



## Amplifying the creative message

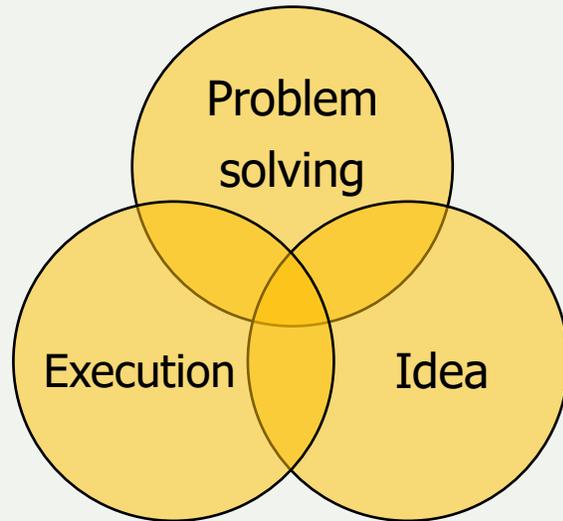
David Harris 19.05.21

# Today

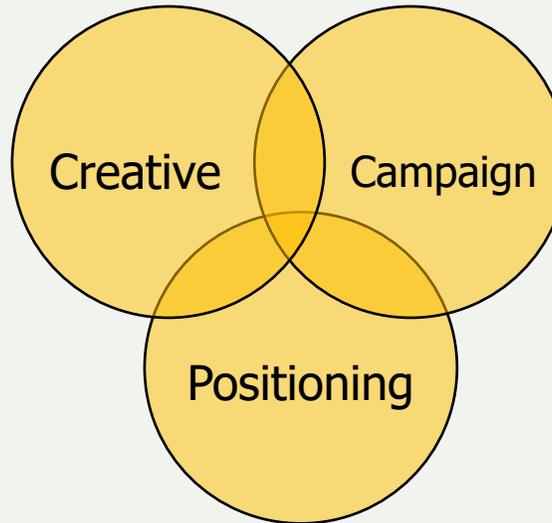
- **Quick recap**
- **The 7 advertising ideas:** Recognising ideas, testing them, executing them
- **Creative Exercise**
- **The 7 E's:** campaigns that break conventions, introduce collaboration and partnerships, watch outs for pitfalls and legals
- **Questions**

# Quick recap

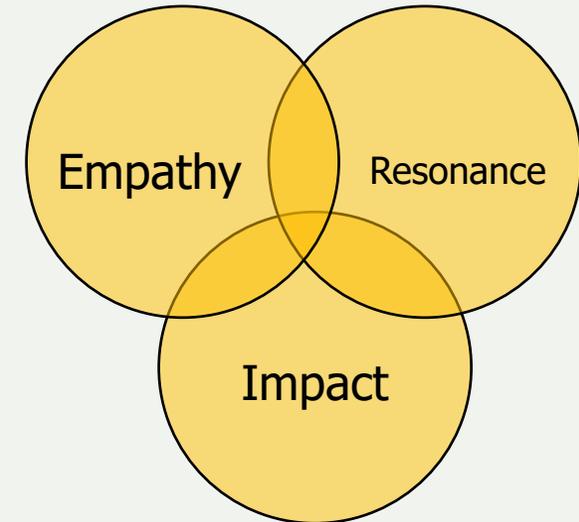
The essential components of a creative solution



The different types of idea



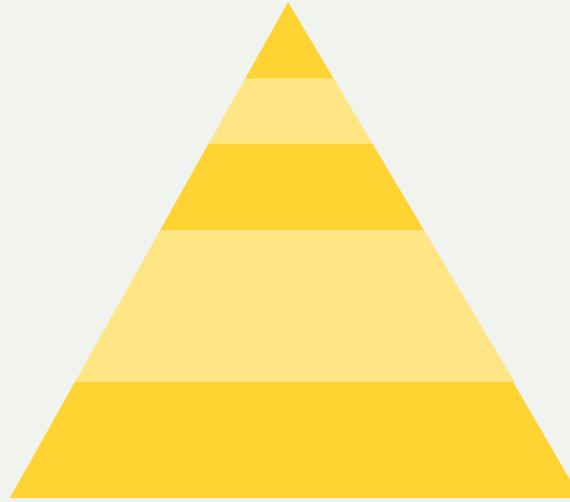
The reactions creative work should create



# adam&eve DDB, John Lewis – The Boy & The Piano



# Ripple effect



Businesses are pyramids built to promote efficiency.  
But creativity is generated within circles



# The 7 storylines in literature

## Overcoming the monster

Definition: The protagonist sets out to defeat an antagonistic force (often evil) which threatens the protagonist and/or protagonist's homeland.

Examples: *Perseus, Theseus, Beowulf, Dracula, The War of the Worlds, Nicholas Nickleby, The Guns of Navarone, Seven Samurai (The Magnificent Seven), James Bond, Jaws, Star Wars.*

## Rags to riches

Definition: The poor protagonist acquires power, wealth, and/or a mate, loses it all and gains it back, growing as a person as a result.

Examples: *Cinderella, Aladdin, Jane Eyre, A Little Princess, Great Expectations, David Copperfield, The Prince and the Pauper, Brewster's Millions, The Jerk.*

## Quest

Definition: The protagonist and companions set out to acquire an important object or to get to a location. They face temptations and other obstacles along the way.

Examples: *The Iliad, The Pilgrim's Progress, The Lord Of The Rings, King Solomon's Mines, Six of Crows, Watership Down, Lightning Thief, Raiders of the Lost Ark, Monty Python and the Holy Grail.*

## Voyage and return

Definition: The protagonist goes to a strange land and, after overcoming the threats it poses or learning important lessons unique to that location, they return with experience.

Examples: *Odyssey, Alice's Adventures in Wonderland, Goldilocks and the Three Bears, The Time Machine, Peter Rabbit, The Hobbit, Brideshead Revisited, Gone with the Wind, The Third Man, The Lion King, Back to the Future, The Midnight Gospel, Gulliver, Coming To America.*

## Comedy

Definition: Light and humorous character with a happy or cheerful ending; a dramatic work in which the central motif is the triumph over adverse circumstance, resulting in a successful or happy conclusion. It refers to a pattern where the conflict becomes more and more confusing, but is at last made plain in a single clarifying event. The majority of romance films fall into this category.

Examples: *A Midsummer Night's Dream*, *Much Ado About Nothing*, *Twelfth Night*, *Bridget Jones's Diary*, *Music and Lyrics*, *Sliding Doors*, *Four Weddings and a Funeral*, *The Big Lebowski*.

## Tragedy

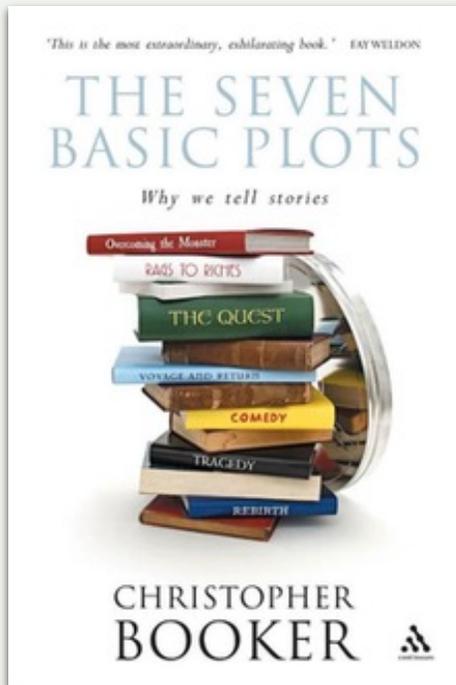
Definition: The protagonist is a hero with a major character flaw or great mistake which is ultimately their undoing. Their unfortunate end evokes pity at their folly and the fall of a fundamentally good character.

Examples: *Anna Karenina*, *Bonnie and Clyde*, *Carmen*, *Citizen Kane*, *John Dillinger*, *Jules et Jim*, *Julius Caesar*, *Macbeth*, *Madame Bovary*, *Oedipus Rex*, *The Picture of Dorian Gray*, *Romeo and Juliet*, *Hamilton*, *The Great Gatsby*.

## Rebirth

Definition: An event forces the main character to change their ways and often become a better individual.

Examples: *Pride and Prejudice*, *The Frog Prince*, *Beauty and the Beast*, *The Snow Queen*, *A Christmas Carol*, *The Secret Garden*, *Peer Gynt*, *Groundhog Day*.



**The 7 advertising ideas.**  
What are they?

# The 7 ideas

1. The presenter
2. The demonstration
3. Problem/solution
4. The analogy
5. Inversion
6. The slice of Life
7. Borrowed interest

# 1. The Presenter

- Ordinary people who reflect the personality of the brand
- People who have a vested interest in what the communication is about
- Someone whose job/expertise is relevant. Very occasionally that might be a client
- An appropriate celebrity whose values match yours or who is linked by name or profession
- It can be someone who is dead
- It doesn't always have to be a person. It can be a meerkat.



SMOOTH YOUR SKIN TO AGELESS PERFECTION.  
SEE UP TO 10 YEARS  
DISAPPEAR...IN A STROKE

New  
**VISIBLE LIFT.**  
HYDRATING FOUNDATION

L'ORÉAL  
**VISIBLE LIFT.**  
HYDRATING FOUNDATION

Hydra-Collagen Complex +  
Luxe Smoothing Brush

Because you're worth it.  
**L'ORÉAL**  
PARIS

Our luxurious smoothing brush  
fills lines and smoothes wrinkles.  
While our **Hydra-Collagen Complex**  
plumps and hydrates.

97% of women saw  
smoother skin, instantly.

Discover what a brush can reveal.

"SMOOTH IS THE NEW YOUNG."  
Anita MacDonell

Anita is wearing VISIBLE LIFT Smooth Resistor + SPF 20. ©2011 L'Oréal USA, Inc.



Meet Holly

11:22  
Tuesday  
April 2

Good morning  
Holly

Alliance of  
Independent  
Agencies





## 2. The Demonstration

- How can we demonstrate in a compelling way what we want to communicate?
- How can we demonstrate the superiority of our product/service?
- How can we demonstrate our values are important?
- The side-by-side comparison is a demonstration







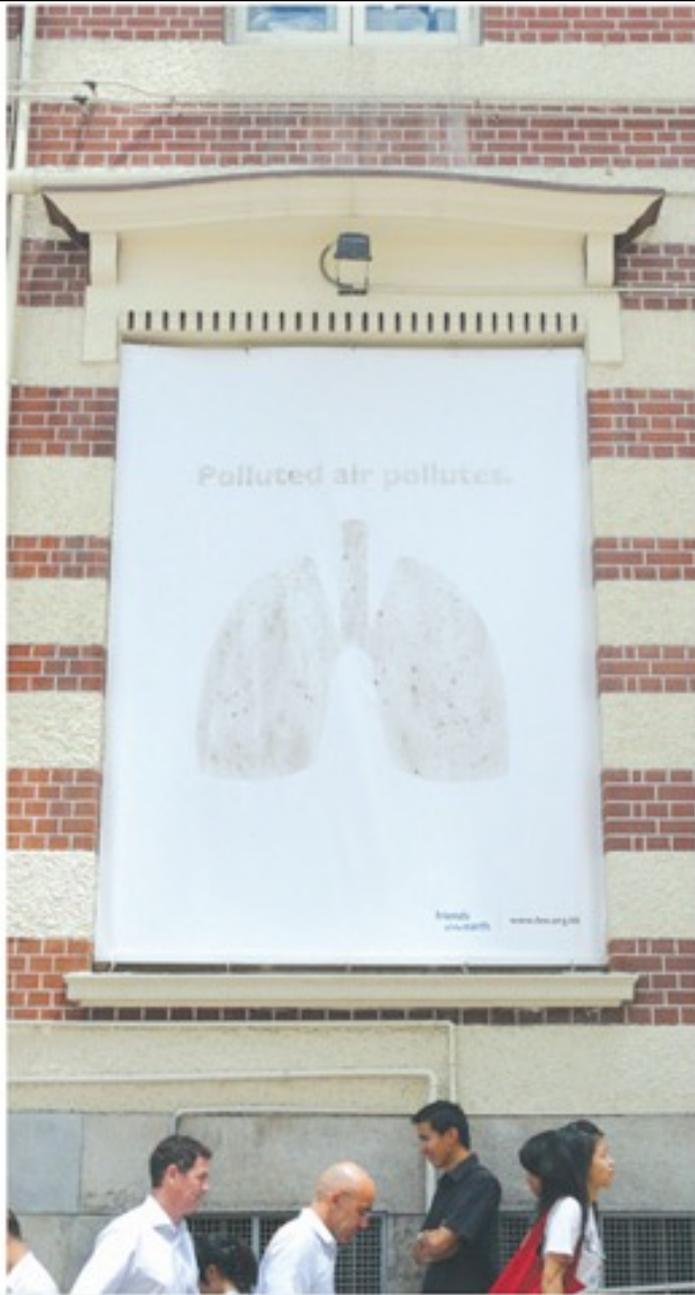






<https://www.youtube.com/watch?v=Xk67Cbbrszl>







THE CLUB  
BY  
IDENTITY





For seriously hot ketchup

IT HAS TO BE **HEINZ**

### 3. The Problem/Solution

- How can we define the challenge and solution?
- How can we dramatize why the product/service is needed?
- Does it explain quickly and clearly what the benefits are?
- Is it memorable?

KONAD  
COSMETICS

I'M PREGNANT

EMOTION PROOF



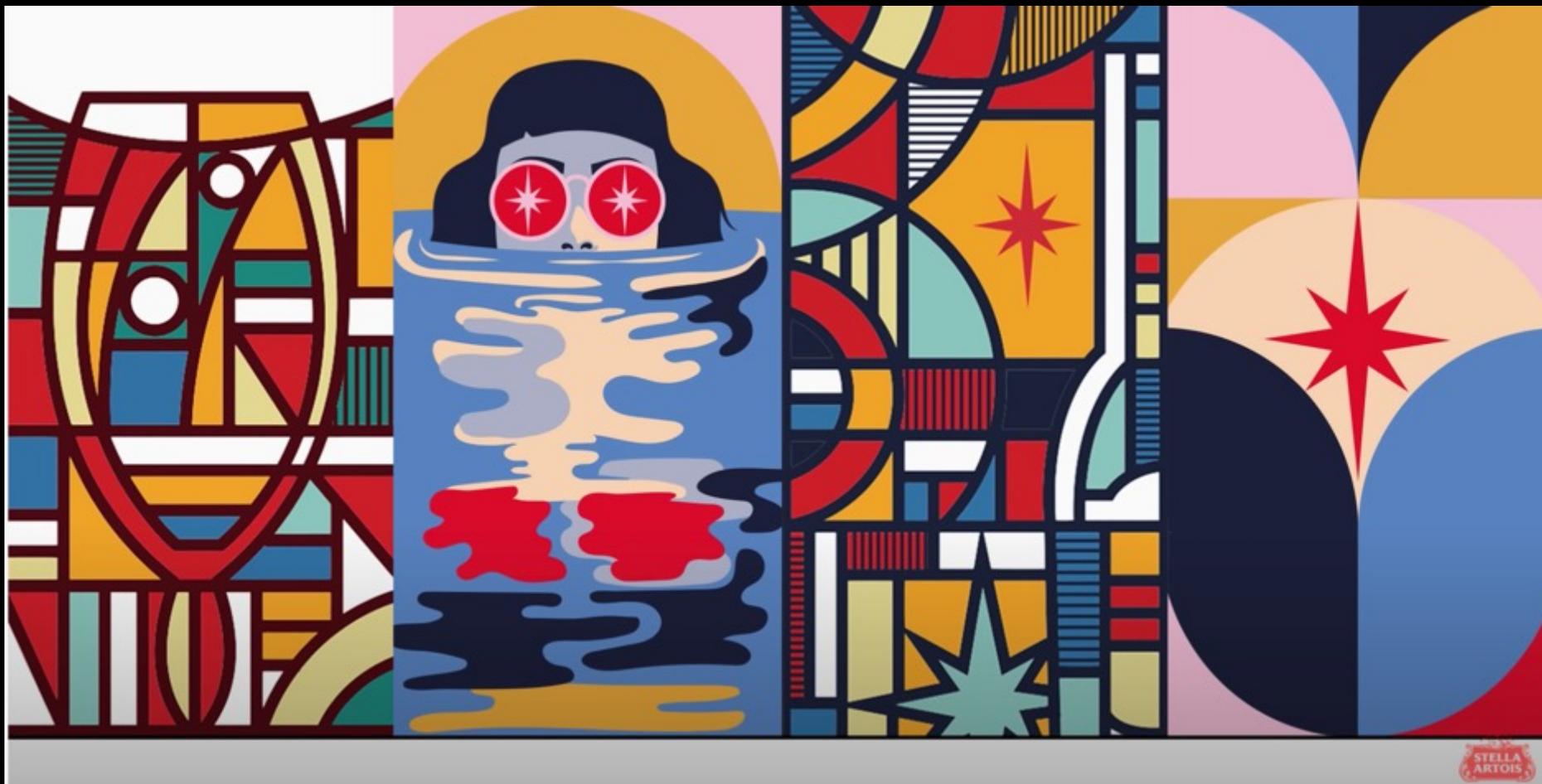
KONAD

HE'S MARRIED

EMOTION PROOF



WE BROKE UP



<https://www.youtube.com/watch?v=mB9lvyAZj2w>

---

**Enjoy Responsibly. Not for Persons Under the Age of 18.**



#### **WE'RE SORRY**

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](https://kfc.co.uk/crossed-the-road) for details about your local restaurant.



**10 minute break**

<https://vimeo.com/537266421>

## 4. The Analogy

- How can we dramatise the story?
- How does the analogy help create an emotional connection?
- Will the analogy make our product/service more memorable?
- Or will it distract?



<https://www.youtube.com/watch?v=F10bo07wHBU>



Play (k)

26/05/2021 0:00 / 2:00

A set of standard video player controls including a play button, a next button, a volume icon, and a progress bar.

Scroll for details



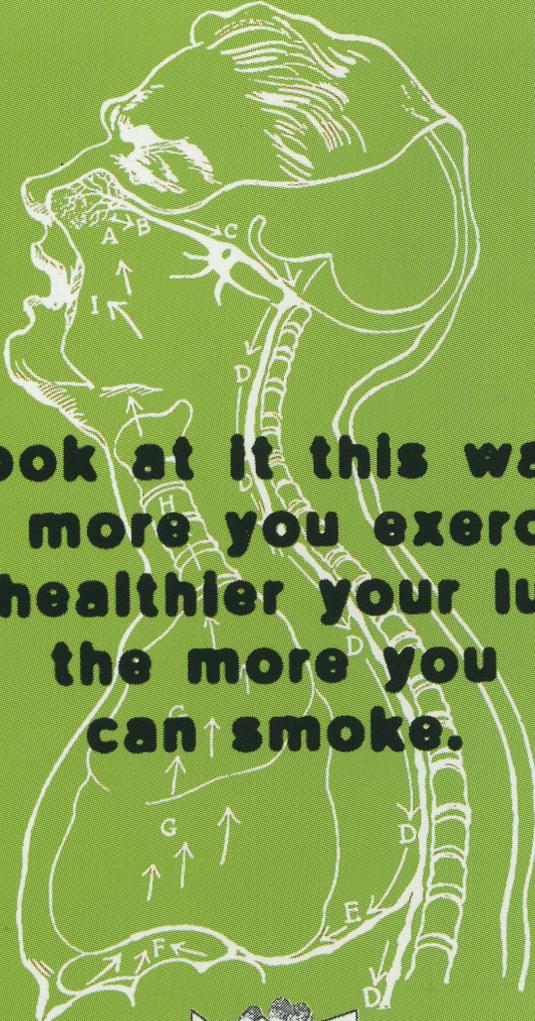


Precision Parking.  
Park Assist by Volkswagen.



## 5. The Inversion

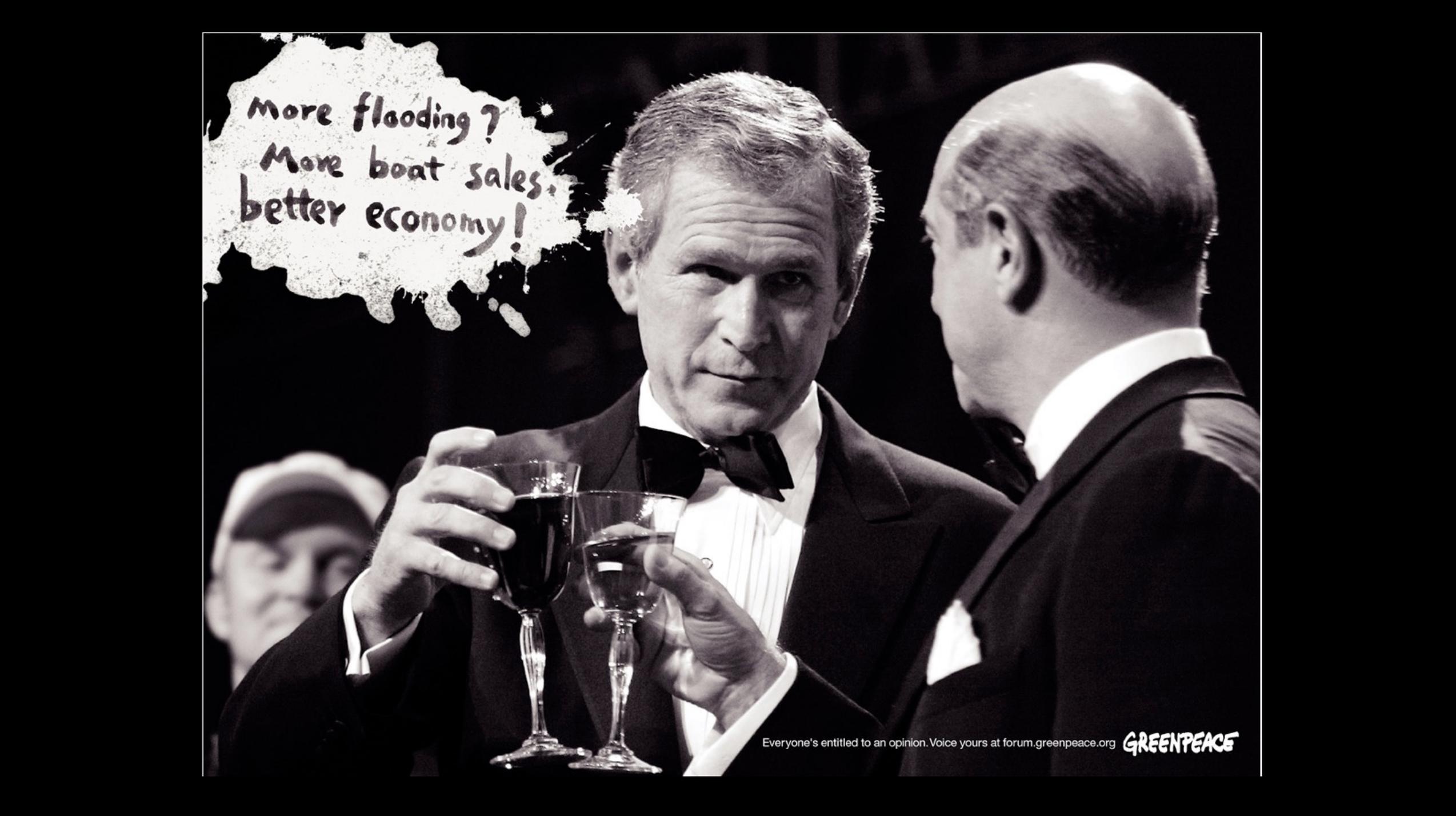
- Where you take your proposition and reverse it
- How can we rethink what we are selling/promoting in a different context?
- How can we challenge conventional thinking?



**Look at it this way.  
The more you exercise,  
the healthier your lungs,  
the more you  
can smoke.**



**NO JUDGEMENTS**



more flooding?  
More boat sales,  
better economy!

Everyone's entitled to an opinion. Voice yours at [forum.greenpeace.org](http://forum.greenpeace.org) **GREENPEACE**



<https://www.youtube.com/watch?v=ARS78eTBia8>



## 6. The Slice of life

- How can you create a window into someone else's life?
- How can you challenge current thinking with an idea that challenges and informs?
- How can you create empathy?
- How can you provide relevant detail in an informative way?





Net Wt  
1.63 lb

Date Found  
Jun 28, 2007

Galveston Beach, TX  
Catch of the Day

PLASTIC SURPRISE

Total Price  
**\$2.03**

SAFE HANDLING INSTRUCTIONS

IN REGIONS OF THE PACIFIC,  
PLASTIC PARTICLES OUTNUMBER  
PLANKTON SIX TO ONE.  
MAKE WAVES. GO TO SURFRIDER.ORG



201845 12788 1



Surfrider  
Foundation.

Net Wt  
1.63 lb

Date Found  
Jun 28, 2007

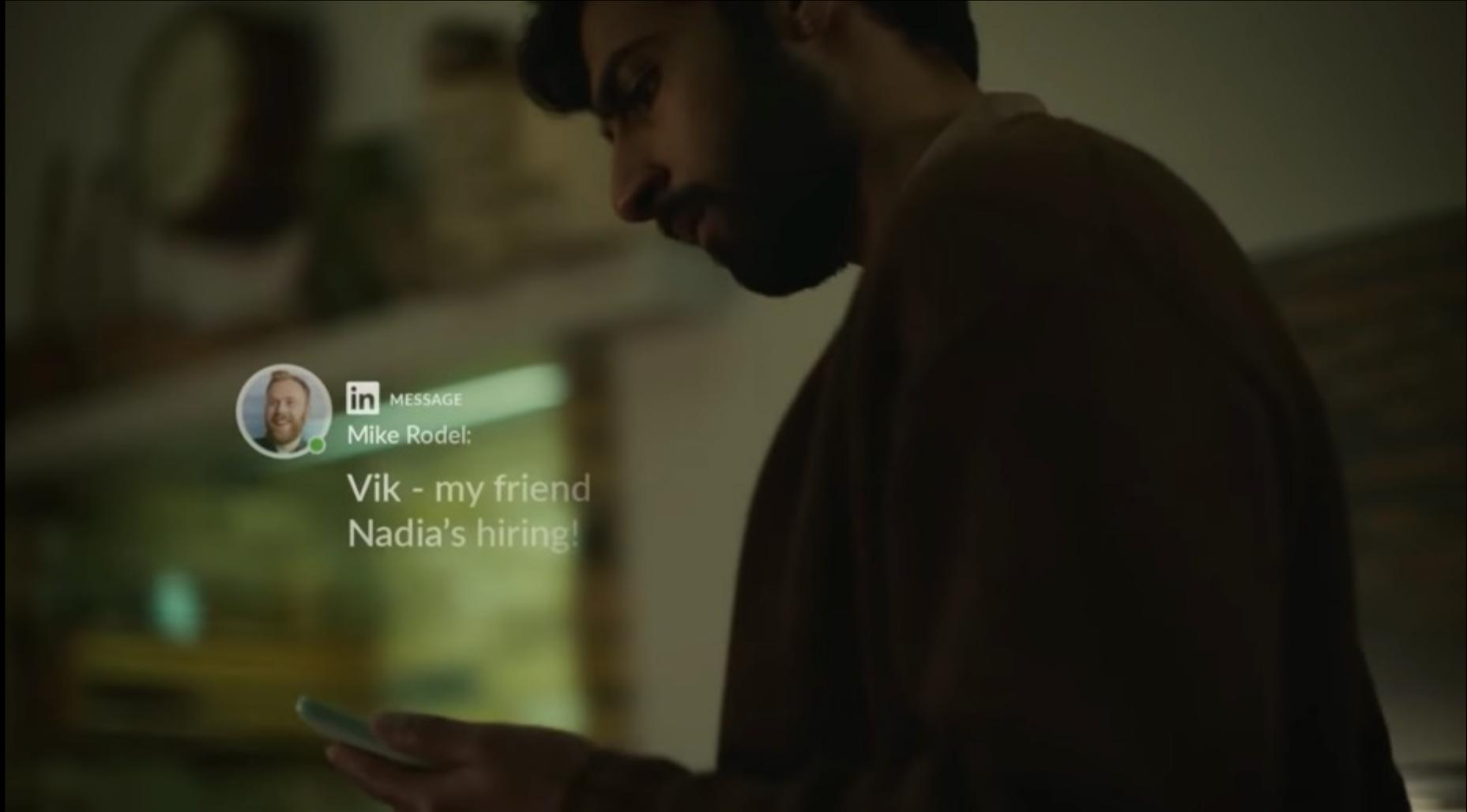
Galveston Beach, TX  
Catch of the Day

PLASTIC SURPRISE

Total Price  
\$2.03

SAFE HANDLING INSTRUCTIONS

IN REGIONS OF THE PACIFIC,  
PLASTIC PARTICLES OUTNUMBER  
PLANKTON SIX TO ONE.  
MAKE WAVES. GO TO SURFRIDER.ORG



<https://www.youtube.com/watch?v=GT3PTn21Alo>



Play (k)

26/05/2021 0:00 / 0:30

Scroll for details

## 7. Borrowed interest

- How can you dramatize something familiar to communicate something new?
- How can you use topical events to create interest?



*for a living planet®*

[www.wwf.hu](http://www.wwf.hu)



<https://www.youtube.com/watch?v=clgfucsbVBQ>

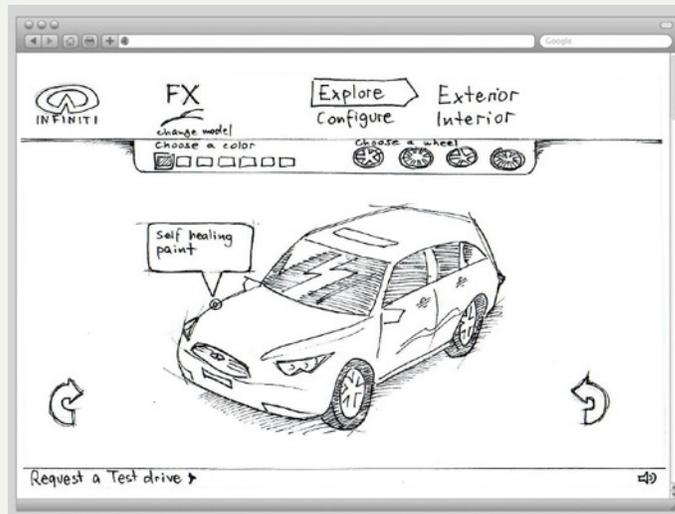
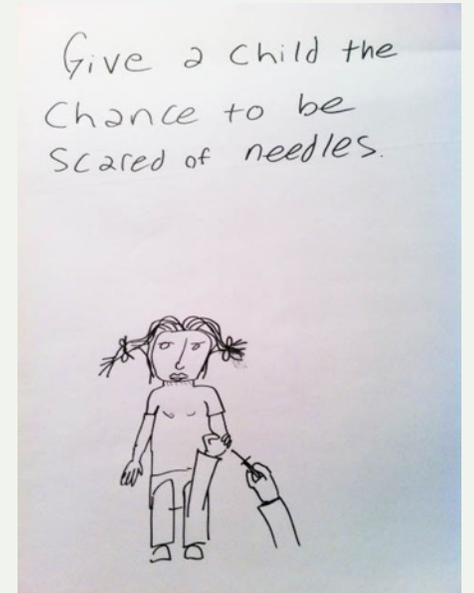
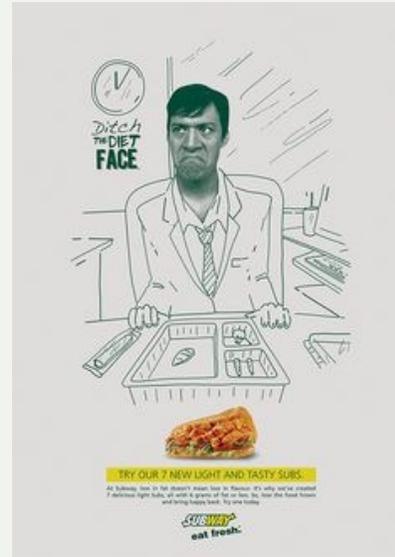


## Your Brief:

Using one of the 7 ideas, come up with a brand idea for selling oranges



# What should a creative concept look like?



## The 7 Ideas

1. The presenter
2. The demonstration
3. Problem/solution
4. The analogy
5. Inversion
6. The slice of Life
7. Borrowed interest



# The 7 E's of Engagement

- 1. E-thics.** You have to mean something to people.
- 2. E-nclave.** How to build communities.
- 3. E-veryone.** Ideas everyone can join in with. Collaboration and co-creation.
- 4. E-xperiences.** That can be shared – events that link real and virtual
- 5. E-ntertainment.** Lean back. Traditional advertising on a new platform
- 6. E-nvironment.** Reach the world. But don't forget your street.
- 7. E-arsay.** People believe in people. Social media, WOM

# Ethics



F E N T Y   B E A U T Y

"MAKEUP IS THERE FOR YOU TO PLAY. IT'S THERE FOR YOU  
TO HAVE FUN WITH. IT SHOULD NEVER FEEL LIKE PRESSURE,  
AND IT SHOULD NEVER FEEL LIKE A UNIFORM."

XX RIHANNA

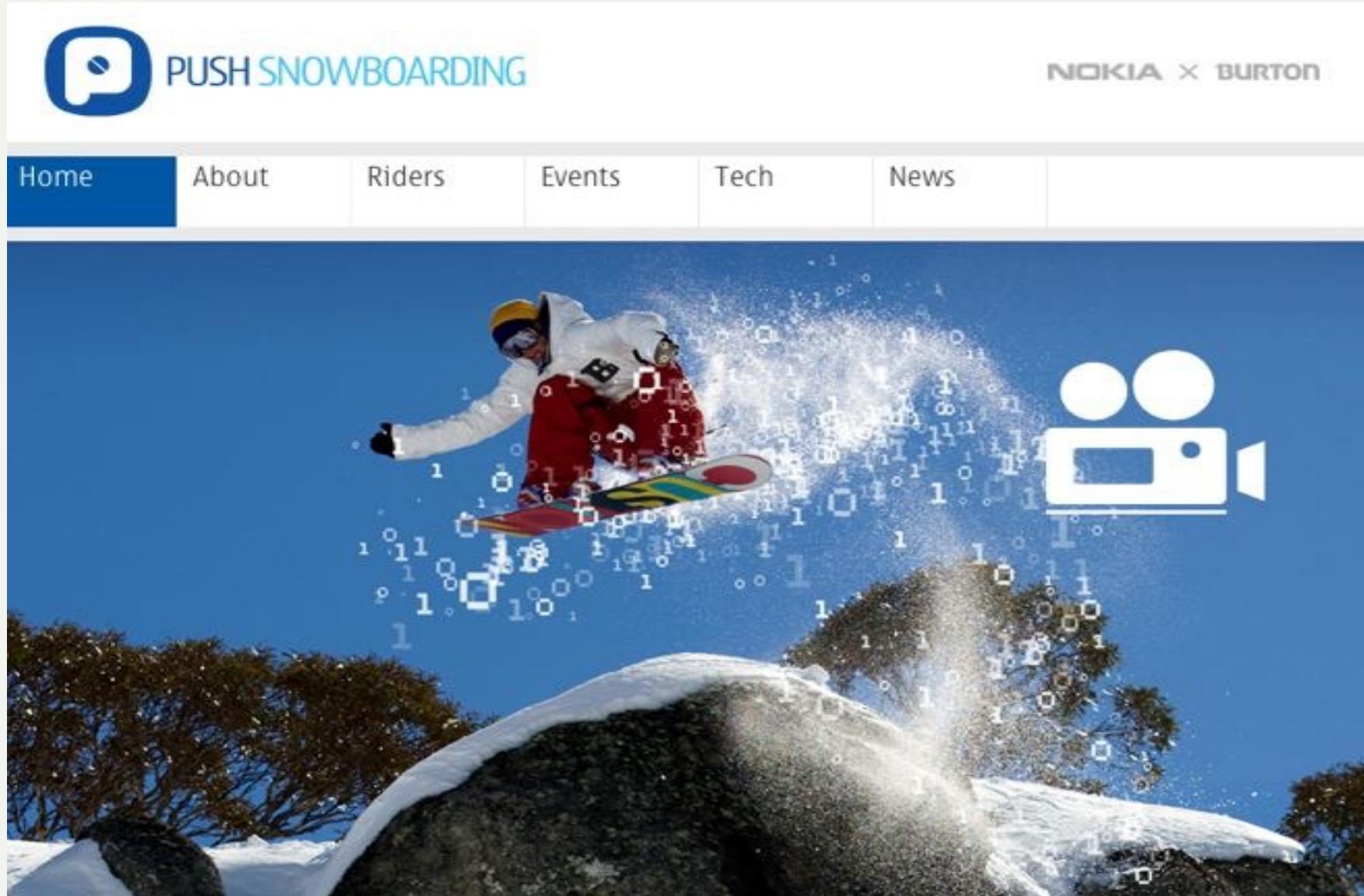




<https://www.youtube.com/watch?v=foC7YGg0Hn0>



# Enclave





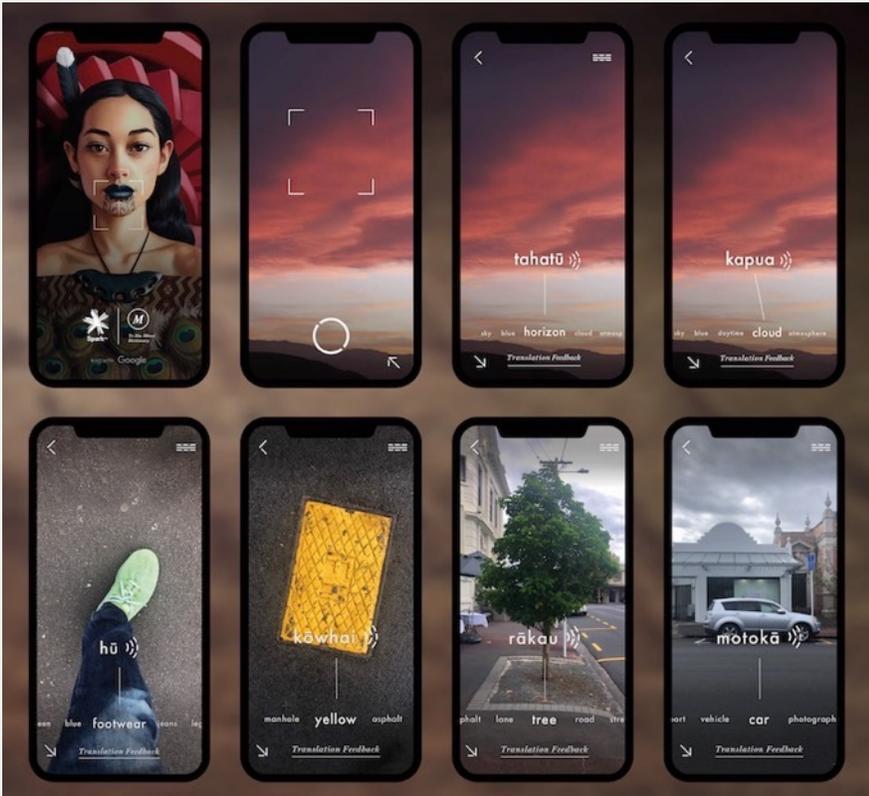
# Everyone



**T-Mobile 'Dance'** (Integrated) To launch **T-Mobile's** 'Life's for Sharing' campaign, 350 **dancers** executed a perfectly choreographed high-energy number during rush hour at Liverpool Street station, encouraging commuters to join in with this spontaneous routine.

50 million views in 3 months

# Colenso BBDO Auckland – Spark - Kupu



# Ogilvy Toronto – Hellmann’s – Real Food Rescue





# Everywhere



# Everywhere





# Environment

**Santos: 1,154 Euros**

**Berlin: 19 Euros**





**#noneedtofly**

**Munich → Kromlau  
Train: 19 Euros**

**Munich → Guilin  
Plane: 1,750 Euros**

**Discover Germany.  
For just 19 Euros.**

[Book Now](#)

of  
lent  
s





# 'Earsay



The KONY 2012 campaign started as an experiment. Could an online video make an obscure war criminal famous? And if he was famous, would the world work together to stop him?

The experiment yielded the fastest growing viral video of all time. The KONY 2012 film reached 100 million views in 6 days, and 3.7 million people pledged their support for efforts to arrest Joseph Kony.

It proved our theory that if people only knew what Kony had been getting away with, they would be as outraged as we were. But knowing is only half the battle - Joseph Kony is still out there.



HAPPY EASTER



JOYEUSES PÂQUES



ance of  
ependent  
encies



**McDelivery™**



**McDelivery™**

# Homework

**a) Take five of the 7 ideas and create some top line ideas of your own relate them to your Diploma project.**

**(Hopefully, this will help with your idea development).**

**b) Then develop one or two of them further, thinking about how executionally they could work together as a campaign**

## **Marking:**

a) 5 x each idea = 2 marks each

b) Idea development = 10 marks

- Please note this is about the quality of thinking. Not your ability to visualize. You chose how to present your ideas in a way that best articulates your thinking

# Thank you

[davidharriscreative@gmail.com](mailto:davidharriscreative@gmail.com)

