IDEAS AND EXECUTIONS

THE BIG PICTURE

- IMC aims to influence people behavior through a set of messages in different channels.
- Those messages assume different nature according to the objectives we set for the communication, the target we try to talk to and the category we are working on.
- As adv agencies we present those messages in the form of ideas and executions; unfortunately most of the times we confuse the two and this puts actual ideas to a risk.
- This session is about understanding the differences, practice and learn how to write a good advertising idea.

THE IDEA VS EXECUTION

Idea

The idea is the core of our work; it is a simple sentence that explains how it is going to achieve the objectives that we set in a unique and special way.

The idea is either right or wrong, hence it can't be changed or modified.

Execution

- The execution is one way to bring to life the idea.
- The same idea can be executed in many different ways in many different channels.
- Executions can be changed without changing the idea

HOW TO WRITE THE IDEA?

THE KEY ELEMENTS OF AN AD

Communication objective

- ***Why it happens*** - the communication's marketing purpose/intent for the brand

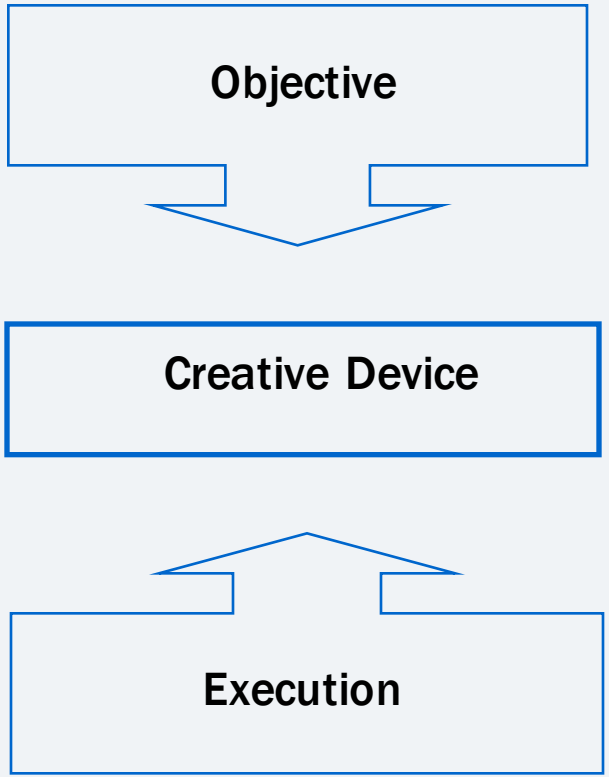
Creative device

- ***How it happens*** - the proprietary elements of the communications material which are **indispensable** to communicate the objective.

Communications Execution

- ***What happens*** - Discretionary features of how the communication is brought to life which *could* be otherwise.

FIRST NEED TO BREAK OUT THE WHAT, WHY, HOW OF THE COMMUNICATION



Why: the strategic purpose served e.g.

To position the brand as stronger..
To persuade people it shaves smoother..

How the objective is conveyed e.g.
A side-by-side comparison demonstrates...
Slice of life stories show.....

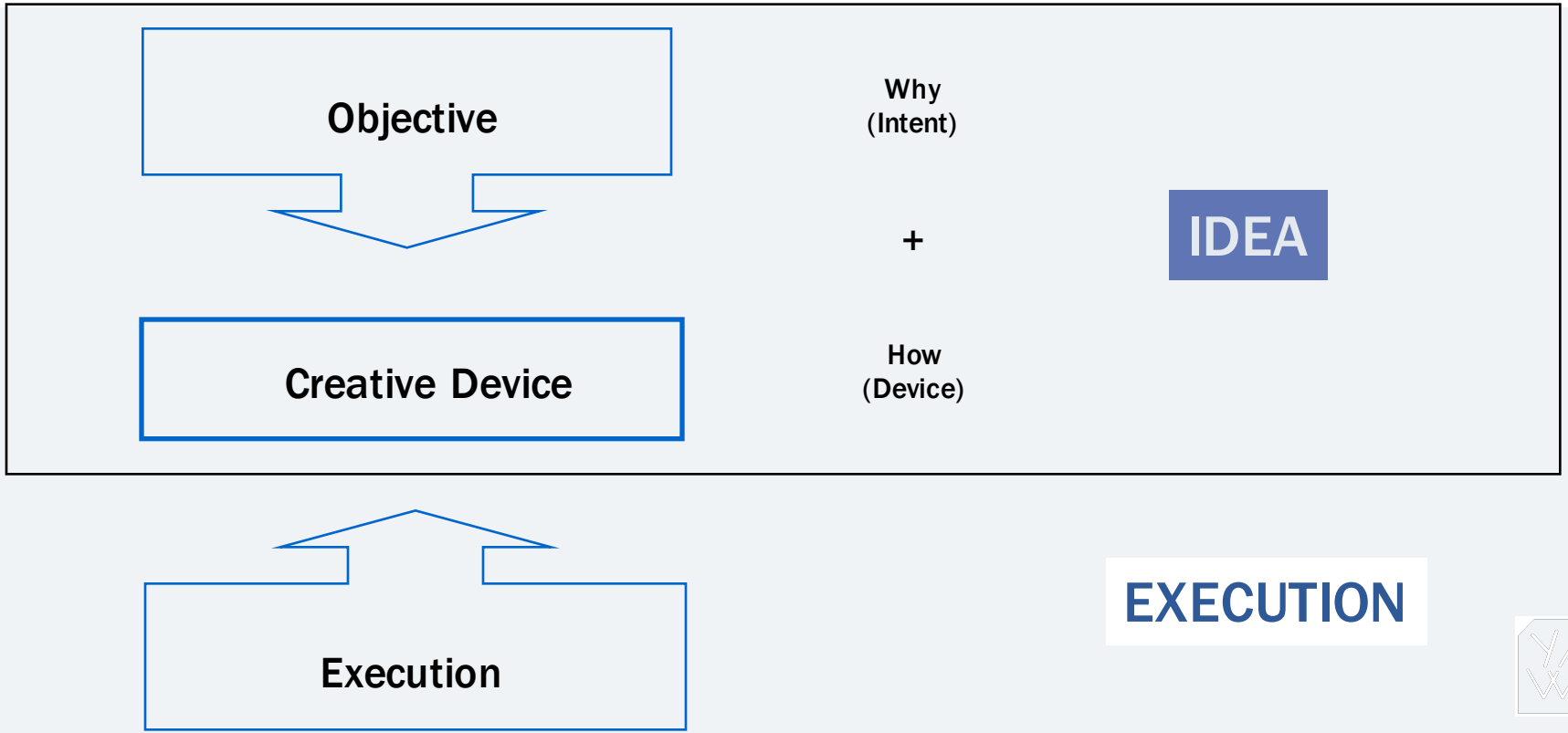
What: the executional ingredients e.g.

On a sandy beach a game of soccer is being played...
Famous person talks casually to camera..

LIKE IT OR NOT…CREATIVE DEVICES ARE ALWAYS THE SAME

Route	Definition
1. Problem/Solution	A problem is shown that the product or service solves
2. Demonstration	The brand's benefit is demonstrated and brought to life
3. Comparison	A dramatization of competitive advantage
4. Analogy	A parallel similarity is used to say something about the brand
5. Visual Symbol	Communication is built around a brand symbol
6. Presenter	A spokesperson conveys the communication
7. Testimonial	The endorsement of a user (often famous)
8. Slice of Life	The brand integrated into a "normal" life story
9. Slice of Pop Culture	Communication borrows from easily recognized cultural experiences, including movies, advertising and other widely known happenings.
10. Attitude	Communication brings to life a brand attitude/personality

IDEA IS THE COMBINATION OF OBJECTIVE AND CREATIVE DEVICE



EXAMPLES OF IDEAS

How (Device)

+

Why (Intent)

Similar items washed side by side demonstrate…

…that Breeze laundry detergent removes more dirt than competitive brands

Why (Intent)

+

How (Device)

In order to make people buy new furniture

…IKEA humorously take the piss of people's feelings towards old fornitures

IN PRACTICAL TERMS

WHAT TO DO TO WRITE THE IDEA?

1. Begin by identifying the strategic intent (WHY?)

What strategic purpose is there? What is the ad trying to persuade the viewer to believe?

2. Next, try to identify the creative device (HOW? – generic)

How does the ad work? Its underlying conceptual structure

3. Identify the specific way in which the device is being used (HOW? – proprietary)

Elements of the way the device is being used that make it proprietary, unique, original.

4. If you can, give it a sexy headline before explaining it.

A SUGGESTION, THINK LIKE HOLLYWOOD

WHEN WRITING, THINK LIKE MOVIE REVIEW

- What is the enduring, core creative idea behind James Bond in one sentence?
- “…”

WHEN WRITING, THINK LIKE MOVIE REVIEW

- What is the enduring, core creative idea behind kung Fu Panda in one sentence?
- “…”

- Heineken https://www.youtube.com/watch?v=8wYXw4K0A3g
- Ikea food - https://www.youtube.com/watch?v=GhZQpFKdtBY
- Gopro - https://www.youtube.com/watch?v=O4IY0Ay63bQ
- Airbnb - https://www.youtube.com/watch?v=B_1itDHomgE
- McCafe- https://www.youtube.com/watch?v=oqLFpbFiulY
- Luois Vuitton - https://www.youtube.com/watch?v=0goTA5AuvSE&index=3&list=PLz5FkTSQN_90ijImfYCXH6TA8Kee8ErPN
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- VOLVO
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- https://www.youtube.com/watch?v=WlLkGwv8lz8&index=29&list=PLvY-g0iKO2D1RVkqJ-dyJZx3c1a1Nf3jM

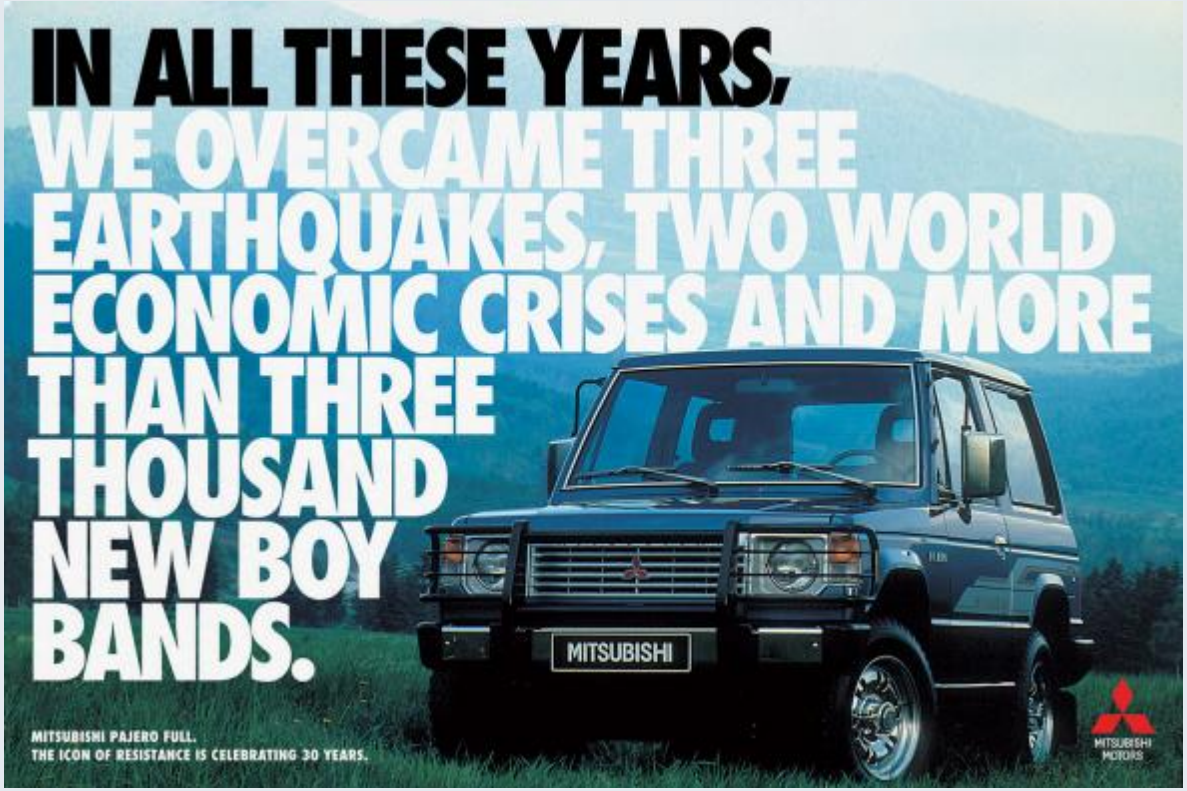
Before. After. Seo Dudes - Search Engine Optimisation and Marketing.

Sports Field are more dangerous at 12. Use plenty of sunscreen from 11 A.M. to 3 P.M. Avoid skin cancer

ALMOST 10%
OF THE PEOPLE
IN FRANCE AGED 18 TO 65 YEARS OLD
• will regrettably
• keep on thinking that
• this is an ad for a new
COMPUTER
HELP US MAKE ILLITERACY THE NATIONAL CAUSE OF 2013
Sign the petition of the National Agency for the Fight Against Illiteracy in France on illettrisme2013.fr

Stop the violence, Don't text and drive

Mitsubishi Pajero Full. The icon of resistance is celebrating 30 years.



Mitsubishi Pajero Full. The icon of resistance is celebrating 30 years.

Citra
Spotless White UV
For fair, spotless skin,
with Japanese Rice
rich in anti-oxidants.
Citra
Spotless White UV

Diamond Coffee

When everyone depends on you to stay awake

Listerine

What will your mouth go through today?

Electra Silent Air-Conditioning - Hear every little sound

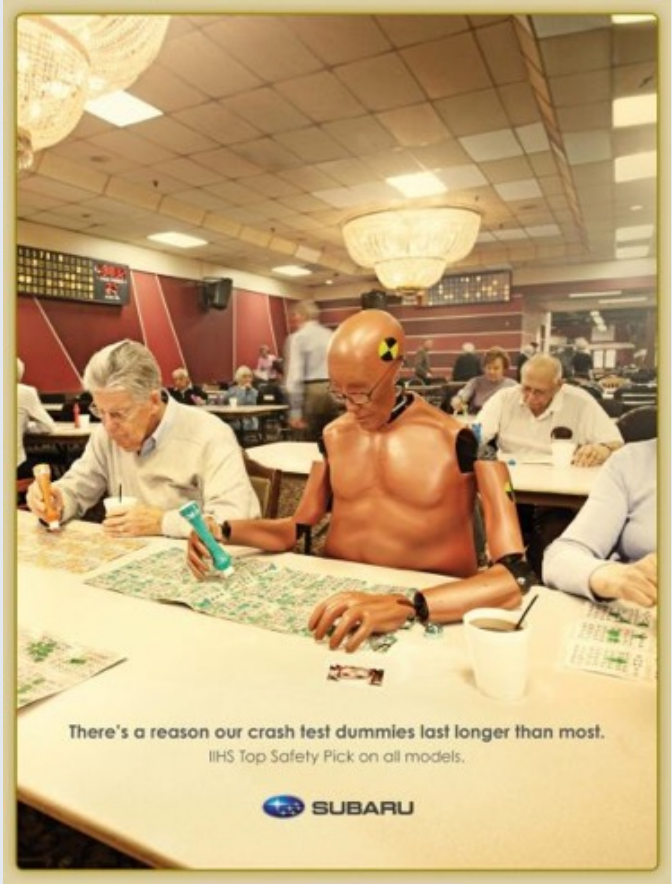
Biothymus F Anti Hair Loss Scalp Serum

SKY DIVING COMPANY

Leave your problems behind.

Department Of Tourism Philippines: Limestone

Just as beautiful. Just not as expensive.



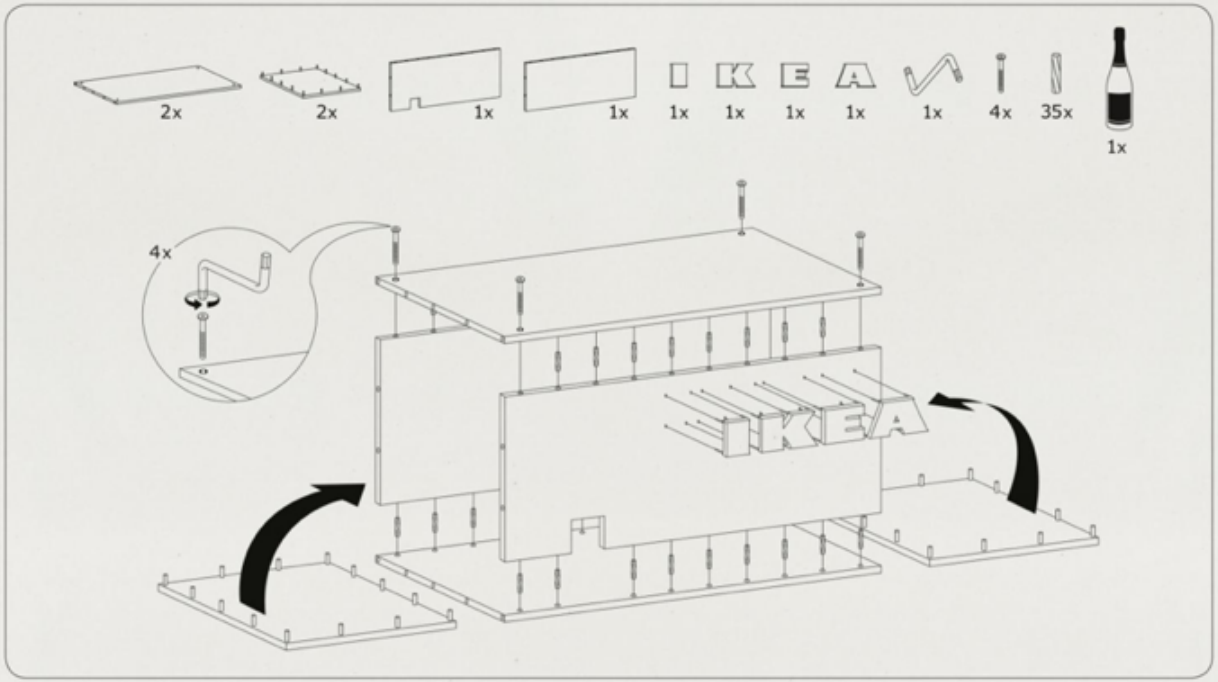
There's a reason our crash test dummies

Diamond Coffee

When everyone depends on you to stay

Listerine

IKEA® Store



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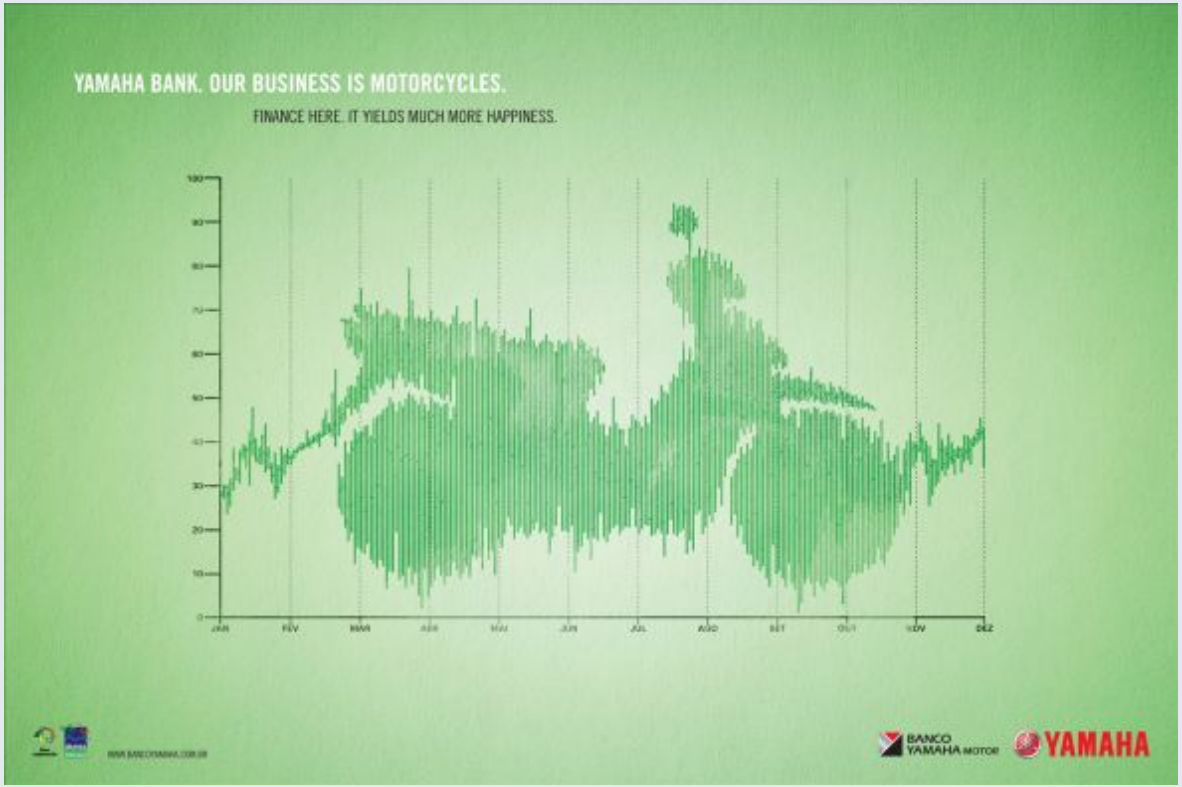
New in Berlin-Lichtenberg from 13th December.

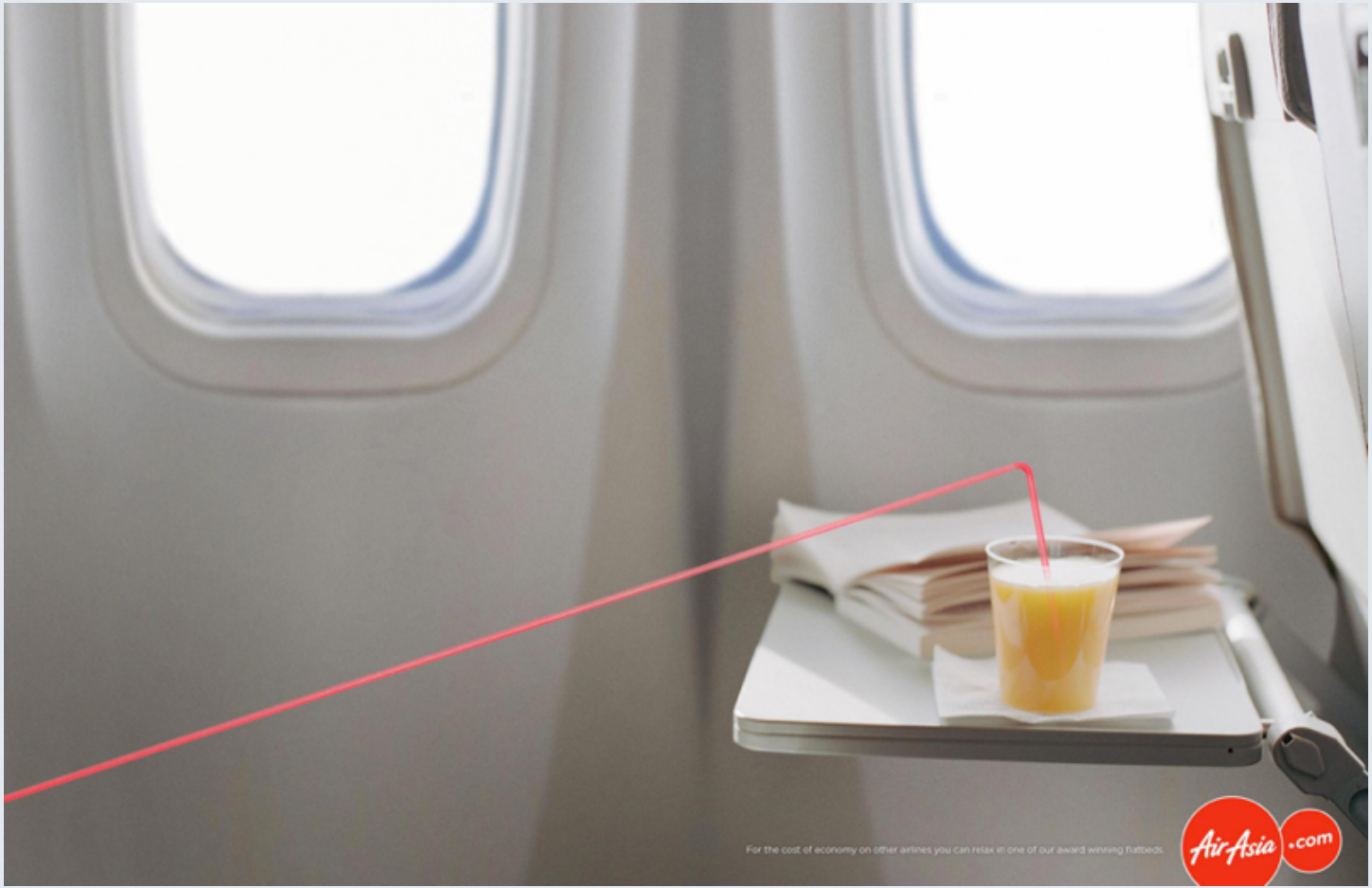
IKEA®

www.IKEA.com



Yamaha Bank. Our Business is motorcycles.

IF YOU DON'T
GET HOW A SAUCE
CAN BE THAT
AGGRESSIVE,
TRY LIVING IN A
TINY BOTTLE.
SALSA OLMECA
HANDMADE SAUCE
Salsa Olmeca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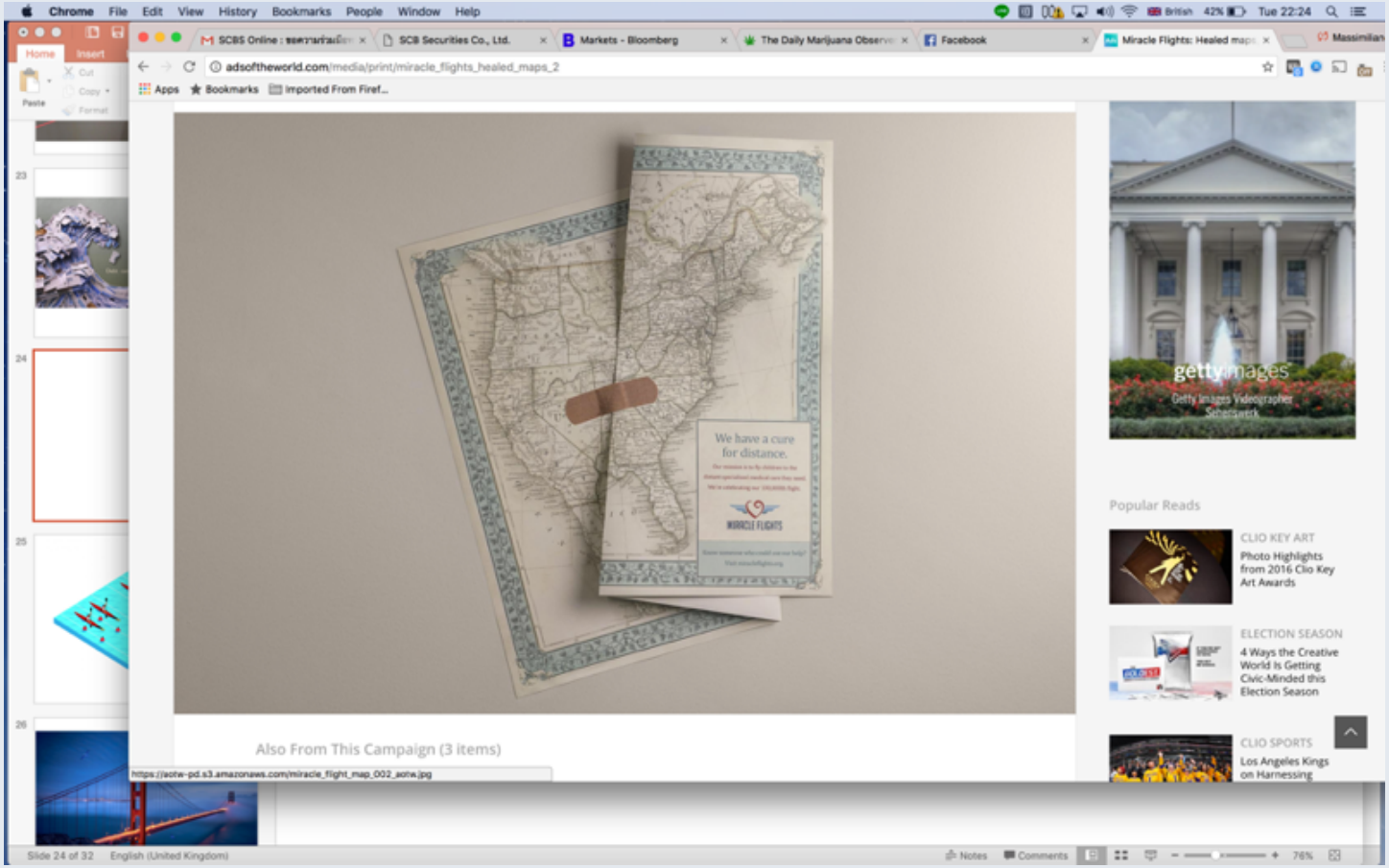
Debt can be overwhelming. We can help.

IGNORING REFUGEES IS IGNORING OUR OWN HISTORY

UNHCR The UN Refugee Agency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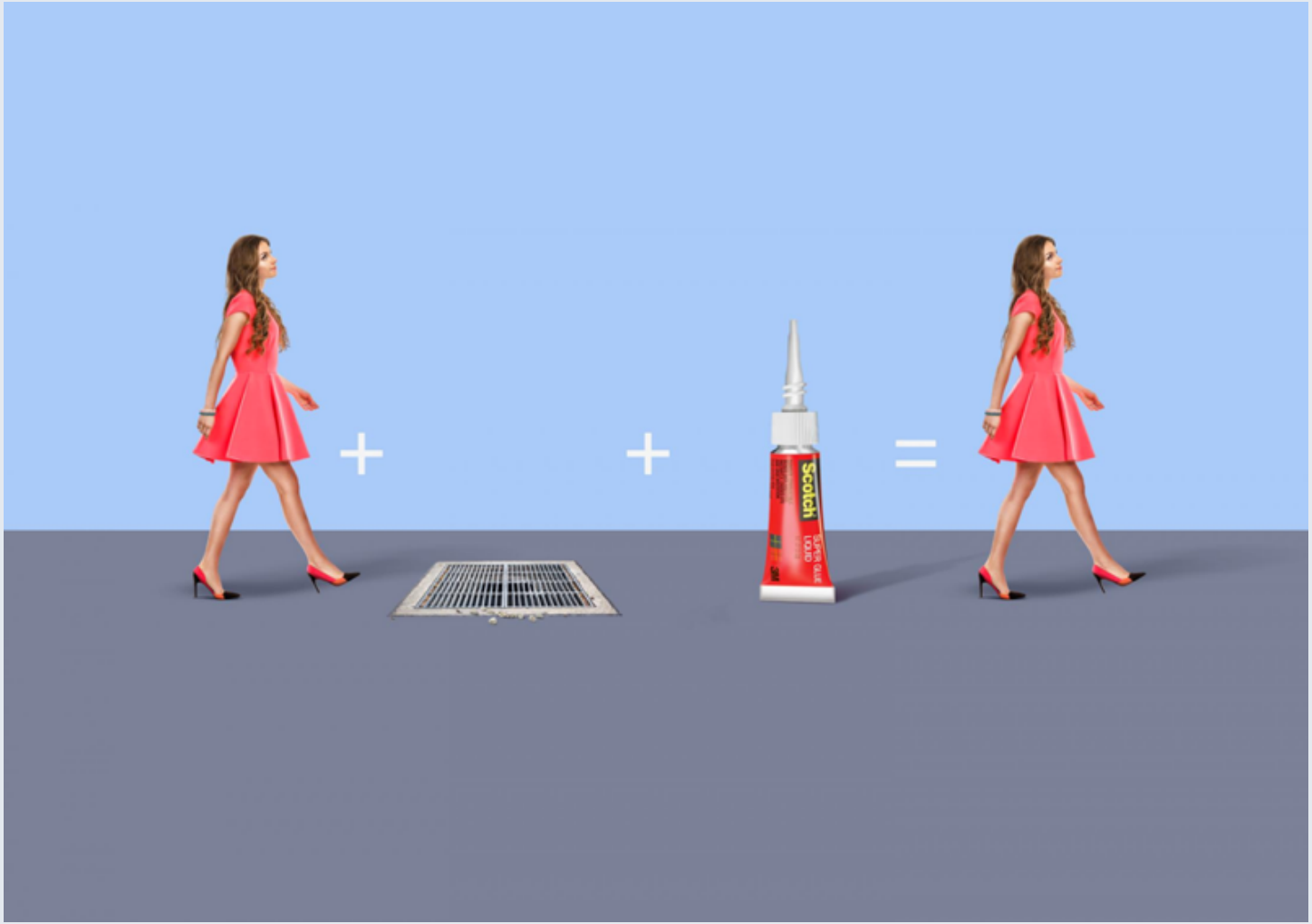
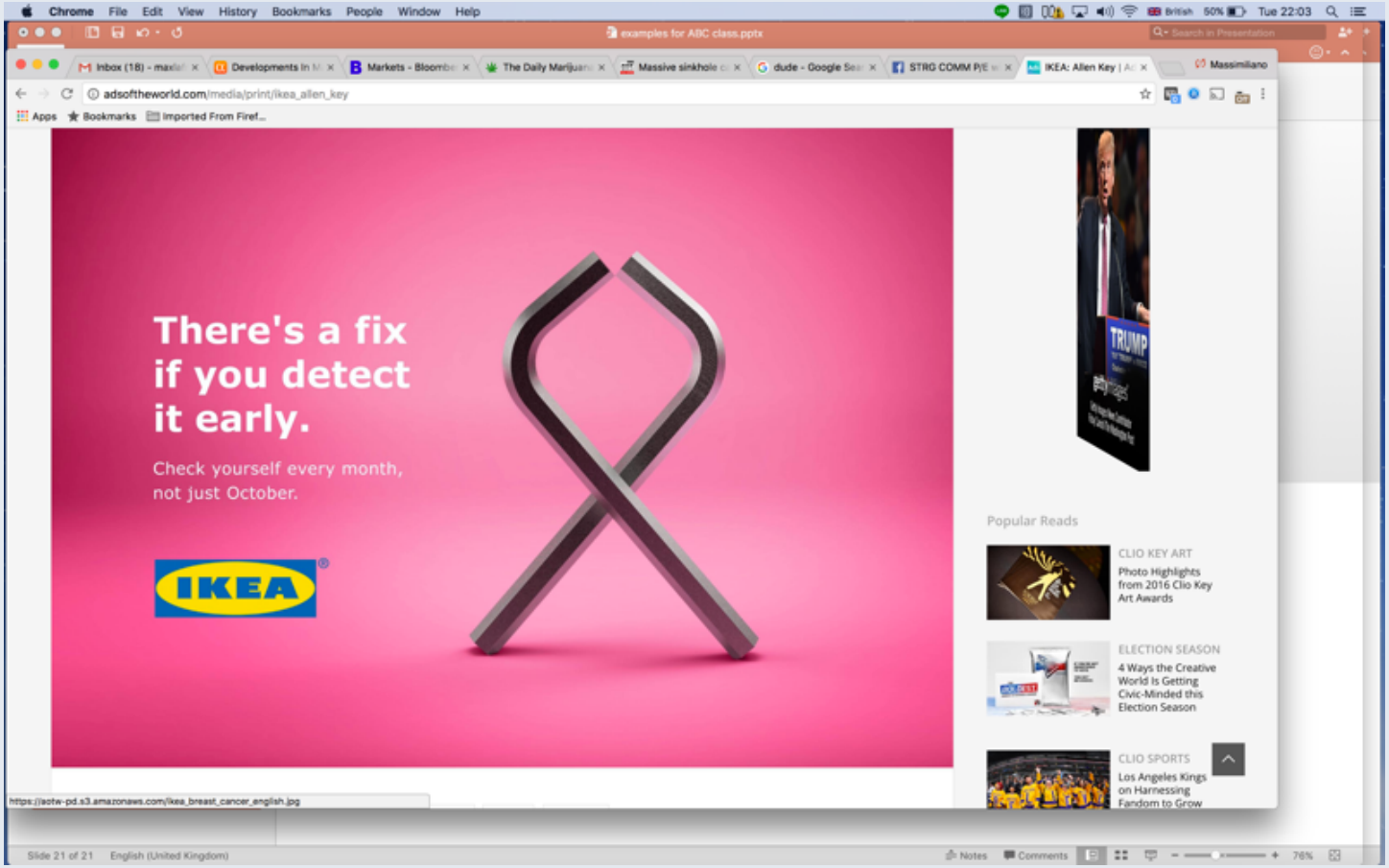
Connecting ideas to executions that create impact
PencilWings

TIME
FOR
CHANGE
WUSHU
武术
SCHOOL

SUPER BOCK
NEGRA
DRINKING IS BELIEVING
The only non-alcoholic beer that tastes like real beer
SUPER BOCK
#SUPERBOCK #SUPERBOCKNEGRASIN


Scotch
SUPER GLUE
LIQUID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There's a fix if you detect it early.
Check yourself every month, not just October.
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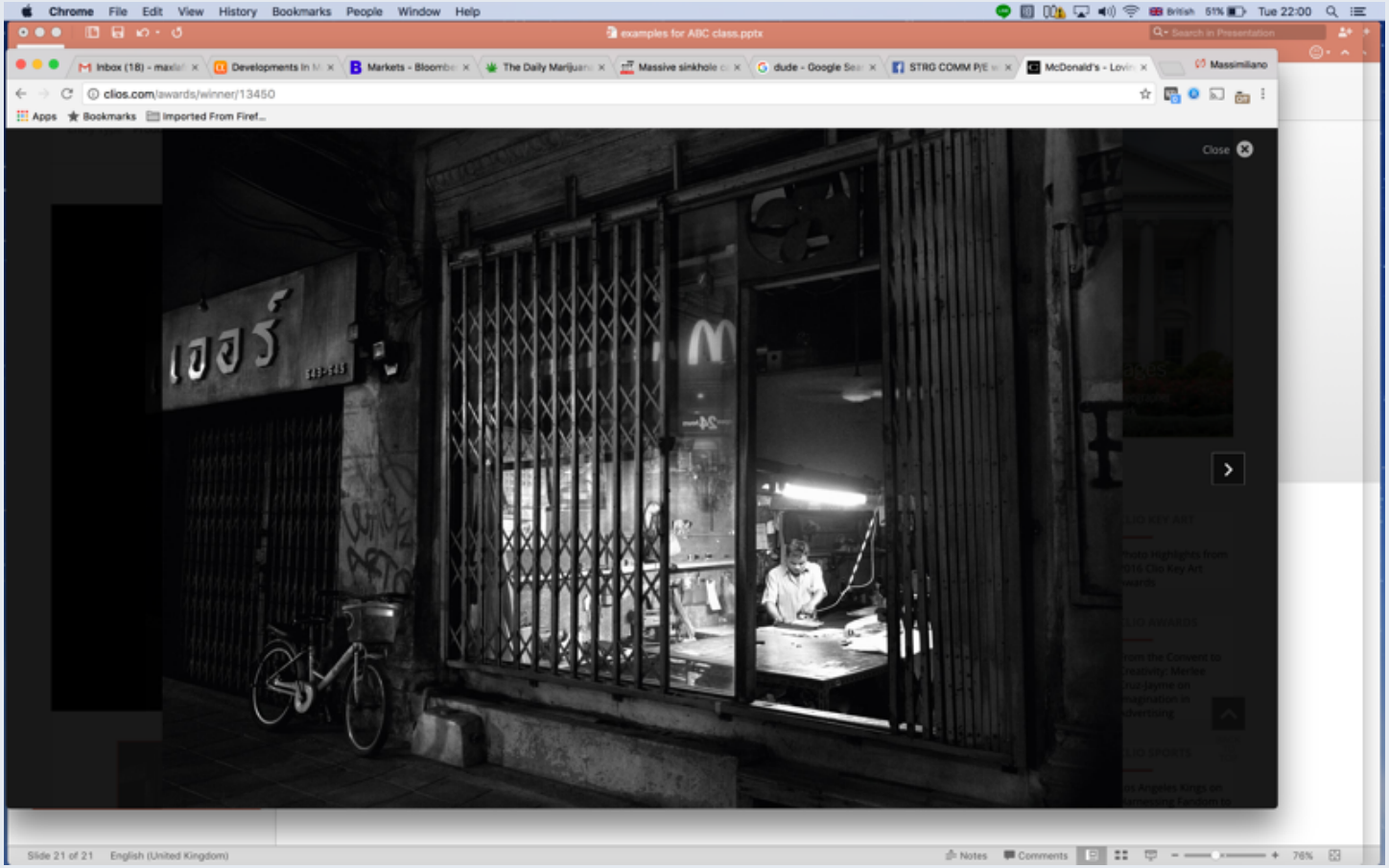
English (United Kingdom)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Notes Comments

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HOW TO PRESENT A CREATIVE IDEA

WHEN PRESENTING

- Please let's make sure we follow a simple structure:
  1. Intro (the foreplay): a rationale for the creative idea. This is usually an insight, a surprising fact, something coming from pop culture or specific local behaviours.
     This intro is fundamental because it generates curiosity and opens the door for the creative idea.
  2. Introduce the idea first. Start with a sexy headline and then with the explanation as we have learned
  3. Show executions after the idea. Make sure that all the executions that you present belong to the same idea (otherwise group them under different ideas)