



CREATING A CAMPAIGN

WHAT IS A CAMPAIGN?

A campaign isn't as straight as a straightforward a single advertisement.

It uses lots of different channels to strategically target a brand's target audience, and make sure that their message gets seen. Each method of communication will reinforce the brand's message.

CAMPAIGN CREATION STAGES

- 1. The Brief**
- 2. Research**
- 3. Ideation**
- 4. Media**
- 5. Production**

1. THE BRIEF



1. The Brief

WHAT IS A BRIEF?

- The brief is the tool used by the client **to describe in detail what they want**. They may want to:
 - Increase sales
 - Create awareness of their product or service (e.g New iPod)
 - Communicate a social message (e.g. Don't drink and drive)
 - Change attitudes
 - Increase their share of the market (e.g Pepsi versus Coca Cola)
- The client needs to give them:
 - All the relevant **background information** they have about their own company
 - Their **target audience**
 - Any information about **previous adverts/activities**
 - Their **results** from previous campaigns
 - Anything else that might be useful!

1. The Brief

WHAT IS A BRIEF?

- The creative brief is then prepared and developed by an **advertising agency planner** from the information provided by the client
- The **better the brief the better and more accurate the results**
 - it is important to spend time at the beginning of the process making sure that everything is agreed and understood by both sides. **There is nothing worse than starting a job only to get half way through to find out that you have taken the wrong direction and have to start from scratch!**

1. The Brief

WHAT IS A BRIEF?

A brief will outline:

- What **challenge** the client faces
- What the client wants the agency to **do about it**

AN EXAMPLE – BARCLAYS



- **Challenge:** Rising costs of living and falling wages have left almost half of uk adults with less than £500 set aside for emergencies.
- **Brief:** Create an advertising campaign that makes saving cool.

1. The Brief

WHAT'S IN A BRIEF

- 1. Where are we now?** (What is the business problem or opportunity)
- 1. Where do we want to be?** (What will success look like? What exactly do we want to do)
- 1. Who are we talking to?** (Who's our audience & what engages them?)
- 1. What's the insight?** (What's special about the brand?)
- 1. What do we want to say?** (The single most important thing to communicate)
- 1. Why should anyone believe us?** (What's the proof?)
- 1. What's our tone of voice and personality?** (What's different about us?)
- 1. What's mandatory?** (Budget / timelines etc.)

2. RESEARCH



RESEARCH

**Research is the next step –
and it is a very important one!**

Agencies need to be armed with **lots of information
before they can start coming up with new ideas**

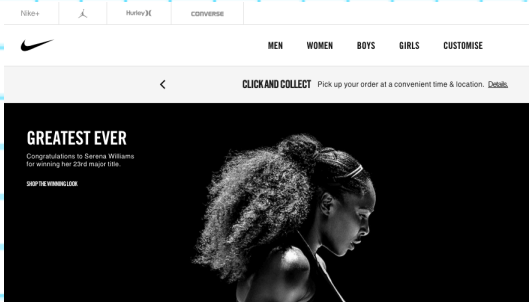
The areas to research are:

- The brand as it is**
- The competitors**
- The target audience**

2. Research

RESEARCH: THE BRAND

Researching the brand might include:

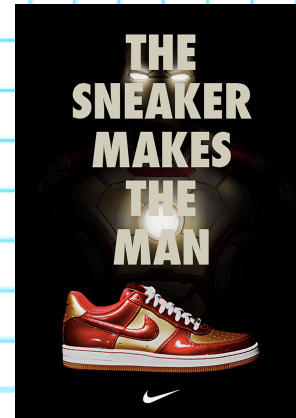


Looking at their website



Testing their products

Finding out what people think of the brand



Looking at their previous adverts and campaigns



Reading news on the brand

RESEARCH: THE COMPETITORS

Researching the competitors might include:

- Looking at **their advertising efforts**
- Working out **what makes your client different** from their competitors
- Thinking about **how each competitor is perceived by the public** versus your client
- **What do / don't you like** about the competitors and their communications?

RESEARCH: TARGET AUDIENCE

Researching the target audience is very important to make sure you make your campaign as relevant as possible

Think about:

Why would they care about the brand/product?

What do they do in their **spare time**?

How can you **get them talking**?

What are their **interests**?

What do they **spend their money on**?

What do they think about the **brand**?

What do they think about **advertising**?

What **social media channels** do they use?

**THINK ABOUT YOUR TARGET
AUDIENCE – BUILD A
PICTURE OF THEM AND
WRITE DOWN ALL YOU CAN
ABOUT THEM**



2. Research

WHO ARE WE TALKING TO?

Which of the 2 examples below tells us more:

“C1C2, 25-35yrs, male. Football is his passion in life. Supports his local club, going to as many games as possible. When he can't get to a match, he'll watch on Sky. Though he is often frustrated at his team, he takes the wins and the losses, the good and the bad, and still supports the side regardless. He's always there on the day the new strip is released, follows the footy every day in The Sun, in short he lives and breathes football. Even his social life revolves around football – pub games on a Sunday, drinking with mates after the match etc. And nothing underlines his commitment more than the club crest tattooed on his back.”

2. Research

WHO ARE WE TALKING TO?

Which of the 2 examples below tells us more:

“23, an Evertonian since he was 6. MONDAY; buys all the tabloids just to read the back pages. TUESDAY; argues with expert analysis on Sky, “Rubbish, ‘course it was offside”. WEDNESDAY; travels 250 miles to see away game. Early on roars with hope, applauds the “bl**dy brilliant defense”. Towards the end, grimaces in frustration, hurls abuse at the “bl**dy crap defense”. THURSDAY; sulks all day despite his pay increase, “if only he’d passed it”. FRIDAY; goes shopping with his girlfriend. Every shop doorway is an imaginary goal into which he lobs a hat trick. She natters on. SATURDAY: playing striker for his pub team, ball comes over, hits him on his head and bobbles into the net. SUNDAY; tell his old man “yeah, a diving header, right into the top corner.”

2. Research

GO DEEPER...

ABC1 Women, 25-50yrs, with domestic cats



Women who worry about their cats' wellbeing



Women who talk to their cats



Women who think their cats talk to them

2. Research

WHY DOES THE TARGET AUDIENCE DO THAT?

Now you've worked out what the target audience does – **think about why:**



3. IDEATION



3. Ideation

IDEATION

Once we have gathered all the information we need from the client and completed all the relevant research, it's time to get our thinking caps on!

There are 2 parts to an idea:

- Insight**
- Execution**

INSIGHT V EXECUTION

When you are given a brief, it is very easy to jump into designing Snapchat filters and deciding on a hashtag immediately, but this is one of the **biggest mistakes** you can make if you haven't yet got your insight

We must first work out what the **insight is behind what we are communicating** so that our campaign really resonates with the right people

3. Ideation

EXAMPLE

Challenge

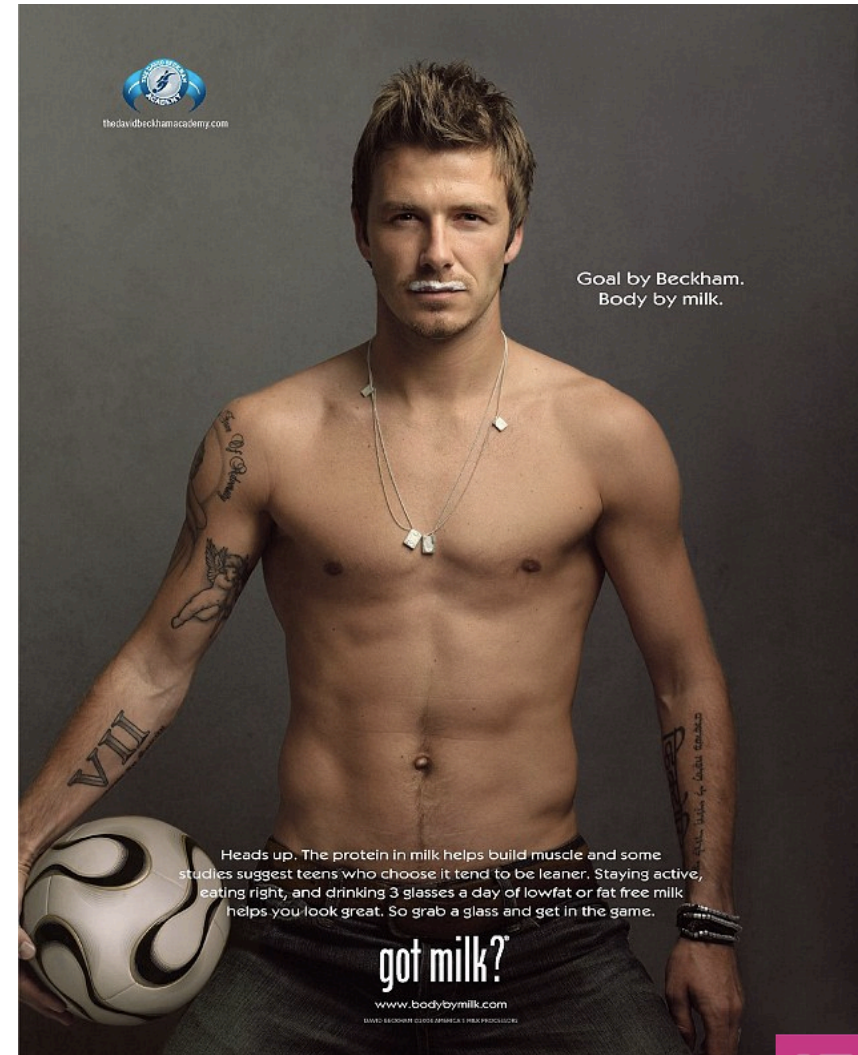
The dairy industry needed to improve the image of milk as something people drink to build muscle and be healthy – they needed to make milk ‘cool’

Insight

The only time people think about buying milk is when they’ve run out of it – so people need reminding to buy milk

Execution

‘Cool’ celebs & the tagline “Got Milk?”



3. Ideation

GETTING TO AN INSIGHT

- An insight is a **truth about humans that the target audience will understand** – maybe it's something they all know to be true or something they experience every day
- An insight is **original** – it is like a 'a-ha' moment that makes the say 'that's clever' / 'THAT'S SO TRUE' / 'I thought I was the only one who felt like that'
- It's usually a **realisation, not a piece of data**

**THINK ABOUT SOME OF THE THINGS
YOU SPEAK TO YOUR FRIENDS
ABOUT.**

**WHEN DID YOU LAST THINK ‘THAT’S
SO TRUE’?**

**WHAT INSIGHTS ARE THERE ABOUT
YOU AND YOUR FRIENDS?**



3. Ideation

GETTING TO THE EXECUTION

- Now you have your insight, **what is true about the brand that works alongside the insight?**
 - This is called **'brand truth'**
- **What is the brand going to say** which plays to that insight and brand truth?
 - This is called **'brand message'**
- Now you have worked out the message your brand is going to communicate, **what clever way will you get it to the target audience?**
 - This is called **'execution'**

3. Ideation

EXAMPLE – GETTING TO BRAND MESSAGE

Insight

Women are
ashamed of their
imperfections



Brand Truth

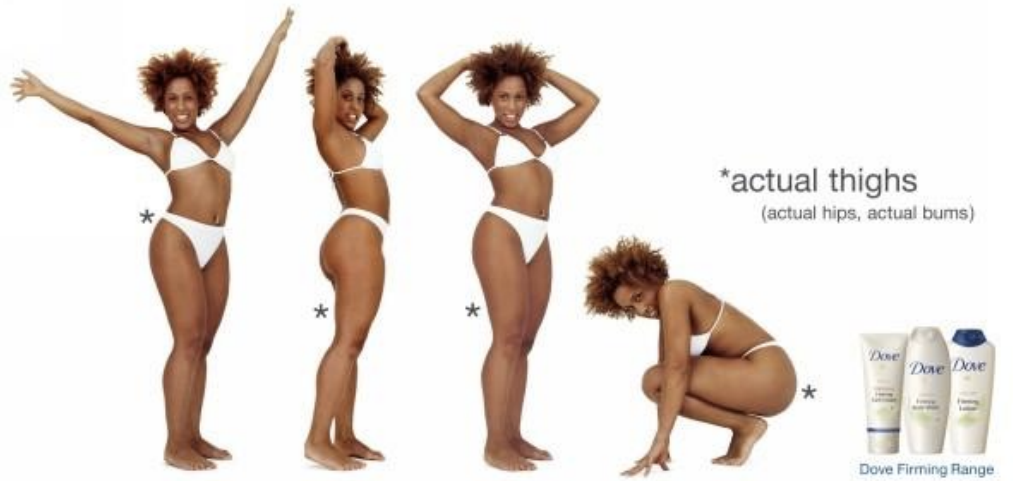
Dove makes
your skin feel
beautiful,
no matter your
body shape

Brand Message

Dove restores
women's
confidence

3. Ideation

EXAMPLE – THE EXECUTION



- wrinkled?
- wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk  Dove



4. MEDIA

WHICH CHANNELS?

Now you have worked out your big idea and how you are going to execute it, where are you going to put it?

There are several channels you can choose from and make different combinations of:

- **Film** (TV, viral YouTube video)
- **Print** (Billboards, magazine ads, newspaper ads)
- **Social** (Facebook, Twitter, Snapchat, Instagram)
- **Experiential** (Event, party, festival, experience in mall)
- **Digital** (website, online experience, banner ads)
- **PR** (articles written about it, interviews on TV)
- **Games** (online or offline)

NATIVE BEHAVIOUR

When you are thinking about each channel, think about what sort of things work best for each channel

- Do **pictures or words** work best for **Instagram**?
- How **long** should a **TV** ad be?
- What **works best** at a **festival**?

**THINK ABOUT SOME OF YOUR
FAVOURITE CHANNELS.**

**WHAT WORKS BEST ON
THEM?** 

4. Media

EXAMPLE OF CLEVER YOUTUBE PRE-ROLL AD



<https://www.youtube.com/watch?v=OfQYYgJ7ZAc>

Conversation Points:

This was clever because it played to the channel well – YouTube allows you to skip ads after 5 seconds so it crammed the ‘whole ad’ into 5 seconds. It was also funny after the 5 seconds so a lot of people ended up watching the whole thing!

USING CHANNELS EFFECTIVELY

When thinking about your ideas, think about **how they could be adapted for each channel** beyond just using the same tagline

Up to 4 channels is a good amount

For each channel, think about **what role it is playing in the campaign** and **where you want people to go afterwards!**

4. Media

EXAMPLE – USING VARIOUS CHANNELS



<https://www.youtube.com/watch?v=dMTDfKcTeJU>

5. PRODUCTION



5. Production

THE FINAL STEP!

Now you have decided on your campaign idea and where the idea is going to go in terms of channels, **it's time to make it!**

- Do you need to **film**?
- Do you need to **design**?
- Do you need to **build an app**?

For any skills agencies don't have in-house, they create 'wireframes' (concept pictures) to explain what they want so they can get outside help

- You can **wireframe** some of your ideas if you like as opposed to making them completely

**WHAT IS YOUR PRODUCTION
PLAN?**



**WHAT ARE YOU GOING TO
MAKE?**



THANK YOU

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CREDITS

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