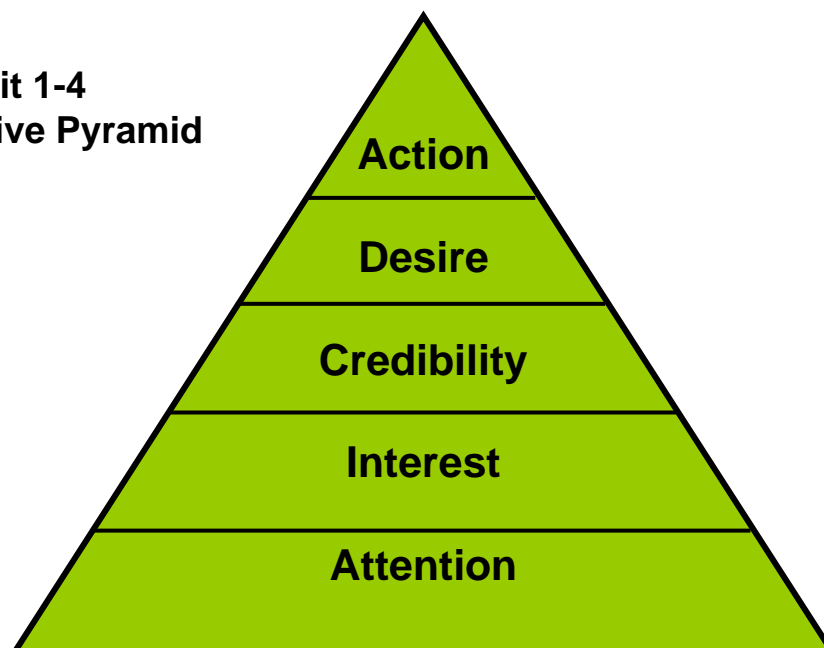
The Explorer Role: Gathering Information

- a. **Develop on Insight Outlook** “insight outlook” is a positive believe that good information is available and that you have the skills to find and use it;
- b. **Know the Objective** Philosopher John Dewey said, “A problem well-stated is a problem half-solved”;
- c. **Brainstorm** As Explorer, the art director and copywriter look first for lots of ideas. Brainstorming is a process in which two or more people get together to generate new ideas (conceived by Alex Osborn, BBDO).

The Artist Role: Developing and Implementing the Big Idea

- a. **Task 1: Develop the Big Idea.** Process of reviewing all the pertinent information they gathered when they played the Explorer role, analyzing the problem, and searching for a key verbal or visual concept to communicate what need to be said. → This step also called **Visualization** or **conceptualization** is the most important in creating the advertisement.
- b. **Task 2: Implement the Big Idea.** This is where the real art of advertising comes in—writing the exact words, designing the precise layout. → Art in advertising is how artistic elements and tools are selected and used. There are good art and bad art.
- c. **The Creative Pyramid: A Guide to Formulating Copy and Art** Creative pyramid is a model that can help the creative team convert the advertising strategy and the big idea into the actual physical ad or commercial. → Based on the cognitive theory of how people learn new information. 5 Steps in Creative Pyramid: 1) the first job is to get the audience's **Attention**, 2) the second steps is to stimulate their **Interest**, 3) especially for new products important to build **Credibility** for the product claims, 4) The ad can focus on generating **Desire**, and 5) finally on stimulating **Action**.

Exhibit 1-4
Creative Pyramid



The Judge Role: Decision Time

- This is when the creative **evaluate** the practicality of their big idea and decide whether to implement, modify, or discard them.
- The creative must be self-critical enough to ensure that when it's time to play **the Warrior** they will have an idea worth fighting for. "outlook" is a positive believe that good information is available and that you have the skills to find and use it;
- The creative need to ask certain questions:
 - Is this idea an aha! Or an uh-oh?
 - What's wrong with this idea? (and what's right with it?)
 - What if it fails? (Is it worth the risk?)
 - What is my cultural bias? (Does the audience have the same bias?)
 - What's clouding my thinking? (Am I wearing blinders?), etc.

Exhibit 1-4. Leo Burnett Global Product Committee's rating scale

- 10 World-class
- 9 New standard in advertising
- 8 New standard in product category
- 7 Excellence in craft
- 6 Fresh idea (s)
- 5 Innovative strategy
- 4 Cliché
- 3 Not competitive
- 2 Destructive
- 1 Appalling



The Warrior Role: Overcoming Setbacks and Obstacles

(the final step of creative process)

- The Warrior wins territory for big new ideas in a world resistant to change; The Warrior carries concept into action (Getting the big idea approved, produced, and placed in the media).
- Roger Von Oech says Warrior must be bold, sharpen their sword (skills), strengthen their shield (examine criticism in advance), follow through (overcome obstacle), use their energy wisely, be persistent, savor their victories, and learn from defeat.
- The Warrior task may be to help the Account Managers present the campaign to the client. **Bruce Bendinger** says: **"How well you sell ideas is as important as how good those ideas are."** To give a presentation maximum selling power, he suggest 5 key components:
 1. **Strategic precision.** The selling idea must be in strategy, the presenting team must be able to prove it, and the strategy should be discussed first, before the big idea is presented;
 2. **Savvy psychology.** The presentation like the advertising, should be receiver-driven. The idea has to meet the client's needs;
 3. **Slick presentation.** The presentation must be prepared and rehearsed; it should use great visuals and emotional appeals. A good presentation makes people want to do the campaign;
 4. **Structural persuasion.** The presentation should be well structured, since most clients relate well to organized thinking. The opening is all-important because it sets the tone for the entire presentation;
 5. **Solve the problem.** Clients have needs, and they frequently report to big shots who ask tough questions about the advertising. Solve the client's problem and you'll sell the big idea—and do it with style.

Solve by Fortune Indonesia



Tugas-3:

Applying the Creative Pyramid to Advertising

Perintah:

Berilah penilaian (catatan) mengenai lima objectives dari elemen Creative Pyramid pada iklan cetak berikut.

Attention:

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Interest:

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Credibility:

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Desire:

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Action:

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