

# **Amplifying the creative message**

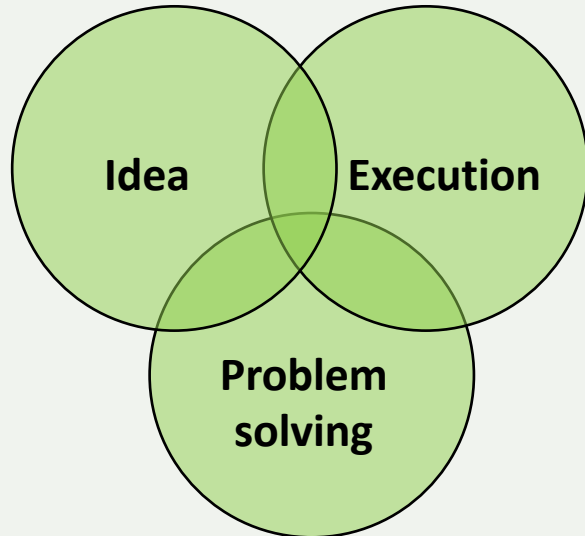
David Harris 26.05.22

# Today

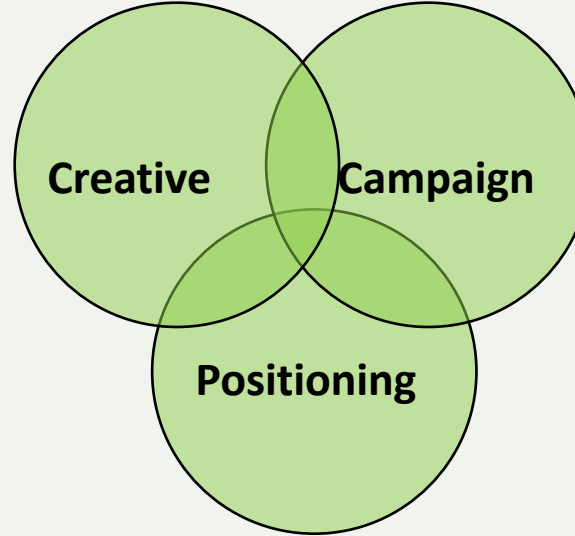
- **Creative solutions to problems**
- **Ripples**
- **Empathy, Impact, Resonance**
- **Some historical context**
- **7 stories**
- **Break (10 mins)**
- **7 advertising ideas:** Recognising ideas, testing them, executing them
- **Creative Exercise (30 mins)**
- **Present ideas**
- **Break (10 mins)**
- **The 7 E's:** campaigns that break conventions
- **Questions**
- **Homework** (a helpful one)

# Creative solutions to problems

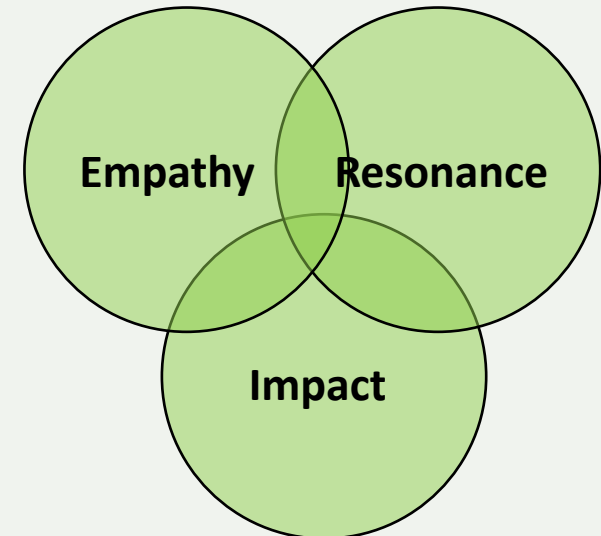
The essential components of a creative solution



The different types of idea



The reactions creative work should create



# Ripples



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



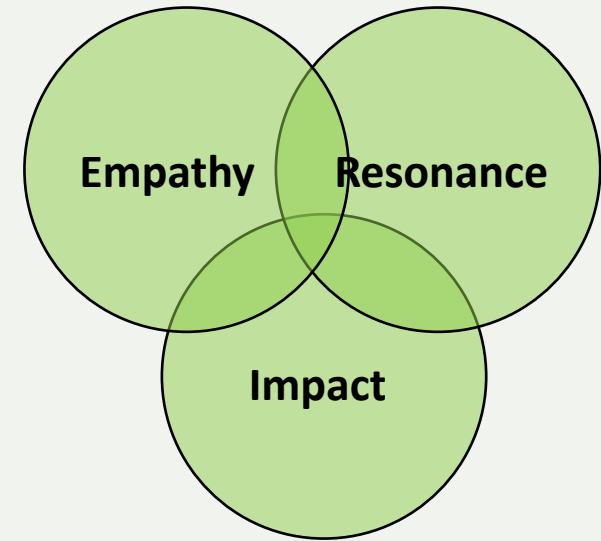


# John Lewis – The Boy & The Piano



# Creative solutions to problems

The reactions creative work  
should create









**Fiery Fries.** 







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



## **Some historical context**

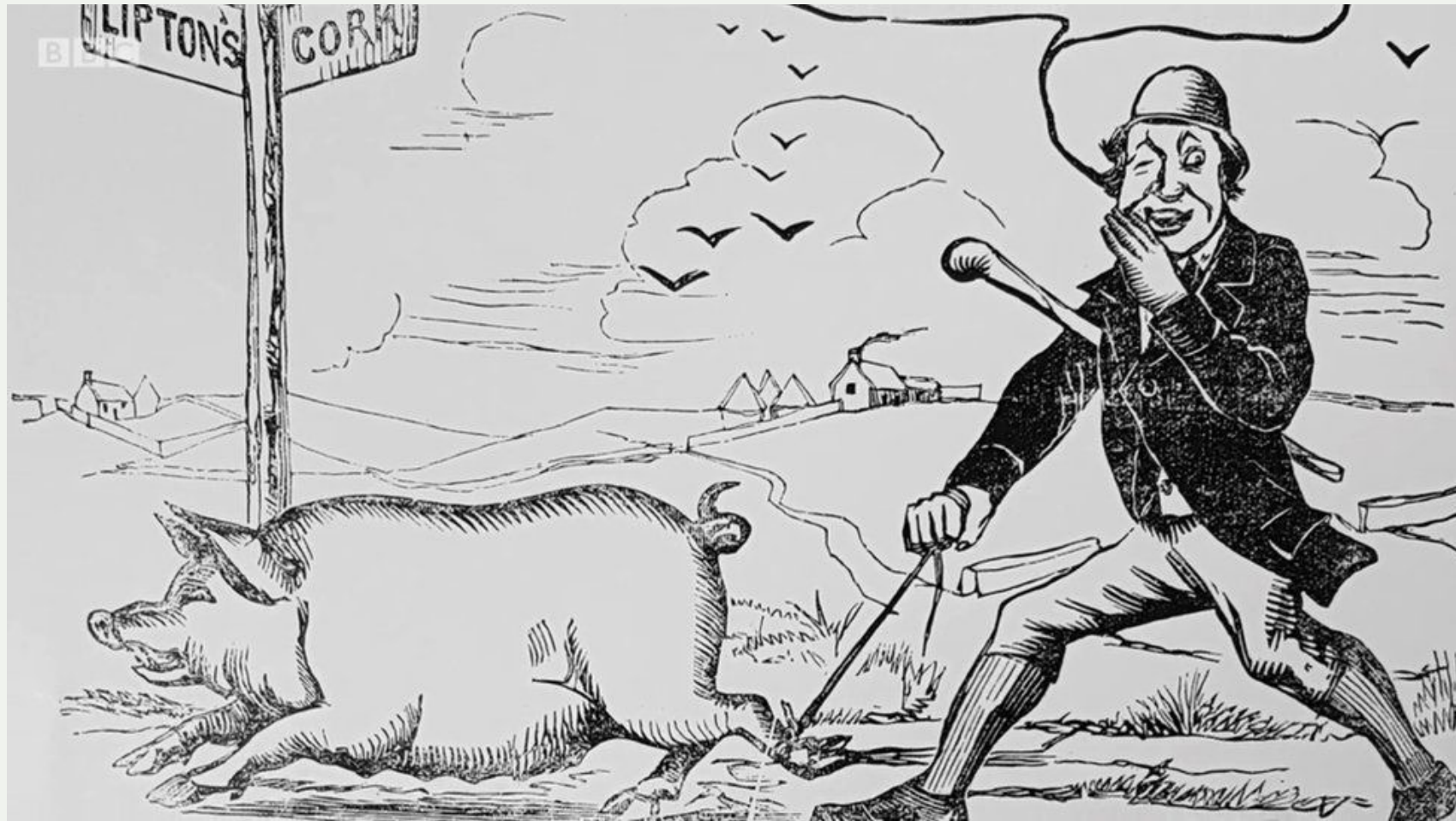


c.1850





1881



Coming home from Lipton's stores

P.T. BARNUM'S GREATEST SHOW ON EARTH.  
& THE GREAT LONDON CIRCUS COMBINED WITH

# THE GIANT AFRICAN ELEPHANT

## JUMBO



THE REMOVAL OF THE BIGGEST ELEPHANT IN THE WORLD. WAS REMONSTRATED AGAINST BY THE WHOLE BRITISH NATION, & WAS ACCOMPLISHED IN THE FACE OF SEEMING INSURMOUNTABLE OBJECTIONS. BARNUM refused to accept ONE HUNDRED THOUSAND POUNDS, as RANSOME for him, but insisted the fulfillment of the Contract & Bonds.

SANGER'S ROYAL BRITISH MENAGERIE & GRAND INTERNATIONAL ALLIED SHOWS.

\* LAST TOUR IN AMERICA. VISITS EUROPE NEXT. \* BARNUM, BAILEY & HITCHINSON, SOLE OWNERS. \* DAILY EXPENSES \$40000 REPRESENTING \$10000000 \*.

# **The 7 storylines in literature**

# The 7 story lines in literature

1. Overcoming the monster
2. Rags to riches
3. Quest
4. Voyage and return
5. Comedy
6. Tragedy
7. Rebirth

# 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.

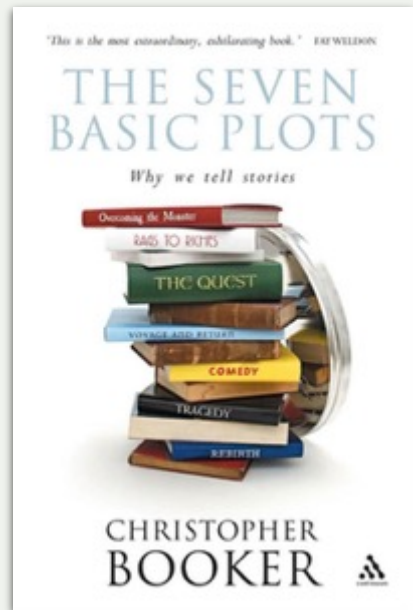
Examples: *Anna Karenina*, *Bonnie and Clyde*, *Carmen*, *Citizen Kane*, *John Dillinger*, *Jules et Jim*, *Julius Caesar*, *Macbeth*, *Madame Bovary*, *Oedipus Rex*, *The Picture of Dorian Gray*, *Romeo and Juliet*, *Hamilton*, *The Great Gatsby*.



## 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*.



7 ideas

# The 7 ideas in advertising

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.

# 1. The Presenter

**NIVEA** 100 YEARS SKINCARE FOR LIFE

**NIVEA & RIHANNA**  
AN ICONIC VOICE  
CELEBRATING  
AN ICONIC  
SKINCARE BRAND

For our anniversary, NIVEA is partnering with music sensation Rihanna.

With her iconic NIVEA skin, she's the perfect example of how NIVEA has helped millions of women achieve the skin they want.

Follow us on facebook: [facebook.com/niveausa](https://www.facebook.com/niveausa)



Meet Holly

**PURE SPECULATION**

we're not ones to sip and tell, but Jen's pretty into us (and our vapor-distilled purity)

nothing fake about 'em.

The suit into popcorn, great thing there's nothing fake or phony. Or anything. They only make the Pop in best for you.

Katy Perry

think popped!

**GET ON YOUR DANCING SHOES**

"SMOOTH IS THE NEW YOUNG."

—Julia Roberts

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

New **VISIBLE LIFT**

Our luxurious smoothing brush lifts, firms and smooths skin. With our Hydra-Collagen Complex, plumps and hydrates.

97% of women saw smoother skin, instantly.

Discover what a brush can reveal.

**L'ORÉAL PARIS**

**Diet Coke**









1970

**This is what happens  
when a fly lands on your food.**

**Flies can't eat solid food,  
so to soften it up they vomit on it.**

**Then they stamp the vomit in  
until it's a liquid, usually stamping in  
a few germs for good measure.**

**Then when it's good and runny  
they suck it all back again, probably  
dropping some excrement at the  
same time.**

**And then, when they've finished  
eating, it's your turn.**



**Cover food. Cover eating and drinking utensils. Cover dustbins.**

The Health Education Council

## 2. The Demonstration

## 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



**Christine Steffler**  
Account Manager





BBC

# DRACULA

FROM THE CREATORS OF SHERLOCK

Starts New Year's Day

one | iPlayer











**Truth.**

**The truth is hard to know.  
The truth is hard to find.  
The truth is hard to hear.  
The truth is hard to believe.  
The truth is hard to accept.  
The truth is hard to deny.  
The truth is more important now than ever.**

*The New York Times*

SILVERCAST







For seriously hot ketchup

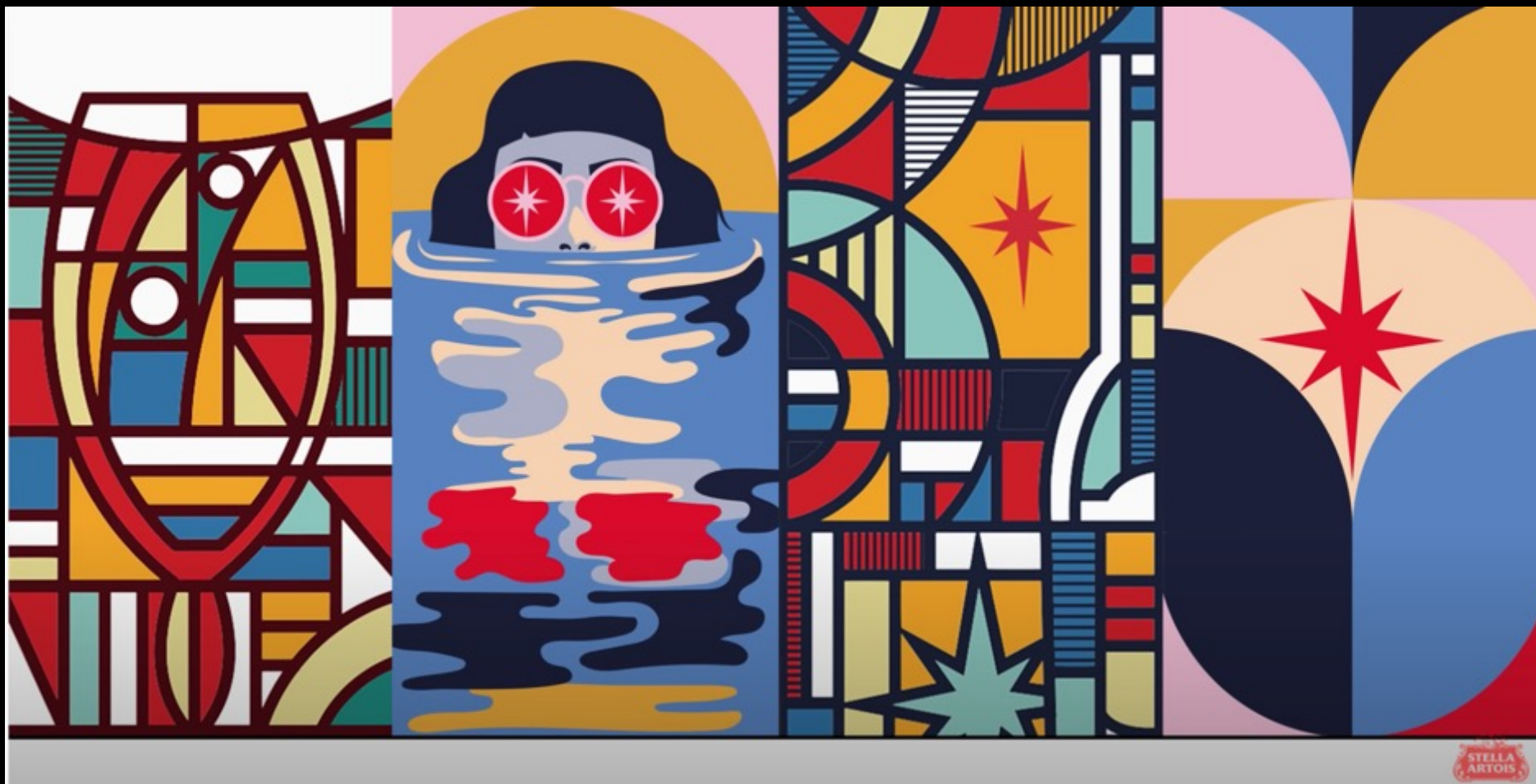
IT HAS TO BE **HEINZ**



### 3. The Problem/Solution

### 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?



<https://www.youtube.com/watch?v=mB9lvvAZj2w>

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



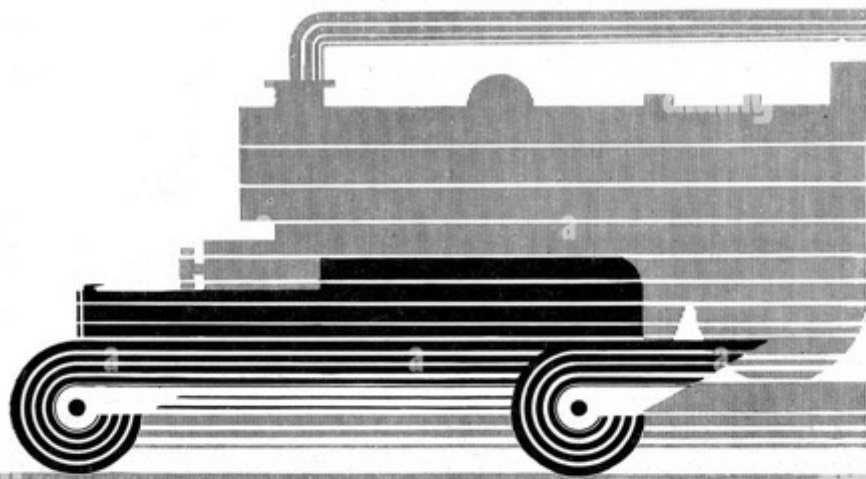
KONAD  
DESIGN

I'M PREGNANT

EMOTION PROOF



1929



## GIVE ME A CAR WITH THE SPEED OF THE WIND—

GIVE ME A



# CHRYSLER!

fifty—sixty—seventy miles an hour and more! A car of effortless power—Silver Dome 6-cylinder engine—seven-bearing crankshaft, counterweighted for silken smoothness. With brakes to make such high speeds safe—hydraulic, four-wheel, internal-expanding—weather-proof, non-skidding, never-failing. Give me beyond all a car that will hold the road, built low—with springs widest set to stop all swaying, anchored in blocks of live rubber to the frame—

Three great 6-cylinder ranges—Chrysler Imperial 80; Chrysler 75; Chrysler 65. Go to the dealer and test any Chrysler—Now!

### CHRYSLER DISTRIBUTORS THROUGHOUT THE WORLD

INDIA: Automobile Co. Ltd., 5-12 Queen's Road, Bombay; The Motor House, Rawalpindi; Scindia and Peshawar; Jones & Co., Madras; Peary Lal & Sons, Ltd., Kashmir Gate, Delhi; The Mall, Lahore; Merwanji, Edulji & Co., Garden Road, Karachi; M. T. Ltd., 41 Sale Pagoda Rd., Rangoon.—STRAITS SETTLEMENTS: Benson Motors, Ltd., Singapore.—ARABIA: E. C. Patel, Camp Area.—CEYLON: Metro P.O. Box 227, Colombo.—AUSTRALIA: Lucke, Neave & Carter, Ltd., Greenville, Sydney; 177-185 William St., Sydney, N.S.W.; Collins Motors Proprietary Ltd., Collins St., Melbourne, Victoria; Ward Motors, Ltd., Box 954, M.G.P.O., Brisbane, Queensland; C. T. Rodda Motors, Ltd., Flinders St., Adelaide, South Australia; William Atwood, 299-301 Murray St., Perth, West Australia; Chrysler Motor Co. Pty. Ltd., Hobart and Launceston, Tasmania.—NEW ZEALAND: Todd Motor Co., Ltd., 99 Cuthbert Place.

Catalogues from Chrysler Motors Ltd., Kew Gardens, Surrey:

Wellington.—SOUTH AFRICA: Carson & Co., 14-16 Riebeck St., Cape Town; Colonial Motors (Pretoria) Ltd., 183 West St., Durban; A. Millbourn & Son, 16 and 16a Jones St., Kimberley; Joseph R. Manning, P.O. Box 195, Union St., East London; Crown Motors & Garages, Ltd., 36 Anderson St., Johannesburg; Messrs. Welch Brothers, Chrysler House, Russell Rd., Port Elizabeth; Standard Garage, Ltd., Bloemfontein.—NORTH AFRICA: Hignard Freres, Tunis, Algeria; E. Brisson & Co., Algiers, Algeria.—WEST AFRICA: Abdo Nasrallah & Co., 59 Rue Vincennes, Dakar, Senegal.—EAST AFRICA: York Garage, Ltd., Nairobi, Kenya Colony.—BELGIAN CONGO: A. J. E. Lock, Compagnie Industrielle Africaine, 1 Standard Bank Chambers, Elisabethville.—RHODESIA: Rhodesia Motors, Ltd., Box 581, Salisbury, Rhodesia.

Chrysler Corporation of Canada, Ltd., Windsor, Ontario.

## 4. The Analogy

## 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)

13/06/2022  
0:00 / 2:00

Scroll for details  
▼

[www.volkswagen.de](http://www.volkswagen.de)



Precision Parking.  
Park Assist by Volkswagen.





HELP US TO PROTECT MOTHER NATURE



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Find out how you can work with us at [www.panda.org/pt](http://www.panda.org/pt)

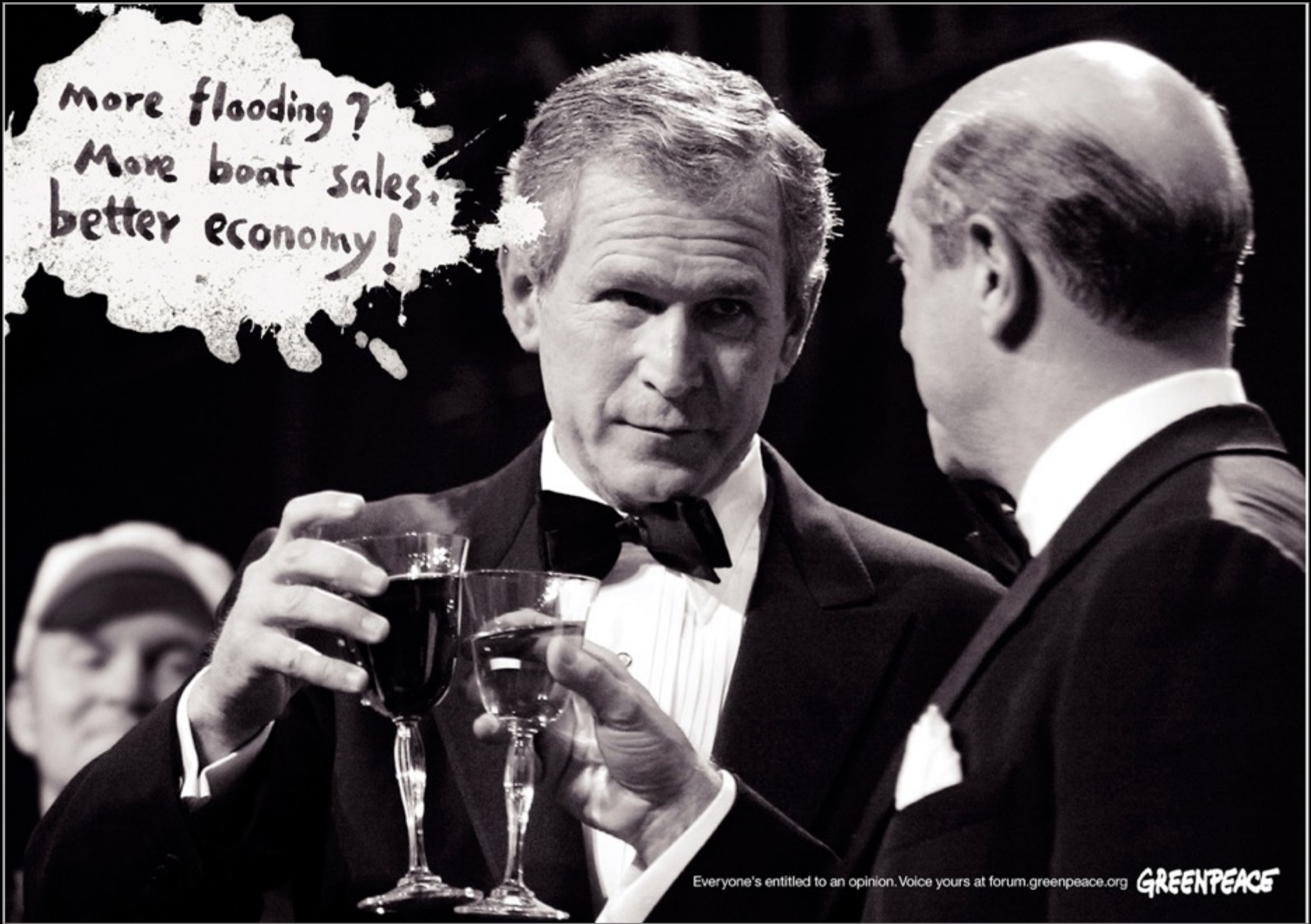
*for a living planet®*



## 5. The Inversion

## 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?



More flooding?  
More boat sales,  
better economy!

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

1983

# Are you making plans for your wife's death?

Come on now, own up. The

thought hasn't so much as crossed your mind, has it?

All along, you've blithely assumed that you'll be the first to go.

That your wife will be the one who will need the financial looking-after.

That yours is the life that should be insured, not hers. Noble and worthy sentiments indeed. But, if we may say so, short sighted ones, too.

There's no guaranteeing that your wife will outlive you. (According to statistics, little more than a 60% chance in fact).

So have you ever thought what would happen to you if the unthinkable happened to her?

After hours of office work, could you face hours of housework?

Not in the dim distant future.

But tomorrow,

Friday, 24th June 1983? Could you cope?

On the purely practical front, think of the cooking, the washing, the hours of housework



Could you be an executive by day and a chambermaid by night?

that you'd have to put in. More

importantly, there's the children to consider.

Could you ever devote the sort of time to them

they need and deserve?

The nightly bedtime stories? Helping them out with their maths homework? Teaching them what's what in the big wide world?

Heaven knows, you'd need help. Lots of it. And like everything else nowadays, that sort of help doesn't come cheap.

According to a recent survey, the average mother of three ploughs through eighty hours of housework a week. Eighty hours, mind.

At £2.50 an hour, that comes to a staggering £10,400 a year. Where on earth are you going to get hold of that sort of money?

Well, you could start at the bottom right hand corner of this page.

For as little as £15.00 a month, Albany Life can provide cover worth over £50,000 tax free:

If you prefer, we can even draw up a combined 'Husband and Wife' policy that pays out in the event of either of you dying.

If you'd like to discuss things further with us, post off the coupon straight away.

Planning for a wife's death may be no pleasant matter for a husband.

But for a father, it's a very necessary duty.

To learn more about our plans, send this coupon to Peter Kelly, Albany Life Assurance, FREEPOST, Putney Bar EN6 1BR.

Name \_\_\_\_\_

Address \_\_\_\_\_

Name of your Life Assurance Broker, if any \_\_\_\_\_

Tel: **Albany Life**

EN

Could you afford £2,000 a year for a family cook?



Who'll play nursemaid if the kids fall ill?



An aerial photograph of a vast, dark blue ocean. The water's surface is covered in small, rhythmic ripples and some white foam from breaking waves, creating a textured appearance. The lighting is bright, casting subtle highlights on the water's surface. In the center of the frame, the word "TRETORN" is superimposed in a bold, white, sans-serif typeface.

**TRETORN**



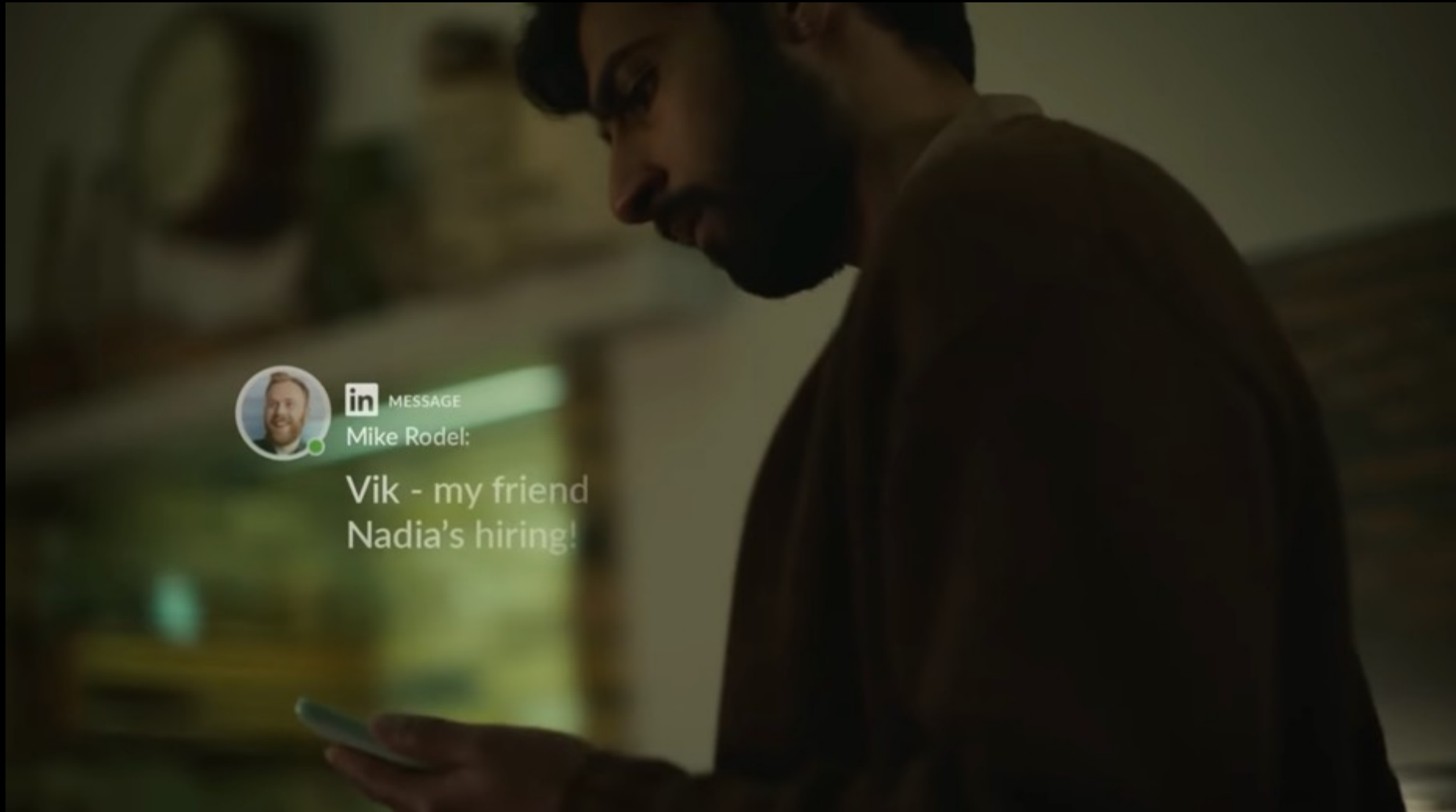
1914



## 6. The Slice of Life

## 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?



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



Play (k)

13/06/2022  
0:00 / 0:30

Scroll for details  
▼







201845 12788 1

Net Wt  
1.63 lb

Date Found  
Jun 28, 2007



Surfrider  
Foundation.

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

## 7. Borrowed Interest

## 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>

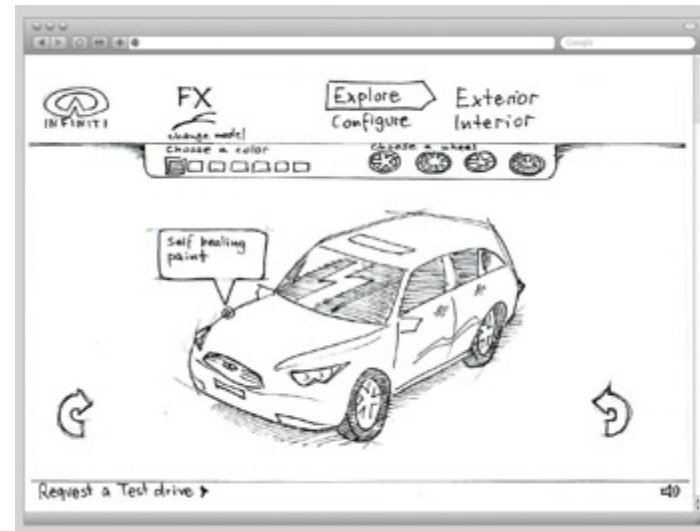
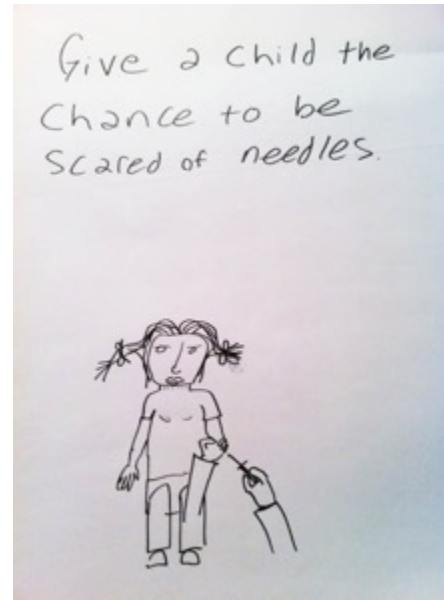


## **Your Brief:**

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





**10 minute break**

<https://vimeo.com/537266421>

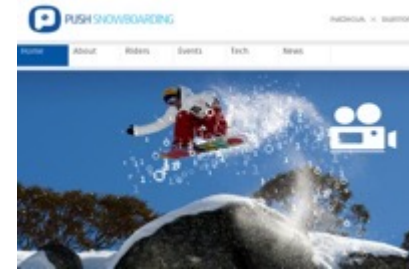
## 7 'E's of Engagement

# 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-everyone.** Ideas everyone can join in with. Collaboration and co-creation.



4. **E-xperiences.** That can be shared – events that link real and virtual

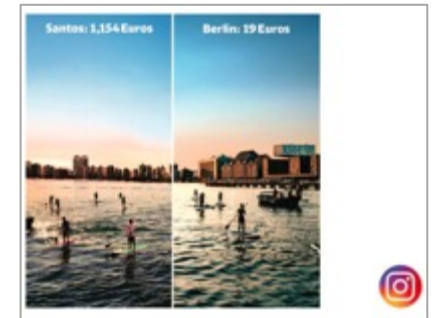


# The 7 E's of Engagement

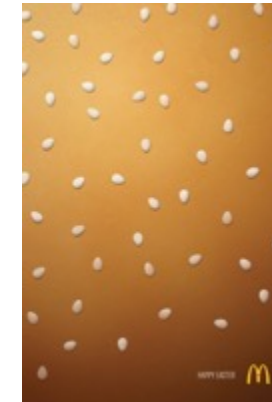
**5. E-ntertainment.** Lean back. Traditional advertising on a new platform



**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

United Colors of Benetton and Silex are trademarks of Benetton Group SpA, Italy. Photo: G. Tassan



UNITED COLORS  
OF BENETTON.



IZJAVA: JA OTAC, GOJKO GAGRO, POGINULO MARINKA GAGRE ROD. 1943. GOD. U BLATNICI OPĆINA ČITLUK, SUGLASAN SAM DA SE UZMU PODACI MOGA SOR. MARINKA U SVRHU PLAKATA ZA MIR U BORBI PROTIV NATA.



UNITED COLORS  
OF BENETTON.



FABRICA

POPE

UNITED COLORS  
OF BENETTON.

Supports  
the Unhate Foundation  
[unhatefoundation.org](http://unhatefoundation.org)

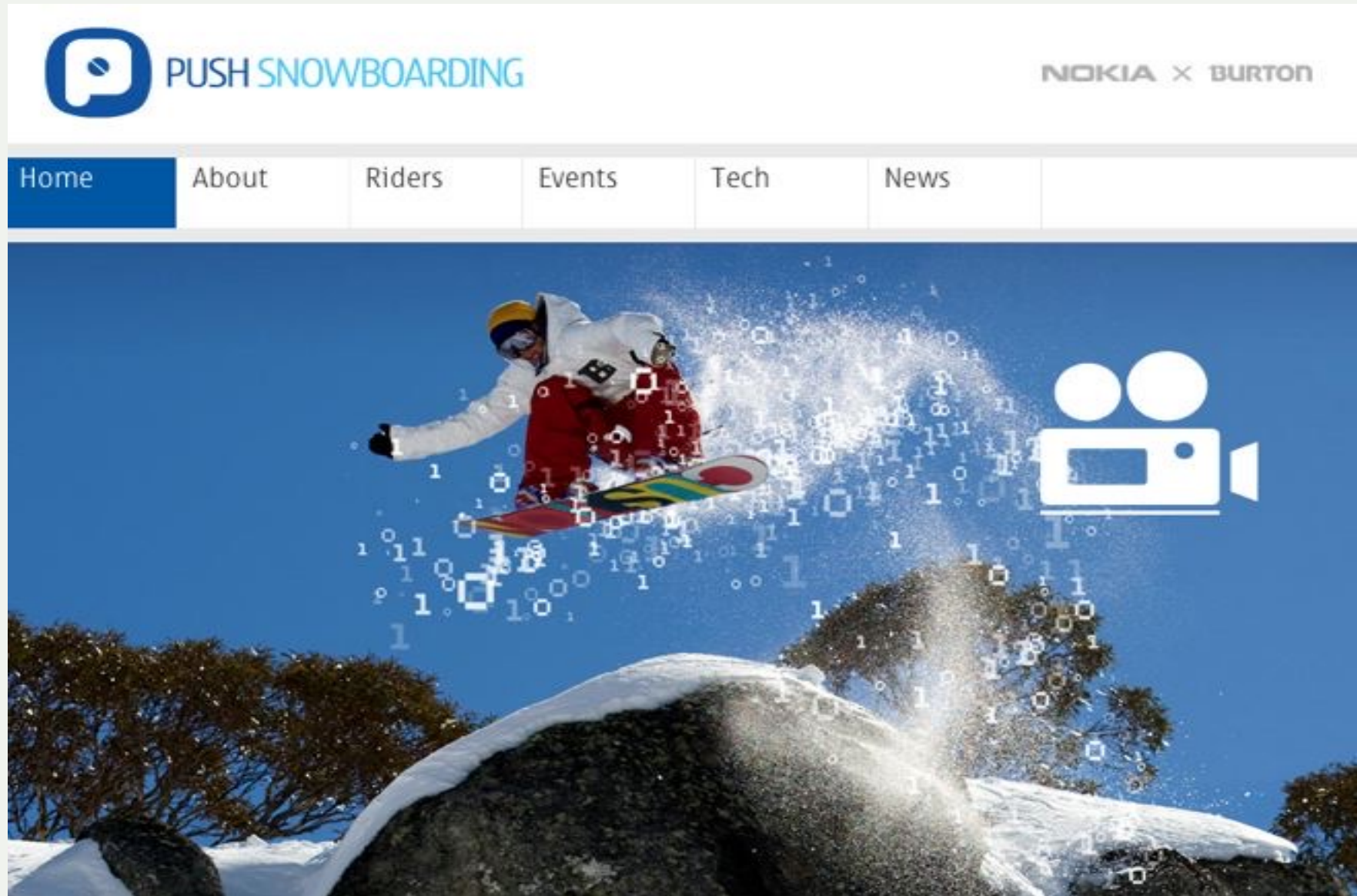
SHEIKH OF THE AL-AZHAR MOSQUE



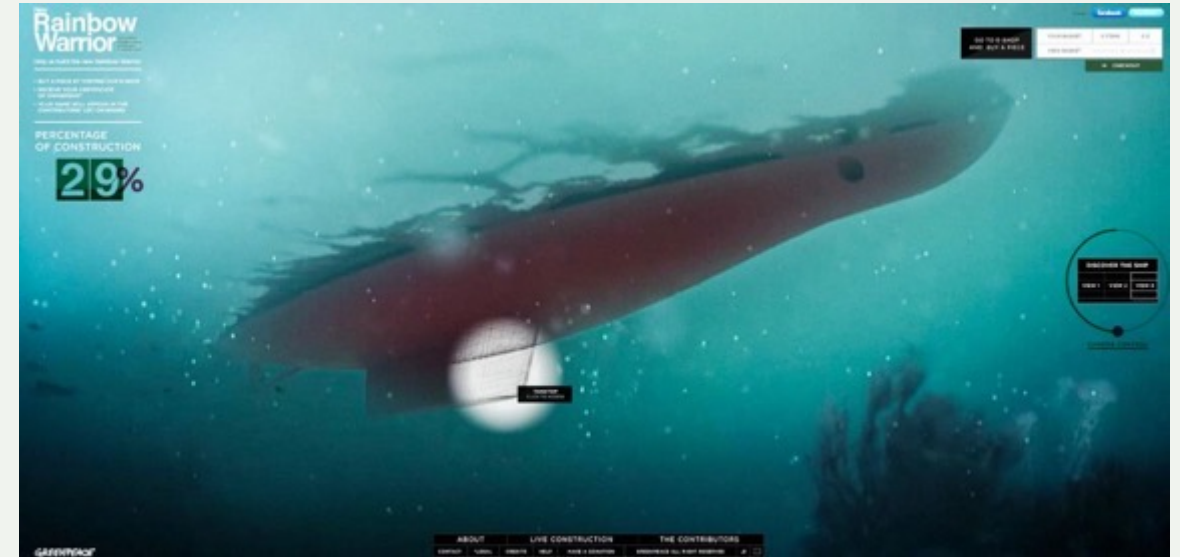




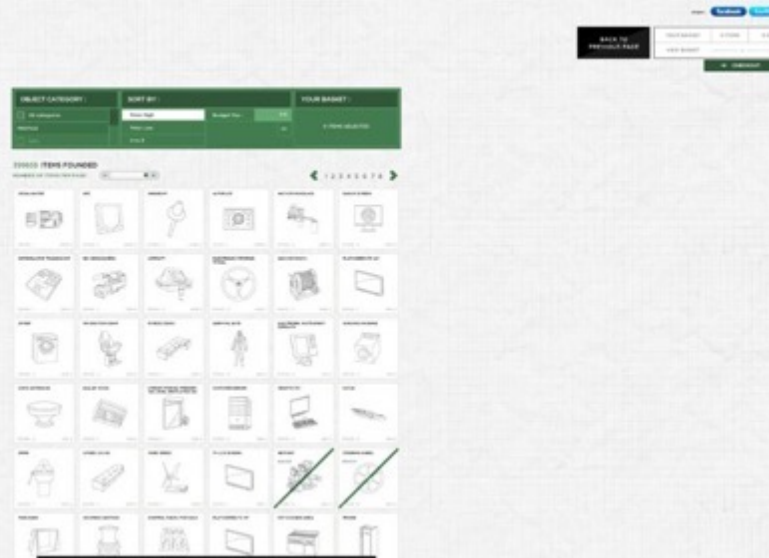
# Enclave



# Enclave



Rainbow  
Warrior



Greenpeace asked supporters around the world to buy individual pieces of the new Rainbow Warrior as she was being built. Priced from €1 to €7000, contributors received a certificate.

And their names go on a Contributors' Wall on board.





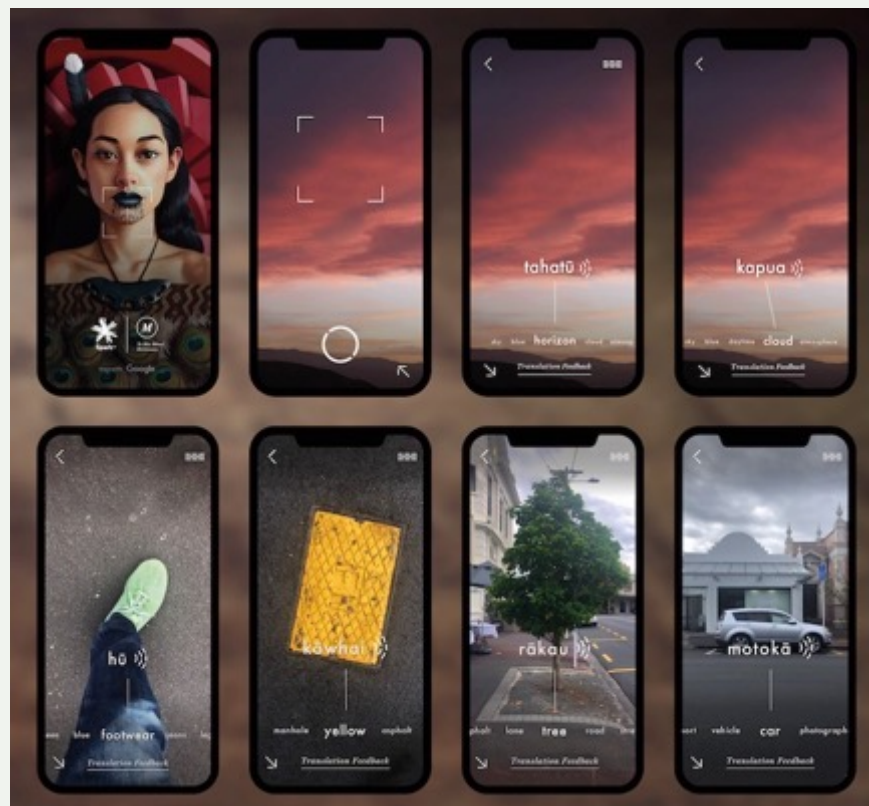
# Everyone



**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

# Spark - Kupu



# Hellmann's – Real Food Rescue

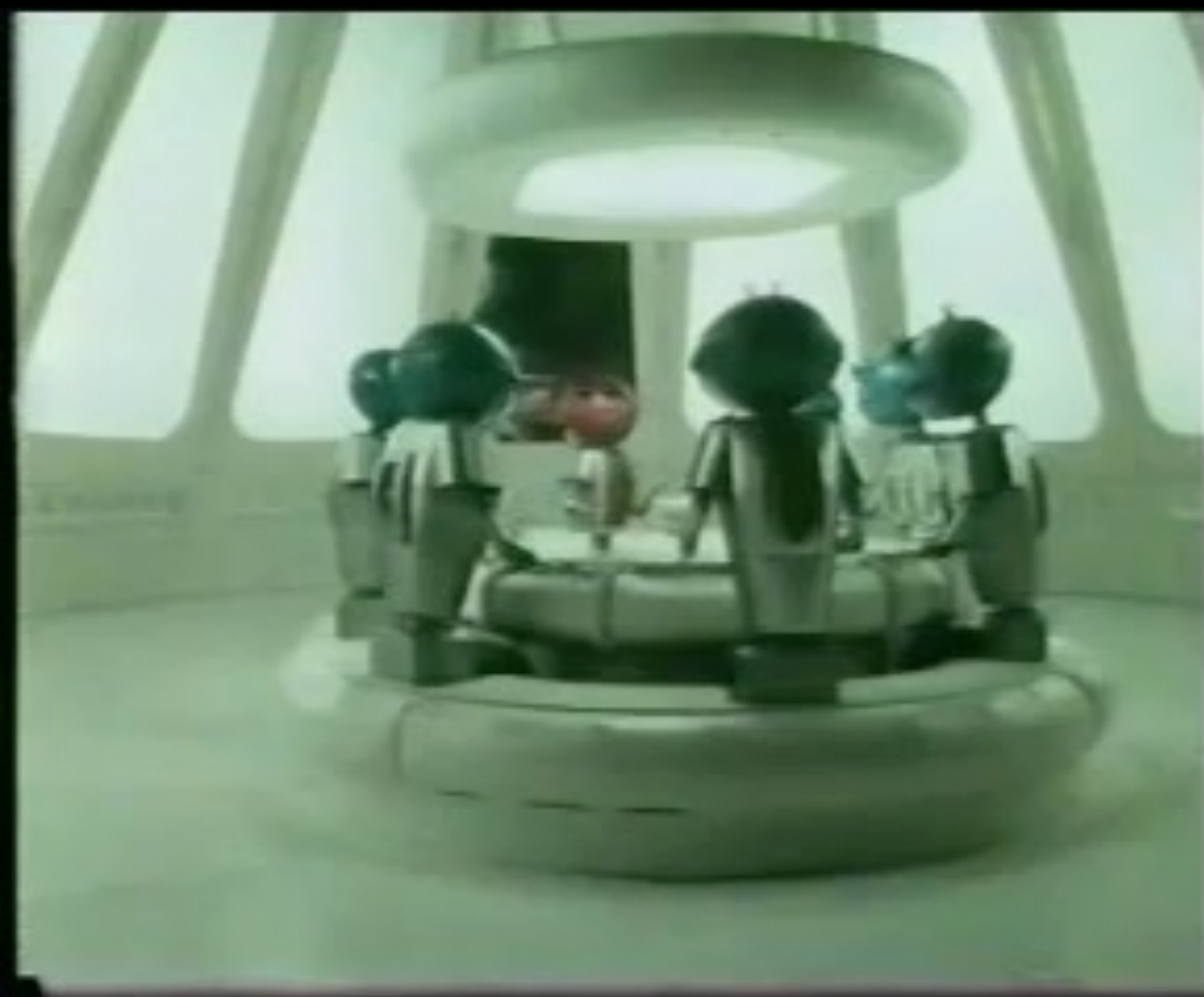






# Entertainment







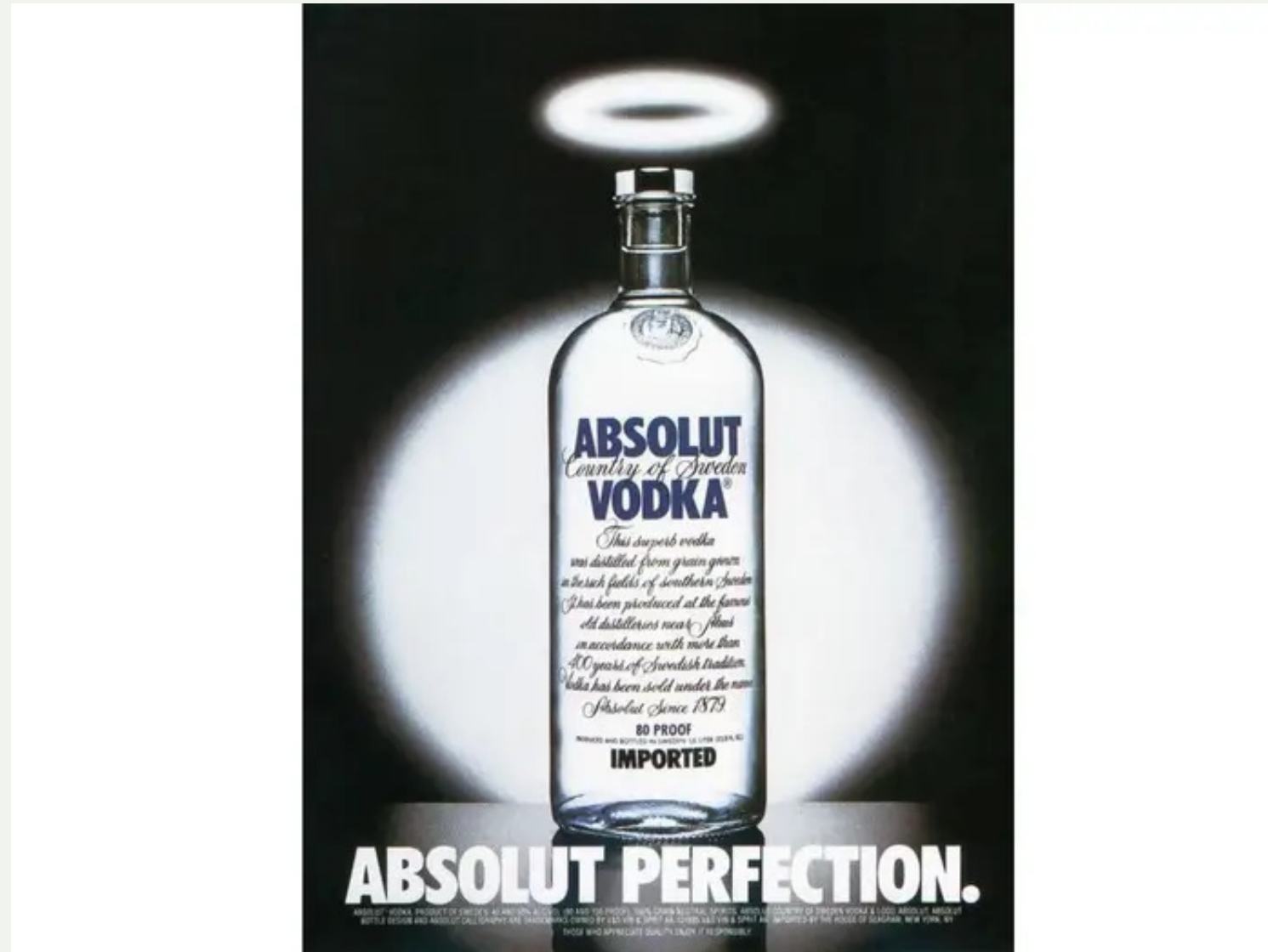
# Everywhere

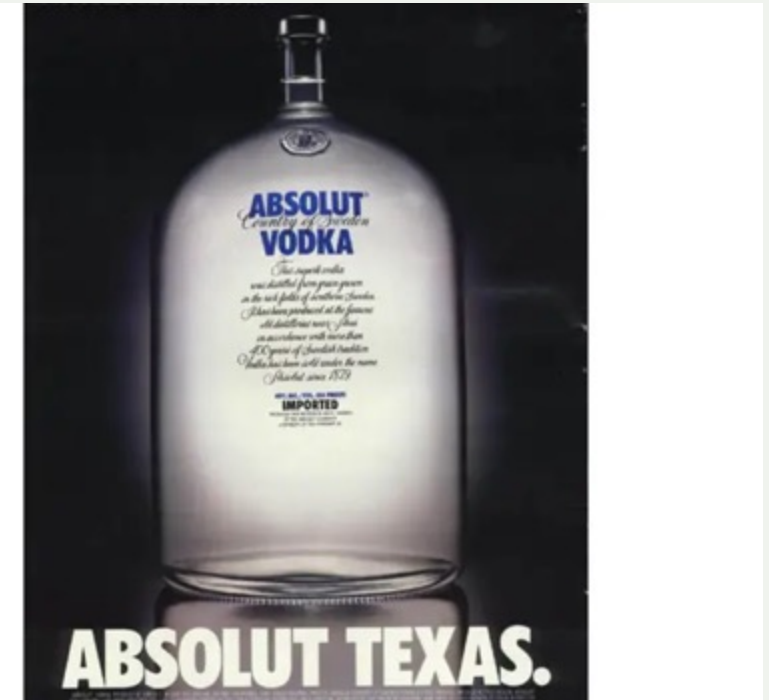






1981 - Present















In a year of royal celebrations, let's also toast the fact that someone made a playlist called 'its the royal wedding tomorrow!!!'



22 days after the wedding.

 Spotify #2018Wrapped



Which shark doo doo doo doo doo people like the most?

- Daddy shark - 25 playlists
- Mommy shark - 11 playlists
- Baby shark - 20,141 playlists

 Spotify #2018Wrapped

How people escaped a crazy 2018, according to playlists:

- Calm meditation - 367 playlists
- Clam meditation - 1 playlist





**“Ralph You’re  
Not A Kangaroo”**  
is a playlist. Also a  
real wake-up call  
for Ralph.

You do you.  
Discover more playlists at  
[Spotify.com/playlists](https://Spotify.com/playlists)



There are 690  
**“bogan”** playlists  
and 57,749 **“hipster”**  
playlists. Will you  
stand for this,  
bogans?

Rise up bogans.  
Discover more playlists at  
[Spotify.com/playlists](https://Spotify.com/playlists)



**“BOYS OF YOGA -  
MELBOURNE”** is a  
playlist. It would  
also make an epic  
yoga revenge movie.

Namaste inside and  
discover more playlists at  
[Spotify.com/playlists](https://Spotify.com/playlists)



## Graveyard shift, but already dead inside?

There's a playlist for that

🎵 Zombie Business



Download the  
music app now



## Dating a boy from the 'burbs'?

There's a playlist for that

🎵 Long Distance



South Bombay



Download the  
music app now



# Environment



#noneedtofly

Munich → Kromlau  
Train: 19 Euros

Munich → Guilin  
Plane: 1,750 Euros

Discover Germany.  
For just 19 Euros.

Book Now

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'Earsay







14

Zoom call

Zoom call

15

KitKat

KitKat

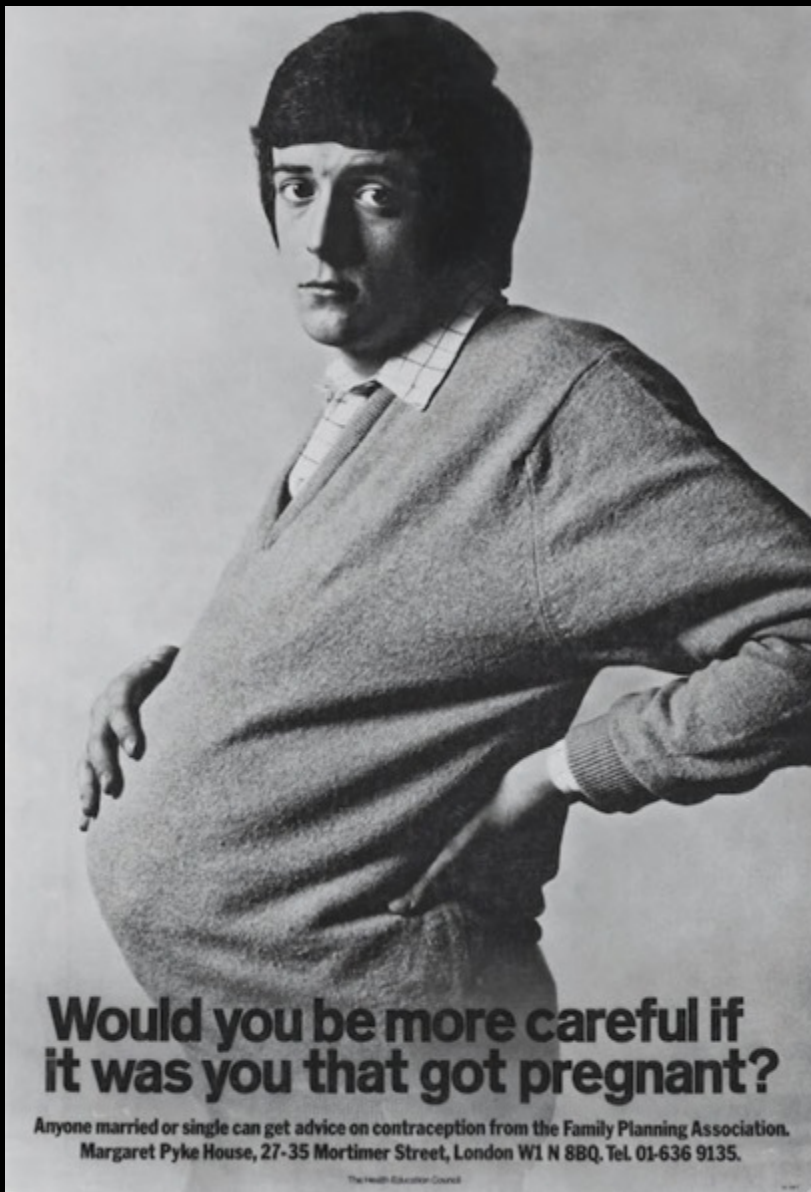
16

Zoom call

Zoom call

17

Zoom call



**Would you be more careful if  
it was you that got pregnant?**

Anyone married or single can get advice on contraception from the Family Planning Association.  
Margaret Pyke House, 27-35 Mortimer Street, London W1 N 8BQ. Tel. 01-636 9135.

The Health Education Council



# Peeing on this ad may change your life

This ad is also a pregnancy test. Pee on the marked  
area and wait a moment. If you are expecting, you will get  
a surprise right here in the ad.




995:--

Standard  
with 100% cotton  
App 100%



WHERE LIFE HAPPENS





Believe in something.  
Even if it means sacrificing everything.

 Just do it.

# 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 executionaly 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)

