

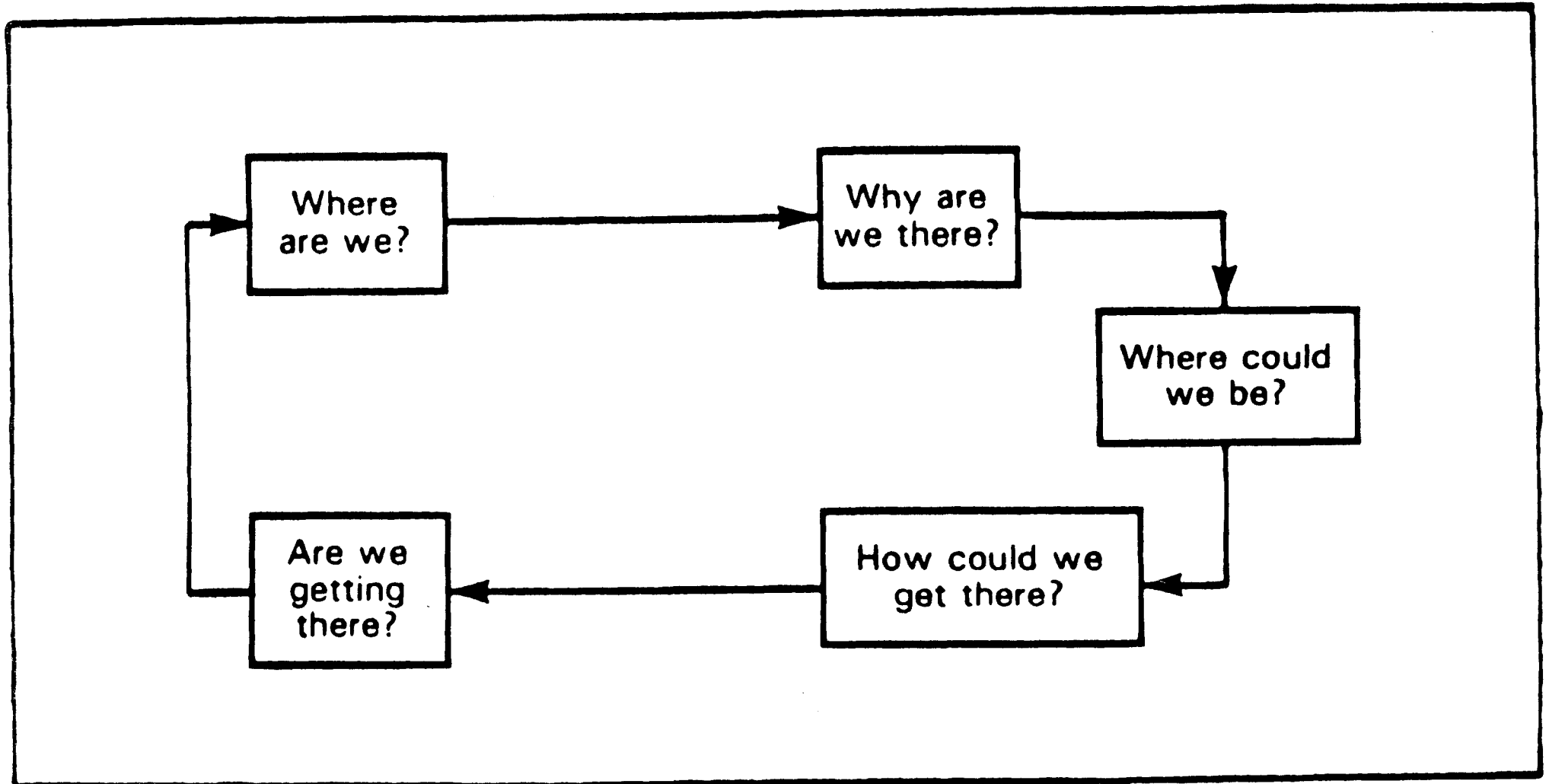
DEVELOPING
AN ADVERTISING
STRATEGY

JWT

ADVERTISING PLANNER'S TOOL KIT

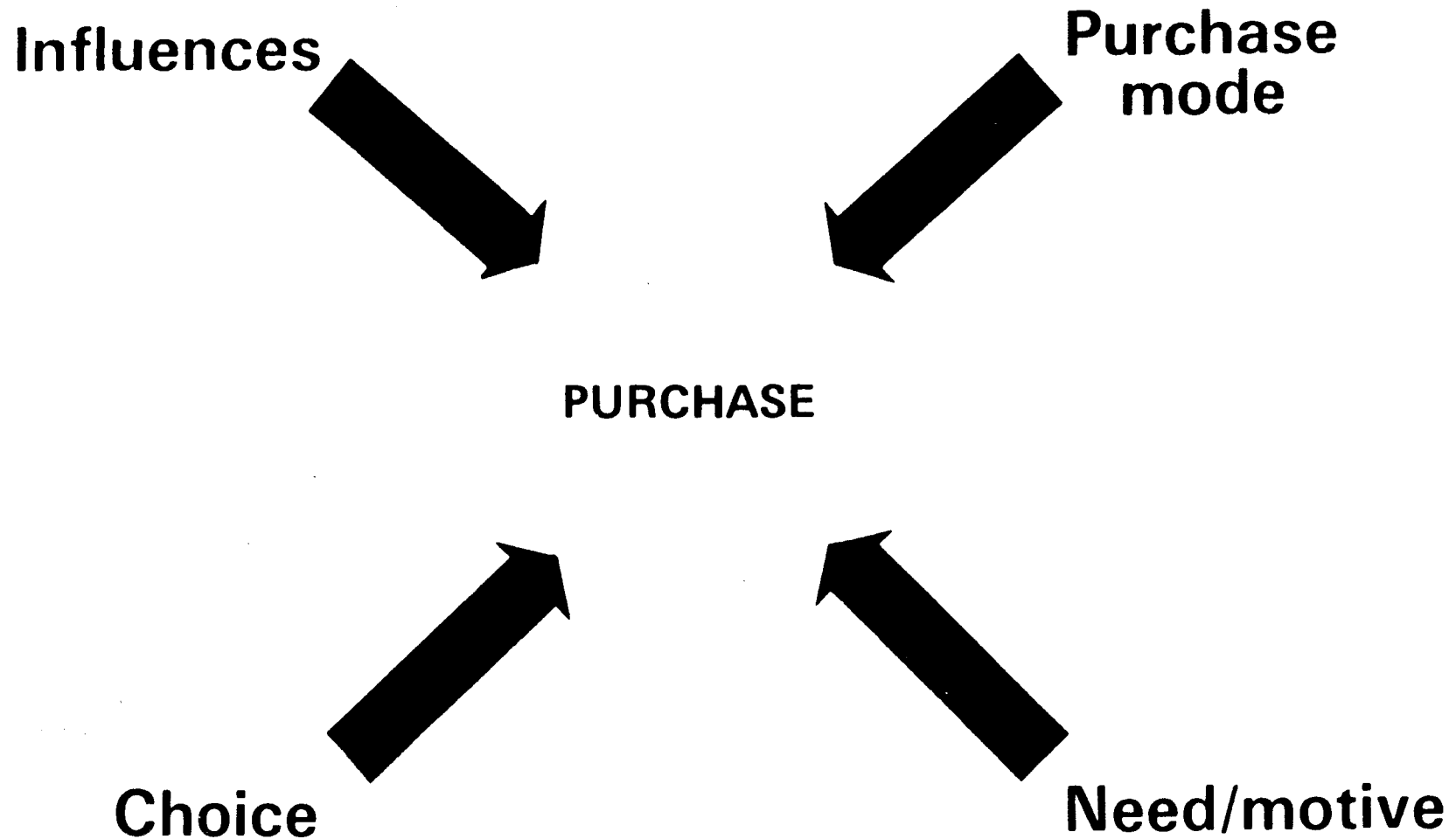
1. Planning cycle
2. Buying system
3. Role for advertising : direct/indirect scale
4. Target group : Why?
5. Unique brand personality
6. Target responses to brand
7. Medium as vehicle; as medium; as message
8. Structure of advertising strategy
9. Creative brief as stimulus
10. Tailor-made research

THE PLANNING CYCLE

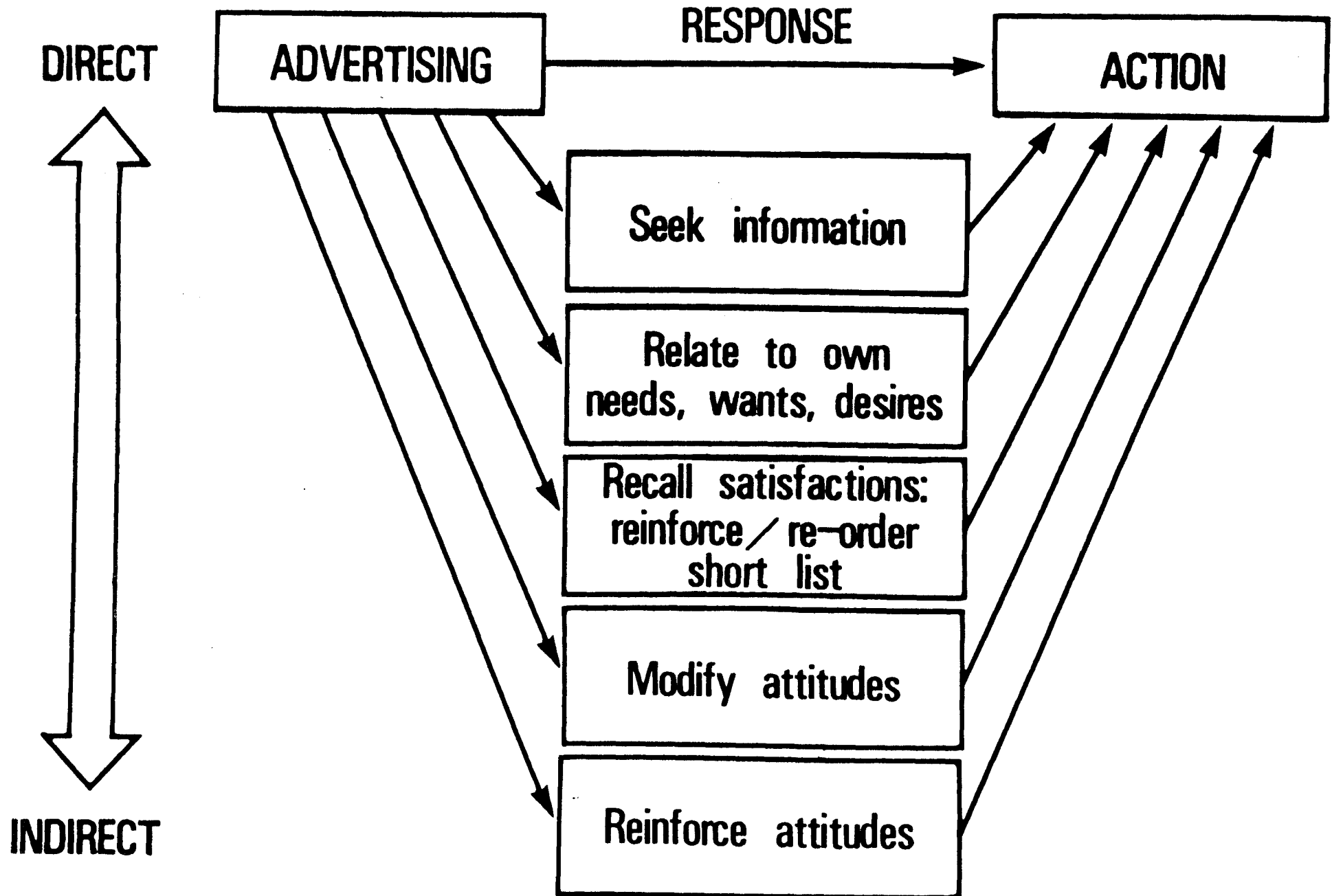


THE BUYING SYSTEM

Where does advertising fit in?



SCALE OF DIRECT/INDIRECT RESPONSES TO ADVERTISING



WHAT OTHER INFLUENCES/CONSIDERATIONS?

- * Family**
- * Friends/word of mouth**
- * Shopping**
- * Leaflets, etc.**
- * Editorial: TV/magazine**
- * Price**
- * Accident**

PURCHASE MODE

How do people go about buying?

- * Habit/routine
- * Situational v occasional
- * Impulse
- * Experiment
- * Search
- * Research

(SOME) NEEDS/MOTIVES

- * Problem**
- * Reward/treat**
- * Self-impression**
- * Gift**
- * Ritual**
- * Preventative**
- * Maintenance**

WHAT ARE THE CHOICES?

- * Other products/activities**

- * Other brands/alternatives**

- * Existing brand repertoire/experience**
 - numbers**
 - stability**

- * Nothing**

MODELLING MARKETS

**Which factors influence
patterns of behaviour ?**

What is their relative importance ?

What returns on marketing inputs ?

CHECKLIST FOR SETTING TARGET GROUPS

- * Specify relationship with brand/product category
— user, lapsed, non, etc.**
- * Describe beliefs/prejudices/needs in relationship to brand/category**
- * Detail re personality, role, lifestyle, media habits**
- * Age/social class/other demographics**

WHAT IS A BRAND?

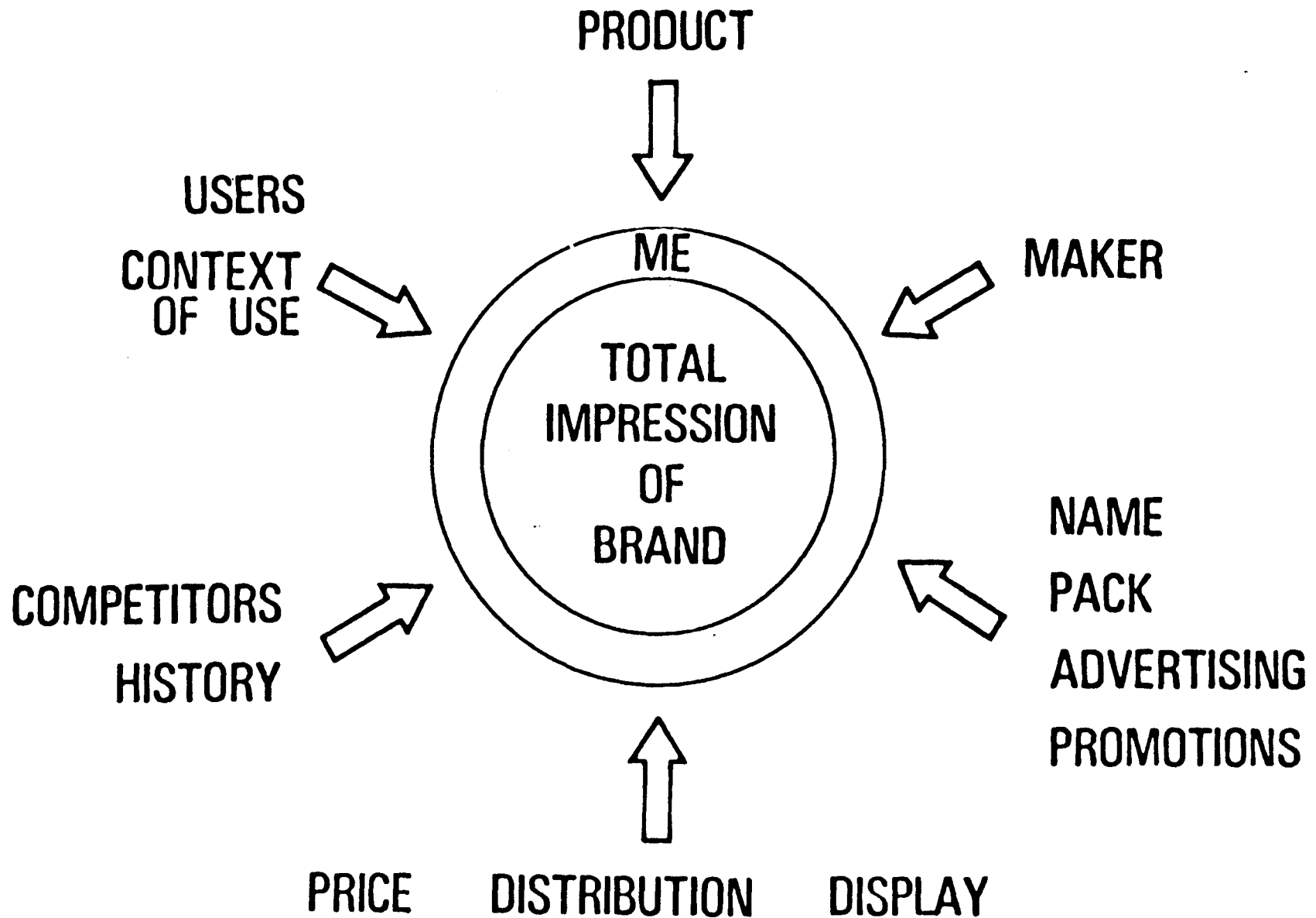
Unique

Physical features

Performance

Style and associations

WHAT AFFECTS BRAND PERSONALITY?



WHY SET ADVERTISING STRATEGY AS DESIRED RESPONSES?

- 1. Advertisements are means, not ends**
- 2. Consumer responses are the link between all aspects of the marketing mix**
- 3. People don't necessarily get out what we think is put in**
- 4. Not all motivations are rational**

SETTING TARGET RESPONSES

1. What *changes* in responses to brand?
2. What *comparison* with competitors?
3. What *priority* in responses?

WHAT MAKES A GOOD ADVERTISING IDEA?

1. The right role for advertising

2. Originality

3. Comes from brand positioning

WHAT MAKES A GOOD ADVERTISING IDEA?

DIRECT: Vivid demonstration
of brand's function

INDIRECT: Vivid metaphor for
brand's personality

STRUCTURE OF ADVERTISING STRATEGY

1. How much, when, where?
2. Role for advertising?
3. Priorities : target groups?
desired responses?
4. Why?