

Tell me a story



Tell me a story

Ed Sabol...

- “Tell me a fact and I’ll learn.
- Tell me a truth and I’ll believe.
- But tell me a story and it will live in my heart forever.”

The success behind NFL Films



Anatomy of Advertising

Principles of Advertising



M. Larry Litwin, APR, Fellow PRSA

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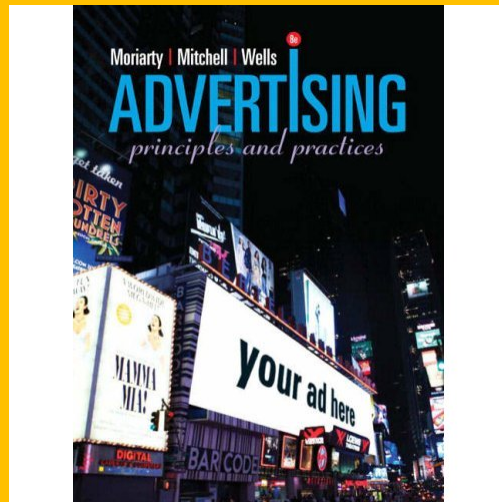
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Or...

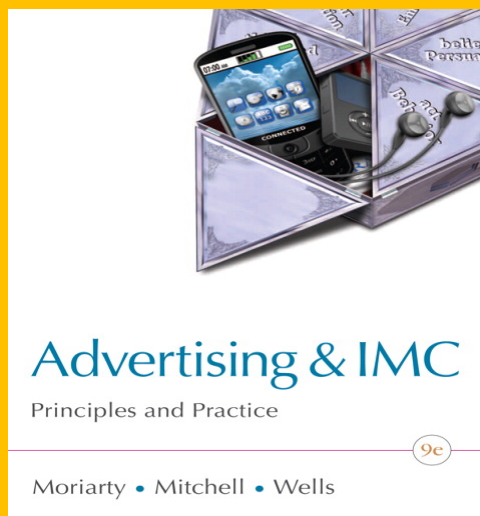
A basic understanding of the
Advertising Profession



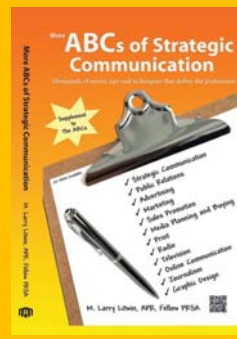
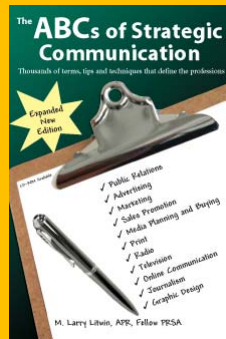
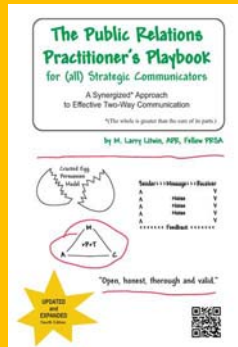
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Portions taken from...



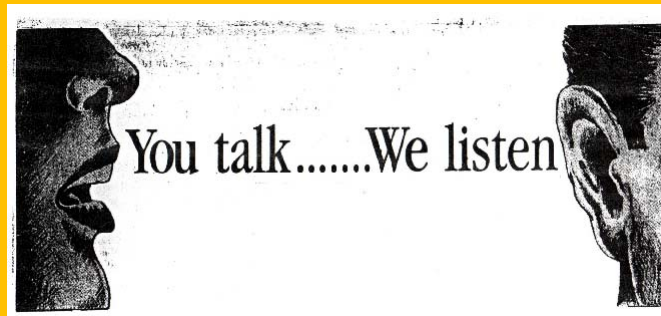
Taken from...



PR Is...

- "This is who we are;
- What we think about ourselves;
- What we want to do; and
- Why we deserve your support."





You Talk – We Listen

Hearing vs. Listening

There is a reason why we have two ears and one mouth – we must listen twice as much as we speak.



Strategic Message

Commercial Persuasion
Or
Public Relations

“The establishing of reciprocal understanding between an individual and a group.”

Edward Bernays



Public [Strategic] Communication

- Public communication is at the heart of our economy, society and politics. Studios use it to promote their films. Politicians use it to get elected. Businesses use it to burnish their image. Advocates use it to promote social causes.
- It is a field built on ideas and images, persuasion through information, strategy and tactics. No policy or product can succeed without a smart (strategic) message targeted to the right audience in creative and innovative ways at *the* ideal time using the proper channel. The ability to communicate this way – to communicate strategically – is what Public Communication is all about.



Tell me a story



Tell me a story



Tell me a story



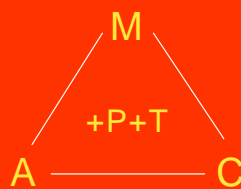
Tell me a story



Tell me a story



MAC Triad



M=Message A=Audience C=Channel
P=Purpose T=Timing



MAC Triad Plus cont.

- Informization
 - Disseminating information (*message*) to target *audience* through the proper *channel* at the best possible *time*.



Advertising is Synergy



Public Relations 101

- Management and ***counseling*** function
- Enables organizations to build and maintain ***relationships***
- Through an understanding of audience attitudes, opinions and values
- ***Planned, deliberate*** and ***two-way***
- ***Conscience*** of organization
- Overseer of brand/***reputation***
- ***Relationship*** management



Public Relations

- “Public relations is a [two-way] strategic communication process [management function] that builds mutually beneficial relationships between organizations and their publics.”

Larry's definition



Advertising 101

- Paid
- (Non) personal communication
- From identified sponsor
- Using (mass) media
- To persuade or influence
- Audience

(Paid – Controlled)



Marketing 101

Determine what people need (and want) and give it to them.



Marketing

- The exchange of goods and services from manufacturer to consumer.
- Strategies that employ the various elements of the marketing mix to achieve marketing objectives.



Marketing Mix

- A plan that identifies the most effective combination of promotional activities (IMC).
- The goal is to achieve synergy.



Defining Modern Advertising

- Paid persuasive communication
- Uses **nonpersonal mass** media to reach broad audiences
- Connects an identified sponsor with a target audience



Six Basic Components

1. Paid
2. (Non)-personal communication
3. Sponsor is identified
4. Using (mass) media
5. Tries to persuade or influence
6. Reaches large audience



Ogilvy's Advertising Tenets

- Here are some advertising tenets that David Ogilvy offers:
 - “Never write an advertisement you wouldn't want your own family to read.”
 - “The most important decision is how to position your product.”
 - If nobody reads or looks at the ads, “it doesn't do much good to have the right positioning.”
 - “Big ideas are usually simple ideas.”
 - “Every word in the copy must count.”

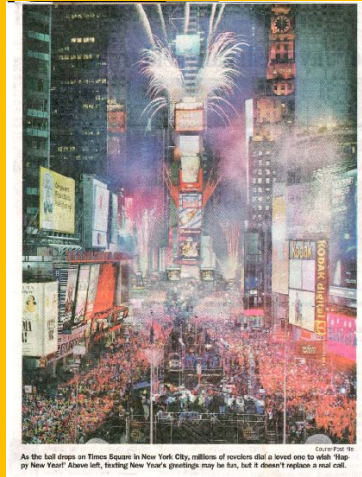


Advertising Defined

Paid, (non) personal communication from an identified sponsor, using (mass) media to persuade or influence an audience.



Defining Modern Advertising



How is advertising regulated?

The following monitor and regulate advertising:

- Laws
- Government regulations and regulatory bodies
- Media
- Industry self-regulation
- Professional oversight groups
- Public/community organizations

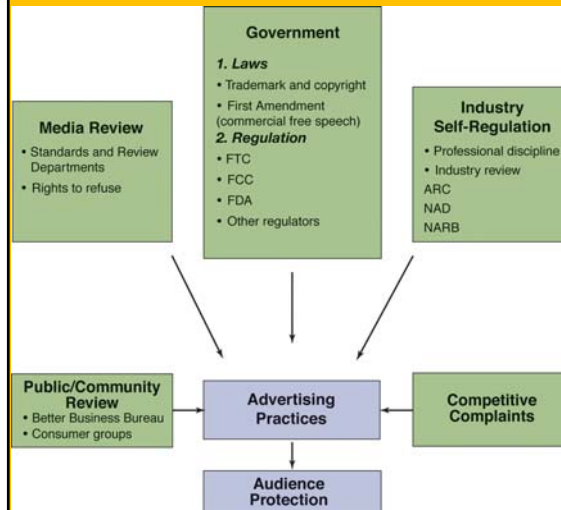


Federal Trade Commission



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Organizations That Oversee Advertising



Industry Self-Regulation

ARC = Advertising Review Council

AAAA = American Association of
Advertising Associations

NAB = National Advertising Bureau

NARC = National Advertising Review
Council (operating arms **NAD/NARB**)

– **NAD** = National Advertising Division of the
Better Business Bureau (**BBB**)

– **NARB** = National Advertising Review Board



Regulatory Environment

Federal Trade Commission (FTC)

- Established in 1914, the FTC regulates deceptive and misleading advertising, focusing on:
 - Fairness: unfair competition and deceptive practices
 - Deception: issues cease and desist orders
 - Violations: can fine companies for violating 1) a trade regulation rule or, (2) cease and desist order.
 - Consumer participation: funds consumers groups and other interest groups in making rules
 - Also oversees advertising involving weight loss products, children and elderly, telemarketing, and the entertainment industry.



Regulatory Environment

The FTC and Children's Advertising

- The Children's Advertising Review Unit (CARU) evaluates ads to children under 12.
- The Children's Television Advertising Practice Act (1990) placed ceilings on ads during TV programs.
 - 10.5 minutes per hour on weekends
 - 12 minutes per hour on weekdays
 - Ads clearly separated from programs
- As of 1996, all stations must air 3 hours per week of educational programming.



Regulatory Environment

Regulating Deception

- Deceptive advertising intends to mislead consumers by making false or by failing to fully disclose important facts, or both.
- Current policy contains three elements:
 - Misleading—representation, omission, practice
 - Reasonableness—"reasonable consumer"
 - Injurious—must cause material injury
- Deception is difficult to prove due to vague and hard-to-measure criteria.



Regulatory Environment

Regulating Substantiation

- Does the advertiser have a reasonable basis to make a claim about product performance?
- Factors considered:
 - Type and specificity of claim made
 - Type of product
 - Possible consequences of the false claims
 - Degree of reliance on the claims by consumers
 - Type and accessibility of evidence available for making the claim
 - Injurious—must cause material injury



Regulatory Environment

Remedies for Deception and Unfair Advertising

- **Consent decrees**
 - Advertiser agrees to stop the deceptive practice
- **Cease and desist order**
 - A process similar to court trial precedes the order
- **Corrective advertising**
 - Advertiser runs messages correcting the false impressions
- **Consumer redress**
 - Cancel or reform contracts, refund money or return property, pay for damages, or public notification
- **Ad agency legal responsibility**
 - Agency is liable along with advertiser and subject to the same penalties



Regulatory Environment

Food and Drug Administration (FDA)

- Regulatory division of the Department of Health and Human Services
- Oversees package labeling, ingredient listings, and advertising for food and drugs
- Determines the safety and purity of foods, cosmetics
- Watchdog for drug advertising, specifically direct-to-consumer ads for prescription drugs



Regulatory Environment

Federal Communications Commission (FCC)

- Regulates radio and television broadcast communications (media, not advertisers)
- Can issue and revoke licenses, ban deceptive messages, or those in poor taste
- Responds to complaints but doesn't initiate actions
- Works closely with FTC to eliminate false and deceptive advertising



Regulatory Environment

Other Regulatory Bodies

- The **Bureau of Alcohol, Tobacco, and Firearms** (BATF) within the Treasury Department regulates deception in advertising and establishes labeling requirements for the liquor industry.
- The **U.S. Postal Service** regulates direct mail and magazine advertising including the areas of obscenity, lotteries, and fraud.
- The **States' Attorneys General** regulates advertising at the state level.



Three Types of Self Regulation

- Self-discipline
- Industry self-regulation
- Self-regulation by public and community groups



What guides ethical behavior?

- Ethics
 - “shoulds” and “oughts”; the “right thing to do”
- Morals
 - Frameworks for right actions often based in religion



Principle:
Decisions about ethics are made based on laws and regulations, professional codes, but more importantly, on an internal moral compass that senses when something is right or wrong.



Reaching the Desired Outcome

- Attitude
- Opinion

**Education > Knowledge > Attitude
> Behavioral Change (opinion)>
Output = Desired Outcome**



Advertising is Synergy



Synergy's Parts

- Advertising
- (Sales) **Promotion***
- **Public Relations***
- Direct Marketing
- Cause Marketing
- Sponsorship (Partnering) Marketing
- **Positioning (Place)***
- **Personal Selling***
- **Price***
- **Product itself***
- **Packaging***
- **Policy***
- **Politics***
- Mind Share (Brainstorming – Intellectual Property)
- Brand Identity
- Interactive

* Litwin's 9 P's of Marketing

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...

Litwin's **9 P's** of Marketing = Synergy

- Product
- Place (Positioning)
- Price
- Promotion (Sales)
- Public Relations
- Personal selling
- Policy
- Politics
- Packaging



...

Synergy

The whole is greater than
the sum of its parts

or

The whole works better than
any one of its parts.

*[To achieve our goal, we should
achieve synergy.]*



7 C's of Communication

- Credibility
- Context
- Content
- **Clarity**
- Continuity and Consistency
- Channels
- Capability



Audiences (ISPR) or [IFPR]

- Identify
- Segment/Fragment
 - Demographically
 - Psychographically
 - Geodemographically
 - Behavioristically
 - Benefits
- Profile
- Rank
 - Audience Power Structure
 - Elite (Key Communicators)
 - Pluralistic or Diffused
 - Amorphous/Latent

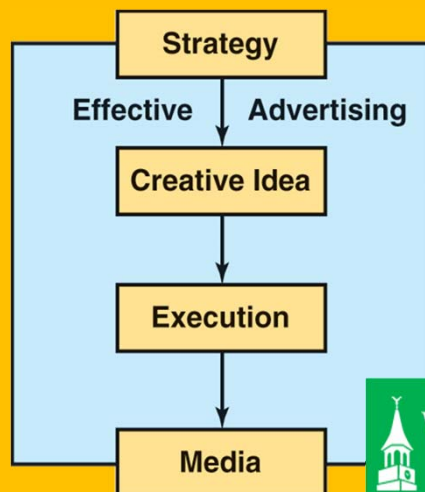


Emerging Marketing Strategies

- Relationship Marketing
- Permission Marketing
- Experience Marketing
- Guerilla Marketing
- Digital Marketing
- Viral Marketing
- Mobile Marketing
- Social Network Marketing



Key Concepts of Marketing



Features and Benefits

Features

- Important characteristics of a product or service.

*Stress **features** to active audiences.*

Benefits

- The quality of product or service that supplies satisfaction or need fulfillment to the consumer or audience member.

*Stress **benefits** to passive audiences.*



Strategy

- The logic and planning behind the ad that give it direction and focus
- Advertisers develop ads to meet objectives
- Advertisers direct ads to identified audiences
- Advertisers create messages that speak to the audience's concerns
- Advertisers run ads in the most effective media to reach the audience



Superior ***tactics*** cannot overcome a *flawed* (business) ***strategy***.



Creative Idea

- The central idea that grabs the consumer's attention
- Creativity drives the entire field of advertising



Execution



- Effective ads adhere to the highest production values in the industry
- Clients demand the best production the budget allows



The Functions of Advertising

- Builds awareness of products and brands
- Creates a brand image
- Provides product and brand information
- Persuades people
- Provides incentives to take action
- Provides brand reminders
- Reinforces past purchases and brand experiences



Copy Strategy/Selling Premises

Sales logic behind an advertising message

- **Product-centered strategies** – Ads that focus on the product itself. Should be based on fact. Often a scientifically conducted test or other research technique provides support for a claim.
 - Claim
 - Brag and Boast
- **Prospect-centered strategies** – Ads that focus needs and wants rather than on what the company can produce.
 - Benefits
 - Promise
 - Reason Why
 - Unique Selling Proposition (USP)



Copy Strategy/Selling Premises

Sales logic behind an advertising message

- **Product-centered strategies** – Ads that focus on the product itself. Should be based on fact. Often a scientifically conducted test or other research technique provides support for a claim.
 - **Claim** – A statement about the product's performance – its *features* or *attributes*.
 - **Brag and Boast** – An advertising strategic message written from a company's point of view to extol its virtues and accomplishment. If a claim is made, it must be supported by fact.



Ad Clutter



Ad Clutter



11 Types of Advertising

- Brand
- Retail or Local
- Directory
- Direct-Response
- Business-to-Business
- Corporate
- Institutional (Product)
- Recruitment
- Political
- Issue (Advocacy)
- Public Service (Charity/Non-profit)



26 Advertising Mechanisms or Techniques

- Co-op
- Per Inquiry
- Tie-in
- Piggyback
- Competitor
- Product Placement
- Product Integration
- Silent Publicity
- Advertorial
- Infomercial



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26 Advertising Mechanisms or Techniques (more)

- Endorsement
- Testimonial
- Informational
- Partnering (Partnership/Affinity/Sponsorship Marketing)
- Cause-Related Marketing (Positive Association/Sponsorship Marketing)
- Co-authoring
- Co-branding



26 Advertising Mechanisms or Techniques (more)

- Interactive
- Scent/Aroma Marketing
- Virtual
- Specialty
- Street Marketing
- Viral Marketing (Word of Mouth – WOMM)
- E-viral Marketing (Word of Mouse – E-WOMM)
- Promotainment
- House (Promo)



What Makes an Ad Effective?

1. Gets *your* attention
2. Delivers the message
3. Creates an impression for a product or brand
4. Influences people to respond
5. Separates the product or brand from the competition



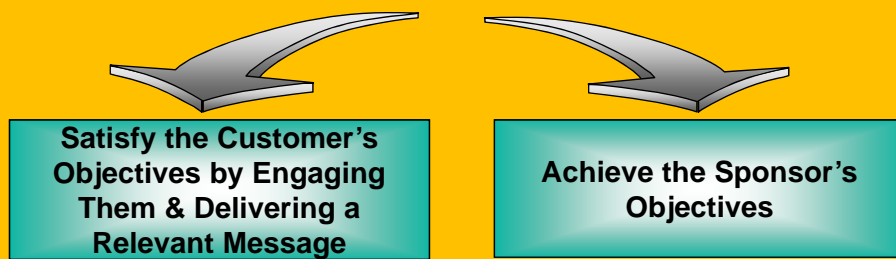
What Makes an Ad Great?

- Explicit objectives should drive the planning, creation, and execution of each ad.
- An ad is great to the extent that it achieves its objectives, not because it wins awards.
- Creativity for its own sake does not always lead to great advertising.



Characteristics of Great Ads

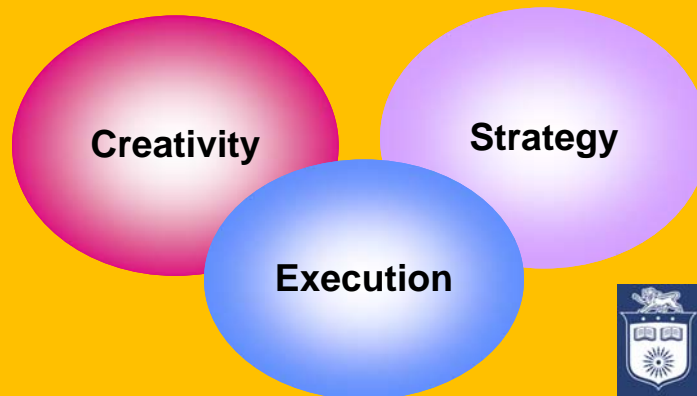
Good or Great Ads Work on Two Levels



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Broad Dimensions that Characterize Great Advertising

The Ultimate Test for the Greatness of An Ad is Whether It Achieved Its Goals.



You are the Brand

- Brand
- Brand Equity
- Brand Extension
- Brand Expansion
- Brand Familiarity
- Brand Favorability
- Brand Identity
- Brand Image
- Brand Insistence
- Brand Loyalty
- **Brand Power (Brand Champions)**



Product Life Cycle

1. Introductory Stage (Introduction/Launch)
2. Growth Stage
3. Maturity Stage
4. Decline
5. Withdrawal



Key Players

- Advertiser
- Agency
- Media
- Supplier/Vendor
- Target Audiences



Types of Agencies – Niche

- **Specialized agencies (Niche)**
 - May specialize in certain functions (copy, art, media), audiences (minority, youth) or industries (health, computers)
 - May specialize in a marketing communication area (direct marketing, sales promotion, public relations)
 - May serve one client



Types of Agencies – Niche

- **Industry-focused agencies**
 - Concentrate on certain fields or industries
- **Minority agencies**
 - Agencies that focus on an ethnic group, especially African Americans and Hispanic Americans



Pricing Strategies

- Customary or Traditional
- Odd
- Line
- Psychological
- Price Lining
- Prestige or Image
- Value



Locking Power

- ✓ Jingle
- ✓ Slogan
- ✓ Key Visual
- ✓ Logo
- ✓ Signature
- ✓ Superimposition
- ✓ Superstitial
- ✓ Interstitial



Locking Power – Nike®

JUST DO IT.



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Strategic Message

Commercial Persuasion
Or
Public Relations

**“The establishing of reciprocal
understanding between an individual
and a group.”**

Edward Bernays



Locking Power



84

Locking Power - Strategy



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Locking Power

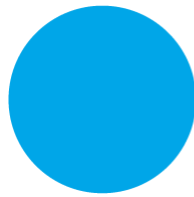
Hello,
Sports Fans!



Locking Power



Locking Power



**USA
TODAY™**
A GANNETT COMPANY

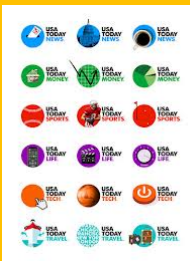
**USA
TODAY®**

**USA
TODAY®**

USA TODAY
A GANNETT COMPANY

ADVERTISE

What America Wants.



**WILMINGTON
UNIVERSITY**

Locking Power



Rowan
University



Advertising is Synergy



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Questions ???

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