

## Template: Creative Strategy Development

### Creative Strategy

Target audience

Competitive considerations

Creative objective

Advertising strategy

1. The promise
2. Reason why
3. Product, brand, service positioning
4. Corporate, organizational, legal requirements

Rationale for the strategy

## Types of Strategy

Although there are many different strategies available to the advertiser, there are main categories used for advertising planning. Sometimes an ad can use more than one strategy to communicate to consumers. The main strategies are shown in Table 4.2.

**Table 4.2** Main types of advertising strategy

| Strategy                                                                                                                                                         | Example                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Affective.</i> This includes the reliance on emotions to influence consumers. Humor and fear are typical approaches with an affective strategy.               | <p>Anti-smoking campaign—This ad from the CDC uses viewer's emotions such as fear and love for family, to influence the consumer to quit smoking.</p>  <p>AP Photo/CDC</p> |
| <i>Brand Imaging.</i> In brand imaging, the advertiser tries to create an overall image or personality for the brand or product based upon psychological claims. | <p>Stuart Weitzman—This ad associates the brand with sexy high-end fashion.</p>  <p>PRNewsFoto/Stuart Weitzman</p>                                                         |

(continued)

| Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Example                                                                                                                                                                                                                                                                                                                 |
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| <p><b>Unique Selling Proposition (USP).</b> This strategy looks at a physical feature of a product or service that is stronger or better than the competition. There must be proof of superiority when utilizing this strategy. This strategy gets to the concept of a value proposition; generate value for the product or service then communicate that value to the audience. It's always a good idea to know the USP and value proposition even if different strategy is undertaken.</p>                 | <p>Tide Detergent—This ad uses research to substantiate the product claims that Tide gets clothes cleaner than any other soap.</p>  <p>Advertising Archive/Courtesy Everett Collection</p>                                           |
| <p><b>Resonance.</b> In a resonance strategy the advertiser attempts to connect with the consumer utilizing a consumer's experiences with a product. The idea is to communicate to the consumer that this brand is the “one to buy.” A show-and-tell execution often accompanies this strategy.</p>                                                                                                                                                                                                          | <p>SodaStream—This is an image still from a SodaStream commercial that depicts people who are typical of the target market to show-and-tell how fun and easy it is to use the product.</p>  <p>AP Photo/SodaStream</p>                |
| <p><b>Product or Brand Positioning.</b> This is a long-term strategy that relies on relationship marketing. It allows the advertiser to develop a unique position for its brand and to “position” the brand in the consumer’s mind in relation to the brands offered by competitors. This strategy works well with many consumer products as consumers tend to rank brands and products in their minds based upon preconceived ideas and notions about the product such as quality, price, or longevity.</p> | <p>Subaru—Subaru has positioned its brand as one for young, active consumers who care about their families and pets. Loyalty is a key component of their brand positioning strategy.</p>  <p>PRNewsFoto/Subaru of America, Inc.</p> |
| <p><b>Generic.</b> When entering a new market, advertisers have little information to help them assess the environment and may opt for a generic strategy. This strategy provides a straightforward product benefit claim. There is no claim of superiority over the competition. This strategy is very effective in situations where there is no or little competition.</p>                                                                                                                                 | <p>Shine 'n Jam PomWave—In this ad the company explains why the product should be purchased. The ad depicts a person with styled hair who is typical of the target market.</p>  <p>PRNewsFoto/Ampro Industries, Inc.</p>           |