

Η Έρευνα Αγοράς με έμφαση στο Concept/MVP Research, και την Αξιολόγηση Διαφημιστικού Περιεχομένου

Master Class Workshop

Μέρος 2^ο

Workshop

Δημιουργία Διαφημιστικής Καταχώρησης & pre-testing

Never stop testing, and your advertising will never stop improving.

— David Ogilvy



Όπως είδαμε η έρευνα αγοράς μας βοηθά να επιβεβαιώσουμε τις παραδοχές μας, σε όλα τα στάδια εξέλιξης μιας startup, από το Customer Discovery, μέχρι το Customer Validation, Product /Market fit, ακόμη και το Sales Forecasting.

Σήμερα στο workshop θα ασχοληθούμε με την έρευνα της επικοινωνιακής στρατηγικής και το pre-testing της διαφήμισης.

Θα ακολουθήσουμε και θα βιώσουμε βήμα-βήμα την διαδικασία δημιουργίας και αξιολόγησης μέσω έρευνας αγοράς, ξεκινώντας από το αρχικό brief που γνωρίζετε αφού όλοι τα συμπληρώσατε, και προχωρώντας στις δύο επιλογές των ομάδων «διαφημιζομένων πελατών», για τις οποίες θα δημιουργήσουμε διαφημιστικές καταχωρήσεις (print ads) σε προσχεδιακή μορφή, και στην συνέχεια θα τις αξιολογήσουμε βάσει ερωτηματολογίου.

Τα οφέλη θα είναι πολλαπλά.

Αφενός θα κατανοήσουμε καλύτερα τις διαδικασίες και τεχνικές δημιουργίας και αξιολόγησης μιας διαφήμισης, και αφετέρου θα μάθουμε πως να δουλεύουμε όλοι μαζί αποτελεσματικά, χρησιμοποιώντας πλάγια (δημιουργική/ ανατρεπτική) και ορθολογική σκέψη, πάντα εστιασμένη στον πελάτη/persona, με στόχο να τον μεταφέρουμε από την γνωριμία, στο ενδιαφέρον, την επιθυμία και την αγορά, πιστότητα και διάδοση του προσφερόμενου προσόντος ή της υπηρεσίας μας.

Ας δούμε όμως πρώτα τα δύο briefs (Α και Β) με τα οποία θα συνεργαστούν όλες οι ομάδες προκειμένου να δημιουργήσουμε τελικά 2 διαφημιστικές καταχωρήσεις, τις:

Α από τους Founders της ομάδας Α και το 50% των παρευρισκομένων, και Β από τους Founders της ομάδας Β τα υπόλοιπα μέλη.

Στην συνέχεια θα παρουσιαστούν οι 2 διαφημίσεις και θα κριθούν βάσει ερωτηματολογίου με ποσοτικές και ποιοτικές (ανοικτές) ερωτήσεις,

Πριν όμως ξεκινήσουμε την δημιουργική διαδικασία ας δούμε κάποιες βασικές έννοιες για το τι είναι Marketing, Διαφήμιση, σε τι διαφέρει από την Προώθηση Πωλήσεων και το Άμεσο Μάρκετινγκ, τι σημαίνει σωστή επικοινωνιακή στρατηγική. Τι είναι η πλάγια/δημιουργική σκέψη, το brain storming, η ανάλυση SWOT, ποια είναι η εξίσωση των πωλήσεων, όπως και παραδείγματα από διαφημίσεις που θα μας βοηθήσουν να κατανοήσουμε την σχέση και αλληλεξάρτηση των βασικών στοιχείων μιας διαφήμισης σε μορφή καταχώρισης, δηλαδή: Τίτλος/υπότιτλος, κείμενο, εικαστικό, logo, και slogan.

Ο παραδοσιακός ορισμός του Μάρκετινγκ

Μάρκετινγκ είναι η διαδικασία του σχεδιασμού, παραγωγής, τιμολόγησης, προώθησης και διανομής αγαθών, υπηρεσιών ή και ιδεών, για την δημιουργία συναλλαγών που ικανοποιούν σκοπούς και ανάγκες ατόμων και οργανισμών.



Τι είδους ενέργειες σχεδιάζει και εκτελεί ο Marketing Manager

Έρευνα αγοράς, ανταγωνισμού, SWOT analysis, εντοπισμό κύριων θεμάτων και κατευθύνσεων, καθορισμό στόχων και στρατηγικής Πωλήσεων, Μάρκετινγκ, Επικοινωνίας και Μέσων, και γενικότερα ενέργειες που επηρεάζουν το μίγμα Marketing, δηλαδή τα παραδοσιακά 4P



που εξελίχθηκαν σε 7P με την προσθήκη των People, Positioning, Packaging κ.α. και τείνουν να υποκατασταθούν από το πελατοκεντρικό SAVE (Solution, Access, Value, Education/engagement), που εμπεριέχεται στο BMC.

Τι είναι η ανάλυση SWOT

Η ανάλυση SWOT (Strengths, Weaknesses, Opportunities, Threats) είναι ένα εργαλείο στρατηγικού σχεδιασμού το οποίο χρησιμοποιείται για την ανάλυση των εσωτερικών και εξωτερικών παραγόντων που επηρεάζουν την πορεία μιας μάρκας ή επιχείρησης



Χρησιμοποιείται επίσης για την επι μέρους ανάλυση κάθε ενότητας του Business Model Canvas.

Τι είναι Διαφήμιση

Η χρήση μαζικών μέσων επικοινωνίας επί πληρωμή, προκειμένου να «μεταφέρουμε» τον δυνητικό πελάτη ή χρήστη, από το στάδιο της άγνοιας, στην:

Γνωριμία (Attention/Awareness)

Ενδιαφέρον (Interest)

Επιθυμία (Desire) και

Δράση (Action)



Οι παλιές κλασσικές διαφημίσεις είχαν συνήθως τον τίτλο και την εικόνα ως attention getting device και στην συνέχεια ανέφεραν τα χαρακτηριστικά του προϊόντος/υπηρεσίας, πλεονεκτήματα και οφέλη.



Lemon.

The Volkswagen saved the look. The chosen trip on the glove compartment is beautiful and not to be repeated. Chances are you wouldn't have noticed it, Inspector Kurt Kruger said.

There are 2,387 men at our Volkswagen factory with only one job: to inspect Volkswagen cars at each stage of production. 300,000 Volkswagen cars are produced daily. There are more inspectors

than cars!

Every third electrical is tested (spot checking won't do), every windshield is examined. VWs have been required for surface scratches barely visible to the eye.

First inspection is really something! VW inspectors can walk out off the line any day. Volkswagen is famous for its small, tight up 100 check points, put ahead to the automotive

look! Start, and say "let" to one VW out of

five. This perspective with detail means the VW looks longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car!

We check the bottom, you get the point.



The Rolls-Royce Phantom III Sedan - 1935-1936

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

What makes Rolls-Royce the best car in the world? "There is really no magic about it—it is merely positive attention to detail," says an overseas Rolls-Royce engineer.

1. "At 60 miles an hour the loudest noise comes from the electric clock," says the Technical Editor of our motion. There isn't any noise at all. Inexpensive—economically.

2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is run down for hundreds of miles over rough and uneven.

3. The Rolls-Royce is designed as an emergency car. It is eighteen inches shorter than the largest American cars.

4. The car has power steering, power brakes and automatic gas shifts. It is very easy to drive and to park. No chauffeur required.

5. The finished car weighs a ton in the final run-down, being five tons. There is a sub-point to 50 separate sub-points. For example, the suspension is a masterpiece to have for such a car.

6. The Rolls-Royce is guaranteed for three

years. With a new network of dealers and parts shops being built in Great Britain, there is no problem.

7. The Rolls-Royce engine has never changed, except that when the Henry Ford died in 1919 the company RR was changed from red to black.

8. The coachwork is given five coats of primer paint, and hand rubbed between each coat before even coats of finishing paint go on.

9. By moving a switch on the steering column, you can allow the clock to show in your own condition.

10. A picnic table, mounted in French oak, slides out from under the dash. Two more swing out behind the front seat.

11. You can get each optional extra as an English coffee-making machine, a dining machine, a bed, but not cold water for washing, an electric stove or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Change to any system will not affect the other. The Rolls-Royce is a very safe car and also a very fast car. It comes usually at 100 mph. Top speed is in excess of 100 mph.

13. The Rolls-Royce is made by Rolls-Royce. Except for the cushions, they are identical to the cars manufactured by the same company in the same world. People who feel different about driving a Rolls-Royce can buy a Rolls-Royce.

14. The Rolls-Royce is famous in this advertisement. Each principal part of every car is \$10,000.

If you would like the amazing experience of driving a Rolls-Royce in London, write to telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 30 Rockefeller Plaza, New York 20, N. Y. Circle 5-1148.

March 1935

Τι είναι το Άμεσο Μάρκετινγκ

Σύμφωνα με τον ορισμό της Direct Marketing Association, το Άμεσο Μάρκετινγκ είναι ένα αμφίδρομο (interactive) σύστημα μάρκετινγκ που χρησιμοποιεί ένα ή περισσότερα διαφημιστικά μέσα, προκειμένου να πραγματοποιήσει μια μετρούμενη ανταπόκριση (response) ή συναλλαγή (transaction) σε οποιοδήποτε σημείο.

Βασικά χαρακτηριστικά της αμφίδρομης επικοινωνίας στο Άμεσο Μάρκετινγκ είναι η ύπαρξη μηχανισμού απόκρισης, η καταγραφή και η μέτρηση της απόκρισης.



Ορισμός της Προώθησης Πωλήσεων

Προώθηση Πωλήσεων είναι η πώληση προϊόντων ή υπηρεσιών σε επίπεδο B2B ή B2C, μέσω κάποιας ενέργειας περιορισμένης διάρκειας, που προσφέρει στο κοινό στόχος συγκεκριμένο κίνητρο αγοράς.

Συχνά προωθητικές ενέργειες καταλήγουν σε ολοκληρωμένες καμπάνιες Integrated Marketing

Βραβευμένη προωθητική ενέργεια καφέ Λουμίδη



- Προϋπόθεση για οποιαδήποτε πώληση είναι, η προσφερόμενη αξία (λογική ή και συναισθηματική), να είναι μεγαλύτερη από το κόστος της αγοράς του προϊόντος ή της υπηρεσίας, και εκφράζεται από την εξίσωση:
- **Selling = (Performance + Emotion)**
Price

Προκειμένου να επιτύχουμε πωλήσεις θα πρέπει:

- **Να Γνωρίζουμε τον Πρωταρχικό Πελάτη (Customer Persona)**
- **Να Γνωρίζουμε το Πρόβλημα του (Problem Detection Research)**
- **Να Τοποθετήσουμε το Προϊόν/Υπηρεσία ως Λύση στο πρόβλημα (Positioning)**
- **Να Επικοινωνήσουμε αποτελεσματικά (Targeted Media/Content)**

Πηγή: BBDO Discipline, 10ετία '80

Ποιες είναι οι προϋποθέσεις δημιουργίας σωστής επικοινωνίας

- **Να γνωρίζουμε σε ποιο πρωταρχικό κοινό απευθυνόμαστε (δημογραφικά, ψυχογραφικά)**
- **Να γνωρίζουμε ποια είναι η κυρίαρχη θέση και στάση του, απέναντι στο προϊόν ή την υπηρεσία μας**
- **Να γνωρίζουμε ποιο είναι το κύριο πρόβλημα που καλείται να λύσει το προϊόν που του προσφέρουμε**
- **Να «τοποθετήσουμε» (position) σωστά το προϊόν μας ως λύση στο πρόβλημά του.**

Ποιες είναι οι προϋποθέσεις σωστής επικοινωνίας

- Να επιλέξουμε ποιο είναι το ένα, σημαντικότερο πράγμα που θα πρέπει να αναδείξει η επικοινωνία
- Να «αποφασίσουμε» ποια θα πρέπει να είναι η επιθυμητή αντίδραση του κοινού μας στην επικοινωνία μας (τι θέλουμε να προσέξουν, να αισθανθούν, να πράξουν)
- Να υλοποιήσουμε και στην συνέχεια να αξιολογήσουμε την αποτελεσματικότητα της δημιουργικής προσέγγισης.

- **Πλάγια Σκέψη (Lateral Thinking)**
- **Η πλάγια σκέψη**, σε αντίθεση με την κάθετη σκέψη που καλλιεργεί την επιλογή ενός τρόπου λύσης, **απαιτεί πολλά ερωτηματικά, αμφισβήτηση, απόρριψη του προφανούς, απομάκρυνση από τις προκαταλήψεις και τις έμμονες ιδέες, κατάργηση των στεγανών και επιλογή πολλαπλών εναλλακτικών λύσεων.**
- Έτσι ενώ η κάθετη σκέψη ακολουθεί τον «συμβατικό» δρόμο, κινούμενη σε αναμενόμενες κατευθύνσεις με διαδοχικά βήματα και επιλέγει την ορθή λύση, **η πλάγια σκέψη ακολουθεί τον «διαφορετικό» δρόμο, εξερευνά μη αναμενόμενες κατευθύνσεις, συχνά παραλείπει κάποια βήματα και οδηγεί σε πολλαπλές λύσεις**

Η χρήση πλάγιας και κάθετης σκέψης

Η πλάγια σκέψη δεν υποκαθιστά αλλά συμπληρώνει την κάθετη σκέψη.

Όπως θα δούμε στην συνέχεια, στις συναντήσεις Brainstorming ή καταιγισμού ιδεών, επιζητούμε και **ενθαρρύνουμε την πλάγια σκέψη κατά την πρώτη συνεδρία**, προκειμένου να παραχθούν όσο το δυνατόν περισσότερες δημιουργικές ιδέες ή λύσεις, ενώ **καταφεύγουμε στην κάθετη σκέψη, προκειμένου να τις αξιολογήσουμε και να επιλέξουμε τις πλέον ρεαλιστικές, αποτελεσματικές και αξιοποιήσιμες.**

Brainstorming

- ❑ Brainstorming ή καταιγισμός ιδεών, όπως έχει επικρατήσει στα ελληνικά **αποτελεί μια πρωτότυπη μέθοδο γρήγορης και αυθόρμητης παραγωγής ιδεών** από ένα ή περισσότερα άτομα, (στην περίπτωση της ομάδας ο αριθμός των ατόμων είθισται **να μην υπερβαίνει τα 12**, ώστε η ομάδα να λειτουργεί εύρυθμα) με σκοπό την επίλυση ενός πρακτικού προβλήματος.
- ❑ Ο όρος Brainstorming έγινε γνωστός από τον Osborn, στο βιβλίο του Applied Imagination του 1953.
- ❑ Ο Osborn ήταν ιδρυτικό στέλεχος της διαφημιστικής εταιρείας BBDO

Brainstorming

- ❑ Ο Osborn από το 1939 είχε ξεκινήσει τις **μελέτες δημιουργικών μεθόδων επίλυσης προβλημάτων** και είχε διαπιστώσει ότι τα “**group-thinking sessions**” ομάδων στελεχών, βελτίωναν σημαντικά την ποιότητα και ποσότητα των παραγομένων ιδεών.
- ❑ Ο Osborn ισχυρίστηκε, πως **οι δύο βασικές αρχές του brainstorming** που συνεισέφεραν στην αποτελεσματικότητα της διαδικασίας, ήταν η **μη παρεμπόδιση της ροής των ιδεών με οποιαδήποτε κριτική**, και το **να προκύψουν όσο το δυνατόν περισσότερες ιδέες και λύσεις κατά την συνεδρία.**

Ο ρόλος του χιούμορ στην δημιουργικότητα

- ❑ Συχνά οι πιο ευχάριστες αναμνήσεις από την επαγγελματική καριέρα ενός στελέχους, ιδιαίτερα στον χώρο της επικοινωνίας, είναι το ...ψυχαγωγικό μέρος των συναντήσεων strategy meetings και των πολύ συχνών brainstorming.



- ❑ Όπως αναφέρει και το Harvard Business Review:
- ❑ **«Laughter relieves stress and boredom, boosts engagement and well-being, and spurs not only creativity and collaboration but also analytic precision and productivity».**

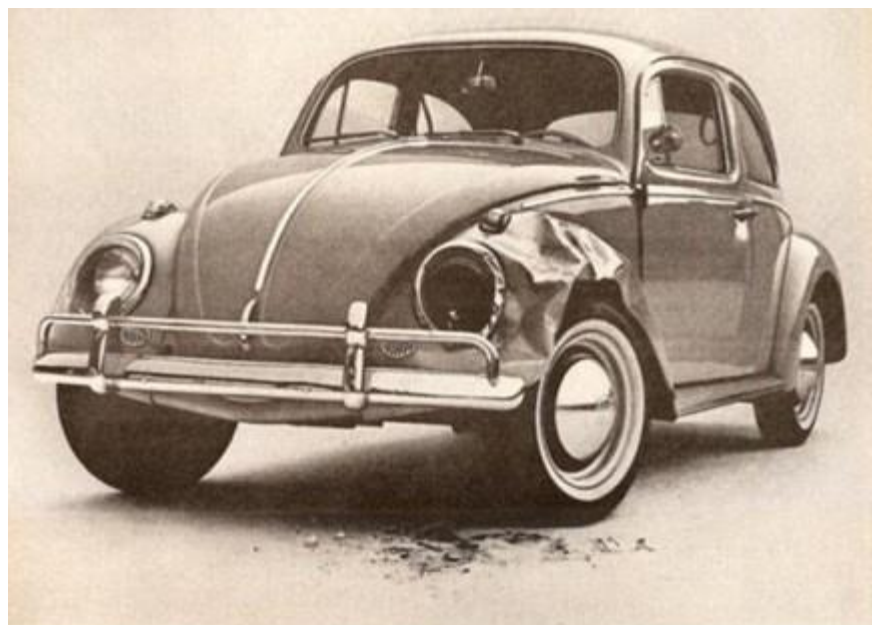
Picks up five times more women than a Lamborghini.



Forget your Italian racers. This little babe-magnet is the Daihatsu Hijet MPV. Don't laugh. It packs in six comfortable seats, or of them reclining! A five speed gear box. Two sun roofs for when things get hot. And even a 3 year/60,000 mile warranty guaranteed staying power. But what really makes the Hijet MPV so attractive? The £167,503 change from a Lamborghini coupe. Our price is just £8,497 on the road. For more information call us on 0800 521 700. **THE HIJET MPV.**

NO-NONSENSE VEHICLES.

DAIHATSU



Sooner or later, your wife will drive home one of the best reasons for owning a Volkswagen.

Women are soft and gentle, but they hit things.

If your wife hits something in a Volkswagen, it doesn't hurt you very much.

VW parts are easy to replace. And cheap. A fender comes off without dismantling half the car. A new one goes on with two bolts. For \$24.95, plus labor.

And a VW dealer always has the kind of fender you need. Because that's the one kind he has.

Most other VW parts are interchangeable too, inside and out. Which means your wife isn't limited to fender smothering.

She can jolt the hood. Crazz the door. Or bump off the bumper.

It may make you furious, but it won't make you poor.

So when your wife goes window-shopping in a Volkswagen, don't worry.

You can conveniently replace anything she uses to stop the car.

Even the brakes.





Grand Prix Winner





After 3 years, the car that cost the least costs the most.

The official Used Car Guide is full of little surprises. To show you what we mean, we've picked one 1988 Volkswagen against 7 popular 1988 compacts.*

Back when they were spanking new, the popular compacts sold for an average price of \$410 more than the Volkswagen sedan.

You'll be amazed at how unpopular they've become in 3 years. The same compacts now sell off a used car lot for an average of \$321 less than the Volkswagen.

Of course when you stop and think about it, this really isn't surprising at all. When purchasing a car that loses 3 years' worth of value, you're never

looks stuff.

Or a car that gets about 14 miles per gallon? Compared to one that gets about 26?

Or a car that takes lots of oil and wears out? Compared to one that takes little oil and no wear?

The official Used Car Guide is full of foregone conclusions.



Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little

river don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

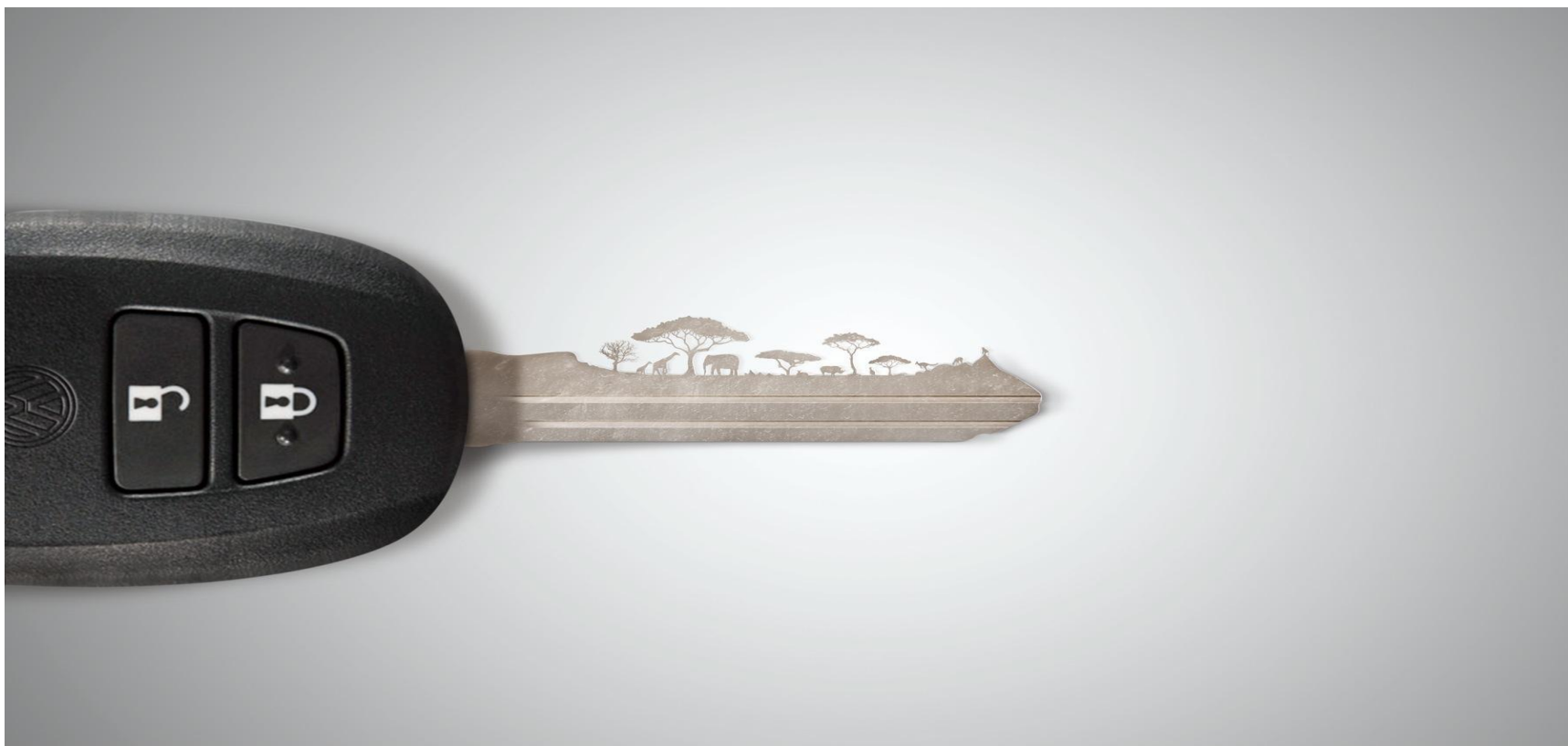
some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance.

Or pay a small repair bill. Or trade in your old VW for a new one.

Think it over.





Turn on your adventure.

Over 620 miles on a single tank. Volkswagen Amarok





**Honestly now,
did you spend
your youth dreaming
about someday
owning a Nissan or
a Mitsubishi?**



There is still only one car that looks, feels, and performs like a Porsche 911: a Porsche 911. It is the one sportscar that manages to be both timeless and ahead of its time. And we're now making it very affordable for you to drive one. After all, we know how many decades you've waited.

PORSCHE

More fire, less fuel.

Maximum performance. Minimum consumption. The new SLK 55 AMG. With the world's most fuel-efficient V8 engine: 310 kW (421 hp), 8.4 litres per 100 km.

www.mercedes-amg.com



A DaimlerChrysler

AMG
DRIVING PERFORMANCE

 **Mercedes-Benz**

Fuel consumption (urban/extra urban/combined): 12.0/6.2/8.4 l/100km;
CO₂ emissions (combined): 195 g/km.

The figures are not based on an individual vehicle and do not constitute part of the product offer; they are provided solely for purposes of comparison between different vehicle models.

**THE GRASS IS
ALWAYS GREENER ON
THE **HYBRID** SIDE**



Prius 2013 offers an EPA-estimated 51 mpg city/48 mpg highway/50 mpg combined.
With those kind of stats, we continue to make our neighbors green with envy.
Come and see for yourself at www.toyota.com.

 **TOYOTA**



LIFT TO FEEL THE WEIGHT OF THE TANK



TESLA 0 engines | 0 emissions | 100% electric



PRESS TO HEAR THE MOTOR START



TESLA 0 engines | 0 emissions | 100% electric



SCRATCH AND SNIFF TO SMELL THE EXHAUST



TESLA 0 engines | 0 emissions | 100% electric

No more filling up.

You don't need to worry about stopping at the pump anymore. Because this car doesn't run on gasoline. It's completely electric. The Tesla Model S can get up to 300 miles per charge, and it can plug into any electrical outlet. Why are you still using the pump?

TESLA TESLA MOTORS



David Ogilvy's Tips for Writing Copy That Sells



- 1. Write for an audience of one.**
- 2. Tell a story. A good one.**
- 3. Test like a madman.**
- 4. The Headline is 80%**
- 5. Offer one simple benefit.**
- 6. Explain Why They Should Buy**
- 9. Keep writing. No matter how painful.**
- 10. Write like you talk.**
- 12. Don't be boring.**

How to create advertising that sells

by David Ogilvy

Ogilvy & Mather has created over \$1,480,000,000 worth of advertising, and spent \$4,900,000 tracking the results.

Here, with all the dogmatism of brevity, are 38 of the things we have learned.

1. The most important decision. We have learned that the effect of your advertising on your sales depends more on this decision than on any other: *How should you position your product?*

Should you position SCHWEPPES as a soft drink—or as a mixer?

Should you position DOVE as a product for dry skin or as a product which gets hands really clean?

The results of your campaign depend less on how we write your advertising than on how your product is positioned. It follows that positioning should be decided before the advertising is created. Research can help. Look before you leap.

2. Large promises. The second most important decision is this: what should you promise the customer? A promise is not a claim, or a theme, or a slogan. It is a benefit for the customer.

It pays to promise a benefit which is unique and competitive. And the product must deliver the benefit you promise.

Most advertising promises nothing. It is doomed to fail in the marketplace.

"Promises, large promises, is the end of an advertisement"—said Samuel Johnson.

3. Brand image. Every advertisement should contribute to the complex symbol which is the brand image. Ninety-five percent of all advertising is repeated ad hoc. Most products lack any consistent image from one year to another.

The manufacturer who dedicates his advertising to building the most sharply defined personality for his brand gets the largest share of the market.

4. Big ideas. Unless your advertising is built on a BIG IDEA it will pass like a ship in the night.

It takes a BIG IDEA to make the consumer out of his indifference—to make him notice your advertising, remember it and take action.

Big ideas are usually simple ideas. Said Charles Kettering, the great General Motors inventor: "The problem, when solved, will be simple."

BIG SIMPLER IDEAS are not easy to come by. They require genius—and midnight oil. A truly big one can be continued for twenty years—like our Ropatch for Hathaway shirts.

5. A first-class dicker. It pays to give most products an image of quality—a first-class dicker.

Ogilvy & Mather has been conspicuously successful in doing this for Pepperidge, Hathaway, Mercedes-Benz, Schweppes, Dove and others.

If your advertising looks ugly, consumers will conclude that your product is shoddy, and they will be less likely to buy it.

6. Don't be a bore. Nobody was ever bored into buying a product. Yet most advertising is impersonal, detached, cold—and dull.

It pays to involve the customer. Talk to her like a human being. Charm her. Make her hungry. Get her to participate.

7. Innovate. Start trends—instead of following them. Advertising which follows a fashionable fad, or is imitative, is seldom successful.

It pays to innovate—to make new trails. But innovation is risky unless you present your innovation with confidence. Look before you leap, or creative awards reduce creative people from the pursuit of sales.

We have been unable to establish any correlation whatever between awards and sales.

At Ogilvy & Mather we now give an annual award for the campaign which contributes the most to sales.

Successful advertising sells the product without drawing attention to itself. It rivets the consumer's attention on the product.

Make the product the hero of your advertising.

9. Psychological segmentation. Any good agency knows how to position its products for demographic segments of the market—for men, for young children, for farmers in the South, etc.

But Ogilvy & Mather has learned that it often pays to position products for psychological segments of the market.

Our Mercedes-Benz advertising is positioned to fit nonconformists who scoff at "status symbols" and reject flimflam appeals to snobbery.

10. Don't bury news. It is easier to interest the consumer in a product when it is new than at any other point in its life. Many copywriters have a fatal instinct for burying news. This is why most advertising for new products fails to exploit the opportunity that genuine news provides.

It pays to launch your new product with a loud BOOM-BOOM.

11. Go the whole hog. Most advertising campaigns are too complicated. They reflect a long list of marketing objectives. They embrace the divergent views of too many executives. By attempting too many things, they achieve nothing.

It pays to bolden your strategy to one simple promise—and go the whole hog in delivering that promise.

What works best in television

12. Testimonials. Avoid irrelevant celebrities. Testimonial commercials are almost always successful—if you make them credible.

Fabric celebrities or real people can be effective. But avoid irrelevant celebrities whose fame has no natural connection with your product or your customers. Irrelevant celebrities steal attention from your product.

13. Problem solution (don't cheat). You set up a problem that the consumer recognizes.

Then you show how your product can solve that problem.

And you prove the solution. This technique has always been above average in sales results, and it still is. But don't use it unless you can do so without deceiving the consumer in a mere, she is your wife.

14. Visual demonstrations. If they are honest, visual demonstrations are generally effective in the marketplace.

It pays to visualize your promise. It saves time. It drives the promise home. It is memorable.

15. Slice of life. These playlets are comic, and most copywriters detest them. But they have sold a lot of merchandise, and are still selling.

16. Avoid logorhemes. Make your picture tell the story. What you show is more important than what you say.

Many commercials drown the viewer in a torrent of words. We call that logorhemes (rhymes with diarrhea).

We have created some great commercials with out words.

17. On-camera voice. Commercials using on-camera voice do significantly better than commercials using voice-over.

18. Musical backgrounds. Most commercials use musical backgrounds. However, on the average, musical backgrounds reduce recall of the commercial. Very few creative people accept this.

But we never heard of an agency using musical background under a new business presentation.

19. Stand-ups. The stand-up pitch can be effective, if it is delivered with straightforward honesty.

20. Bure of singularity. The average consumer now sees 20,000 commercials a year, poor dear. Most of them slide off her memory like water off a duck's back.

Give your commercials a flourish of singularity, a hint that will stick in the consumer's mind. One such hint is the MNEEMONG DEVICE, or relevant symbol—like the crowns in our commercials for Imperial Margarine.

21. Animation & cartoons. Less than five percent of television commercials use cartoons or animation. They are less persuasive than live commercials.

The consumer cannot identify herself with the character in the cartoon. And cartoons do not invite belief.

However, Carson/Roberts, our partners in Los Angeles, tell us that *explanation can be helpful when you talking to children.*

They should know—they have addressed more than six hundred commercials to children.

22. Salvage commercials. Many commercials which test poorly can be salvaged.

The faults revealed by the test can be corrected. We have doubled the effectiveness of a commercial simply by re-editing it.

23. Factual vs. emotional. Factual commercials tend to be more effective than emotional commercials.

However, Ogilvy & Mather has made some emotional commercials which have been successful in the marketplace. Among these are our campaigns for Maxwell House Coffee and Hershey's Milk Chocolate.

24. Grabbers. We have found that commercials with an exciting opening hold the audience at a higher level than commercials which begin quietly.

What works best in print

25. Headlines. On the average, five times as many people read the headline as read the body copy.

It follows that, if you don't sell the product in your headline, you have wasted 80 percent of your money. That is why most Ogilvy & Mather headlines include the brand name and the promise.

26. Benefit in headlines. Headlines that promise a benefit sell more than those that don't.

27. News in headlines. Time after time, we have found that it pays to inject genuine news into headlines.

The consumer is always on the lookout for new products, or new improvements in an old product, or new ways to use an old product.

Essential—new Russian economists—approve of this. They call it "informative" advertising. So do consumers.

28. Simple headlines. Your headline should *adapt* what you want to say—in simple language. Readers do not stop to decipher the meaning of obscure headlines.

29. How many words in a headline? In headline tests conducted with the cooperation of a big department store, it was found that headlines of ten words or longer sold more goods than short headlines.

In terms of *read*, headlines between eight and ten words are most effective.

In *mail-order* advertising, headlines between six and twelve words get the most coupon returns.

On the average, long headlines sell more merchandise than short ones—headlines like our

"At 60 miles an hour, the loudest noise in this new Rolls-Royce comes from the electric clock."

30. Location headlines. In local advertising it pays to include the name of the city in your headline.

31. Select your prospects. When you advertise a product which is consumed only by a special group, it pays to "flag" that group in your headline—MOTHERS, RED-NECKS, GOING TO EUROPE?

32. Yes, people read long copy. Readership falls off rapidly up to fifty words, but drops very little between fifty and five hundred words. (This page contains 1907 words, and you are reading it.)

Ogilvy & Mather has used long copy—with notable success—for Mercedes-Benz, Cessna C-180, Merrill Lynch and Shell gasoline.

"The more you sell, the more you sell."

33. Story appeal in pictures. Ogilvy & Mather has gotten notable results with photographs which suggest a story. The reader glances at the photograph and asks himself, "What goes on here?" Then he reads the copy to find out.

Harold Rudolph called this magic element "story appeal." The more of it you inject into your photograph, the more people look at your advertisement.

It is easier said than done. Before and after advertisements are somewhat above average in attention value.

Any form of "visualized contrast" seems to work well.

34. Before & after. Before and after advertisements are somewhat above average in attention value.

35. Photographs vs. artwork. Ogilvy & Mather has found that photographs work better than drawings—almost invariably.

They attract more readers, generate more appetite appeal, are more believable, are better remembered, pull more coupons, and sell more merchandise.

36. Use captions to sell. On the average, twice as many people read the captions under photographs as read the body copy.

It follows that you should never use a photograph without putting a caption under it; and each caption should be a miniature advertisement for the product—complete with brand name and promise.

37. Editorial layouts. Ogilvy & Mather has had more success with editorial layouts than with "addy" layouts.

Editorial layouts get higher readership than conventional advertisements.

38. Repeat your winners. Scores of great advertisements have been discarded because they have been copy-off.

Readership can actually increase with repetition—up to five repetitions.

Is this all we know?

These findings apply to most categories of products. But not to all.

Ogilvy & Mather has developed a separate and specialized body of knowledge on what makes for success in advertising food products, insect dusts, proprietary medicines, children's products—and other classifications.

But this special information is revealed only to the clients of Ogilvy & Mather.

Ogilvy & Mather
2 East 43rd Street, New York, N.Y. 10017

- ✓ **Μοιράζονται** τα Advertising briefs A και B ως εξής:
Οι Founders της ομάδας A και το 50% των παρευρισκομένων παίρνουν το brief A, και οι Founders της ομάδας B και το 50% των παρευρισκομένων παίρνουν το brief B.
- ✓ **Εξηγούνται** οι όποιες απορίες/διευκρινίσεις
- ✓ **Εργάζονται** μέσα στην επόμενη ώρα συλλογικά, και δημιουργούνται έτσι 2 διαφημιστικές προσεγγίσεις A και B
- ✓ **Προβάλλονται** οι δημιουργηθείσες διαφημίσεις ή μοιράζονται σε αντίγραφα σε όλους, .
- ✓ **Συμπληρώνουν** τα ερωτηματολόγια, για την διαφήμιση της άλλης ομάδας και παραδίδονται για επεξεργασία.
- ✓ **Ανακοινώνονται** τα αποτελέσματα.
- ✓ **Ακολουθεί συζήτηση/διάλογος/συμπεράσματα**

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