

# LECTURE 8

## Communicating to the customer

# LECTURE THEMES

1. Marketing, branding, and marketing communications
2. How advertising works
3. The six-M model of marketing communication
4. Creativity in marketing communication
5. Constructing a creative brief
6. Best practices in marketing communication







# The Orajel Dental Report

If you answer "yes" to these questions, you should switch to Orajel Gold Sensitive Teeth Toothpaste For Adults.

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| 1. Recently my teeth have become sensitive and painful when I have hot coffee or cold foods. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. I want a sensitive teeth toothpaste that really works to relieve pain.                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. I'd like a sensitive teeth toothpaste with more cavity-fighting fluoride than Sensodyne.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. I want my sensitive teeth toothpaste to taste good.                                       | <input type="checkbox"/> | <input type="checkbox"/> |



Orajel® Gold™ is the first pain-relieving toothpaste specially formulated for an adult's sensitive teeth, because it has unsurpassed pain relief and 33% more fluoride than Sensodyne.

As we grow older, our gums start to recede which causes teeth to become extra sensitive to hot or cold and can also lead to more cavities at the gumline. Orajel Gold cleans, whitens and relieves pain, with extra strength cavity-fighting fluoride. And the great mint flavor leaves your mouth feeling fresh and clean.

**Unsurpassed pain relief. Less chance of cavities.**

Visit us at [www.orajel.com](http://www.orajel.com)

©1999 Del Pharmaceuticals, Inc., a subsidiary of Del Laboratories, Inc.



**I scream.**



**You scream.**



**No scream.**

Clinical tests prove new Colgate Sensitive Maximum Strength<sup>®</sup> Toothpaste delivers significantly more pain relief than Sensodyne. Our advanced formula soothes sensitive nerves inside your teeth, so the only sound you'll make is Mmmm.

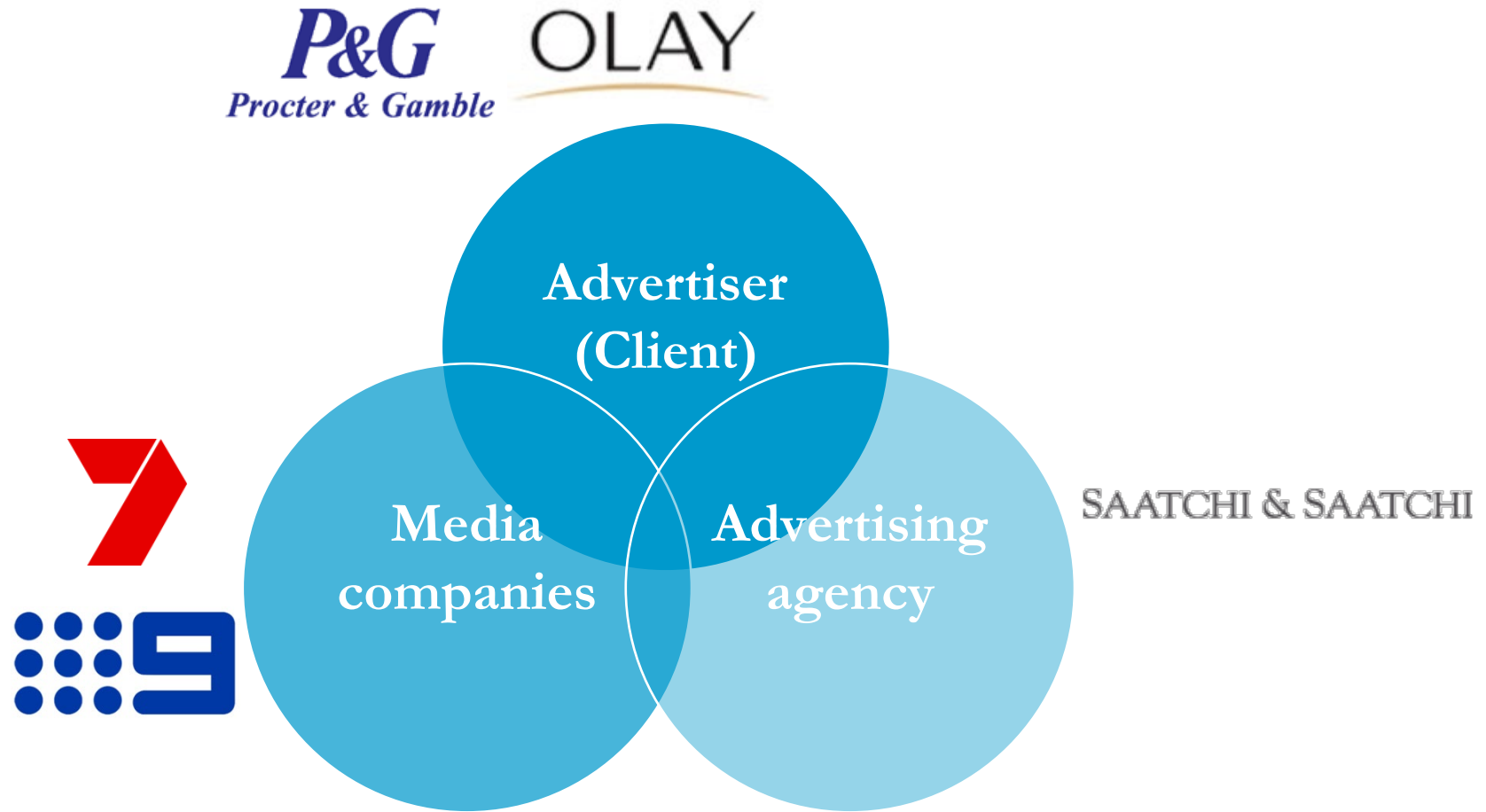


**MAXIMUM STRENGTH RELIEF FOR SENSITIVE TEETH**

Sensodyne is a registered trademark of Dentsu, Inc.  
Contains 5% potassium nitrate (FDA-required amount) for hypersensitivity. © 2000 Colgate-Palmolive Co.

[www.colgate.com](http://www.colgate.com)

# Marketing, Branding, & Marketing Communications



Players in advertising

# Marketing, Branding, & Marketing Communications

## World's Top Ad Agencies



MINDSHARE



McCANN ERICKSON



SAATCHI & SAATCHI

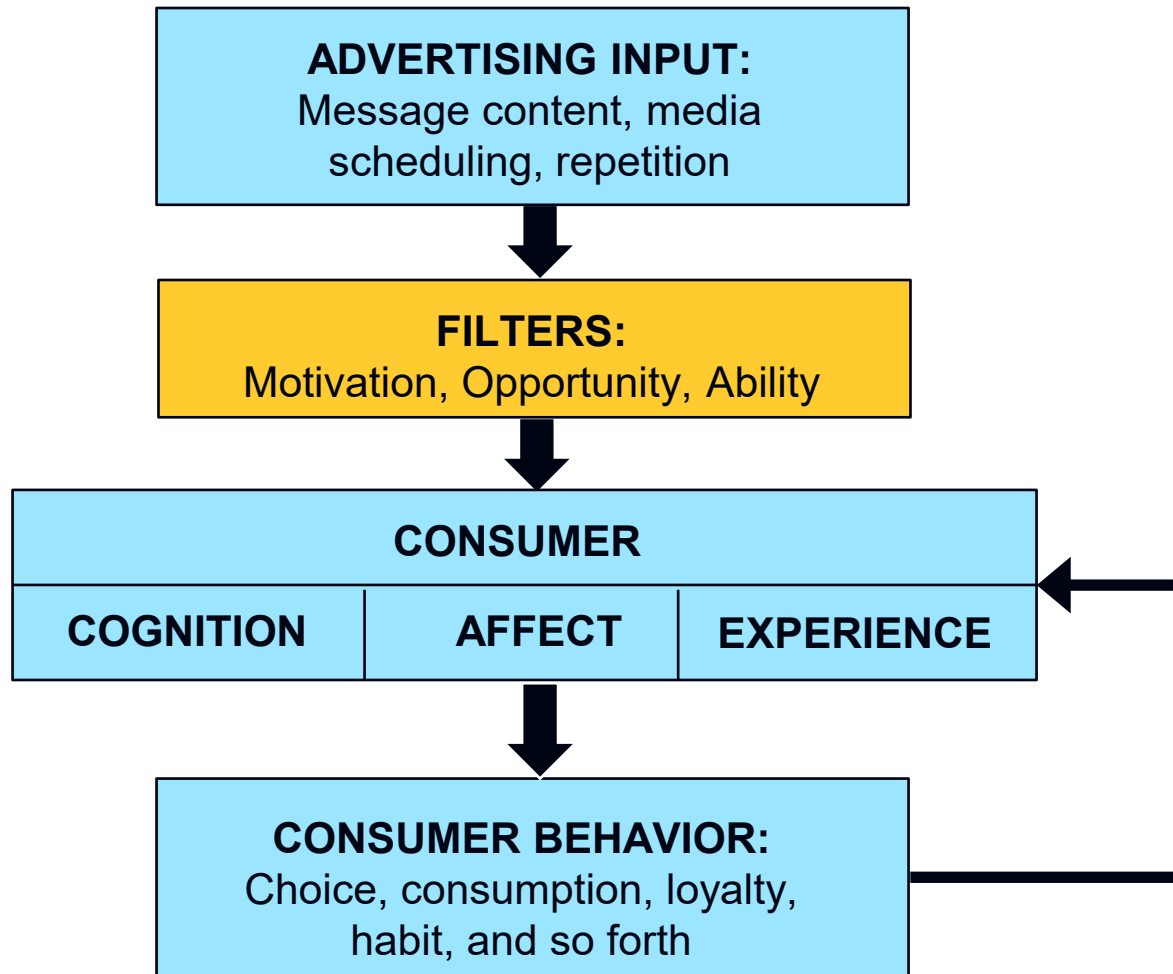
DRAFTFCB



Wieden  
Kennedy<sup>+</sup>

Sources: Advertising Age

# How advertising works



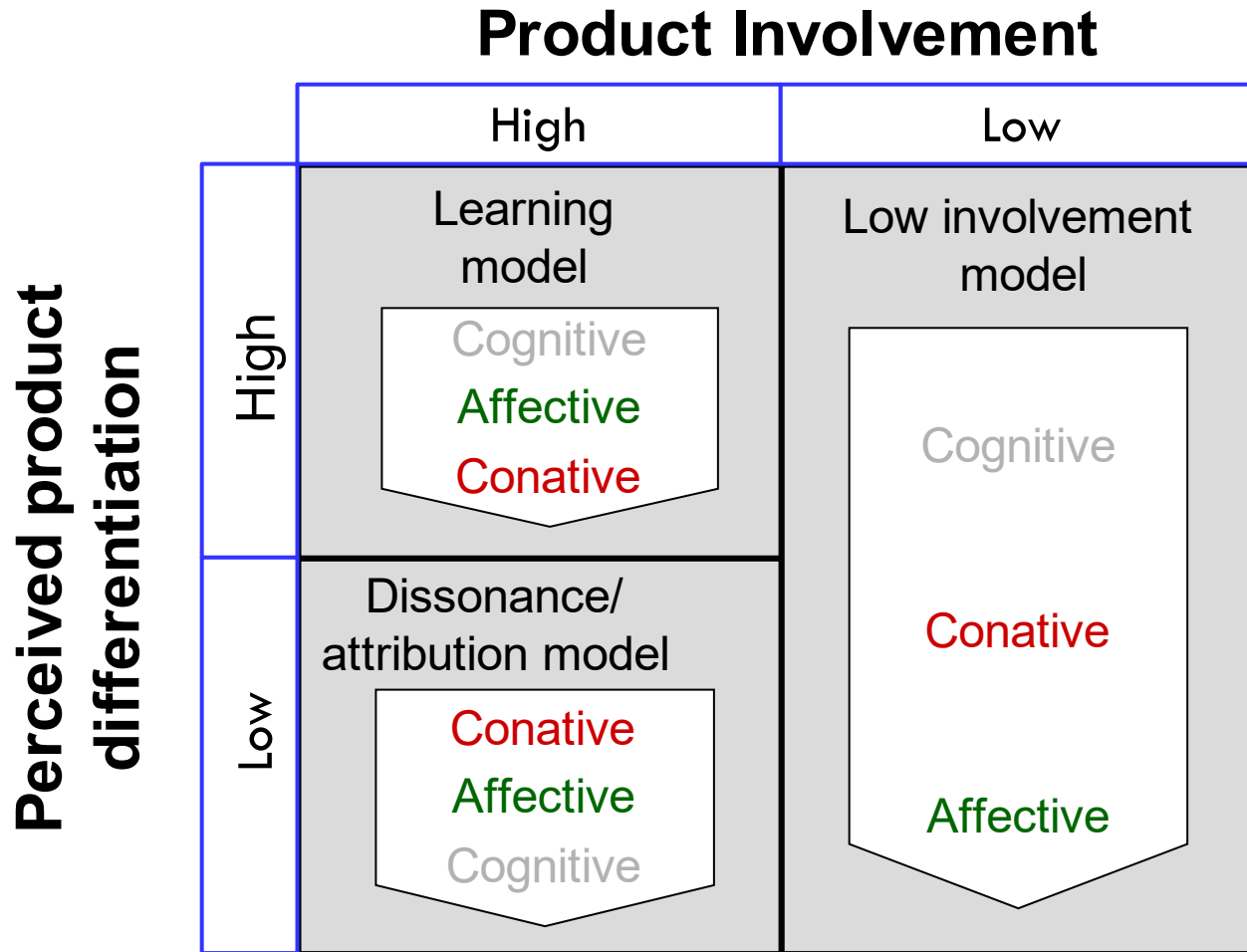
Source: Vakratsas and Ambler (1999)

# How advertising works

Stages	Models			
	AIDA model <sup>a</sup>	Hierarchy of effects model <sup>b</sup>	Innovation adoption model <sup>c</sup>	Information processing model <sup>d</sup>
Cognitive stage	Attention	Awareness	Awareness	Presentation
	↓	↓	↓	↓
Affective stage	Interest	Knowledge		Attention
	↓	↓		↓
Behavioral stage	Desire	Liking	Interest	Comprehension
	↓	↓	↓	↓
	Action	Preference	Evaluation	Yielding
	↓	↓	↓	↓
		Conviction	Trial	Retention
	↓	↓	↓	↓
		Purchase	Adoption	Behavior

Sources: Belch and Belch (2009)

# How advertising works



Sources: Belch and Belch (2009)



# How advertising works

- Standard Learning Hierarchy
  - Learn → Feel → Do
  - High-involvement
  - Advertisements
    - Providing detailed information



THINK LIKE YOU'VE NEVER THOUGHT.  
FEEL LIKE YOU'VE NEVER FELT. DRIVE LIKE YOU'VE NEVER DRIVEN.

Introducing the all-new Subaru B9 Tribeca. A dynamic, progressive design that will change the way you think about SUVs. It's equipped with a powerful 250-hp, 6-cylinder Subaru boxer engine, Vehicle Dynamics Control and signature Symmetrical All-Wheel Drive standard. Providing stability, agility and control you just don't expect from an SUV. Feel the cockpit wrap around and connect you with a state-of-the-art available touch screen navigation system that intuitively guides you to places near or far. And while the available 9" widescreen DVD entertainment system can capture the attention of up to 7 passengers, the engaging drivability and real world versatility will capture yours. Simply put, you'll never think, feel, drive, the same way again. [subaru.com](http://subaru.com)

SUBARU **B9 TRIBECA**

Think. Feel. Drive.™

SUBARU



# How advertising works

- Dissonance/Attribution Hierarchy
  - Do → Feel → Learn
  - Two alternatives similar in quality



[ LAYERS OF PROTECTION ]

**VISA SECURITY PROGRAM**

CONTINUOUS MONITORING	I.D. THEFT ASSISTANCE	✓ VERIFIED by VISA	ZERO LIABILITY	3-DIGIT CODE
-----------------------	-----------------------	--------------------	----------------	--------------

↑

[ LAYERS OF SECURITY ]

**A MULTI-LAYERED APPROACH TO PAYMENT CARD SECURITY.**

Visa has many ways of protecting your card. For instance, if your card is fraudulently used to make purchases, you will not be held responsible. Visa also constantly monitors your account to detect suspicious or unusual activity. In addition, we provide access to identity theft assistance. Visa can even confirm your identity when you're shopping online. It all adds up to protection. Layer upon layer of it.

**VISA**

[VISA.COM/SECURITY](http://VISA.COM/SECURITY)

Covers U.S. issued cards only. Visa's Zero Liability Policy does not apply to commercial card or ATM transactions, or to P2P transactions not processed by Visa. Notify your financial institution immediately of any fraudulent use. Verified by Visa is not available with all cards and requires online activation and use of a participating online merchant. For additional restrictions, limitations, and information relating to Visa Security features, see your cardholder agreement and go to [visa.com/security](http://visa.com/security).

©2005 Visa U.S.A. Inc.

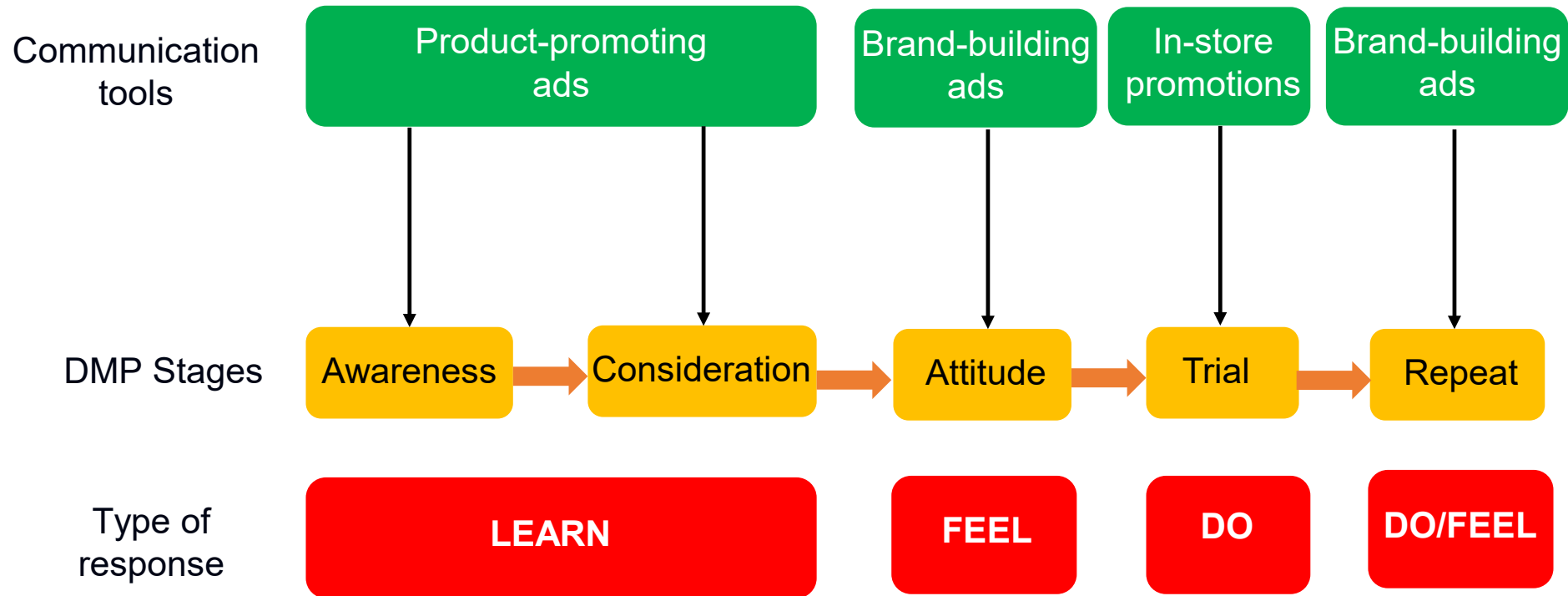
# How advertising works

- Low Involvement Hierarchy
  - Learn → Do → Feel
  - Low consumer involvement in purchase situation
  - Minimal difference in brand alternatives
  - Mass media is important!



# How advertising works

How do consumers react to advertising efforts?



**CHOICE = SELF + SOCIAL + SALIENCE**



Cold turkey. Hypnosis.

You name it, I've tried it.

But Nicorette® gum was my ally.

It helped put me in control.

It was there whenever I needed it.\*

To help me deal with my cravings...  
fast!

And Nicorette gave me  
a lower level of nicotine than cigarettes\*\*

so I could ease out of nicotine

a little at a time...

gradually, gently,

totally.

Until I wasn't just off cigarettes...

I was off Nicorette.

You can't imagine the feeling!

[www.nicorette.com](http://www.nicorette.com)

\*Start the Nicorette program by taking one piece every 1-2 hours. Use extra pieces as the need arises, do not exceed 24 pieces a day. Follow enclosed directions. Support program can improve success rate. Results vary. \*\*Compared to an average cigarette usage vs. one piece of Nicorette every 1-2 hours. SmithKline Beecham provides an annual grant to the ACS for stop smoking and cancer-related research and education in return for the use of their seal.



©1998 SmithKline Beecham

**YOU CAN  
DO IT.  
Nicorette  
can help.\***

**THE LAST TIME  
I QUIT SMOKING  
WAS THE FIRST TIME  
I USED NICORETTE.**



**Get off at the fashionable end  
of Oxford Street, drift into the  
achingly cool technology hall  
of London's most happening  
department store and view  
this year's must-have plasma  
courtesy of the sound and vision  
technologist in the Marc Jacobs  
sandals** then go to [dixons.co.uk](http://dixons.co.uk)  
and buy it.



# Nutrisystem®

[Order Now](#) / [Having trouble viewing this email?](#) / [Send to a friend!](#)

Get **1 FREE WEEK**  
of indulgent food AND  
**SAVE \$50<sup>†</sup>**

Only 7  
Days  
left!

Lose weight and look amazing  
this summer with this  
**never-before-seen** offer!



Order Now

Get a **FREE WEEK** of our gourmet  
Nutrisystem® Select™ fresh-frozen  
entrees AND **save \$50!†**

**HURRY!** Offer ends May 27th!

Readus & Sandra lost  
**60 lbs\* & 32 lbs\***





# THE #1 ANTI-WRINKLE CREAM BECAUSE IT WORKS.

**#1**  
WITH BEAUTY  
EDITORS.  
Winner of Allure Editors'  
"Best of Beauty" Award.

**#1**  
SELLER.  
Clinically proven to both  
treat and help prevent  
fine lines and wrinkles.

**#1**  
WITH  
DERMATOLOGISTS.  
The first Retinol  
anti-wrinkle cream  
with SPF 15.



Neutrogena®



eat

learn

play

mymacca's



# YOUR CREATION NOW AT McDONALD'S

— > INTRODUCING < —

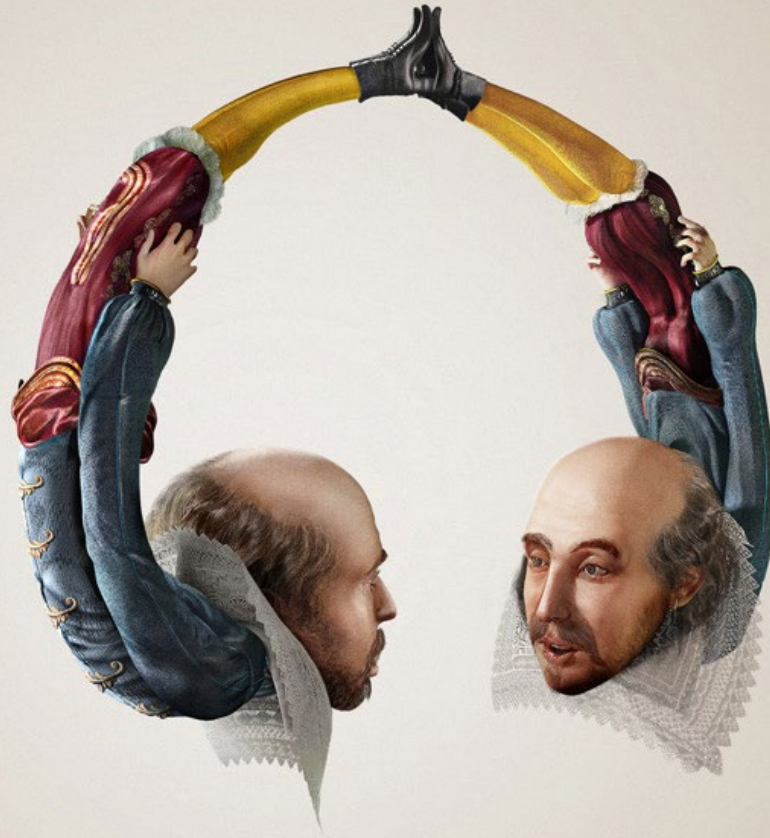




No headline, no subhead, no body copy -  
does this ad still work?



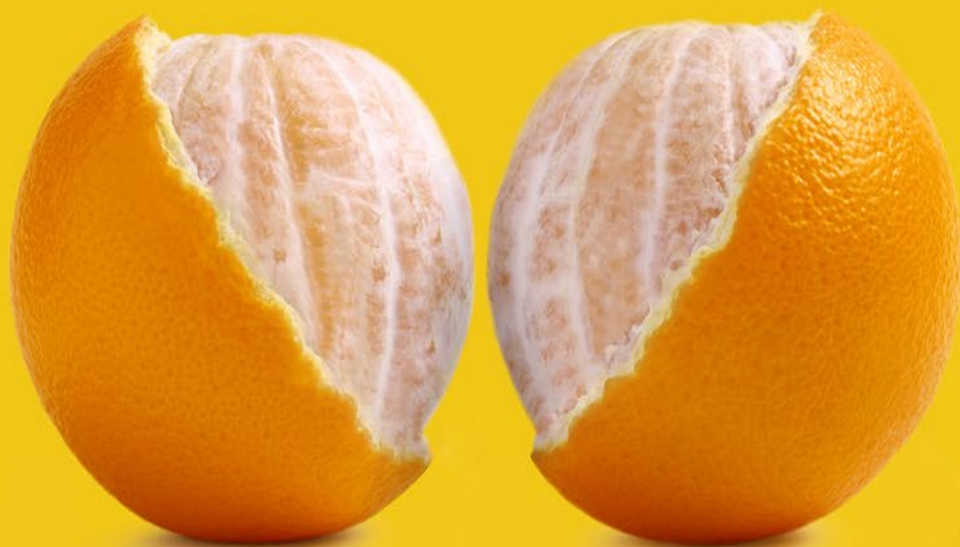




AUDIOBOOKS



**wonderbra**  
swimwear



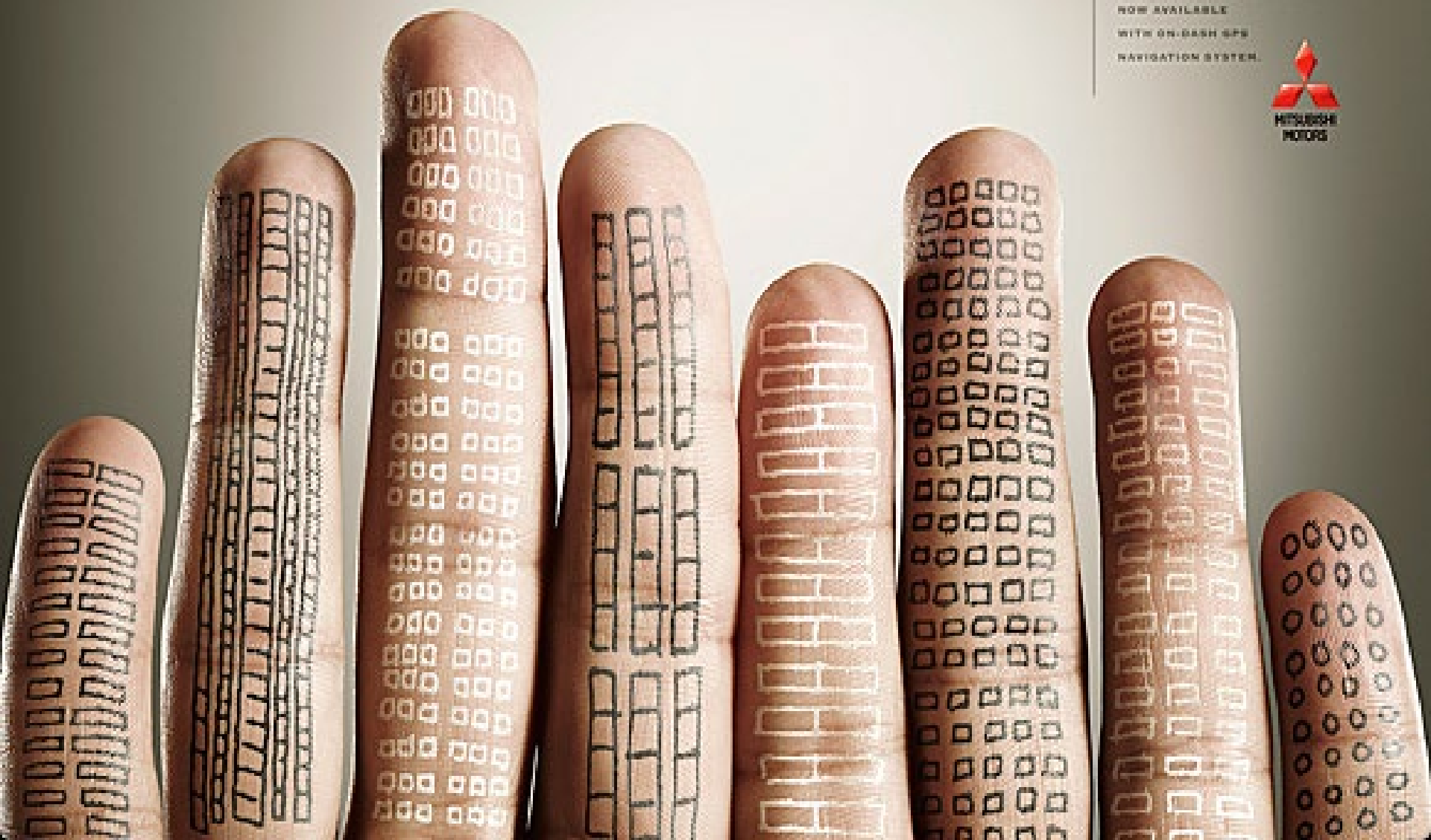
FITS NATURALLY!

wonderbra®



THE WHOLE CITY JUST  
A TOUCH AWAY.

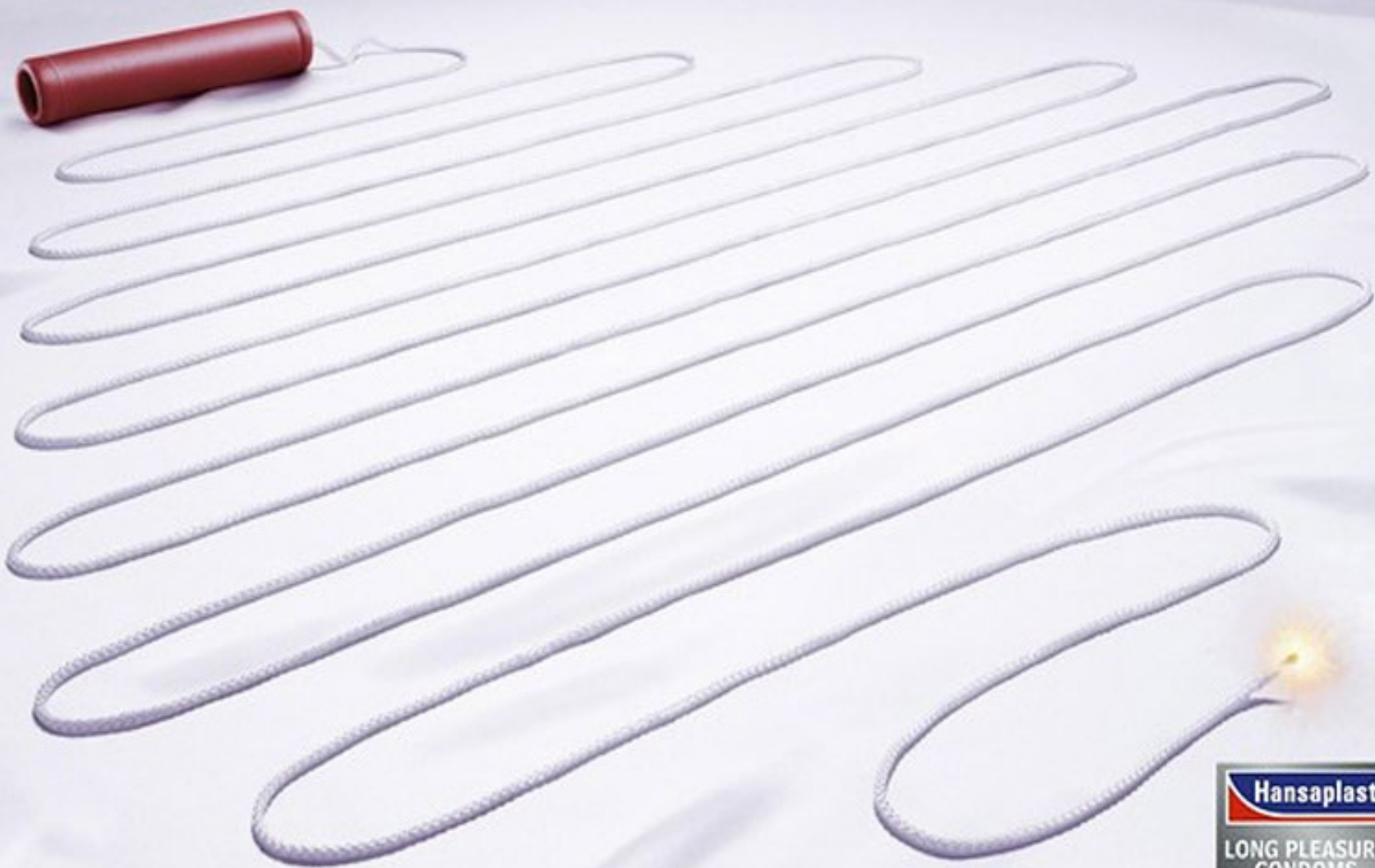
mitsubishi montero full  
now available  
with ondash gps  
navigation system.







**LP difference**  
FOLDING BIKE











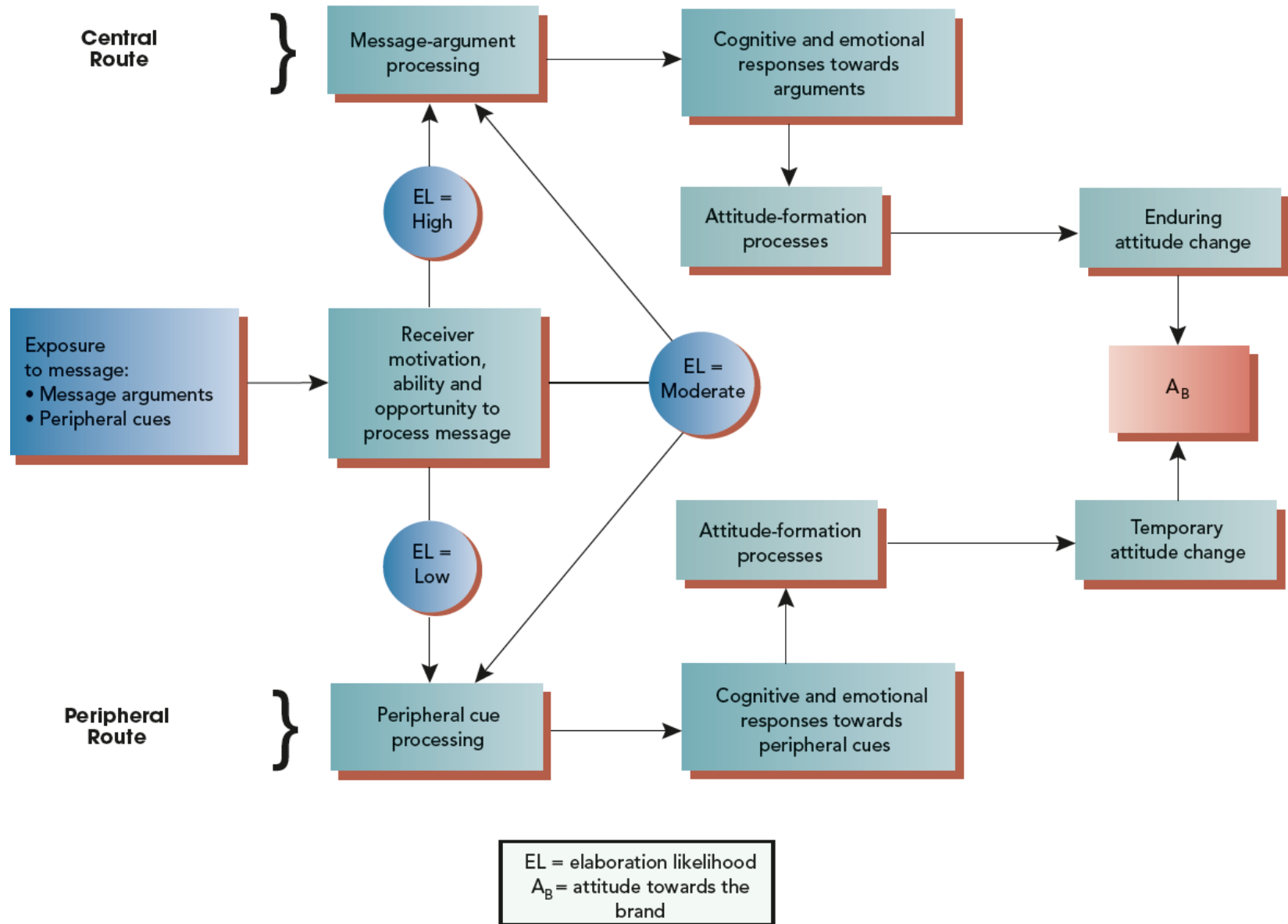






# How advertising works

## An integrated model of persuasion



# **ENHANCING MOTIVATION-OPPORTUNITY-ABILITY (MOA)**

## **MOTIVATION**

- Attend to the message by appealing to hedonic needs (appetite appeals, sex appeals)
- Using novel stimuli (unusual pictures)
- Using intense prominent cues (action, loud music, colourful ads, celebrities)
- Using motion (complex pictures; edits and cuts)
- Increasing relevance of brand to the self (asking rhetorical question, using fear appeals or dramatic presentations)
- Increasing curiosity about the brand (opening with suspense or surprise, using humours, presenting little information in the message)

## **OPPORTUNITY**

- Repeating brand information
- Repeating key scenes
- Creating Gestalt Processing (pictures & imagery)

## **ENHANCE CONSUMER'S ABILITY**

- Providing a context
- Facilitating exemplar-based learning (using definite words and images, demonstrations, analogies)

# How advertising works

## PERSUASION



THE PRINCIPLE OF

### Reciprocity:

*People repay in kind.*

THE APPLICATION:

*Give what you want to receive.*



THE PRINCIPLE OF

### Authority:

*People defer to experts.*

THE APPLICATION:

*Expose your expertise; don't assume it's self-evident.*



THE PRINCIPLE OF

### Liking:

*People like those who like them.*

THE APPLICATION:

*Uncover real similarities and offer genuine praise.*



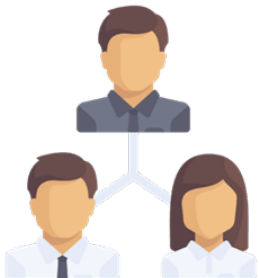
THE PRINCIPLE OF

### Consistency:

*People align with their clear commitments.*

THE APPLICATION:

*Make their commitments active, public, and voluntary.*



THE PRINCIPLE OF

### Social Proof:

*People follow the lead of similar others.*

THE APPLICATION:

*Use peer power whenever it's available.*



THE PRINCIPLE OF

### Scarcity:

*People want more of what they can have less of.*

THE APPLICATION:

*Highlight unique benefits and exclusive information.*

# SYSTEM 1

Intuition & instinct

95%

Unconscious  
Fast  
Associative  
Automatic pilot

# SYSTEM 2

Rational thinking

5%

Takes effort  
Slow  
Logical  
Lazy  
Indecisive



*Source: Daniel Kahneman*

## System 1



Fast



Unconscious



Automatic



Everyday  
Decisions



Error prone

## System 2



Slow



Conscious



Effortful



Complex  
Decisions



Reliable

# Science of Persuasion

SECRETS FROM  
THE  
SCIENCE OF PERSUASION  
BY  
ROBERT CIALDINI & STEVE MARTIN







Soap dries your skin, but  
**DOVE** creams your skin  
 while you wash!

New bath and toilet bar is one-quarter cleansing cream

*Dove* is a completely new formula. One-quarter of every bar is cleansing cream. That's why *Dove* makes your skin feel as soft and smooth—with none of that dry, tight feeling you get from using soap. *Dove* actually creams your skin while you wash!

*Dove* looks different, too. It has a fascinating new shape—designed to fit the hand.

*Dove* Barthers unconditionally guarantees that you will like *Dove* better than any soap—for your face, your hands, all of you. If you don't agree—we'll give you back every penny you paid.

So cut out the coupon on the opposite page—take it to your favorite store and meet the one amazing new *Dove*! You'll never go back to soap!



New *Dove* is one-quarter cleansing cream. *Dove* is good for your skin.



Treat it rough, it cries.

Hair, it's just like you and me.

 **New**  
*Dove*  
Haircare  
Shampoos | Conditioners | Treatments



It's happiest when it's cared for.



Hair, it's just like you and me.



Shampoos | Conditioners | Treatments



**fixed-action patterns**  
**the trigger feature**



Excuse me, I have five pages.  
May I use the Xerox machine?

Excuse me, I have five pages.  
May I use the Xerox machine  
because I am in a rush?

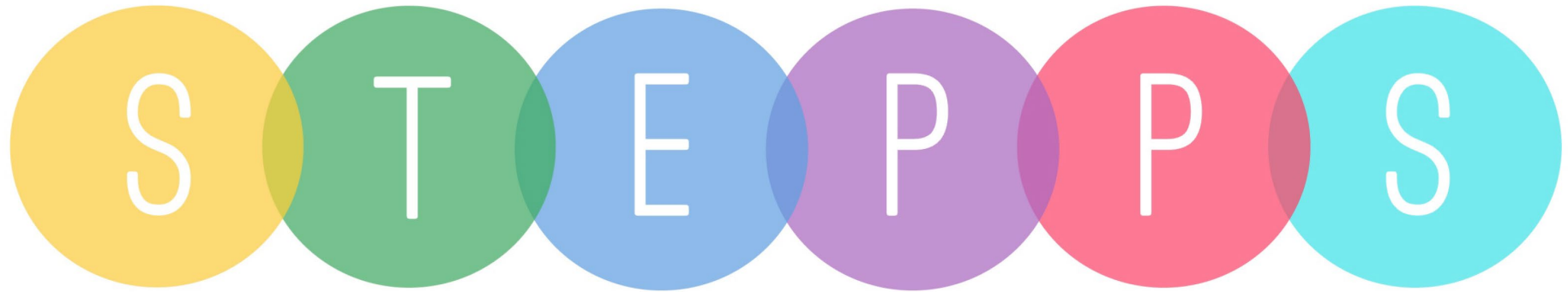
Excuse me, I have five pages.  
May I use the Xerox machine  
because I have to make some  
copies?

**fixed-action patterns**

**the trigger feature**

# How advertising works

## SHARING



### SOCIAL CURRENCY

People care about how they look to others. They want to seem smart, cool, and in-the-know. So be sure to find the inner-remarkability (Will It Blend?) and make people feel like insiders (Please Don't Tell).

### TRIGGERS

Top-of-mind means tip-of-tongue. So consider the context (Rebecca Black) and grow your habitat so that people are frequently triggered to think about your product or idea.

### EMOTION

When we care, we share. Emotional content often goes viral (United Breaks Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high arousal emotions.

### PUBLIC

Built to show, built to grow. The more public something is, the more likely people will imitate it. Design products and initiatives that advertise themselves (red bottom shoes) and create some visible behavioral residue (Livestrong bracelets).

### PRACTICAL VALUE

News you can use. Useful things get shared. So highlight incredible value (Rule of 100) and package knowledge and expertise so that people can easily pass it on (Corn shucking video).

### STORIES

Information travels under what seems like idle chatter. Stories are vessels. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries your idea along for the ride.

Source: Berger (2016)

# Content without sharing is nothing

If you create **great content** and **no one know about it to link to it**, you're spinning your wheels. **A combination** of content as well as social networking, link networking, public relations, and gaining editorial visibility as well as viral and individual link solicitations will all work together synergistically. **Building a community** of consumers of your content as well as **relationship with the media** in your industry is the distribution network necessary to gain the most link value out of creating great content.

Lee Odden

# Six principles that make content contagious

- Principle 1: Social Currency

Craft messages that help customers achieve desired impressions. Find our inner remarkability and make people feel like insiders. Leverage game mechanics.

- Principle 2: Triggers

Design products and ideas frequently triggered by the environment and create new triggers.

- Principle 3: Emotion

When we care we share. Pick the right emotions to evoke. Kindle the fire.

- Principle 4: Public

Making things more observable makes them easier to imitate, which makes them more likely to be popular.

- Principle 5: Practical value

Highlight the incredible value of what we offer. Package content so that people can easily pass it on.

- Principle 6: Stories

Build our own Trojan horses, embedding our products and ideas in stories that people want to tell.



- Principle 1: Social Currency

Craft messages that help customers achieve desired impressions.

☀ Find our inner remarkability ☀ Make people feel like insiders ☀ Leverage game mechanics.

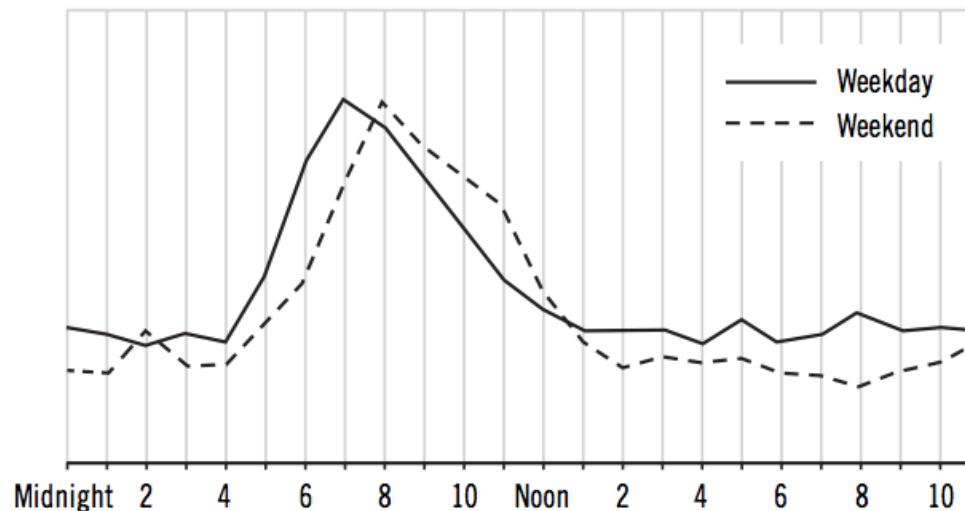


## ■ Principle 2: Triggers

Design products and ideas frequently triggered by the environment and create new triggers.



Mention of Cheerios on Twitter



Source: Berger (2013)

## KIT KAT<sup>®</sup> & Coffee

# *A break's best friend*

Now's a great time to take a break with a KIT KAT<sup>®</sup> bar and coffee. While sipping your coffee and enjoying the smooth milk chocolate and light crispy wafers in every KIT KAT<sup>®</sup> bar, you'll feel like you're getting two breaks in one. With KIT KAT<sup>®</sup> bars and coffee – you can make BREAK TIME. ANYTIME.™





- Principle 3: Emotion

When we care we share. Pick the right emotions to evoke. Kindle the fire.



**Diego Frazão  
Torquato, 12  
year old  
Brazilian  
playing the  
violin at his  
teacher's  
funeral. The  
teacher had  
helped him  
escape  
poverty and  
violence  
through  
music**



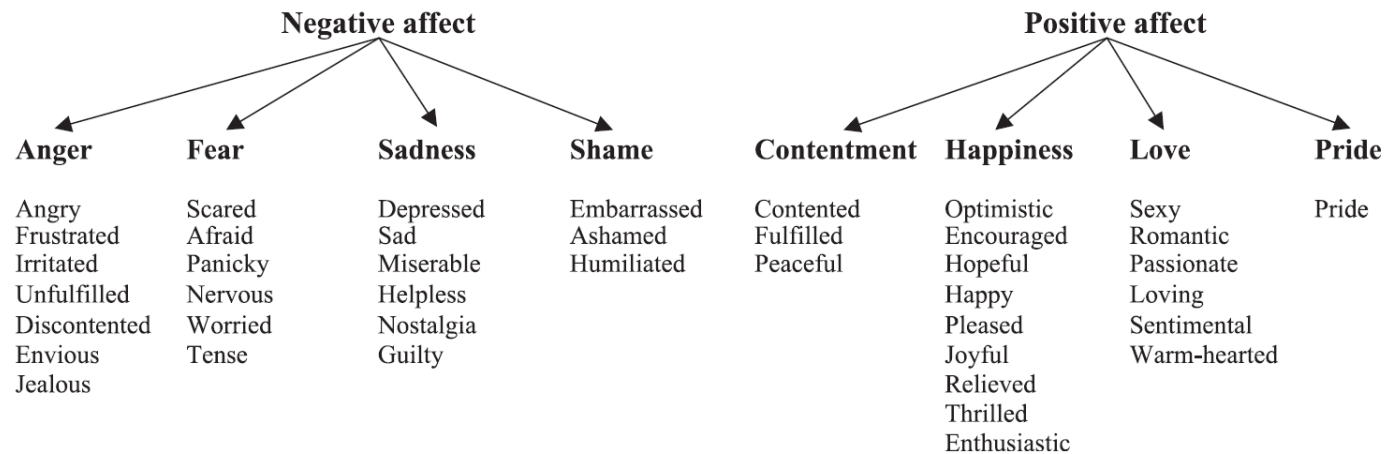
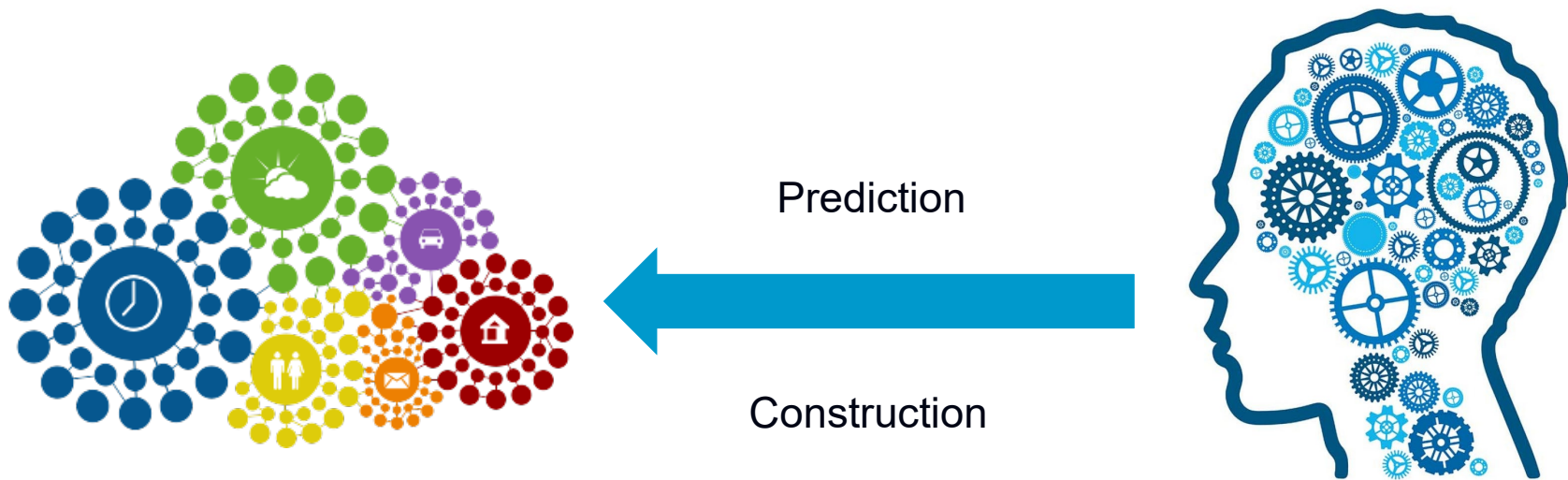


Fig. 1. Hierarchy of consumer emotions.

Source: Laros and Steenkamp (2005)

open happiness®

*Coca-Cola*



clinique  
happy

discover a chic, modern,  
multi-layered floral from Clinique.



- Principle 4: Public

Making things more observable makes them easier to imitate, which makes them more likely to be popular.



Opening a laptop from the wrong end is a self-correcting problem only lasts for a few seconds. However, the upside-down logo is a problem that lasts indefinitely.



**IF SOMETHING IS BUILT TO SHOW, IT'S BUILT TO GROW**



**THE POWER OF OBSERVABILITY**





**THE PSYCHOLOGY OF IMITATION**

# MAKING THE PRIVATE PUBLIC

## TESTICULAR CANCER AWARENESS MONTH

Globally, testicular cancer is the most common cancer among young men, so getting to know what's normal for your nuts is important.

[FIND OUT MORE](#)



- Principle 5: Practical value

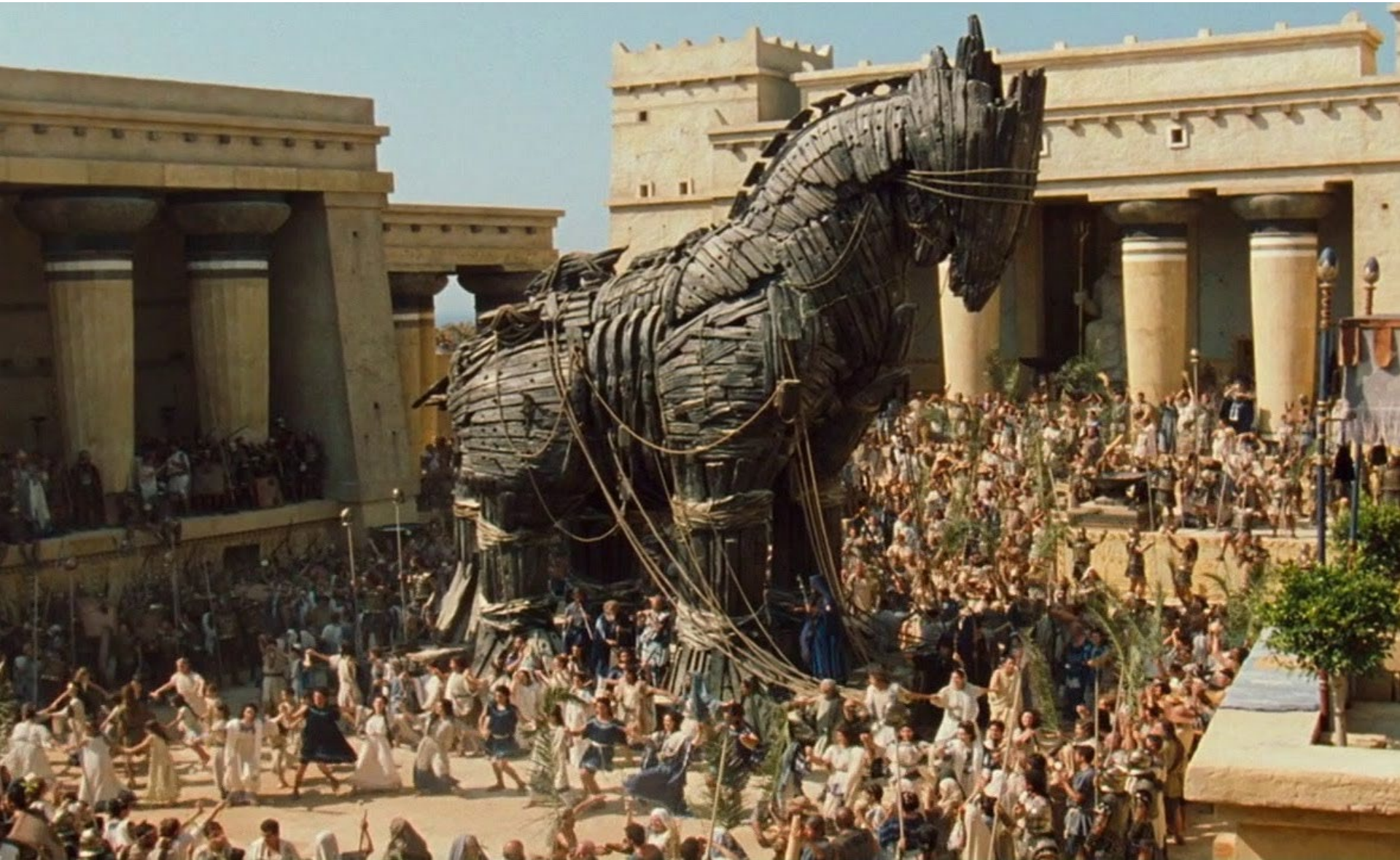
Highlight the incredible value of what we offer. Package content so that people can easily pass it on.





- Principle 6: Stories

Build our own Trojan horses, embedding our products and ideas in stories that people want to tell.





# The 6-M Model of marketing communications

## STRATEGIC INTENT

### MISSION

What are the objectives of the communication?

### MARKET

To whom is the communication addressed?

## STRATEGIC EXECUTION

### MESSAGE

What is the story to be communicated?

### MEDIA

Where and how will the story be delivered?

## STRATEGIC IMPACT

### MONEY

How much will be spent to communicate?

### MEASUREMENT

How will impact be assessed?

Source: Avery and Teixeira (2016)

# Mission



**Communication Challenge ::** In today's fast-paced world McDonald's have shifted focus to quality, service and value. But we lost a little something along the way, how could we resurrect the magic of McDonald's?

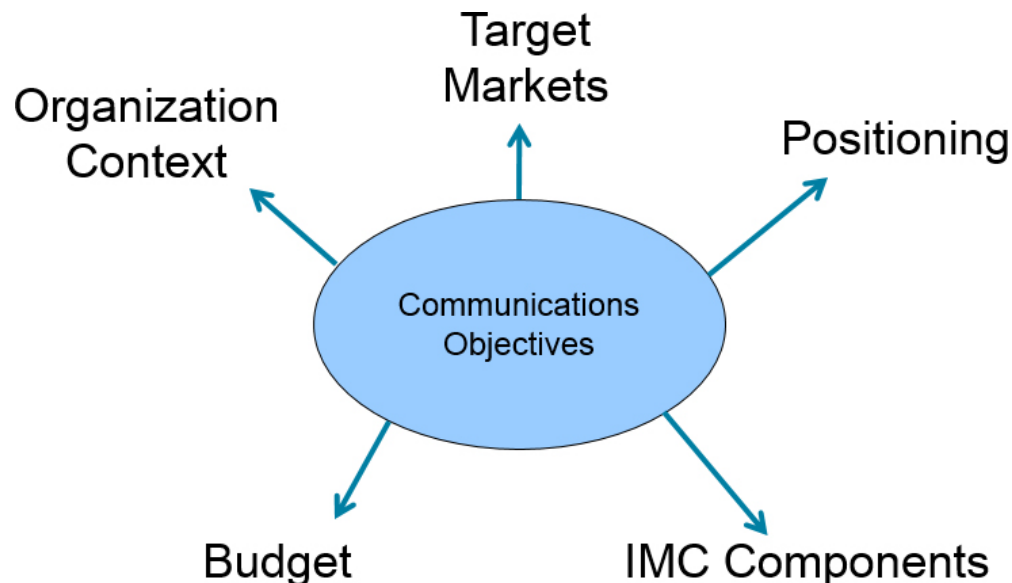
**Communication Objective ::** McDonald's hasn't shifted Brand Relevancy for years. Our goal was to shift this by 8% in 3 months. A huge task to achieve!.

# Mission

*Don't care how bright or how catchy ... nor how much general interest. The key is "does it sell?" What's the profit of the ad investment?*

*L. Thomas of Lord and Thomas, the largest U.S. ad agency in 1905*

Communications objectives tie the organization's context, target markets, and positioning approaches to the ultimate selection of budget figures and IMC components (Clow and Baack 2018, p. 128).



# Mission

- Communications objectives guide account executives and advertising creatives in designing the actual advertising messages
- Communications objectives are derived from overall marketing objectives.

## **Marketing objectives**

- Sales volume
- Market share
- Profits
- Return on investment

## **Communications objectives**

- To create or maintain brand awareness.
- To change consumer beliefs or attitudes.
- To influence purchase intent.
- To stimulate trial use.
- To convert one-time users into repeat purchasers.
- To encourage brand switching.



## Strategic Challenge

*How does McDonald's, a burger and fry joint with poor quality and health perceptions, convince consumers to forgo the places normally associated with great tasting smoothies, and spend their discretionary income on a product that is brand new territory for the brand?*

## Objectives

**Goal 1: Market Share** - Grow McDonald's share of the Smoothie category from 0% to 5% by Q3 2020.

**Goal 2: Awareness & Trial** - Meet/exceed McDonald's benchmarks for New Product Launch, Awareness and Trial: 3-month goal.

Awareness = 70%

Tried Past 4 Weeks = 7%

**Goal 3: Perceptions** - Increase quality perceptions significantly via communication and interaction with product.



100% pure sipping fun.

Introducing Real Fruit Smoothies from McCafé®  
They're a delicious blend of real fruit, creamy low-fat yogurt and ice.  
Try smooth and creamy strawberry banana or refreshing wild berry.  
They're bursting with fruit and bursting with flavor.

strawberry banana

wild berry

new  
real fruit  
smoothies

McDonald's  
i'm lovin' it

At participating McDonald's® ©2010 McDonald's

# “Mommy Like/Daddy Like”

## Strategic Challenge

### Poor minivans – the vehicle no one really wants

Minivans are the most maligned and under-appreciated vehicles in the industry. The stuff of jokes, and a sure sign that the adult behind the wheel has given up on having a personal life in order to become a slave to their children. They emasculate dads and frump-up moms. They're the vehicle no one really wants but they are the smart, practical solution for transporting a young family.

Minivan pride and appreciation usually comes after the fact. The dirty little secret surrounding minivans is that no one goes into them willingly but they soon learn to love them for their functionality. When it comes to making a choice, minivans are pretty much all alike – built from the inside out to accommodate the little ones.

### The challenge – make a joke vehicle segment desirable

The challenge for the redesigned Toyota Sienna was to stand out from the pack and, if possible, become the minivan of choice because parents *actually like it* – a tall order given the minivan's history as a vehicle of ridicule, and even taller when you consider that this had to happen during an extremely challenging time in the brand's history. Prior to the launch, sales share for the Sienna had dropped from 29% in December '09 to 19% in February '10 – a daunting 10% decline.

## Objectives

### Objectives:

- 1) Regain lost market share (measured via Polk Insight)
- 2) Generate buzz – make Sienna the talk of the blogosphere (measured via awareness and involvement)
  - Awareness to be measured by the Hall & Partners Tracking Study and IAG Ad Performance Study
  - Involvement to be measured by YouTube views and engagement
- 3) Increase consideration for the new Sienna (measured via Hall & Partners Tracking Study)
- 4) Achieve a lift in aspirational imagery not normally associated with minivans – specifically “distinctive” and “stylish,” as measured by Hall & Partners Tracking Study

# **“Coke/Coke Zero Taste Similarity”**

## **Strategic Challenge**

### **Convince guys that Coke Zero tastes like Coke.**

Three years into its launch Coke Zero was growing at a respectable level. But to deliver the share increase required, Coke Zero had to gain volume growth by appealing to men 18-34 who represented the largest untapped audience for diet sodas. Many 18-34 year old guys said that diet sodas tasted bad and had the baggage of being overly feminine. They preferred the taste of full sugar sodas but as they matured, were starting to move to lower calorie options such as energy drinks, water or sports drinks in exchange for sodas (source: Coke Zero Exploratory Groups, 6/07).

The strategic challenge was to convince guys that Coke Zero really does taste like Coke. But this challenge was daunting for two reasons:

- A) The very people we wanted to appeal to, young men 18-34, were the most adverse to the idea of diet sodas because of perceived bad taste.
- B) Not only did we need to convince these guys that Coke Zero tasted good-- we needed to convince them it tasted as good as the flagship leader of the Cola category- Coca-Cola.

## **Objectives**

### **The three main objectives for communications were clear:**

- In the third year of Coke Zero's launch, we had to get brand awareness numbers up 6% from the previous year with our male target of 18-34
- We had to transfer the awareness to trial, growing among our target audience, with a goal of 45%
- And to get to that trial we had to overcome the biggest barrier--taste skepticism--as measured by increased belief that Coke Zero "Tastes like Coke" with the most incredulous of consumers, men 18-34. We would also look at measures such as "favorite brand" and "brand for me" to increase as well to support the longer-term emotional connection we hoped to forge for the brand.

# “Wake Up People”

## Strategic Challenge

**Does the world really need another energy drink? Absolutely not. But when you stop and think about it, yes it does.**

There are over 150 Energy drink brands for teens and young adults to choose from. However, they mostly taste bad, have extreme/scary/extremely scary ingredients and, with the promise of fuel for all night power, are just a tad too intense.

What's a person to do if they desire a small, well-aimed kick of energy?

### **Energy to the masses**

Consumers are bored with the coffees, teas and energy bars they typically turn to for a boost of energy, and they're also hesitant to consume energy drinks due to the negative stigma attached to them. Yet they're still looking for a mental and physical boost from a beverage that is both responsible and approachable and will help them get through the day.

This is especially true for young professionals, 25-39 (28-year-old male skew bull's eye), who are stressed out more than ever and instead of just needing more time, they need more energy.

**The Challenge:** Develop a new category based on an old need. Introduce a diet cola for the masses, everyday energy with invigorating effects, into an already overcrowded and skeptical beverage market:

- With 150+ energy drinks on the market, our challenge is to cut through and create a diet cola with energizing effects to be consumed during the day for a kick of energy.
- Need consumer understanding that MAX is a point of difference among the large number of competitors with various energizing benefits:
  - o Diet Coke Plus, Tab Energy, 7UP Plus, Nestle Enviga Tea, Vitaminwater, Vault Soda

## Objectives

### **MAXIMIZE TRIAL AND REPEAT DURING THE FIRST 4 MONTHS OF LAUNCH**

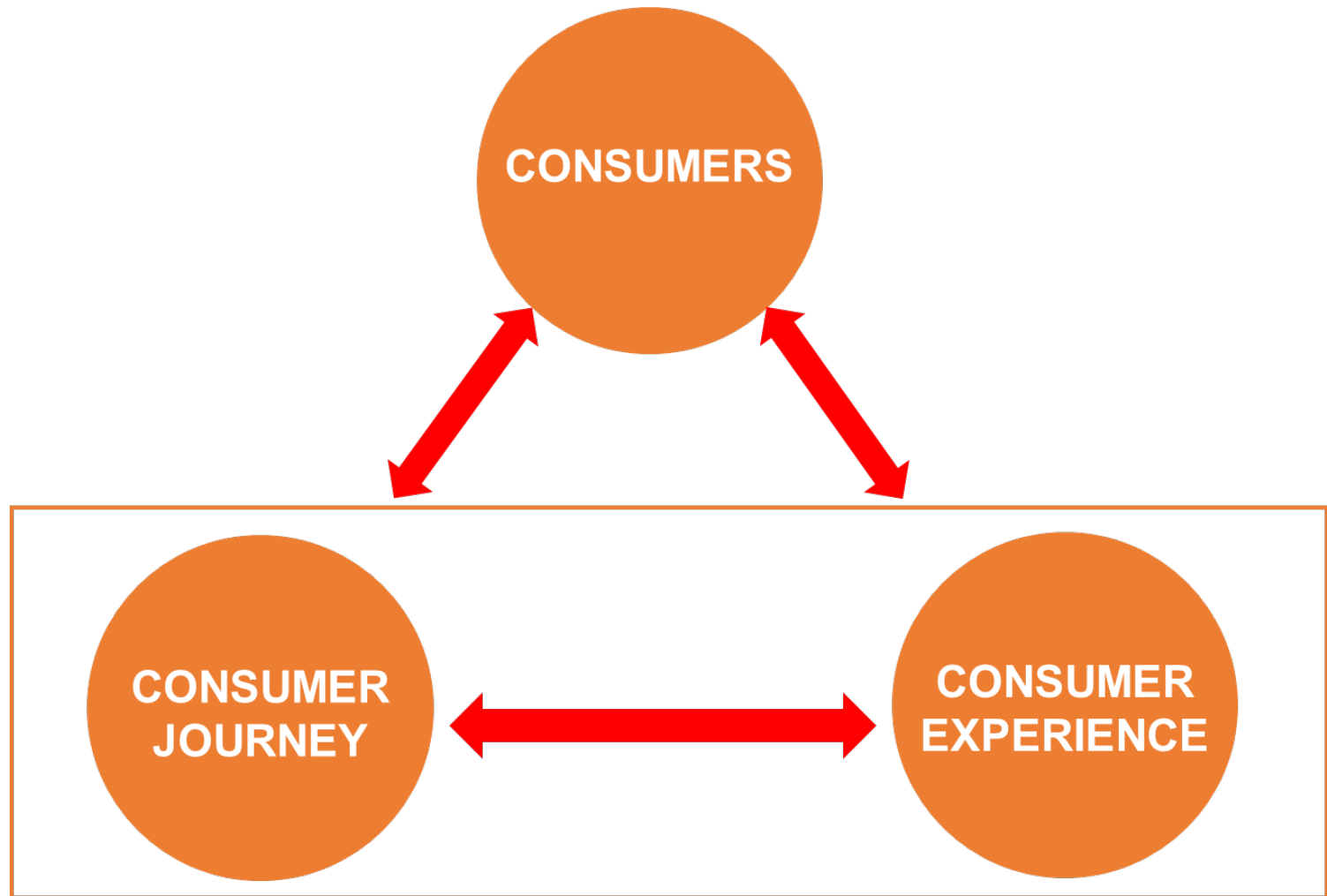
- Achieve greater HH trial than any other Pepsi or Coke launch in the past year and a half
- Achieve stronger repeat than Pepsi, CSD, and Cola repeat averages

**ACCELERATE BRAND AWARENESS AND PERSUASION** with engaging and newsworthy communications that surpass CSD norms by at least +10%

**XCELL IN THE CATEGORY** by stealing sales from Diet Coke and Coke Zero during MAX launch



# Market



# Message



**The Big Idea** :: As McDonalds approached its 40th Birthday we wanted to use this opportunity to un-lock the brand love of the past. Our big idea? Your favourites ...☐  
Back, by popular demand!

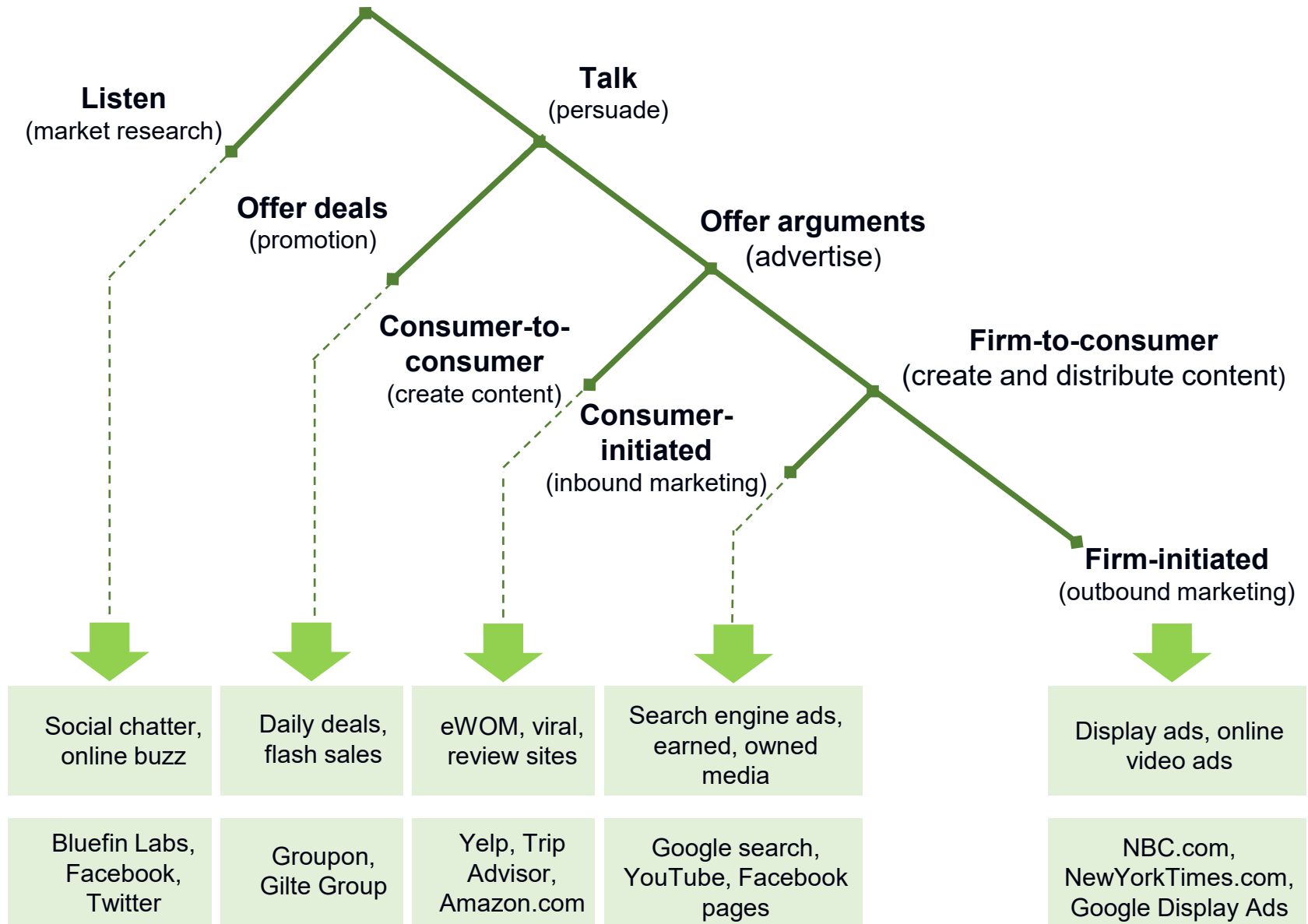
# Media



**The Strategy ::** Bring back the products demanded most by our fans, McFeast and Shaker Fries, and reignite memories through active participation. Partnering with hit music show X-Factor, we invited Australians to vote for their favourite party anthems and created a media first episode devoted to Macca's 'Back by Popular Demand'.



# Media



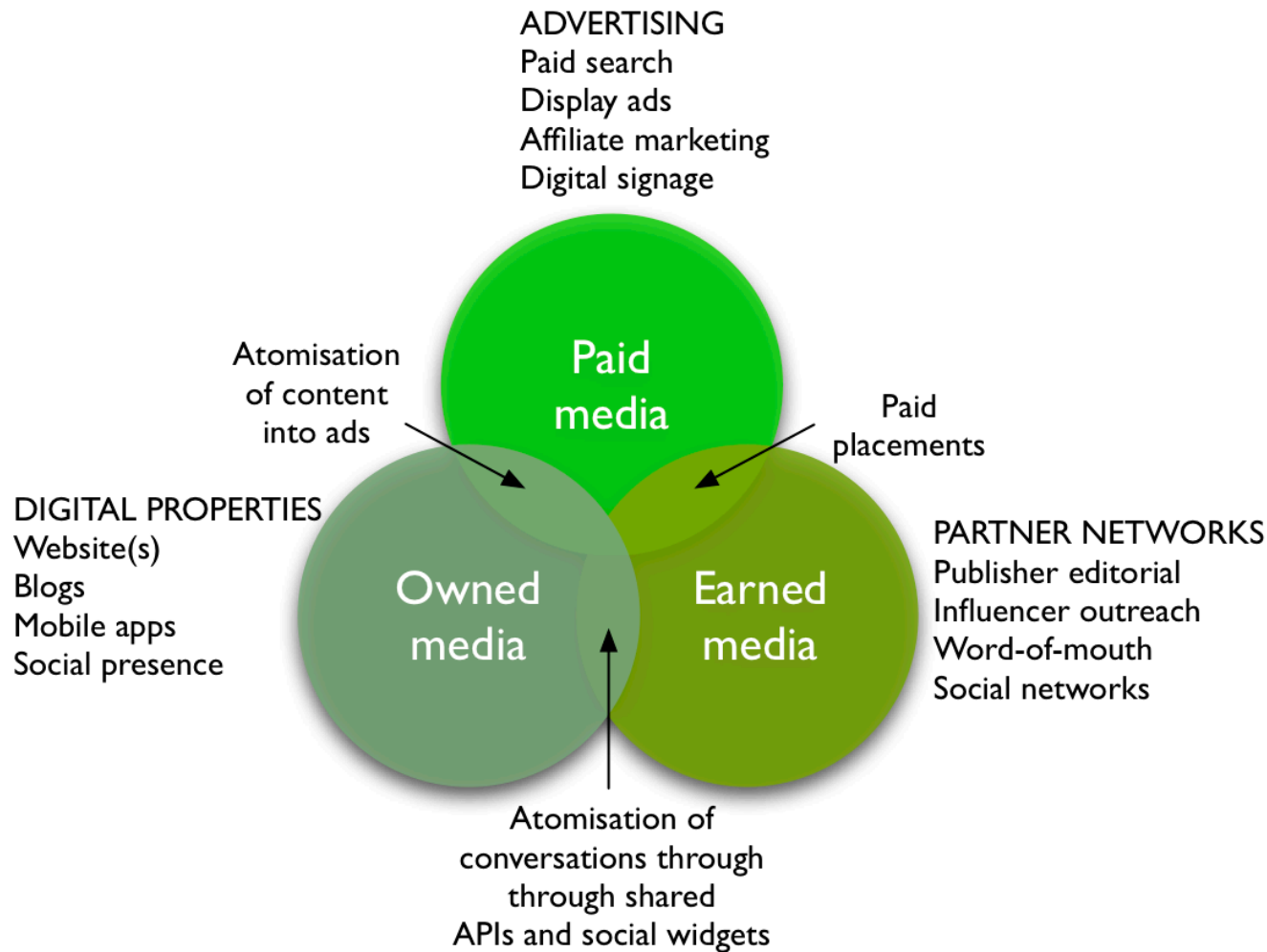


# Media

## Communications Touch Points

<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> <b>TV</b><ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Spots</li><li><input type="checkbox"/> Branded Content</li><li><input type="checkbox"/> Sponsorship</li><li><input type="checkbox"/> Product placement</li></ul></li><li><input checked="" type="checkbox"/> <b>Radio</b><ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Spots</li><li><input type="checkbox"/> Merchandising</li><li><input type="checkbox"/> Program/content</li></ul></li><li><input checked="" type="checkbox"/> <b>Print</b><ul style="list-style-type: none"><li><input type="checkbox"/> Trade/Professional</li><li><input type="checkbox"/> Newspaper</li><li><input checked="" type="checkbox"/> Consumer Magazine</li><li><input type="checkbox"/> Print partnership</li></ul></li><li><input type="checkbox"/> <b>Direct</b><ul style="list-style-type: none"><li><input type="checkbox"/> Mail</li><li><input type="checkbox"/> Email</li></ul></li><li><input checked="" type="checkbox"/> <b>PR</b></li><li><input type="checkbox"/> <b>Events</b></li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> <b>Packaging</b></li><li><input type="checkbox"/> <b>Product Design</b></li><li><input type="checkbox"/> <b>Cinema</b></li><li><input checked="" type="checkbox"/> <b>Interactive</b><ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Online Ads</li><li><input checked="" type="checkbox"/> Web site</li><li><input type="checkbox"/> Viral video</li><li><input type="checkbox"/> Video skins/bugs</li><li><input checked="" type="checkbox"/> Social Networking sites</li><li><input type="checkbox"/> Podcasts</li><li><input type="checkbox"/> Gaming</li><li><input type="checkbox"/> Mobile Phone</li><li><input type="checkbox"/> Other _____</li></ul></li><li><input checked="" type="checkbox"/> <b>OOH</b><ul style="list-style-type: none"><li><input type="checkbox"/> Airport</li><li><input checked="" type="checkbox"/> Transit</li><li><input checked="" type="checkbox"/> Billboard</li><li><input type="checkbox"/> Place Based</li><li><input type="checkbox"/> Other _____</li></ul></li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> <b>Trade Shows</b></li><li><input type="checkbox"/> <b>Sponsorship</b></li><li><input checked="" type="checkbox"/> <b>Retail Experience</b><ul style="list-style-type: none"><li><input checked="" type="checkbox"/> POP</li><li><input type="checkbox"/> Video</li><li><input checked="" type="checkbox"/> In-Store Merchandizing</li><li><input checked="" type="checkbox"/> Sales Promotion</li><li><input type="checkbox"/> Retailtainment</li></ul></li><li><input checked="" type="checkbox"/> <b>Guerrilla</b><ul style="list-style-type: none"><li><input type="checkbox"/> Street Teams</li><li><input type="checkbox"/> Tagging</li><li><input type="checkbox"/> Wraps</li><li><input type="checkbox"/> Buzz Marketing</li><li><input type="checkbox"/> Ambient Media</li><li><input checked="" type="checkbox"/> Sampling/Trial</li></ul></li><li><input type="checkbox"/> <b>Consumer Involvement</b><ul style="list-style-type: none"><li><input type="checkbox"/> WOM</li><li><input type="checkbox"/> Consumer Generated</li><li><input type="checkbox"/> Viral</li></ul></li><li><input type="checkbox"/> <b>Other</b> _____</li></ul>
---	--	---

# Media



# Money

## Top-down approaches

---

- The Affordability Method
  - Task performed by advertising and promotion not considered
  - No guidelines for measuring effects of budgets not considered
- Arbitrary Allocation
  - Budget set based on what is 'felt to be necessary'
- Percentage-of-sales method
  - Base on sales of the product
  - Low sales = small budget?
- Comparative parity method
  - Sets the budget by following what competitors are doing

## Bottom-up approaches

---

- Objective-and-task method
  - Define communication objectives to be accomplished
  - Define strategies required to achieve them
  - Estimate the costs associated with these tasks

# Measurement

## Measuring the effectiveness of marketing communications

- *Message delivery*: reach, frequency, impressions, virality, shares, retweets, etc.
- *Message impact*: level of brand awareness, change in consumer attitudes, sales lift, etc.

STAGE	EFFECT	MEASURE
LEARNING (Cognitive)	Ads provide information and facts	Attention, awareness, comprehension, perception, and knowledge
FEELING (Affective)	Ads change attitude and feeling	Interest, desire, liking, preference, and attitude
DOING (Conative)	Ads stimulate a direct desire	Conviction, purchase, trial, intention, and adoption



# Creativity in marketing communication

- Communication message is one of the most important components of the IMC program
- Marketing communication creativity is the ability to generate fresh, unique and appropriate selling ideas that can be used as solutions to communication problems.

- **Message strategy**

- Our proposition to consumers

Message  
Strategy  
  
'What to say'

Major Selling  
Argument  
The ad's 'Big Idea'

- **Execution**

- What kind of appeals?
- What techniques?

Execution  
  
'How to say it'

Appeals  
Execution Techniques

# Creativity in marketing communication

## ■ Creative versus hard-sell marketing communication



## ■ Move product?

- More selling points and information
- Many creative and award winning campaigns have failed in the marketplace

## ■ Move people?

- Build emotional bonds
- Consumers do not want to be bombarded – they want to be entertained and inspired



## Originality

- Is the ad “out of the ordinary”?
- Does it depart from stereotypical thinking?
- Is it unique?

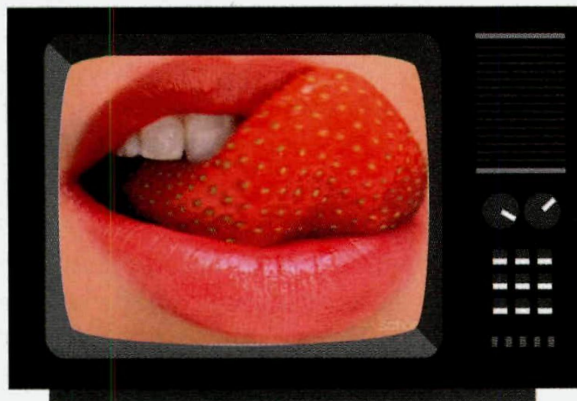
**COCA COLA**  
“HAPPINESS FACTORY”



## Flexibility

- Does the ad contain ideas that move from one subject to another?
- Does it contain different ideas?
- Does it shift from one idea to another?

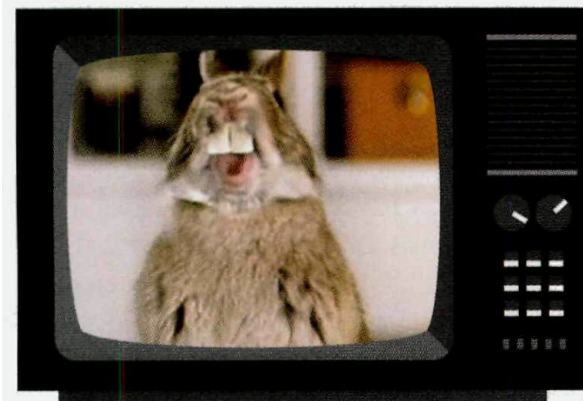
**JACOBS KRÖNUNG**  
“TIME FOR CHATting”



## Elaboration

- Does the ad contain numerous details?
- Does it extend basic ideas and make them more intricate?
- Does it contain more details than expected?

**EHRMANN YOGURT**  
“STRAWBERRY TONGUE”



## Synthesis

- Does the ad connect objects that are usually unrelated?
- Does it contain unusual connections?
- Does it bring unusual items together?

**WRIGLEY'S JUICY FRUIT SQUISH**  
“JUICY FRUIT RANCH”



## Artistic Value

- Is the ad visually or verbally distinctive?
- Does it make ideas come to life graphically or verbally?
- Is it artistic in its production?

**DANONE FANTASIA**  
“FLAVOR TRIP”

## CocaCola – Content 2022 Part 1



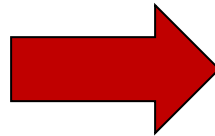




## Creative Transformation

- Dynamic story telling
- Live positively
- Iterative production process
- 70/20/10 content and budgeting

Liquid & Linked



## COCA-COLA'S 70/20/10 CONTENT

"Low risk, not overly time consuming, and, most importantly, it pays the bills."

**70%**

New, innovative, and deeply engaging with specific audiences.

**20%**

High-Risk.  
High-Reward.

**10%**





WINDOW OF  
OPPORTUNITY

# Constructing a Creative Brief

A creative brief is a strategic plan that both the client and advertising agency agree upon and from which the creative team works as a strategic springboard.

## Creative Brief Outline

1. Basic problem or issue the advertising must address.
2. Advertising and communications objectives.
3. Target audience.
4. Major selling idea or key benefits to communicate.
5. Creative strategy statement (campaign theme, appeal, and execution technique to be used).
6. Supporting information and requirements.
7. Schedule (what is needed and when).



# Creative brief for Tacori jewelry

## Lambesis

2800 Roosevelt Street, Carlsbad, California, 92008 Main 760.547.2333 Fax 760.547.2331 lambesis.com

### Creative Brief

Client: Tacori

### Assignment

Develop new print concepts for the launch of the 18K925 line by Tacori

### Objectives

- Support the long-term goal of growing 18K925 to become 50% of Tacori's business by clearly establishing the new Tacori collection as a more accessible, fashion jewelry line

### Target

- Women, Age 25-49, HHI \$75K+, Urban dwellers, Brand driven consumers, in market for fashion jewelry for self or as a gift for someone special.
- What do they currently think?*  
I know and love Tacori as a high-end jewelry brand that's gifted for special occasions (=expressions of love)
- What do we want them to think?*  
Tacori is also a brand with bold, statement-making, accessible designs that still have that distinctly artisanal Tacori touch (=expressions of style)

### Product positioning

Tacori's 18K925 designer jewelry line is the ultimate expression of passion, with modern, accessible style and lasting quality.

### Reasons to believe

- Accessible price points between \$400 - \$3000
- Bold, fun, wearable designs fuse colorful gemstones and gold+silver metals, with classic Tacori design cues
- Distinct Tacori brand name and image

### Tonality

Modern meets heirloom, bold, aspirational, unique

### Creative considerations

- Develop concepts within the Iconic Passion campaign
- Creative requirements:
  - Demonstrate aspirational, yet attainable luxury
  - Accommodate a variety of product imagery including necklaces, bracelets and/or rings to showcase the range of jewelry
  - Use the Tacori logo
- Other considerations that need be addressed:
  - Concepts must be able to work for print and horizontal OOH and B&W newspaper
  - Concepts need to ensure that retailer tags added to the bottom of the ad are legible



Print ad created based on creative brief to establish Tacori as an accessible fashion jewelry line

## Penguin Books

### *What was the challenge facing the brand?*

Penguin® was a brand that everyone knew and loved, but somehow it had become old-fashioned and stuffy. People associated Penguin with their school days, the classics, children's books, and orange spines. This dusty image was handicapping Penguin Books in their efforts to attract new authors.

### *Whose behavior did we need to affect?*

Strangely enough, our primary audience were not the readers of the books (people buy authors, not publishing houses). Our key audience were, in fact, the authors themselves. Our ambition was to make Penguin Books a company that authors wanted to be associated with.

### *What was our insight?*

By becoming a publisher that authors wanted to be associated with, we could attract new talent to the Penguin brand. Their books would in turn attract new readers and increase sales. This would (if only subconsciously) create the consumer perception that Penguin Books publishes the best books . . . which in turn would attract new authors. A perfect virtuous circle.

The obvious approach would have been to develop a trade campaign targeted at authors and agents. However, we believed that this wouldn't give Penguin the step change required. Instead, we decided to create a campaign that looked and felt like a major consumer campaign.

### *Why go to such lengths?*

Because authors need good marketing by their publishers to help launch and promote them on an ongoing basis, if they are to survive. For all authors, the marketing capabilities of their publishers are an incredibly important factor in choosing which publisher to go with. By developing what appeared to be the first (and only) brand campaign by a publisher, we helped Penguin present itself as being at the very vanguard of marketing and communication in this sector.

### *Did we do anything in particular to arrive at this insight?*

A major piece of qualitative and quantitative research amongst readers, authors, and agents.

### *How did we execute this strategy?*

Although the most high-profile aspect of the campaign were the 96-sheet and 48-sheet posters,\* the master stroke was to use the style of the advertising across all of Penguin's corporate communications and collateral materials. This included everything from trade stands, to Christmas cards, to mailers, to delivery vans. It was perhaps these materials more than any other that gave the campaign scale within the publishing community and directly connected with authors and agents alike.



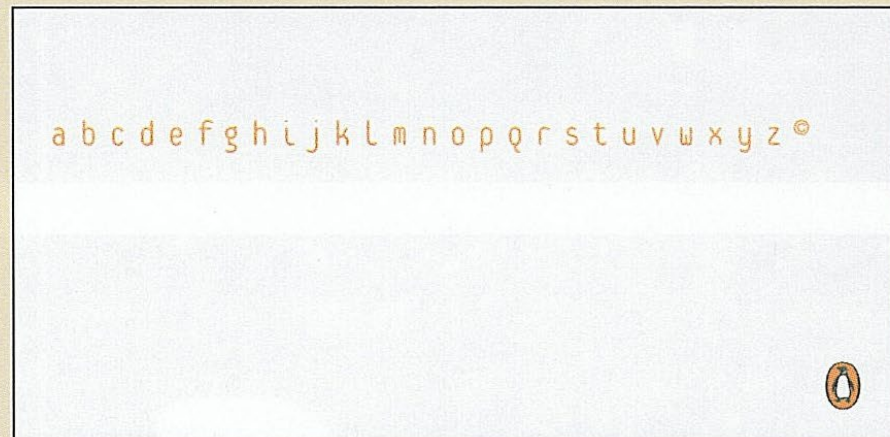
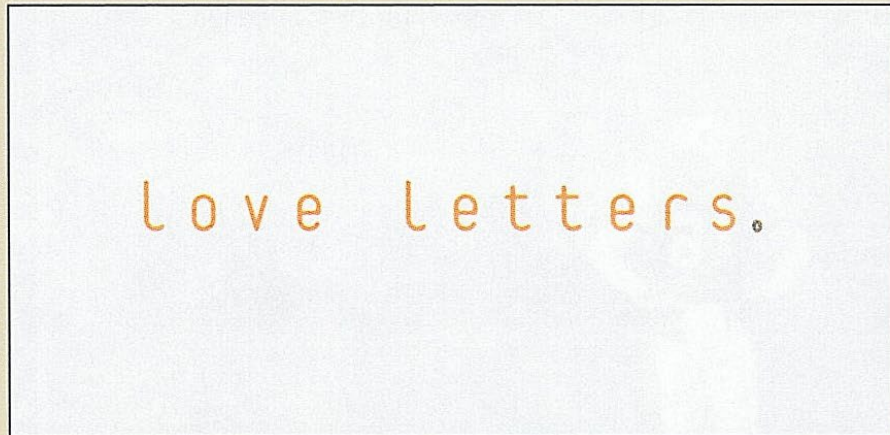
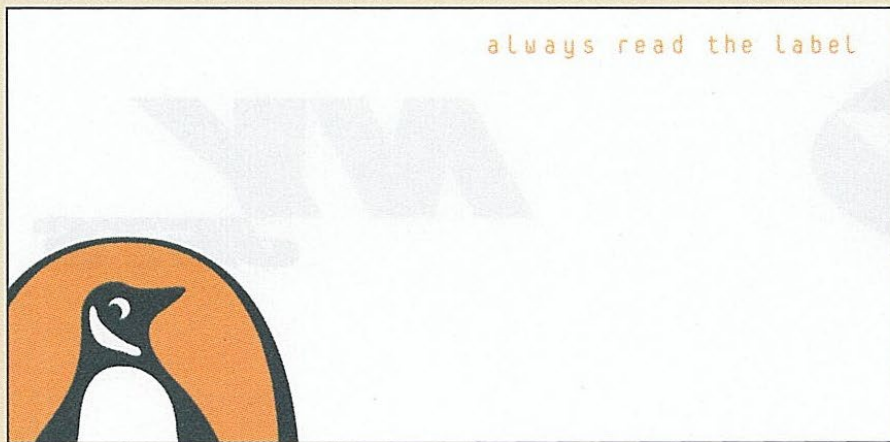
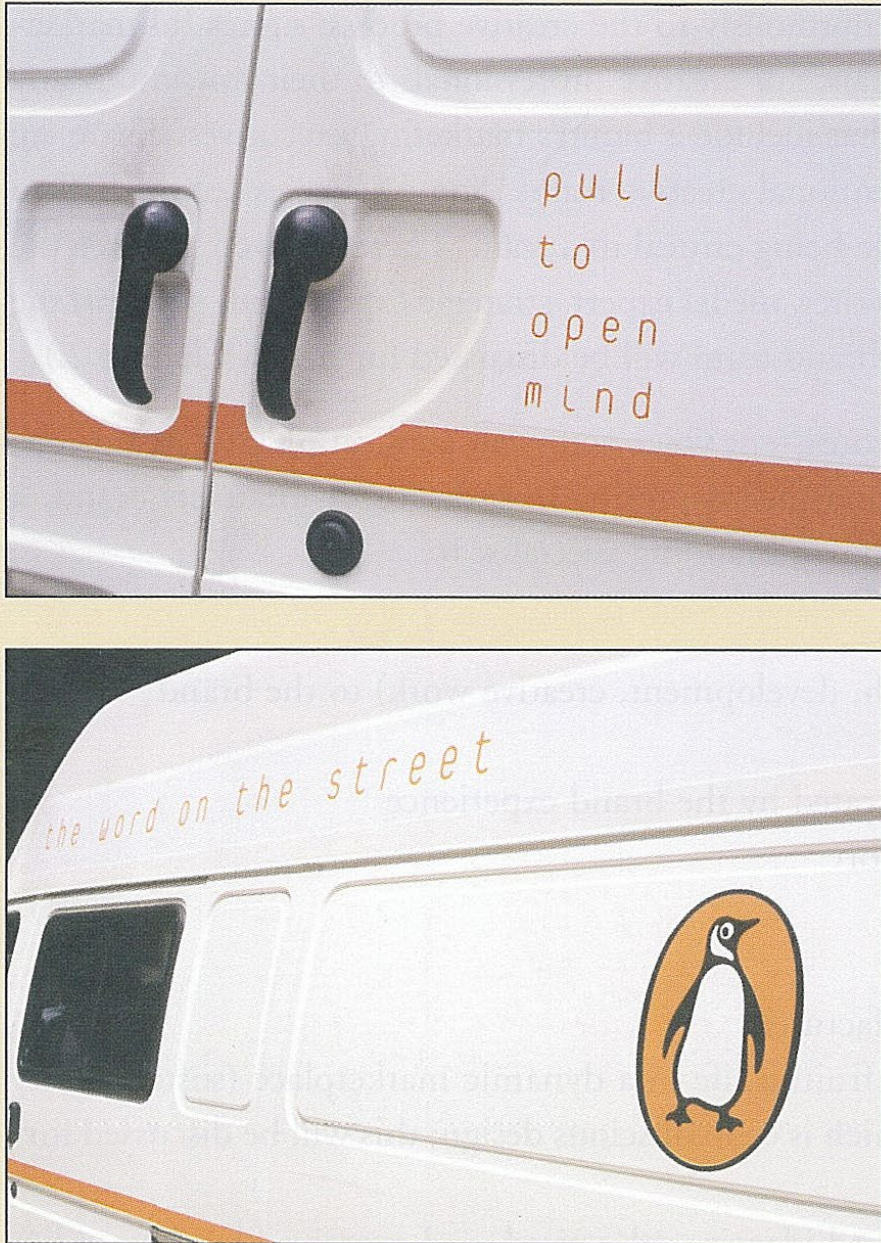


Figure I-11. Brand campaign. Agency: Mustoes, London, U.K. Client: Penguin Books.





# FINANCIAL TIMES

THURSDAY JULY 8 1999

http://www.ft.com

Today's surveys  
Kent and the  
Thomas Gateway  
Pages 13-15

The corporation's soul  
Stakeholders and  
shareholders fight it out  
Samuel Brittan, Page 20

Honda's Yoshino  
'We believe success has  
little to do with size'  
Interview, Page 16

Bolshoi Ballet  
Rising to the  
Bavayère challenge  
Arts, Page 18

## WORLD NEWS

### Britain agrees to end 15-year diplomatic rift with Libya

Dorchester is to end the 15-year diplomatic rift with Libya, which was imposed in 1984 following the Lockerbie bombing. The United States will not resume relations with Libya, as it remains a threat to international peace and security, the British Foreign Office has said. The move is seen as a significant step towards normalising relations with the country.

### Tobacco groups lose landmark case

The British and American tobacco companies have lost a landmark case in the High Court. The court has ruled that the companies are liable for the health damage caused by their products. This decision is expected to have significant implications for the industry.

### Prodi's Commission takes shape

The President of the European Commission, Romano Prodi, has announced the names of the members of his Commission. The Commission is expected to take office in September. Prodi's Commission is seen as a more centrist and pragmatic approach to European governance.

### Probe into Bangemann departure

The European Commission is investigating the circumstances surrounding the departure of Vice-President Hans E. G. Bangemann. The probe is focused on the handling of the Commission's affairs during his tenure.

### Rifts divide Milesev's opponents

Protesters against the Serbian government are divided into two main groups. The rift between the two groups is seen as a sign of internal disunity within the opposition movement.

### Unions face private sector struggle

Unions in the private sector are facing a new challenge. The struggle is over the rights of workers in the private sector to join unions and to bargain collectively. The issue is seen as a key test of the strength of the labor movement.

### New hope for victims of Alzheimer's

There is new hope for the victims of Alzheimer's disease. A new study has shown that a certain type of diet may help to slow down the progression of the disease. This finding is seen as a significant breakthrough in the fight against the disease.

### Moroccan sets new best for mile

A Moroccan athlete has set a new world record in the mile. The record is seen as a significant achievement for the athlete and for his country.

## Prescott in fury at Blair attacks on public sector

Deputy PM says comments could hit efforts to win back core vote

As the Labour Government's public sector reforms continue, Deputy Prime Minister John Prescott has expressed his frustration with Prime Minister Tony Blair's attacks on the public sector. Prescott believes that Blair's comments could damage the government's efforts to win back its core vote.

Mr Prescott said that Blair's attacks on the public sector were "a real test" for the government. He said that the government was committed to the public sector and that it would not be deterred by Blair's attacks. He also said that the government was committed to the public sector and that it would not be deterred by Blair's attacks.

## Rail groups face bigger fines for bad service

Regulators say they will increase penalties for rail companies that fail to meet service standards

The Rail Regulator has announced that it will increase the fines it levies on rail companies that fail to meet service standards. The regulator says that the new fines are necessary to ensure that rail companies are held accountable for the quality of their service.

## NatWest to get \$180m tax refund after US court ruling

Bank says it will receive refund on interest paid on loans to US clients

NatWest Bank has announced that it will receive a tax refund of \$180 million after a US court ruling. The refund is on interest paid on loans to US clients. The bank says that the ruling is a significant victory for the bank and its clients.



The man in the photograph is likely a member of the British government. He is speaking at a podium and is gesturing with his hands as he speaks. The background is dark and out of focus.

## The 50p bargain homes that come with a gamble

Buyers of new homes in the south-east are being offered a 50p discount on the price of the house

The government is offering a 50p discount on the price of new homes in the south-east. The discount is intended to encourage people to buy new homes in the area. The government says that the discount is a significant incentive for buyers.

## Footsies

The new shoes are designed to be comfortable and stylish

The new shoes are designed to be comfortable and stylish. They are made of high-quality materials and have a modern design. The shoes are expected to be popular with a wide range of people.

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Los Angeles, Sydney, Hong Kong

WORLD MARKETS		STOCK MARKET INDEXES		CURRENCY	
FTSE 100	4,814.7	DAX	10,111.1	US\$	1.0000
Nikkei 225	14,111.1	Hang Seng	10,111.1	£	0.6500
Shanghai	1,000.0	ASX	1,000.0	¥	100.0000
Bombay	1,000.0	SEAX	1,000.0	₹	1.0000
Hang Seng	1,000.0	IBEX	1,000.0	₪	1.0000
Shanghai	1,000.0	NYSE	1,000.0	₹	1.0000
Bombay	1,000.0	NYSE	1,000.0	₹	1.0000
Shanghai	1,000.0	NYSE	1,000.0	₹	1.0000
Bombay	1,000.0	NYSE	1,000.0	₹	1.0000
Shanghai	1,000.0	NYSE	1,000.0	₹	1.0000

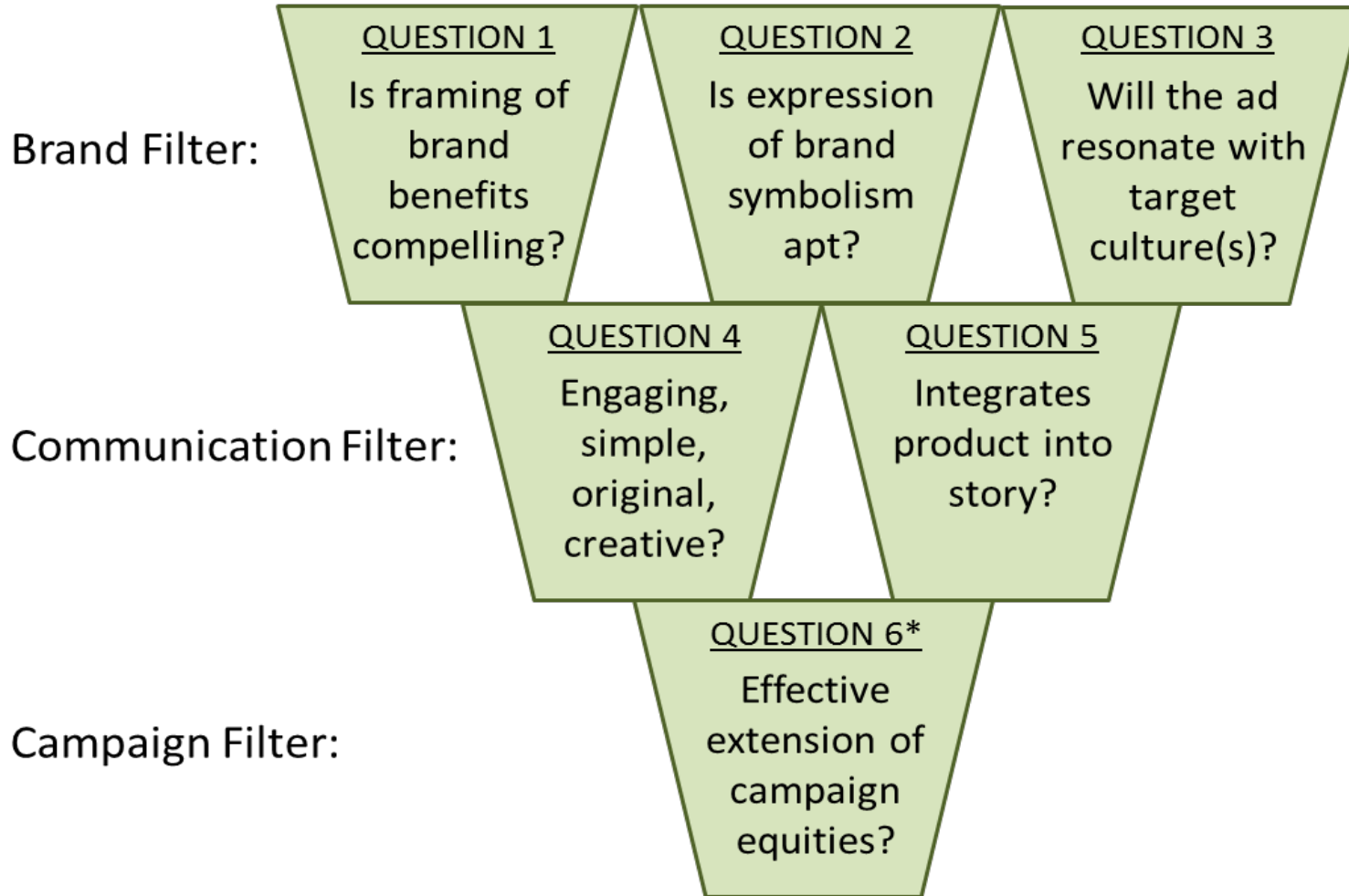
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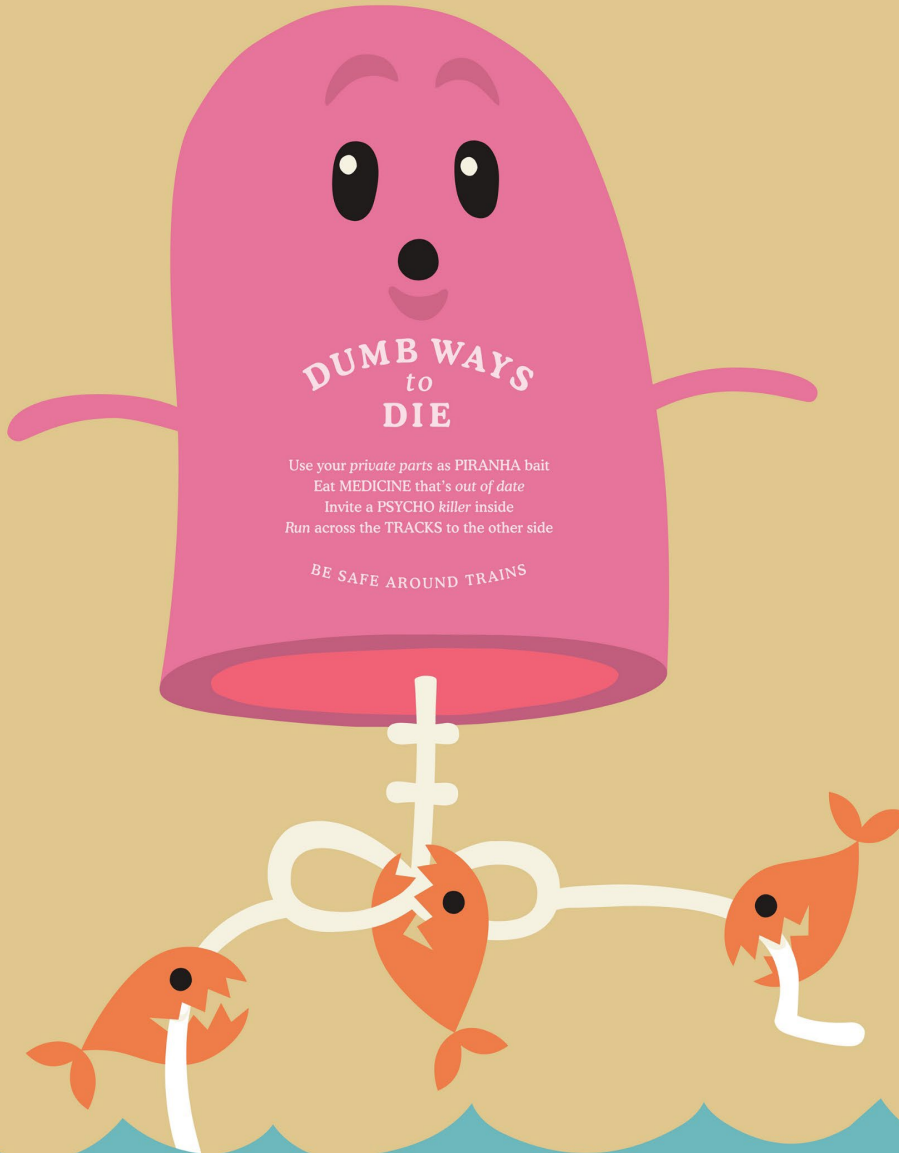
World News 2/7, Art & Culture 2/7, Inside Track 2/7, Comment & Analysis 2/7, Companies & Finance 2/7, 2/8, 2/9, 2/10, 2/11, 2/12, 2/13, 2/14, 2/15, 2/16, 2/17, 2/18, 2/19, 2/20, 2/21, 2/22, 2/23, 2/24, 2/25, 2/26, 2/27, 2/28, 2/29, 2/30, 3/1, 3/2, 3/3, 3/4, 3/5, 3/6, 3/7, 3/8, 3/9, 3/10, 3/11, 3/12, 3/13, 3/14, 3/15, 3/16, 3/17, 3/18, 3/19, 3/20, 3/21, 3/22, 3/23, 3/24, 3/25, 3/26, 3/27, 3/28, 3/29, 3/30, 3/31, 4/1, 4/2, 4/3, 4/4, 4/5, 4/6, 4/7, 4/8, 4/9, 4/10, 4/11, 4/12, 4/13, 4/14, 4/15, 4/16, 4/17, 4/18, 4/19, 4/20, 4/21, 4/22, 4/23, 4/24, 4/25, 4/26, 4/27, 4/28, 4/29, 4/30, 5/1, 5/2, 5/3, 5/4, 5/5, 5/6, 5/7, 5/8, 5/9, 5/10, 5/11, 5/12, 5/13, 5/14, 5/15, 5/16, 5/17, 5/18, 5/19, 5/20, 5/21, 5/22, 5/23, 5/24, 5/25, 5/26, 5/27, 5/28, 5/29, 5/30, 5/31, 6/1, 6/2, 6/3, 6/4, 6/5, 6/6, 6/7, 6/8, 6/9, 6/10, 6/11, 6/12, 6/13, 6/14, 6/15, 6/16, 6/17, 6/18, 6/19, 6/20, 6/21, 6/22, 6/23, 6/24, 6/25, 6/26, 6/27, 6/28, 6/29, 6/30, 7/1, 7/2, 7/3, 7/4, 7/5, 7/6, 7/7, 7/8, 7/9, 7/10, 7/11, 7/12, 7/13, 7/14, 7/15, 7/16, 7/17, 7/18, 7/19, 7/20, 7/21, 7/22, 7/23, 7/24, 7/25, 7/26, 7/27, 7/28, 7/29, 7/30, 7/31, 8/1, 8/2, 8/3, 8/4, 8/5, 8/6, 8/7, 8/8, 8/9, 8/10, 8/11, 8/12, 8/13, 8/14, 8/15, 8/16, 8/17, 8/18, 8/19, 8/20, 8/21, 8/22, 8/23, 8/24, 8/25, 8/26, 8/27, 8/28, 8/29, 8/30, 8/31, 9/1, 9/2, 9/3, 9/4, 9/5, 9/6, 9/7, 9/8, 9/9, 9/10, 9/11, 9/12, 9/13, 9/14, 9/15, 9/16, 9/17, 9/18, 9/19, 9/20, 9/21, 9/22, 9/23, 9/24, 9/25, 9/26, 9/27, 9/28, 9/29, 9/30, 10/1, 10/2, 10/3, 10/4, 10/5, 10/6, 10/7, 10/8, 10/9, 10/10, 10/11, 10/12, 10/13, 10/14, 10/15, 10/16, 10/17, 10/18, 10/19, 10/20, 10/21, 10/22, 10/23, 10/24, 10/25, 10/26, 10/27, 10/28, 10/29, 10/30, 10/31, 11/1, 11/2, 11/3, 11/4, 11/5, 11/6, 11/7, 11/8, 11/9, 11/10, 11/11, 11/12, 11/13, 11/14, 11/15, 11/16, 11/17, 11/18, 11/19, 11/20, 11/21, 11/22, 11/23, 11/24, 11/25, 11/26, 11/27, 11/28, 11/29, 11/30, 12/1, 12/2, 12/3, 12/4, 12/5, 12/6, 12/7, 12/8, 12/9, 12/10, 12/11, 12/12, 12/13, 12/14, 12/15, 12/16, 12/17, 12/18, 12/19, 12/20, 12/21, 12/22, 12/23, 12/24, 12/25, 12/26, 12/27, 12/28, 12/29, 12/30, 12/31



# Constructing a Creative Brief

## Creative Decision Filters





Use your private parts as PIRANHA bait  
Eat MEDICINE that's out of date  
Invite a PSYCHO killer inside  
Run across the TRACKS to the other side

BE SAFE AROUND TRAINS

Watch the video and download the song  
[dumbwaystodie.com](http://dumbwaystodie.com)

# Metro Trains

## Dumb Ways to Die

RAN IN: Australia

### CLIENT

**Metro Trains**

Chloe Alsop - Marketing Manager

### AGENCY

**McCann Erickson Melbourne** \*Lead Agency

Pat Baron - Creative Director

Karl Bates - National Planning Director

Danish Chan - Strategy

Lucy Holdsworth - Executive Assistant

Alec Hussain - Account Director

John Mescall - Executive Creative Director

Adrian Mills - Group Account Executive

**Barrel of Donkeys**

Julian Frost - Illustrator

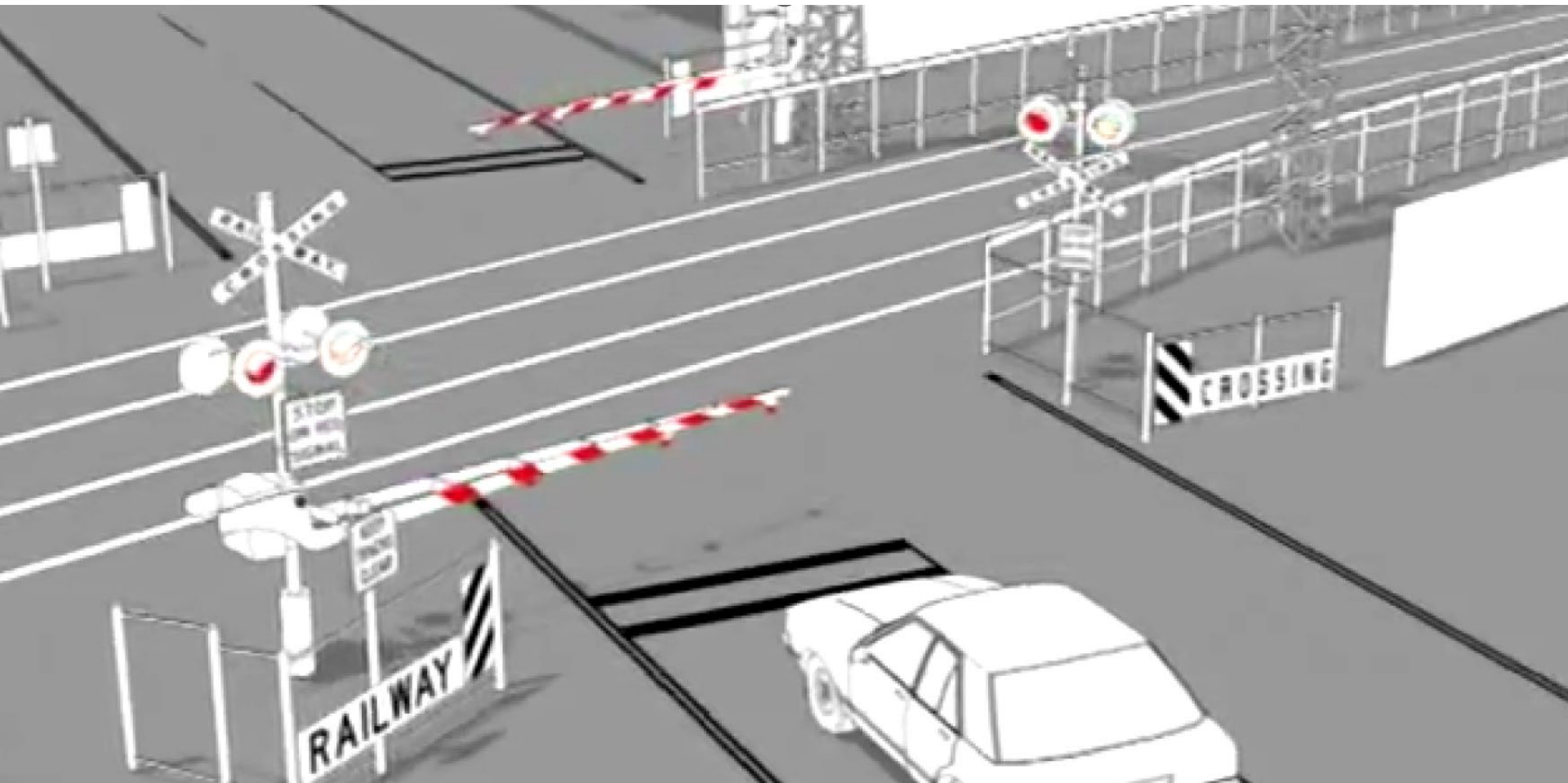
### SUMMARY

How do you get young people to be safe around trains? Make it the dumbest way to die. Dumb Ways to Die is the rail safety campaign that became a cultural phenomenon, generating millions of hours of engagement with a message in a way that people least expected.

# Best practices in advertising

Communication challenge

Rail Crossing Safety - Victoria





# Best practices in advertising

Communication challenge

Rail Crossing Safety - SA





# Best practices in advertising

## Communication challenge

- Traditional public service ads focusing on deaths and maiming caused by such behaviors, together with instructions delivered over station loudspeakers to stand back from the platform edge.
- Metro Trains Melbourne (MT) was increasingly concerned about the number of passenger-related accidents on and around its train platforms:
  - 2011: 27 incidents
  - 2009-2010: 24 incidents
  - 2008: 21 incidents
- It is hard to reach a young, skeptical audience, who often believe they are invincible.
- But the budget is low (\$200,000)

# Best practices in advertising

## Creative Brief summary

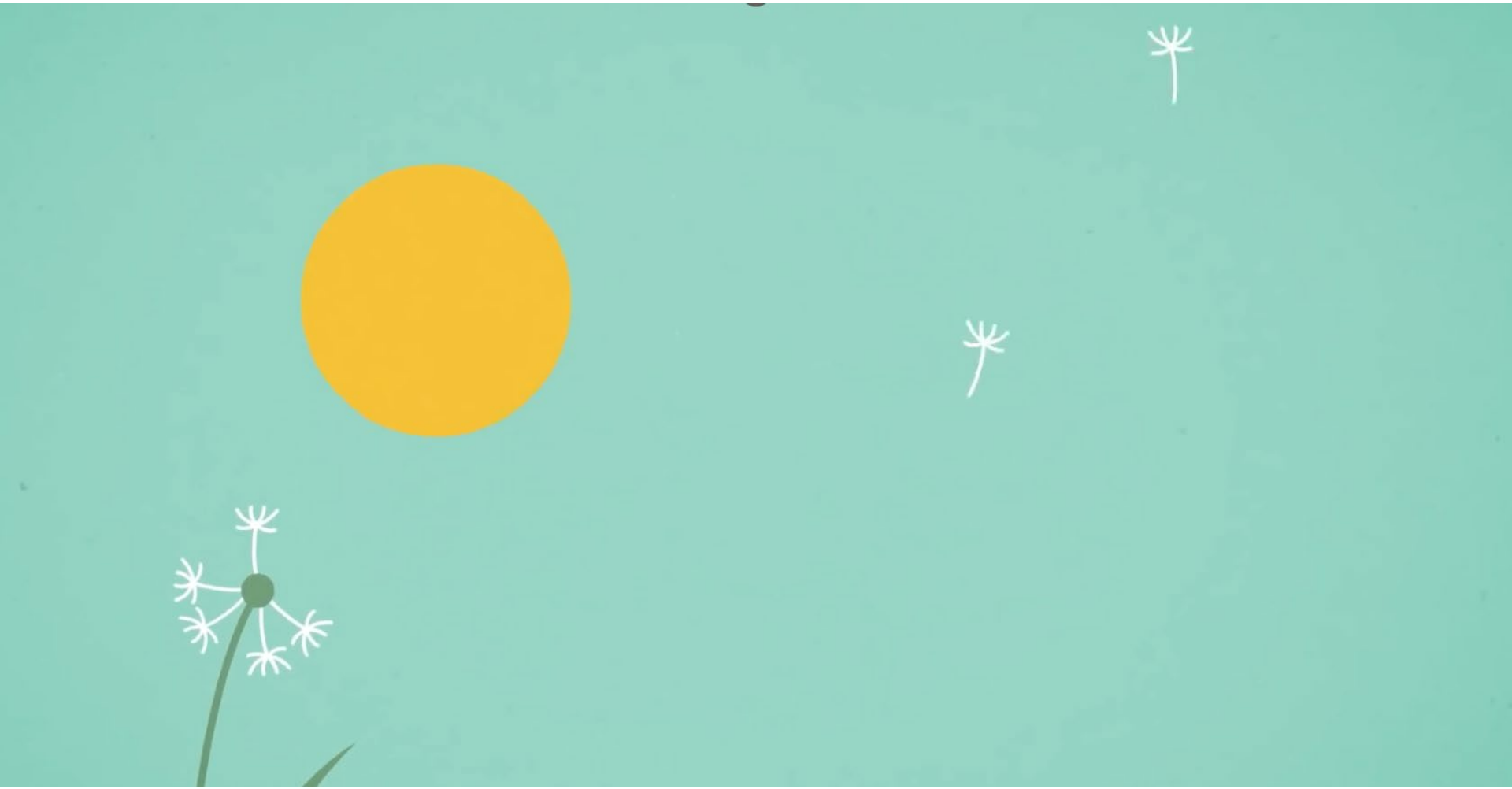
The brief was to make something invisible visible . . . Metro had a problem that there were accidents and deaths on the system due to unthinking carelessness . . . No one was thinking that being careless around trains could actually get you hurt. *Our brief was to talk to a broad cross-section but mostly young people to put the idea of rail safety on the agenda for them, to make it part of their discussion* . . . The brief was try to do something that would actually work for once because nothing that had ever been done [before] worked.

# Best practices in advertising

## Dumb Ways To Die

# Best practices in advertising

## Dumb Ways To Die





# Best practices in advertising

## DUMB WAYS to DIE CHARACTERS



## Message strategies

- Affective

## Advertising appeals

- Humour
- Music

## Executional framework

- Animation
- Slice of life
- Storytelling

# Best practices in advertising

## “Dumb Ways To Die” Lyrics

Set fire to your hair  
Poke a stick at a grizzly bear  
Eat medicine that's out of date  
Use your private parts as piranha bait

Dumb ways to die  
So many dumb ways to die  
Dumb ways to die  
So many dumb ways to die

Get your toast out with a fork  
Do your own electrical work  
Teach yourself how to fly  
Eat a two week old unrefrigerated pie

Dumb ways to die  
So many dumb ways to die  
Dumb ways to die  
So many dumb ways to die

Invite a psycho-killer inside  
Scratch a drug dealer's brand new ride  
Take your helmet off in outer space  
Use your clothes dryer as a hiding place

Dumb ways to die  
So many dumb ways to die  
Dumb ways to die  
So many dumb ways to die

Keep a rattlesnake as pet  
Sell both the kidneys on the internet  
Eat a tube of super-glue  
“I wonder what's this red button do?”

Dumb ways to die  
So many dumb ways to die  
Dumb ways to die  
So many dumb ways to die

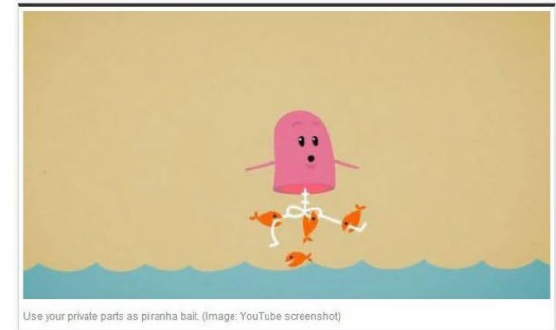
Dress up like a moose during hunting season  
Disturb a nest of wasps for no good reason  
Stand on the edge of a train station platform  
Drive around the boom gates at a level  
crossing  
Run across the tracks between the platforms  
They may not rhyme but they're quite  
possibly

Dumbest ways to die  
Dumbest ways to die  
Dumbest ways to die  
So many dumb  
So many dumb ways to die

SPOKEN: [Be safe around trains. A message  
from Metro]

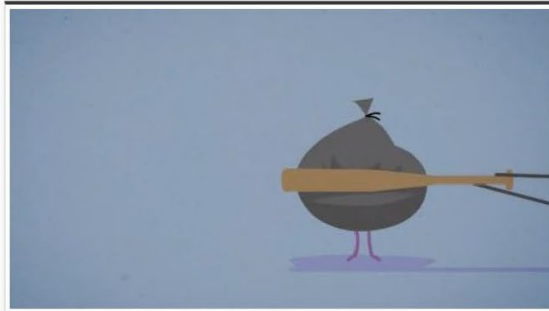
# Best practices in advertising

## Story board for “Dumb Ways To Die”



# Best practices in advertising

## Story board for “Dumb Ways To Die” (continued)



Scratch a drug dealer's brand new ride. (Image: YouTube screenshot)



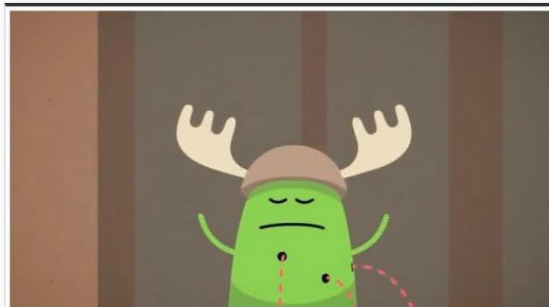
Stand on the edge of the train platform. (Image: YouTube screenshot)



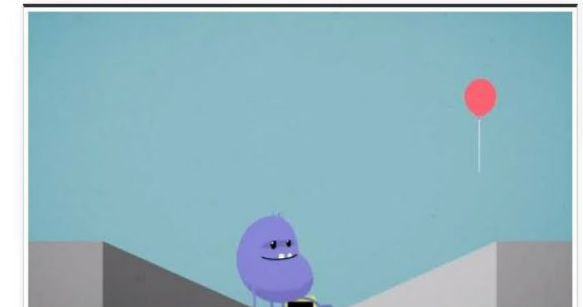
Sell both your kidneys on the Internet. (Image: YouTube screenshot)



Drive around the gate blocking you from crossing the tracks. (Image: YouTube screenshot)



Dress like a moose in hunting season. (Image: YouTube screenshot)



Cross the tracks between platforms. (Image: YouTube screenshot)



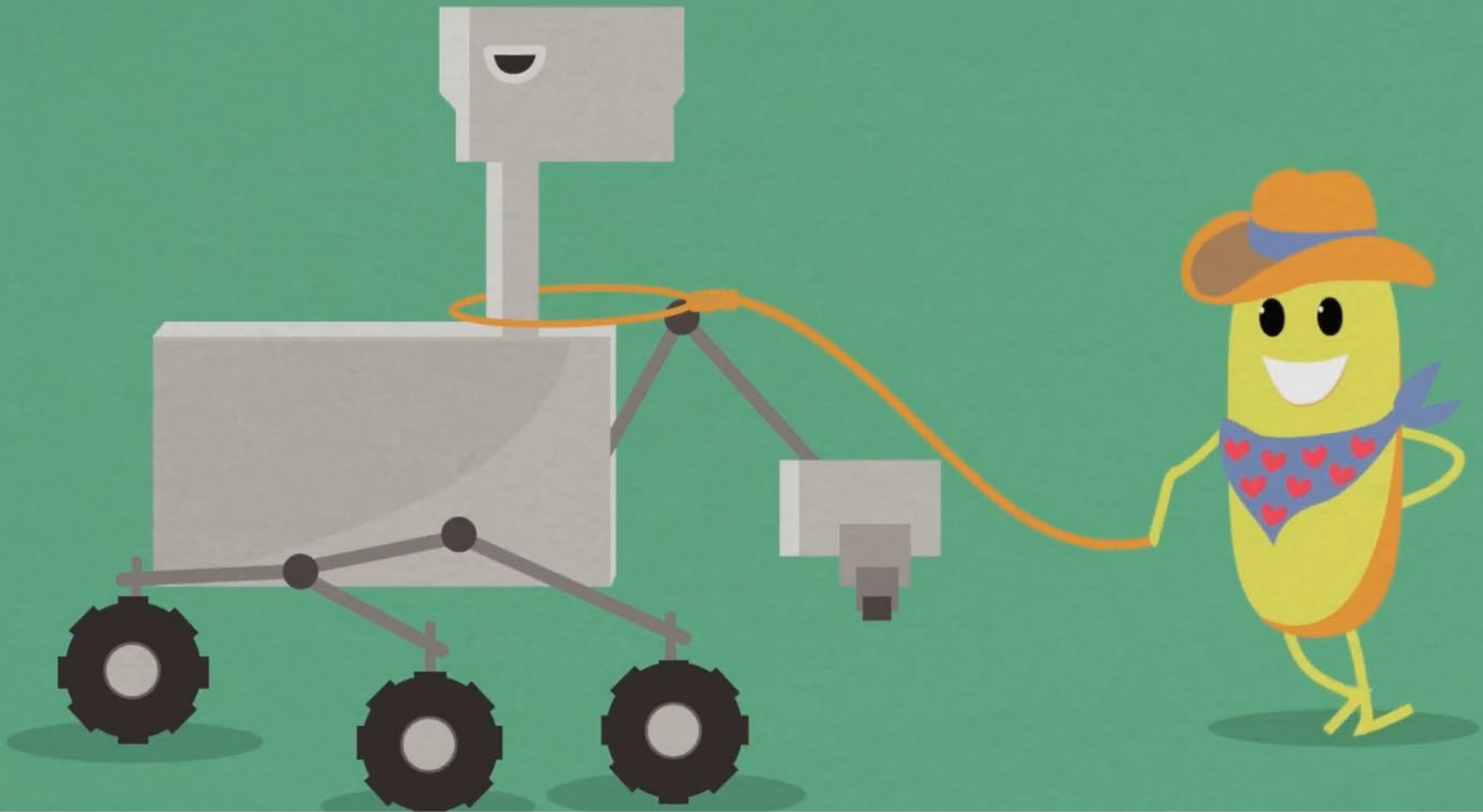
# Best practices in advertising

**DWTD parody – Movies + Dumb Ways**



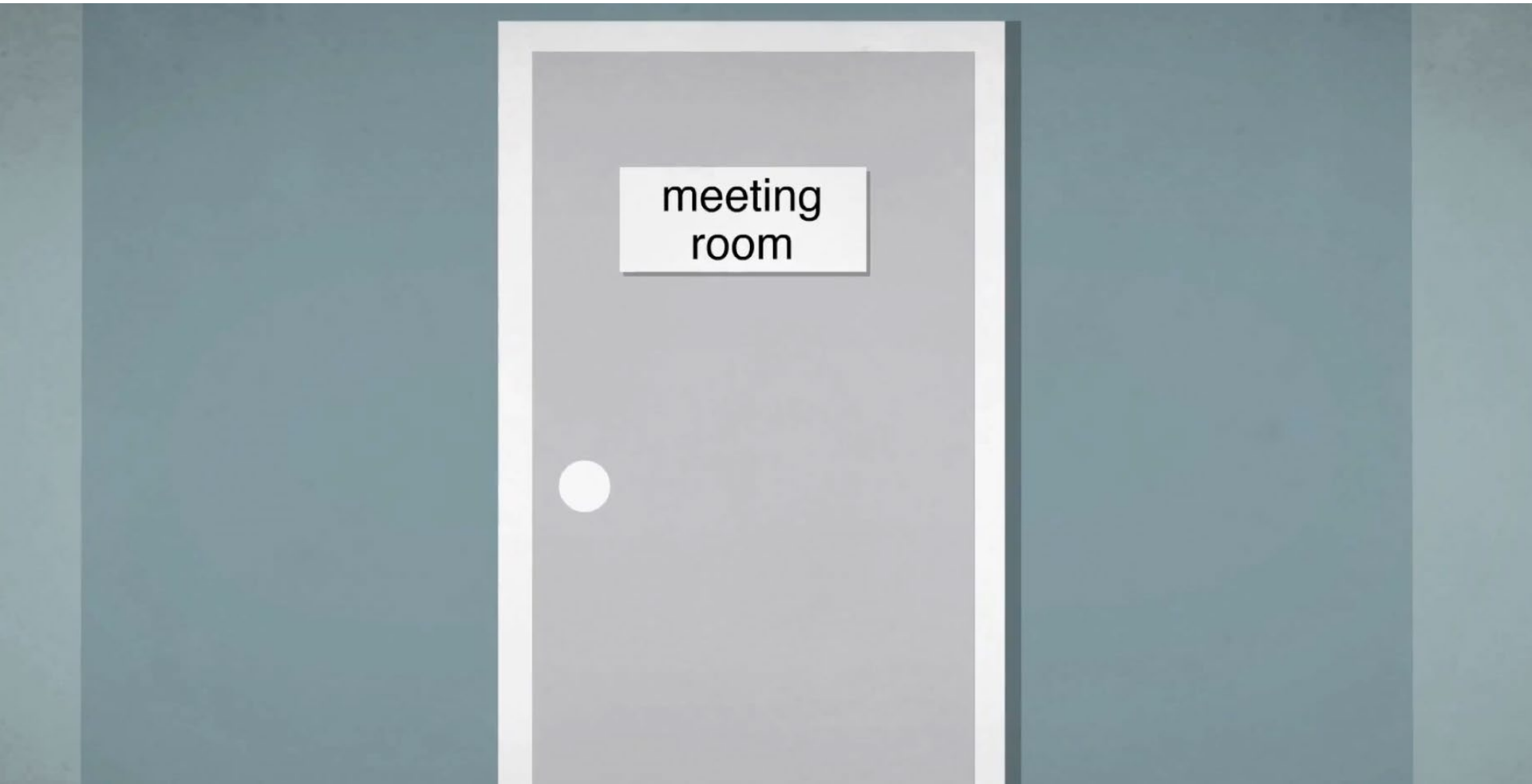
# Best practices in advertising

## DWTD parody – Cool Things To Find

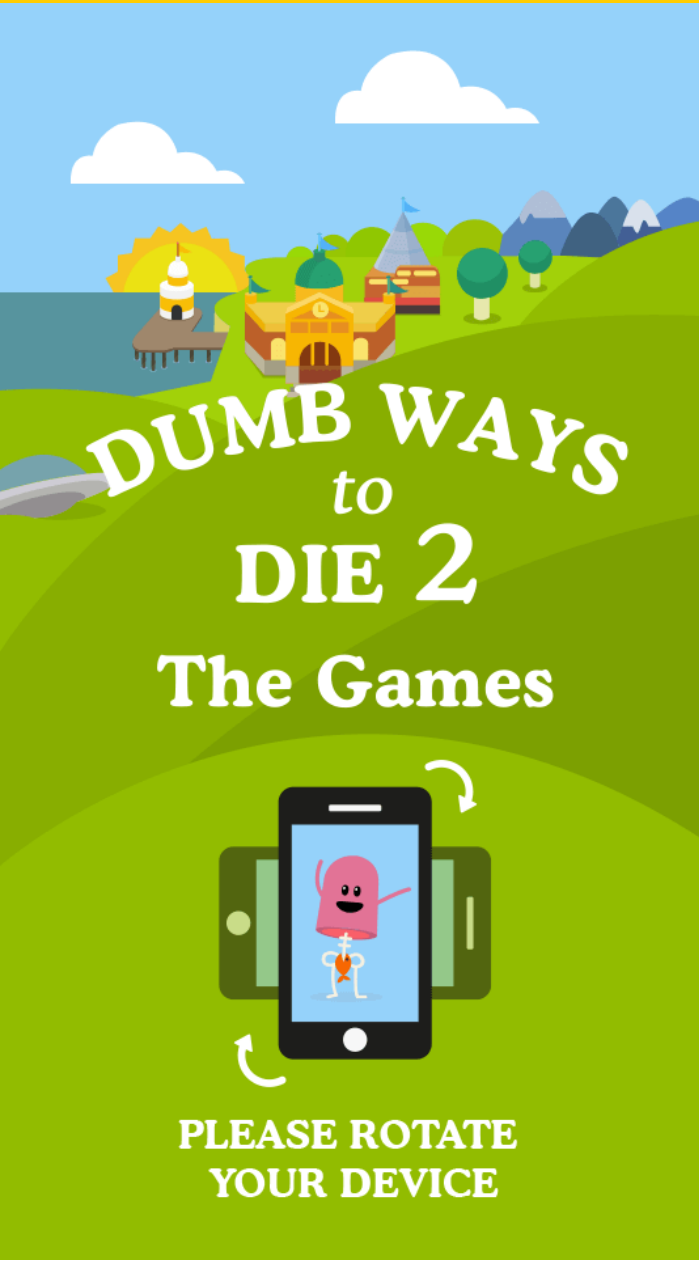


# Best practices in advertising

## DWTD parody – Advertising + Dumb Ways



# Best practices in advertising





# Best practices in advertising

DWTD – Will the campaign succeed?



# THE BEST JOB IN THE WORLD.

Islands of the Great Barrier Reef, Queensland Australia.

**Position Vacant: Island Caretaker**

**Salary:** AUD\$150,000 6-month contract

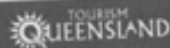
**Responsibilities:** • Clean the pool • Feed the fish • Collect the mail • Explore and report back

**Applications close:** 22 February 2009 **Interviews:** 4 May 2009 **Announcement made:** 8 May 2009

**Work begins:** 1 July 2009

**ANYONE CAN APPLY.**

[www.islandreefjob.com](http://www.islandreefjob.com)



# The Best Job in The World

Position vacant:

## Island caretaker

- Six-month contract AUD \$150,000 package
- Living on Hamilton Island, Australia

**THE BEST JOB  
IN THE WORLD**

# Best practices in advertising

- What was the purpose of the campaign?

To drive worldwide awareness of the Islands of the Great Barrier Reef as a tourism destination

- What was the Big Idea?

THE BEST JOB IN THE WORLD

- What was the executive strategy?

To generate mainstream media interest and produce new content for social media dissemination  
(customer engagement and user-generated content)

- How media has been used in this campaign?

Technology plays a central role through enabling multichannel brand experiences (advertising budget \$1.2 million vs. media attention worldwide valued at \$368 million)





# Track My Maccas

