

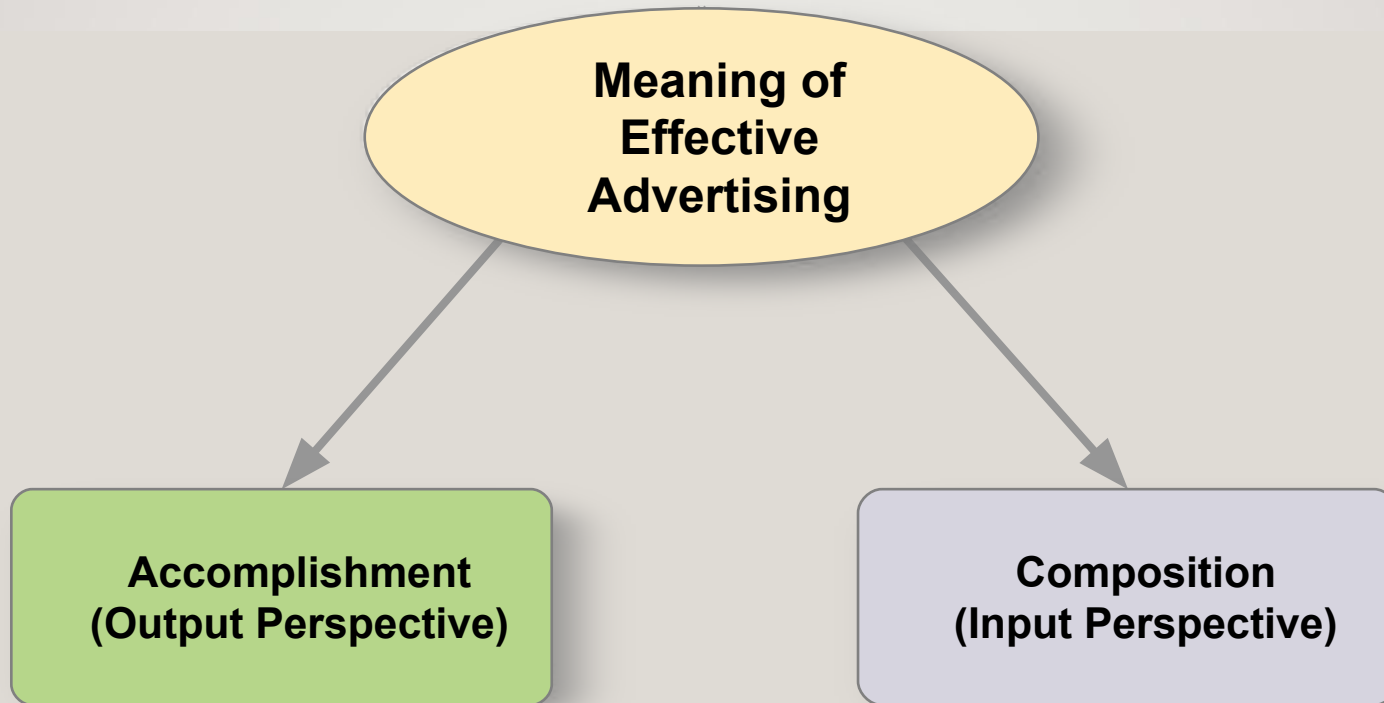


Advertising, Promotion, *and other aspects of* **Integrated Marketing Communications**

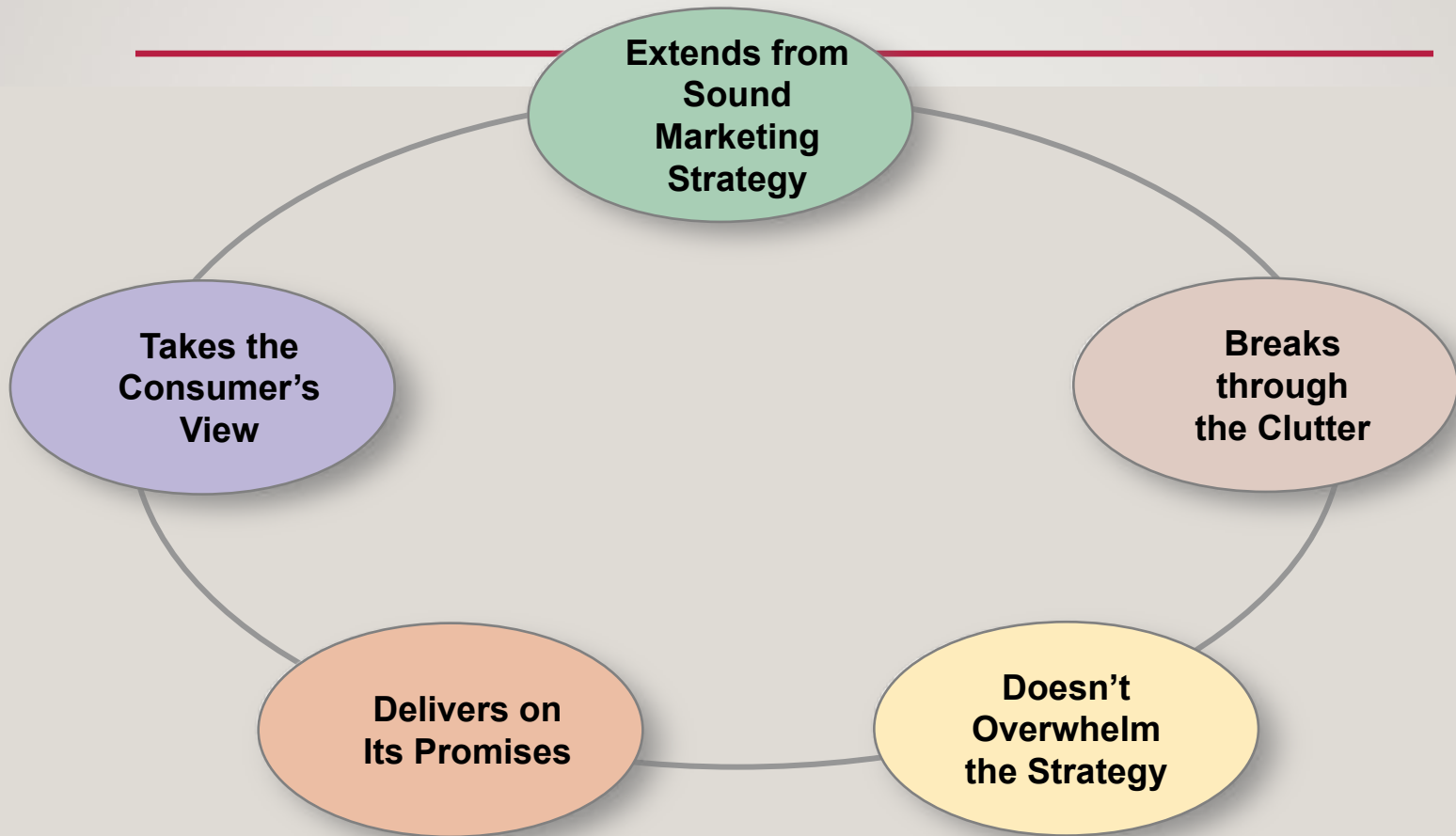
EFFECTIVE AND CREATIVE ADVERTISING MESSAGES

CREATING EFFECTIVE ADVERTISING

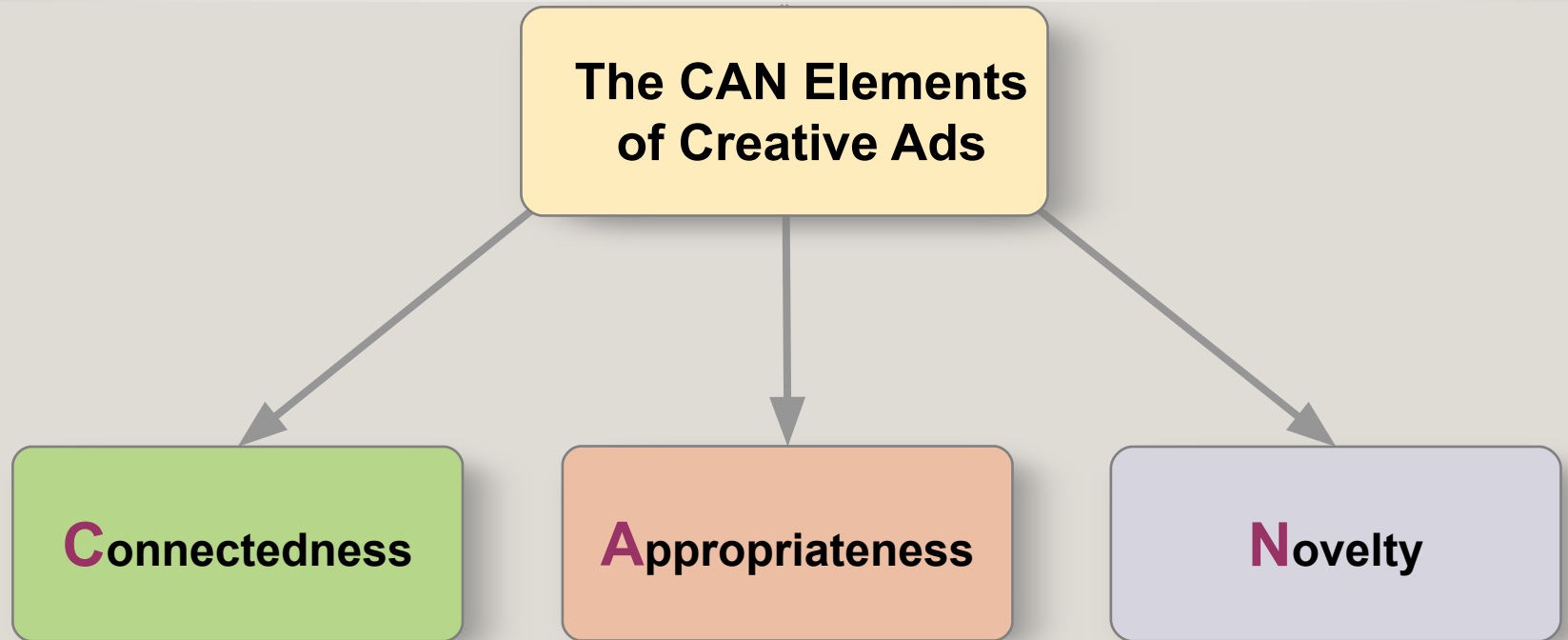
8-2



EFFECTIVE ADVERTISING



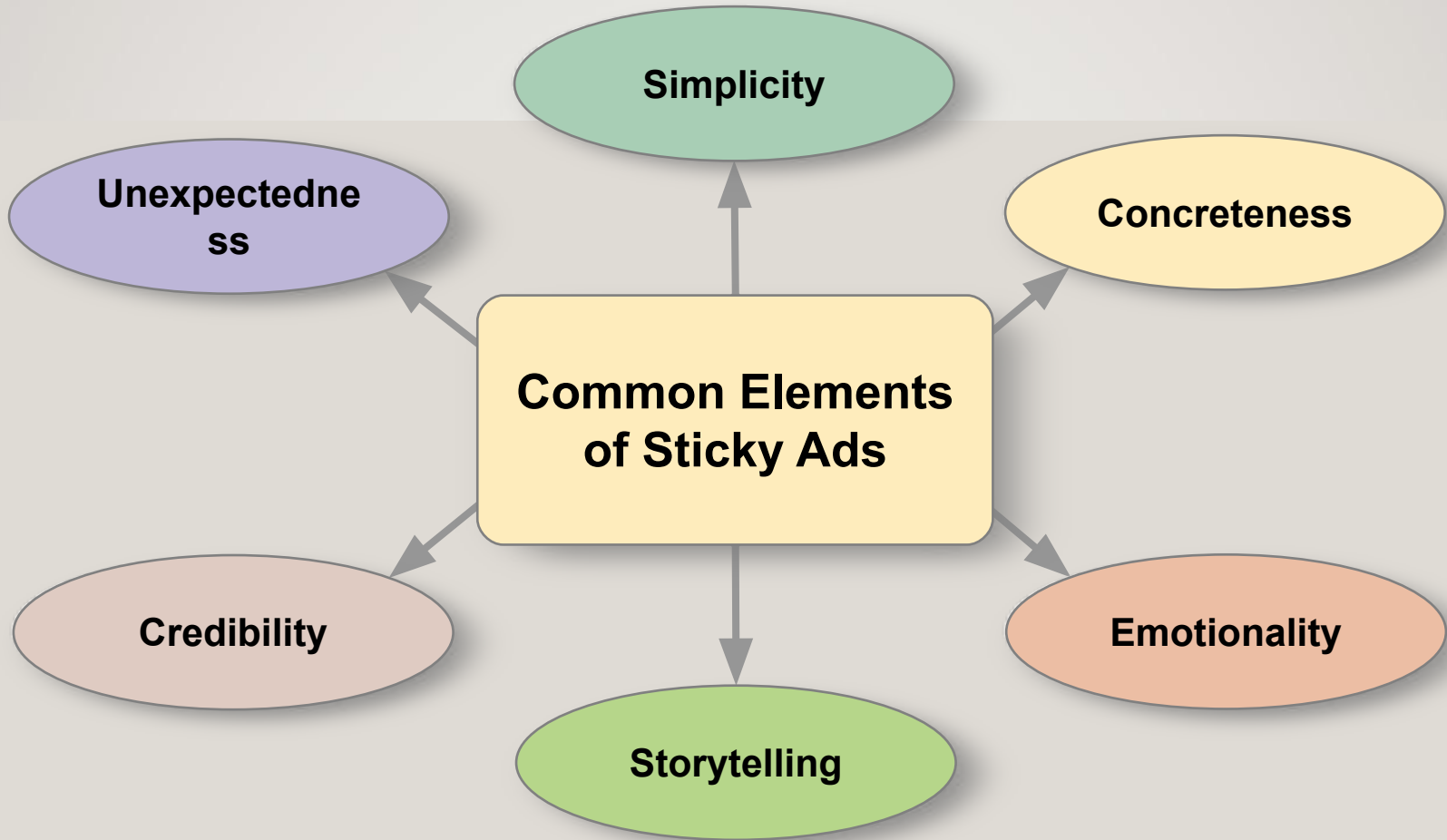
CREATIVITY: THE CAN ELEMENTS



GETTING MESSAGES TO “STICK”

- Characteristics of Sticky Ads
 - Their audience readily comprehends the advertiser’s intended message
 - They are remembered
 - They change the target audience’s brand-related opinions or behavior
 - They have lasting impact: they stick

STICKY MESSAGES: SUCCESS



Illustrations of the Aflac Advertising Campaign with the “Spokesduck.”




Can your insurance do this?

Who's going to help pay for life's necessities if you get sick or hurt and can't work?

Aflac does what major medical insurance doesn't. It puts cash in your pocket and in a hurry, helping you put food on the table, pay the rent, and take care of other bills. And if you're laid up, those bills sure can pile up. Nearly half of the million Americans who filed for bankruptcy last year did so after being sidelined with an unexpected sickness or injury. And the majority of those people did have major medical insurance; they just didn't have income. Visit aflac.com, ask about Aflac at work, or call 1-800-99-AFLAC. And apply for Aflac insurance policies that can help at the pump, or with any of your bills.

Aflac
There's only one Aflac.

©2007 American Family Life Assurance Company of Columbus (Aflac)



Can your insurance do this?

Who's going to help pay for life's necessities if you get sick or hurt and can't work?

Aflac does what major medical insurance doesn't. It puts cash in your pocket and in a hurry, helping you put food on the table, pay the rent, and take care of other bills. And if you're laid up, those bills sure can pile up. Nearly half of the one million Americans who filed for bankruptcy last year did so after being sidelined with an unexpected sickness or injury. The majority of those people did have major medical insurance; they just didn't have income. Just visit aflac.com, ask about Aflac at work, or call 1-800-99-AFLAC today. And get Aflac insurance policies to make sure that when it's time to help you pay bills, Aflac is there.

Aflac
There's only one Aflac.

©2007 American Family Life Assurance Company of Columbus (Aflac)

CONSTRUCTING A CREATIVE BRIEF

Item	Question
Background	What is the background to this job?
Target Audience	Whom do we need to reach with the ad campaign?
Thoughts and Feelings	What do members of the target audience currently think and feel about our brand?
Objectives and Measures	What do we want the target audience to think or feel about the brand, and what measurable effects is the advertising designed to accomplish?
Behavioral Outcome	What do we want the target audience to do?
Message and Medium	What general message is to be created, and what medium is most appropriate for reaching the target audience?
Strategy	What is the strategy?
Nitty-Gritty Details	When (deadline) and how much (budget)?

ALTERNATIVE STYLES OF CREATIVE ADVERTISING

- Functionally Oriented Advertising
 - Appeals to consumers' needs for tangible, physical, and concrete benefits
- Symbolically or Experientially Oriented Advertising
 - Is directed at psychosocial needs
- Category-Dominance Advertising
 - Does not necessarily use any particular type of appeal to consumers but is designed to achieve an advantage over competitors in the same product category

- An advertiser might use two or more styles simultaneously.
- Some experts believe that advertising is most effective when it addresses both functional product and symbolic benefits.
- Effective advertising must establish a clear meaning of what the brand is and how it compares to competitive offerings.

