

AMPLIFY THE CREATIVE MESSAGE

DAVID HARRIS

Tracey Christian has asked that this session is recorded. Please advise if you in agree to this?

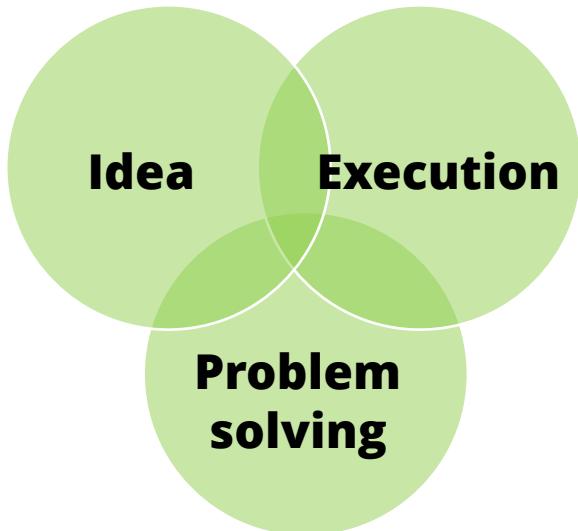
This presentation includes images from the Internet and is not to be shared externally outside the Alliance Diploma

Today

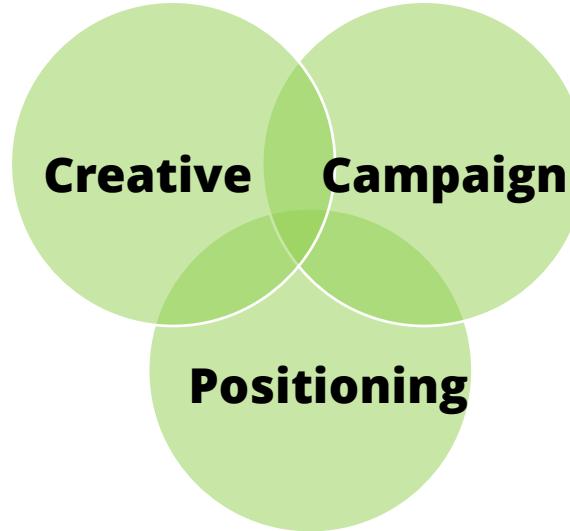
- Creative solutions to problems
- Ripples
- Empathy, Impact, Resonance
- Some historical context
- 7 stories
- Break (10 mins)
- 7 advertising ideas: Recognising ideas, testing them, executing them
- Creative Exercise (30 mins)
- Present ideas
- Break (10 mins)
- The 7 E's: campaigns that break conventions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

Creative solutions to problems

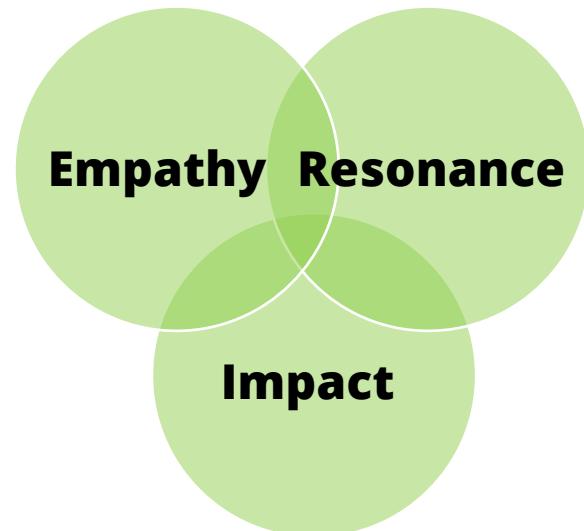
The essential components of a creative solution



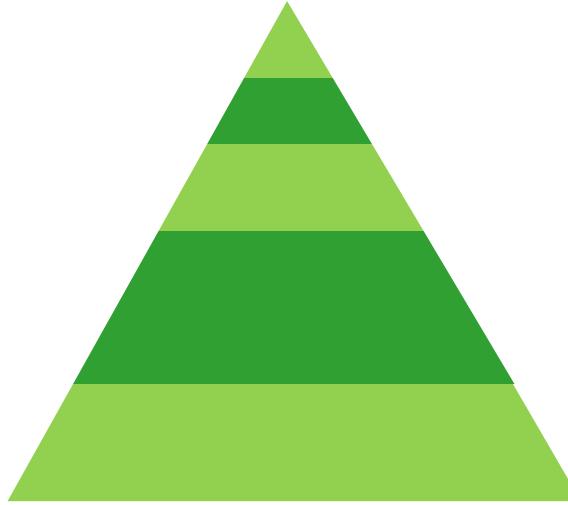
The different types of idea



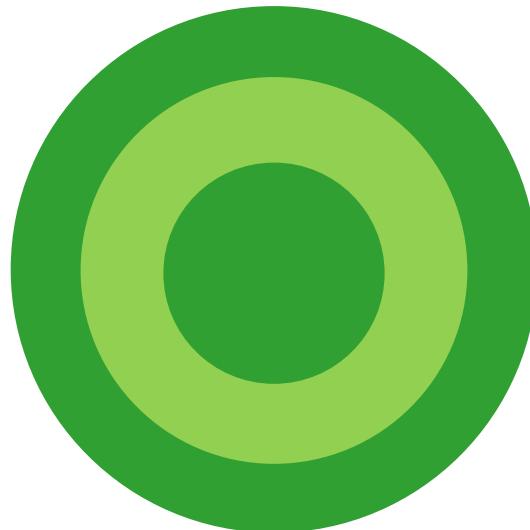
The reactions creative work should create



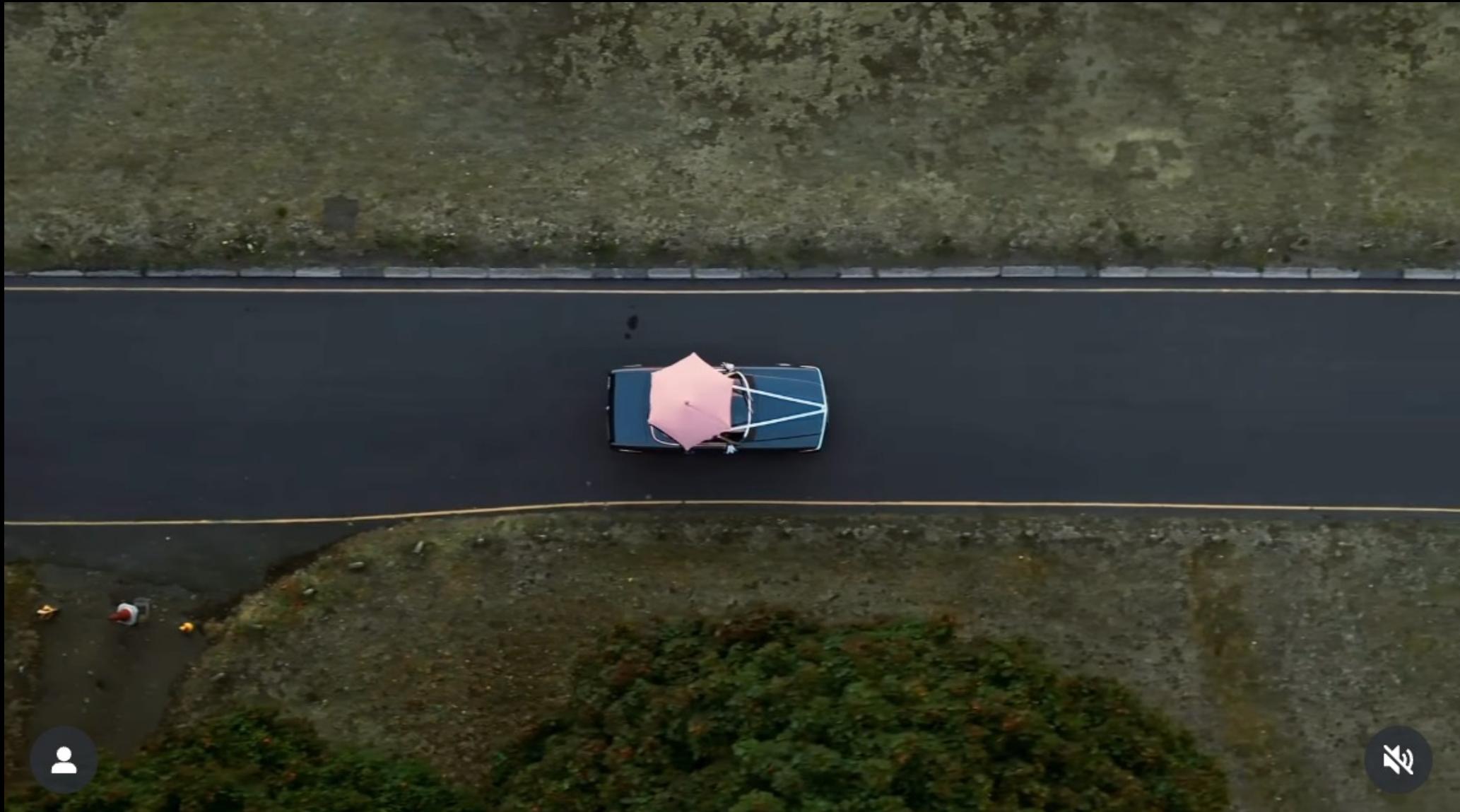
Ripples



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

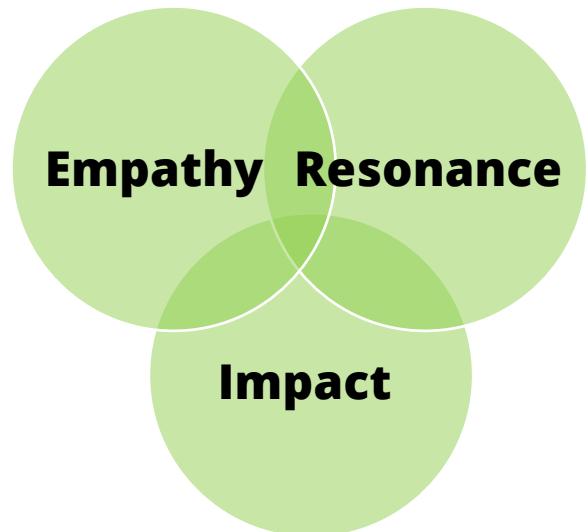


Umberto Giannini - Curly Knows Curly



Creative solutions to problems

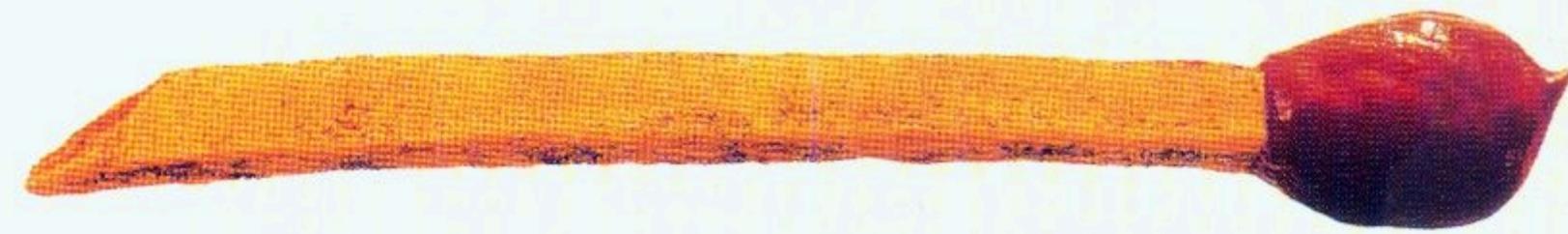
The reactions creative work
should create



EMPATHY? RESONNANCE?
IMPACT?



PLEASE DON'T SPEED NEAR SCHOOLS



Fiery Fries.  BURGER KING





<https://www.youtube.com/watch?v=Xk67CbbrszI>

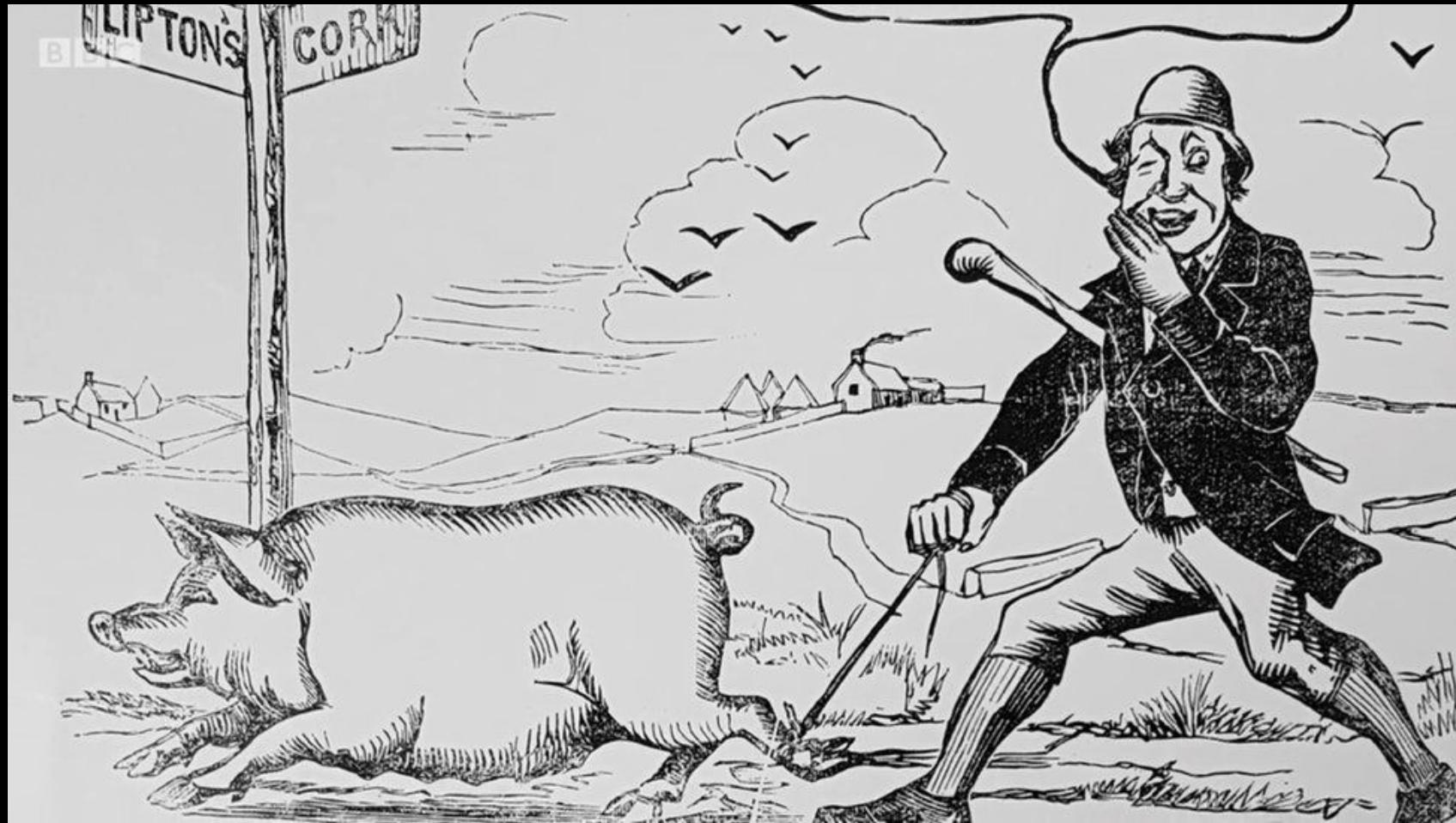


SOME HISTORICAL CONTEXT

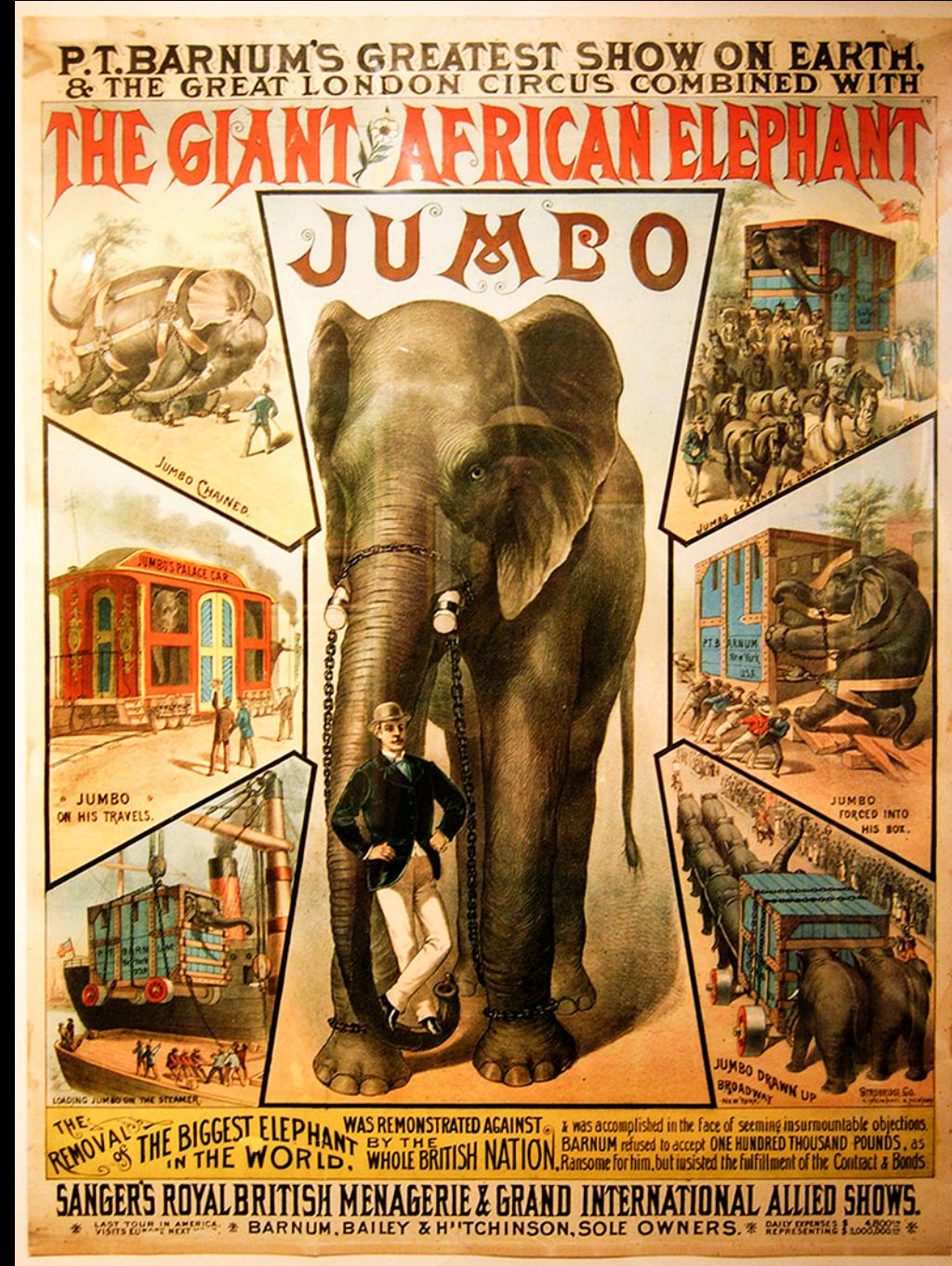
c.1850



1881



1834-50



MNEMONIC



mnemonic

/nɪ'monɪk/

noun

a device such as a pattern of letters, ideas, or associations that assists in remembering something, for example *Richard Of York Gave Battle In Vain* for the colours of the spectrum (red, orange, yellow, green, blue, indigo, violet).

"I had to invent a mnemonic, in other words a prompt, that I could use in chemistry exams"

adjective

aiding or designed to aid the memory.

"in terms of leadership, I use the mnemonic device OATE: ownership, accountability, transparency, and empowerment"





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

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

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.

An advertisement for Nivea featuring a close-up of singer Rihanna's face. She has her signature red hair and is smiling. In the top left corner, there is a blue circular logo with the word 'NIVEA' in white. The text '100 YEARS SKINCARE FOR LIFE' is written in white, bold, sans-serif font above the logo. Below the logo, the text 'NIVEA & RIHANNA' is in large, bold, white letters, followed by 'AN ICONIC VOICE CELEBRATING AN ICONIC SKIN CARE BRAND' in a smaller, white, sans-serif font. At the bottom left, there is a block of text in white. At the bottom right, there is another block of text in white, followed by a signature that reads 'Rihanna'.

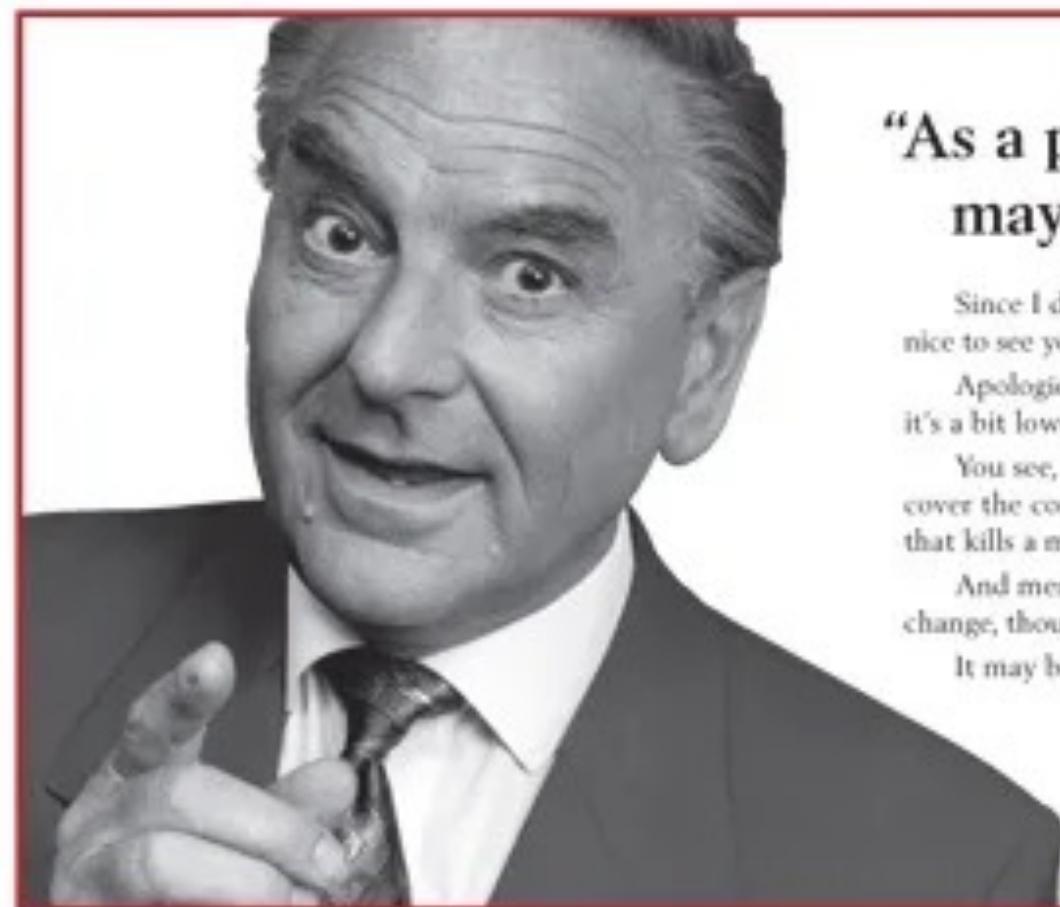




Meet Holly







"As a permanent resident of the underground, may I say how nice it is of you to drop in."

Since I died from prostate cancer in 2003, I haven't been able to chat with a living soul. So it's nice to see you all down here. Because quite honestly, there are a few things I need to get off my chest.

Apologies if I sound a little peeved, but prostate cancer gets on my threppenny bits (actually it's a bit lower down than that, but you get my drift).

You see, even though it's the most common male cancer, funding for research would hardly cover the cost of an Oyster card. So research into better treatments and possible cures for a disease that kills a man every hour in the UK, are being put on ice.

And men are dying who probably don't have to. It's a sorry state of affairs. And if it doesn't change, thousands of men and their families will indeed be very sorry. So come on chaps, cough up.

It may be too late for me, but with luck, it's not too late for you.

Donate now

Text Bob2 to 88222

or visit www.giveafewbob.org

The cost per text message will be £0.72 + £1.50 plus one message at your standard rate. Your donation will appear on your phone bill or be deducted from your bill as one go-ahead.

Direct Male



Mr A B Sample
Sample House
1 Sample Street
Sample Place
Sample Town
Sample County
AB12 3CD

00000

OK, so I died...
But don't think you can get
rid of me that easily





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

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







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?

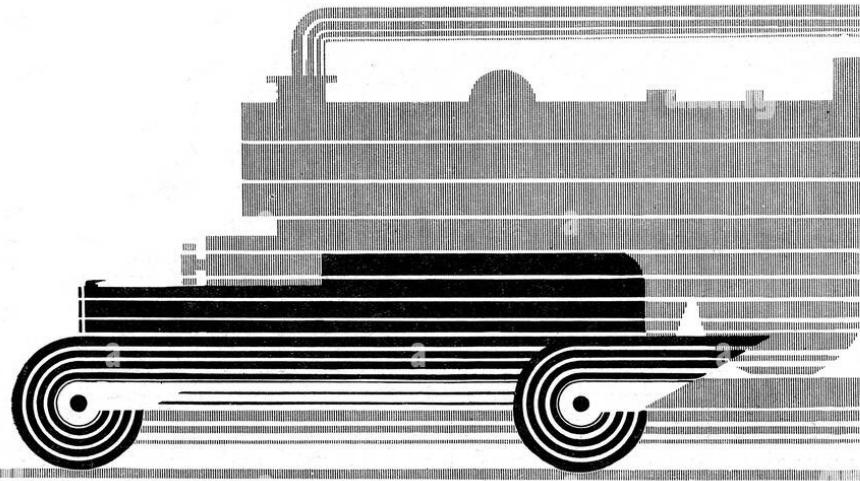
KONAD
COSMETIC

I'M PREGNANT

EMOTION PROOF



1929



GIVE ME A CAR WITH THE SPEED OF THE WIND-

GIVE ME A



CHRYSLER!

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

CHRYSLER DISTRIBUTORS

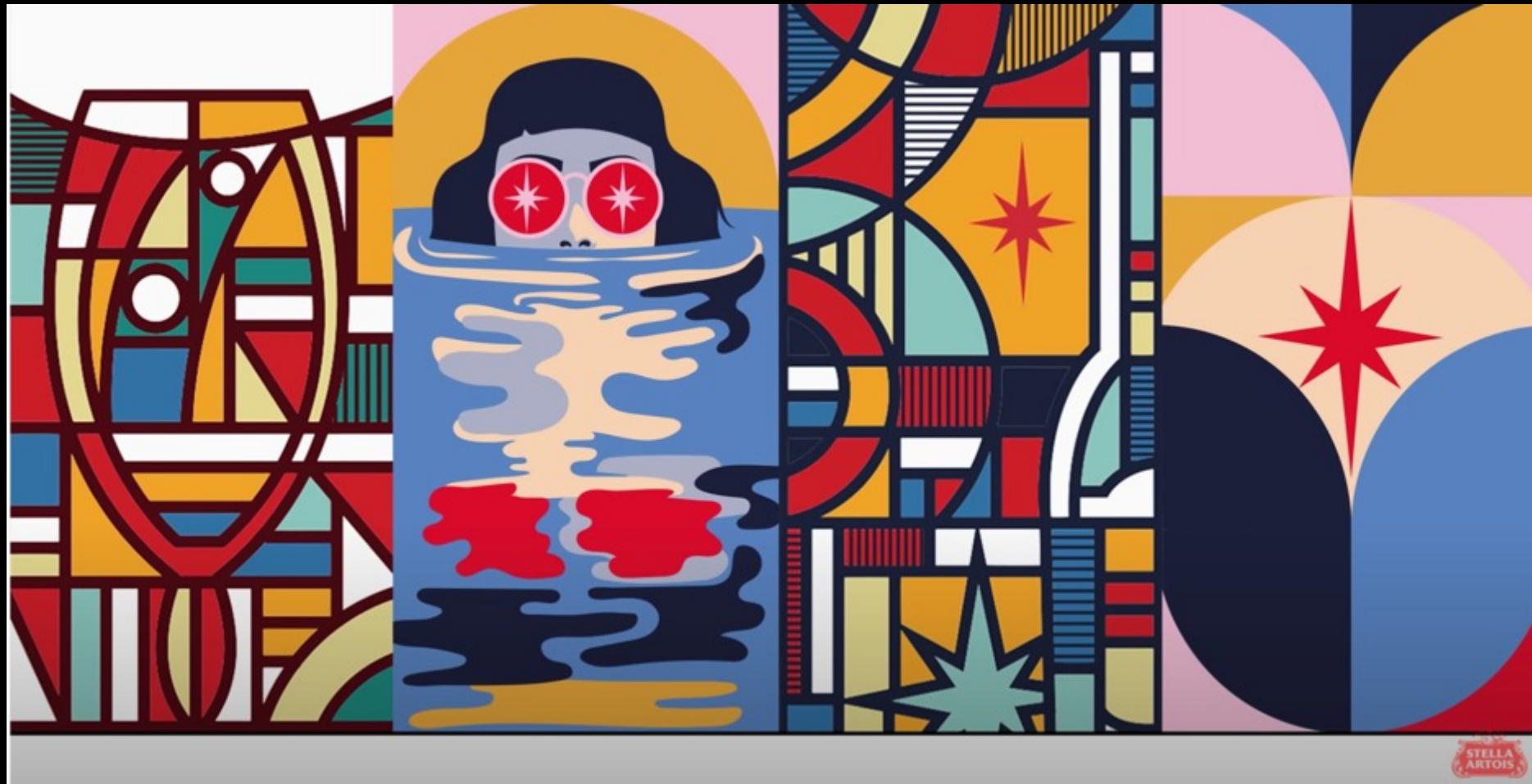
THROUGHOUT THE WORLD

INDIA : Automobile Co., Ltd., 5-12 Queen's Road, Bombay; The Motor Stringer, and Peshawar; Jones & Co., Madras; Peary Lal & Sons, Ltd., Kashmir Gate, Delhi; The Mall, Lahore; Peary Lal & Sons, Ltd., Golden Rock, Kandy; M. T. Ltd., 41 Sir G. P. T. Padoda Rd., Rangoon; STRADEL SERVICE ELEMENTS—Ceylon—M. Ltd., Singapore.—ARABIA : E. C. Patel, Camp Aden—CEYLON : Metro P.O. Box 227, Colombo.—AUSTRALIA : Larke, Neave & Carter, Ltd., Grenville Ltd., Collins St., Melbourne; Victoria Wagon Motors, Ltd., 90 Flinders St., Melbourne; South Australia : William Attwood, 299-301 Murray St., Perth, Western Australia; Chrysler Motor Co. Pty. Ltd., Hobart and Launceston, Tasmania.—NEW ZEALAND : Todd Motor Co., Ltd., 97 Curtenay Place,

Wellington.—SOUTH AFRICA : Carson & Co., 14-16 Rebeek St., Cape-town; Colonial Motors (Natal) Ltd., 183 West St., Durban; A. Millinorow & Son, 16 and 16a Jones St., Kimberley; Joseph R. Manning, P.O. Box 195, Union St., East London; Clows Motors & Garages, Ltd., 36 Anderson St., Johannesburg; Messrs. Welsh Brothers, Chrysler House, Russell Rd., Pietermaritzburg.—SOUTH AFRICA : A. J. E. Lock, 100 St. Georges Rd., Hilda Road, Tunis, Algeria; E. Brisson & Co., Alstiers, Algeria.—WEST AFRICA : Abdo Nasrallah & Cie, 59 Rue Vincens, Dakar, Senegal.—EAST AFRICA : York Garage, Ltd., Nairobi, Kenya Colony.—BELGIAN CONGO : A. J. E. Lock, Compagnie Industrielle Africaine, 1 Standard Bank Chambers, Elizabethville.—RHODESIA : Rhodesia Motors, Ltd., Box 581, Salisbury, Rhodesia.

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

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



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

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

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?



Precision Parking.
Park Assist by Volkswagen.





HELP US TO PROTECT MOTHER NATURE



Copyright © 1997 World Wildlife Fund - Panda. World Wildlife Fund and the Panda are trademarks of World Wildlife Fund International, Inc. "We're" and "Living Planet" are service marks of World Wildlife Fund International, Inc. © 1997 World Wildlife Fund International, Inc.

Find out how you can work with us at www.panda.org/pt

for a living planet®



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

Play (k)

02/12/2025

0:00 / 2:00

Scroll for details

58

<https://www.youtube.com/watch?v=9CZrr5ZQ9bl>

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?

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?

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?

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

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, Potters Bar EN6 1BR.

Name _____ Address _____ Tel: _____

Name of your Life Assurance Broker, if any: _____

Albany Life Assurance Company of Great Britain, a member of the Standard Life Group. *Plan provides cover for dependants aged 17 to 21 and children up to 21 years birthday.

1914



Daddy, what did YOU do in the Great War?

PUBLISHED BY THE PARLIAMENTARY RECRUITING COMMITTEE, LONDON. POSTER NO. 79

DESIGNED AND PRINTED BY JOHNSON, RIDDLE & CO. LTD., LONDON, S.E.



TRETORN

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?





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





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



10 min break

YOUR BRIEF:

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



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



PRESENTING YOUR IDEAS



10 min break

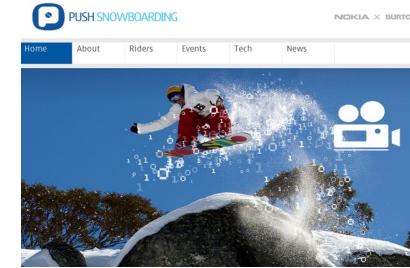
7 'E's OF ENGAGEMENT

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-veryone. 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.



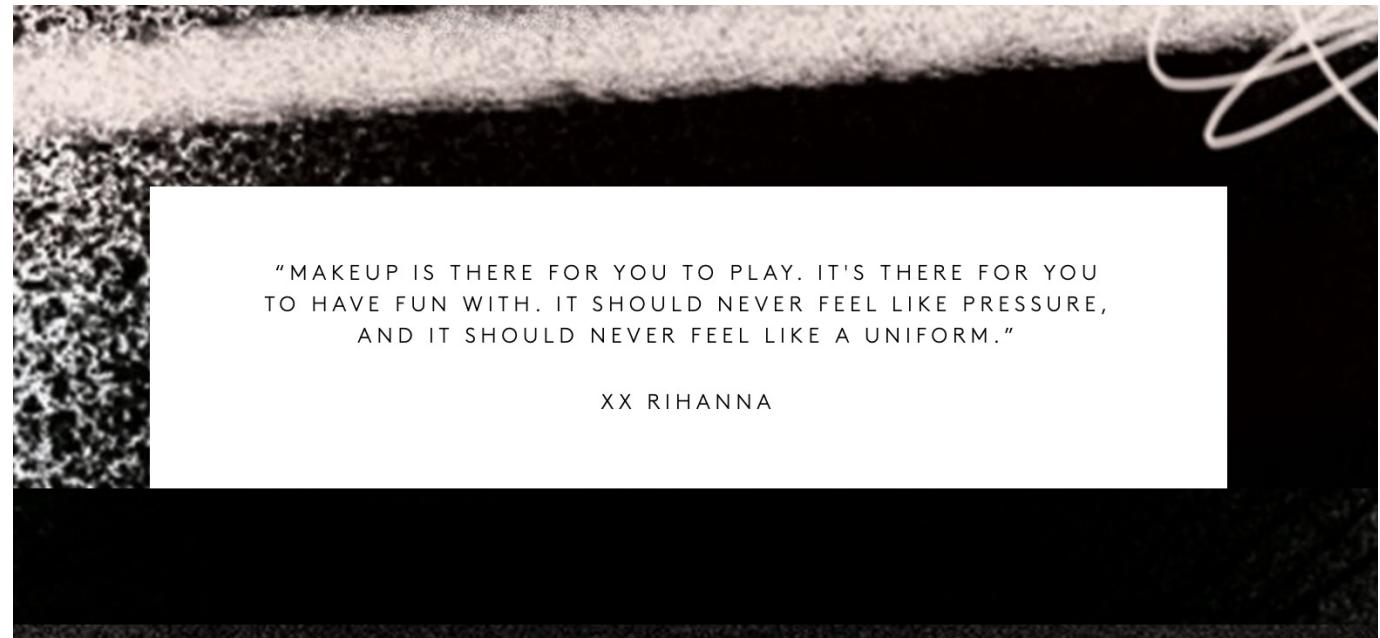
7. E-arsay. People believe in people. Social media, WOM



Ethics



F E I T Y B E A U T Y



1991



UNITED COLORS
OF BENETTON.

1994

TEJAVA: JA OTAC, GOJKO GAGRO, POGINIOG MARINKA GAGRO 1963. GOD. U BILATNICI OPCIJA ČITLICK. SUGLASAN SAM DA SE UZME PODACI MOGA POK. MARINKA U SVRHO PLAKATA ZA KIR U BORBI PROTIV NATA.



UNITED COLORS
OF BENETTON.

2011



UNITED COLORS
OF BENETTON.

Supports
the Unhate Foundation
unhatefoundation.org

SHEIKH OF THE AL-AZHAR MOSQUE

POPE



Enclave



PUSH SNOWBOARDING

NOKIA X BURTON

Home

About

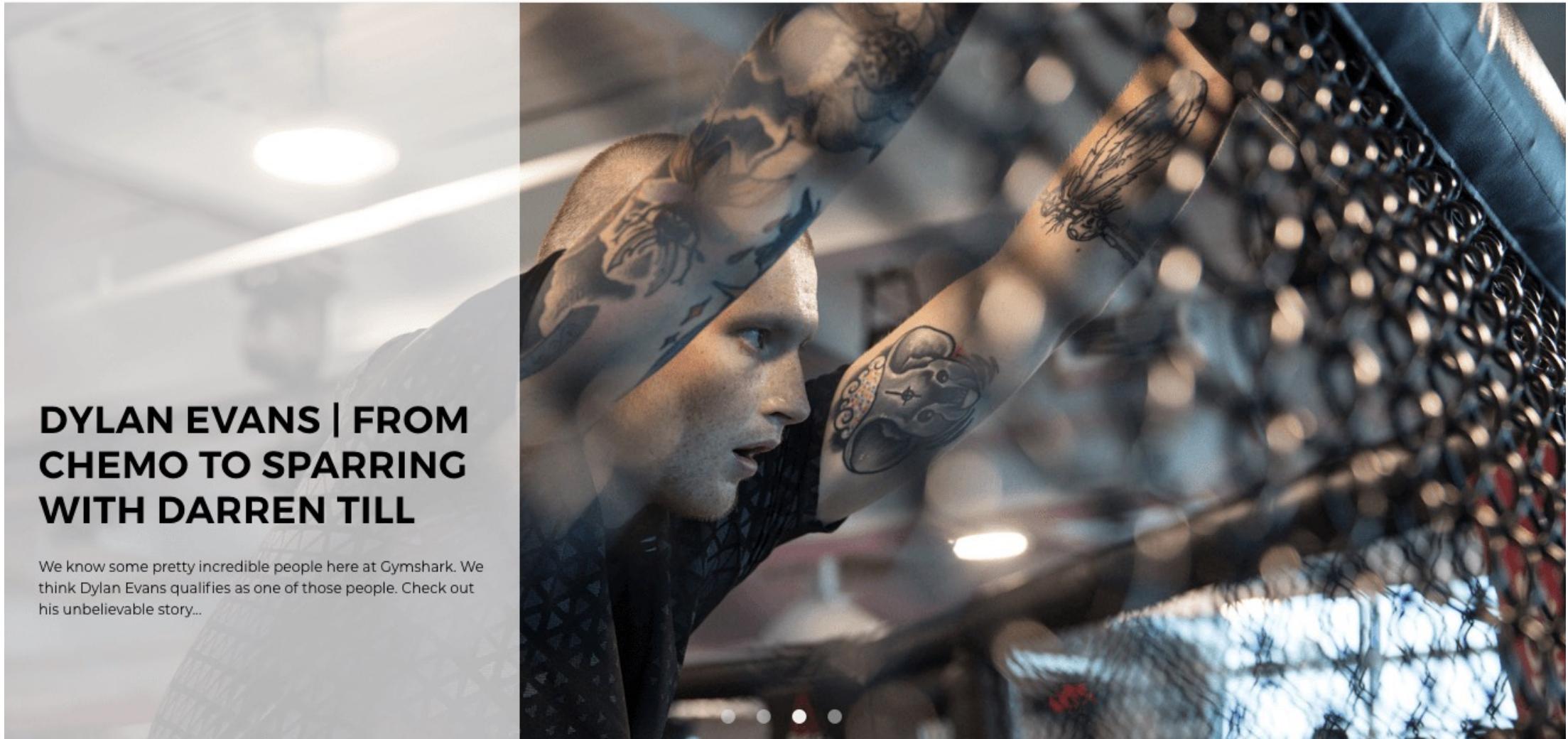
Riders

Events

Tech

News

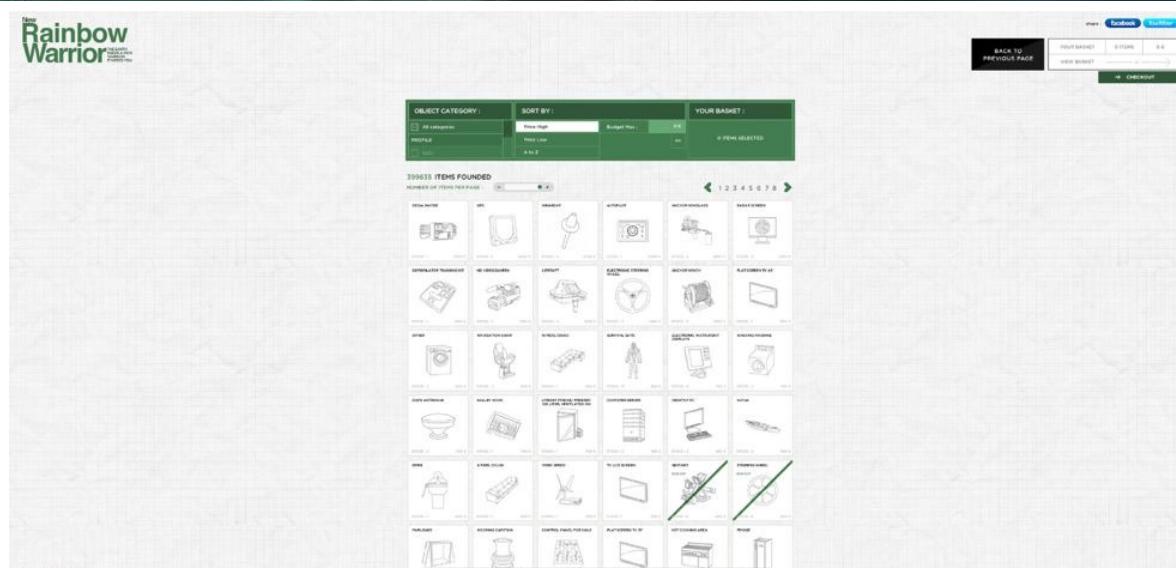




DYLAN EVANS | FROM CHEMO TO SPARRING WITH DARREN TILL

We know some pretty incredible people here at Gymshark. We think Dylan Evans qualifies as one of those people. Check out his unbelievable story...

Enclave



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.

Enclave



THE BEST CLOTHES FOR RUNNING

Will you rough-house it in any old running attire, or will you choose the running outfit set to help you find your new one-run max?

23 DECEMBER 2019 • GYMSHARK



THE 3 BEST HIP STRETCHES TO IMPROVE HIP MOBILITY

Hip mobility is often overlooked, but if you want keep your squats low and stay injury free; these hip mobility exercises should be part of your workout.

23 DECEMBER 2019 • GYMSHARK



THE 5 BEST BACK STRETCHES TO IMPROVE BACK FLEXIBILITY

Tight back? or just want to improve your mobility? These 5 back stretches are a must try!

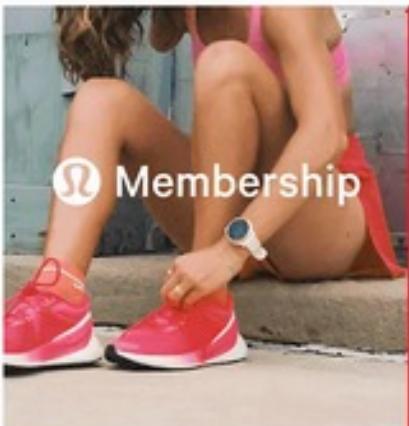
23 DECEMBER 2019 • GYMSHARK

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

[WOMEN](#)[MEN](#)[ACCESSORIES](#)[SHOES](#)[STUDIO](#)[LIKE NEW](#) [Search](#)

WE 'VE
- GOT
YOU -

Introducing lululemon Membership.

Whatever you're after, we've got the support you need. Get easier returns and early access to product drops, community experiences, and lululemon Studio classes to help you move and grow.*

[WOMEN](#)[MEN](#)[ACCESSORIES](#)[SHOES](#)[STUDIO](#)[LIKE NEW](#) Search[Community](#) /

Community is everything

While Vancouver, Canada, is where you can trace our beginnings, our global community isn't just where we are, it's who we are.



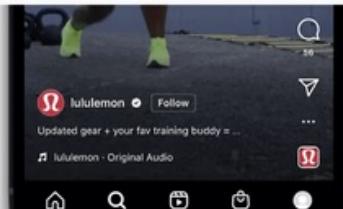
Share the love. Motivate your audience.

Earn commission promoting your favourite lululemon gear, be one of the first to learn about new product drops, and connect with community through special event access and promotions.

[AT /](#)

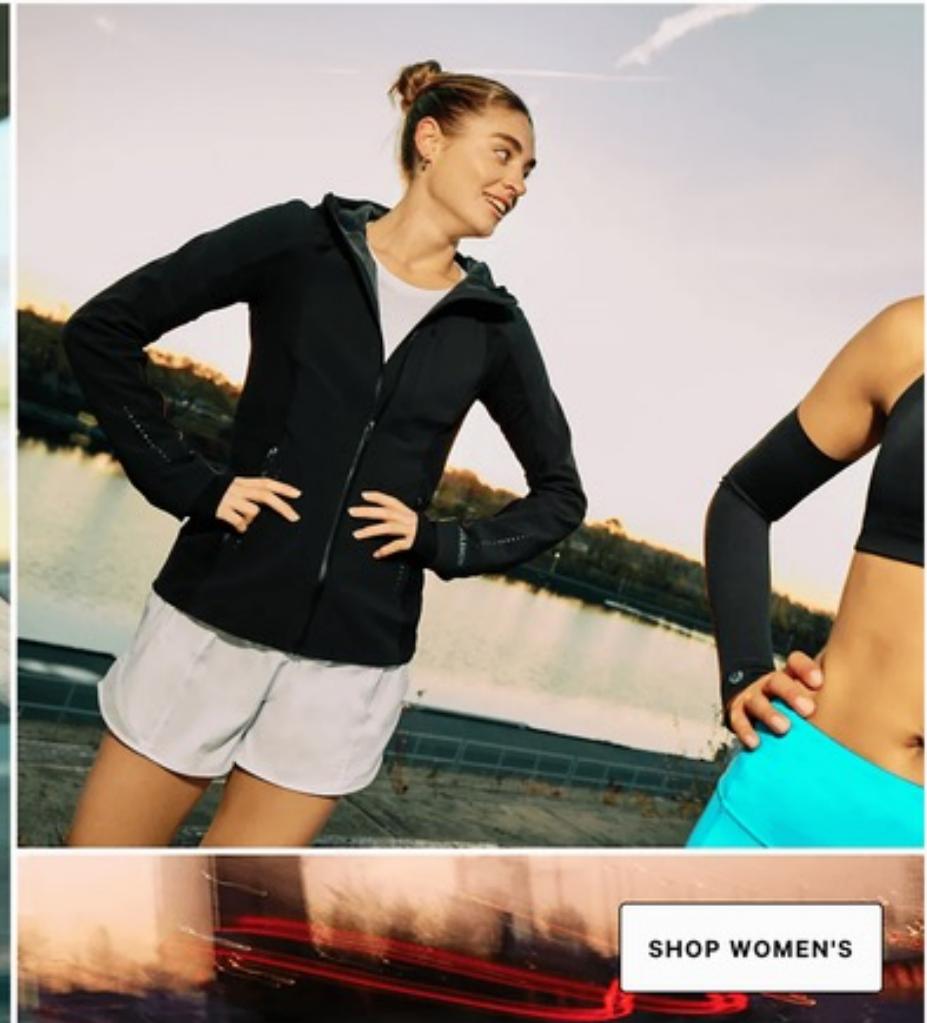
1 guides

Set your goals, from wherever you're at.



[WOMEN](#)[MEN](#)[ACCESSORIES](#)[SHOES](#)[STUDIO](#)[LIKE NEW](#) Search

lululemon women's

[Valentine's Day Gifts](#)[What's New](#)[Bestsellers](#)[Pants](#)[Sports Bras](#)[Accessories](#)

Layers on. Limits off.

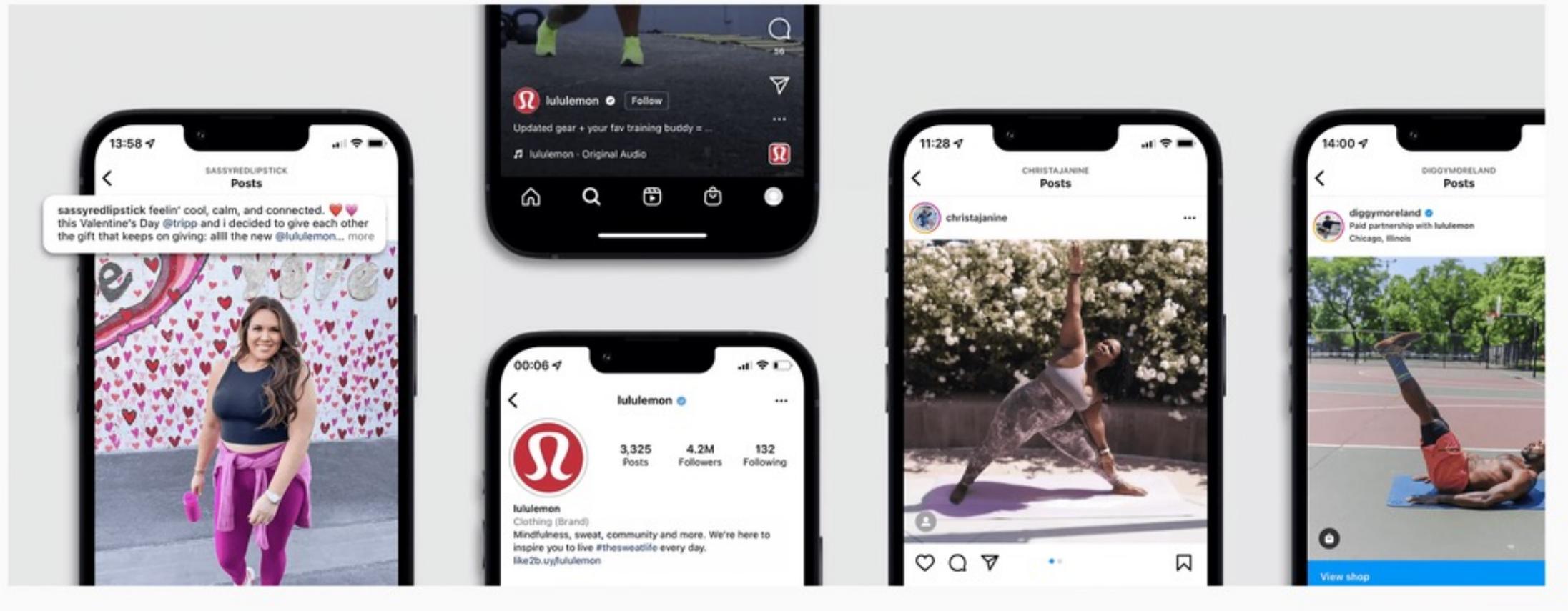
02/12/2025

When streamlined gear revives your running energy, greater possibilities come next.

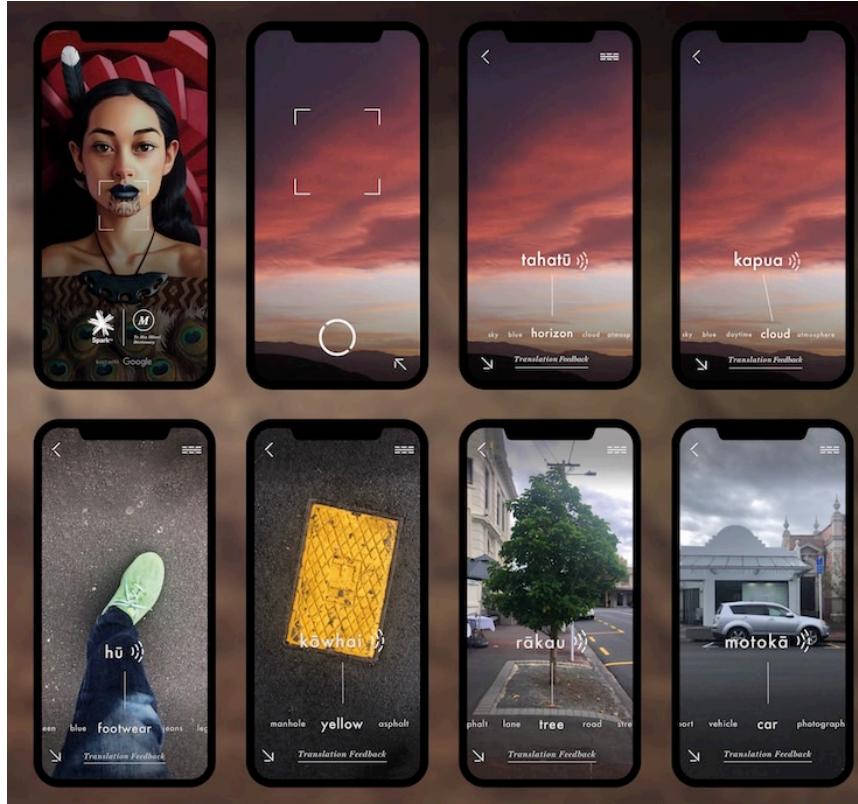
96

Share the love. Motivate your audience.

Earn commission promoting your favourite lululemon gear, be one of the first to learn about new product drops, and connect with community through special event access and promotions.



Spark - Kupu

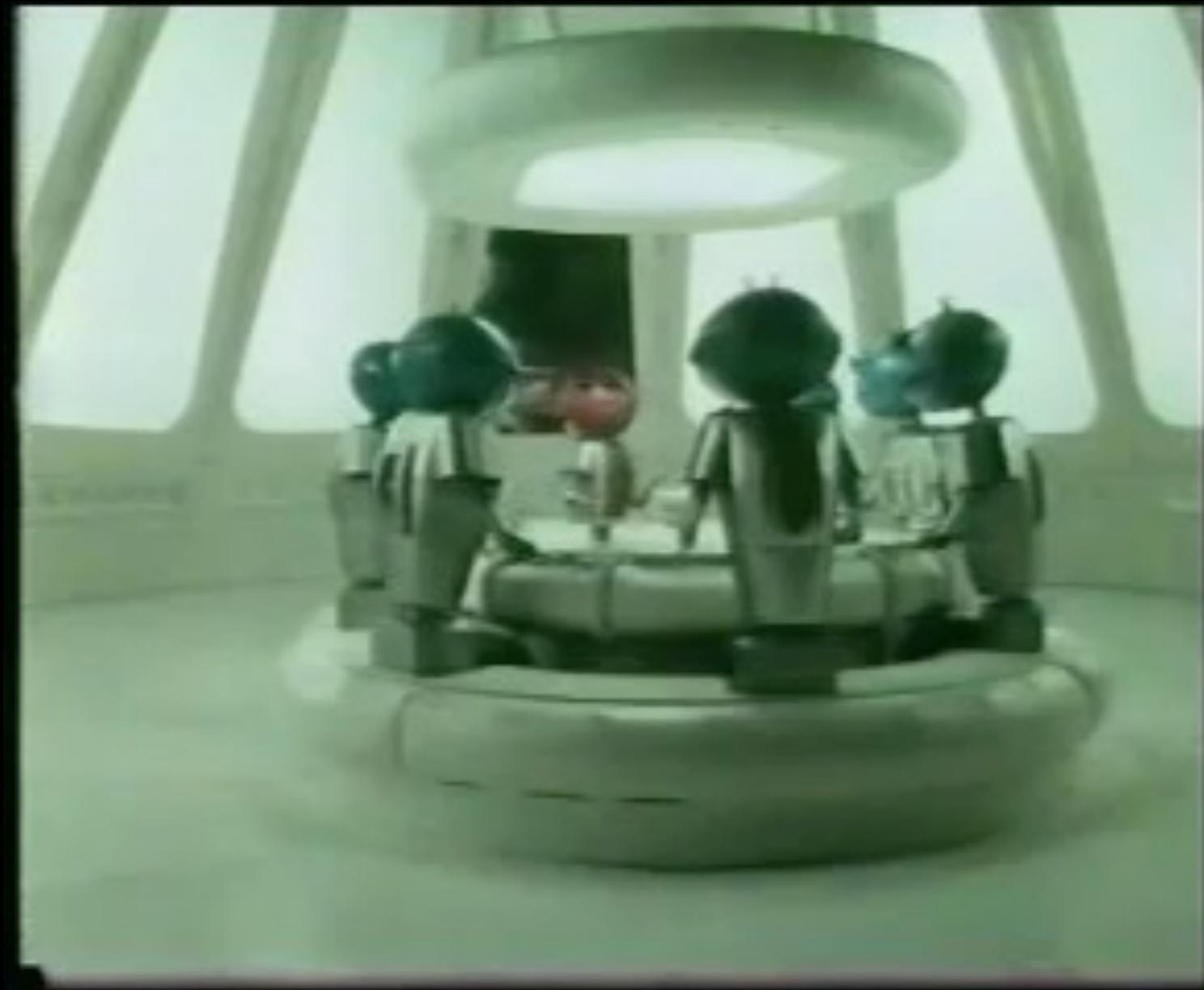


Entertainment

1969



1974



Cadbury's Smash

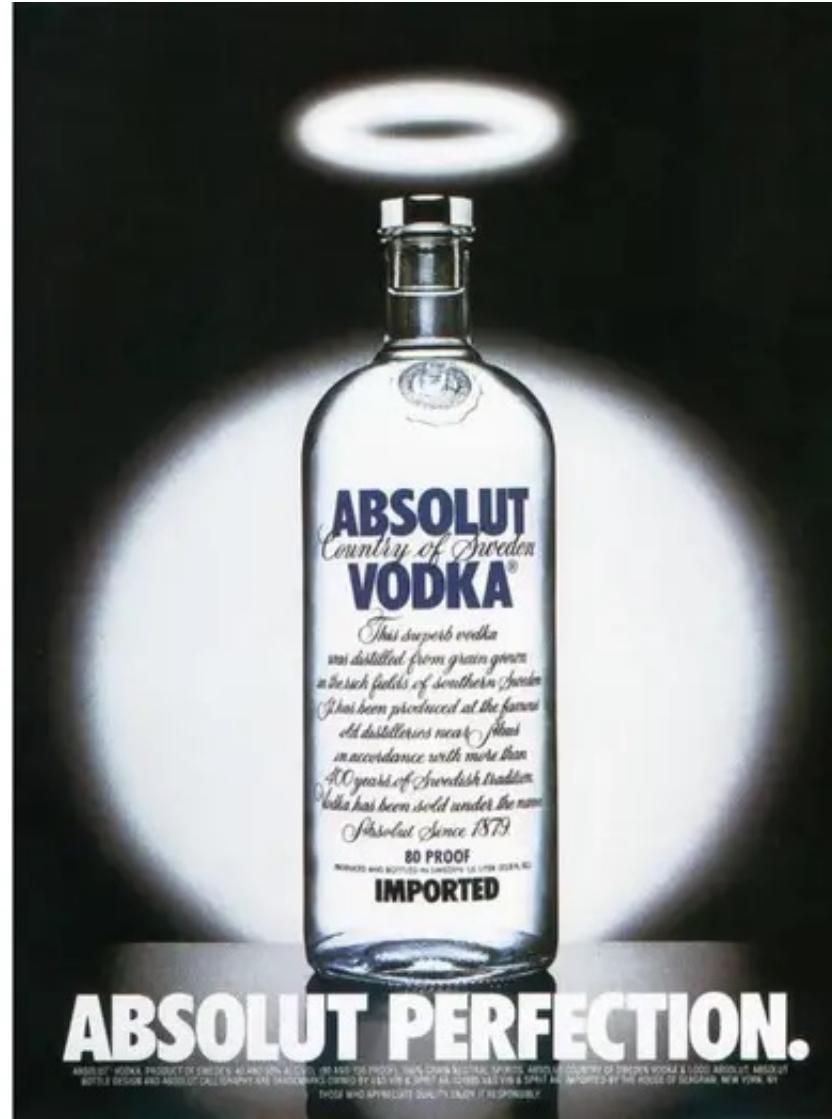
1985

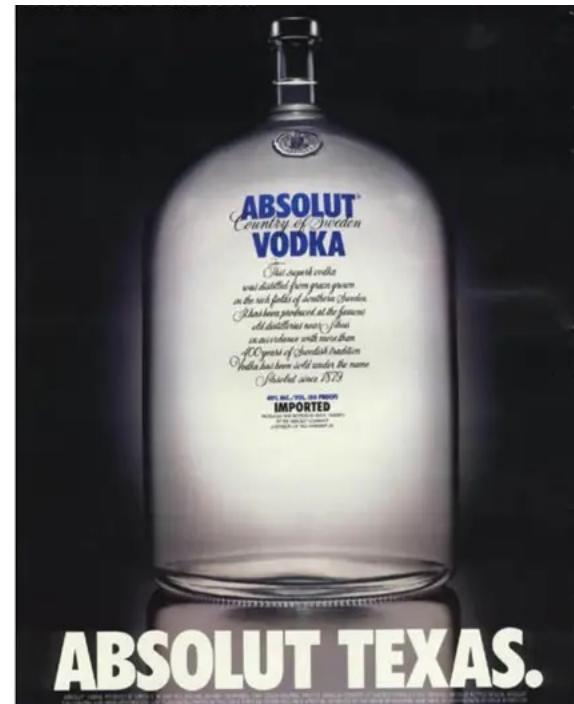
Experiences /Everywhere

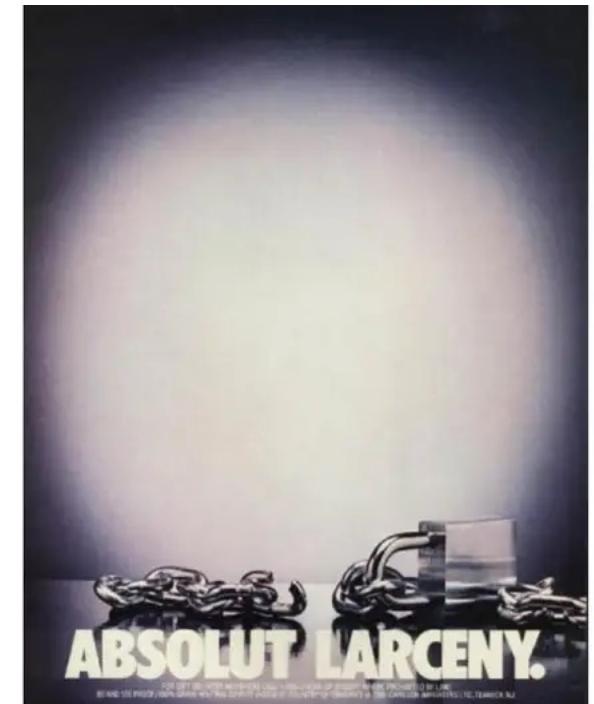
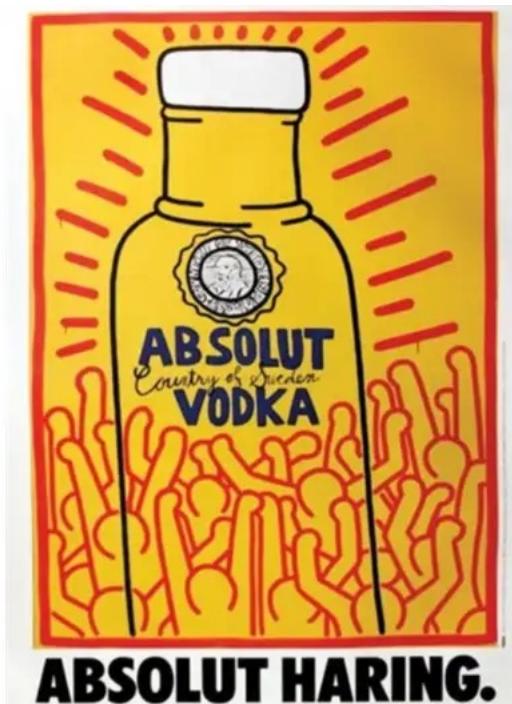




1981 - Present









2018



2018

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



2019

**“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



**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



**“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



2019



**Graveyard shift,
but already dead inside?**

There's a playlist for that

♫ Zombie Business

 Spotify®

Download the music app now



**Dating a boy from
the 'burbs'?**

There's a playlist for that

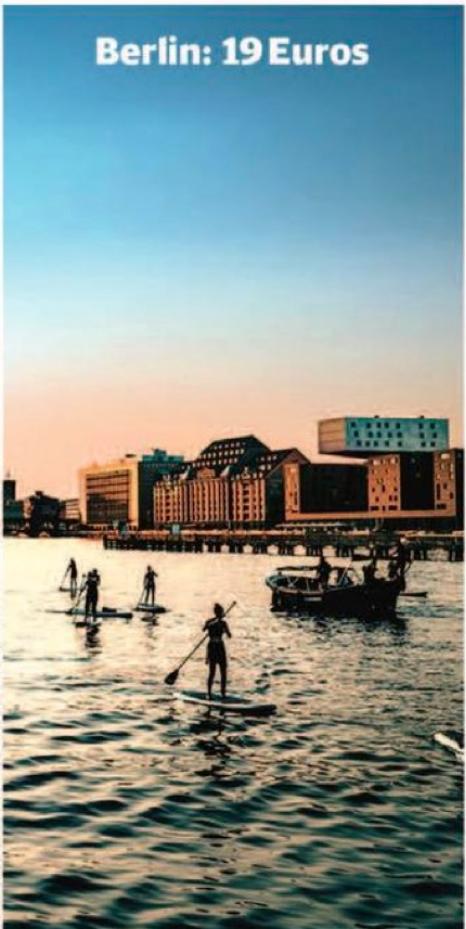
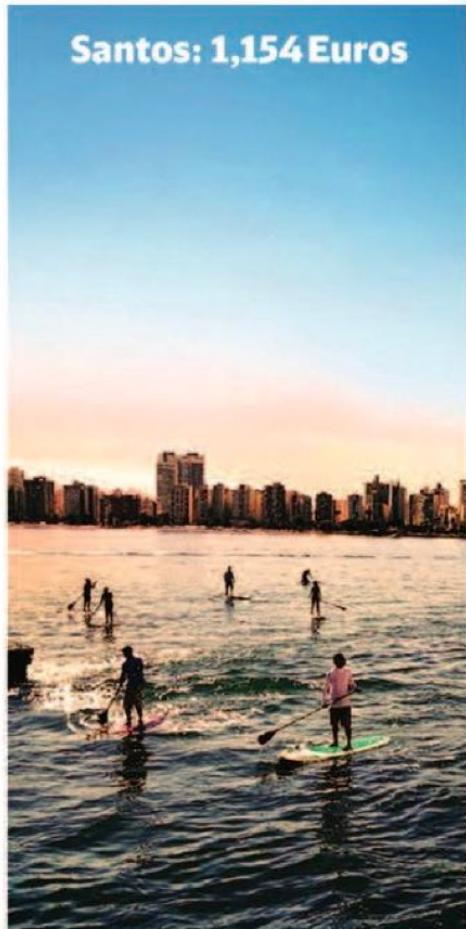
♫ Long Distance

 Spotify®

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](#)







Believe in something.
Even if it means sacrificing everything.

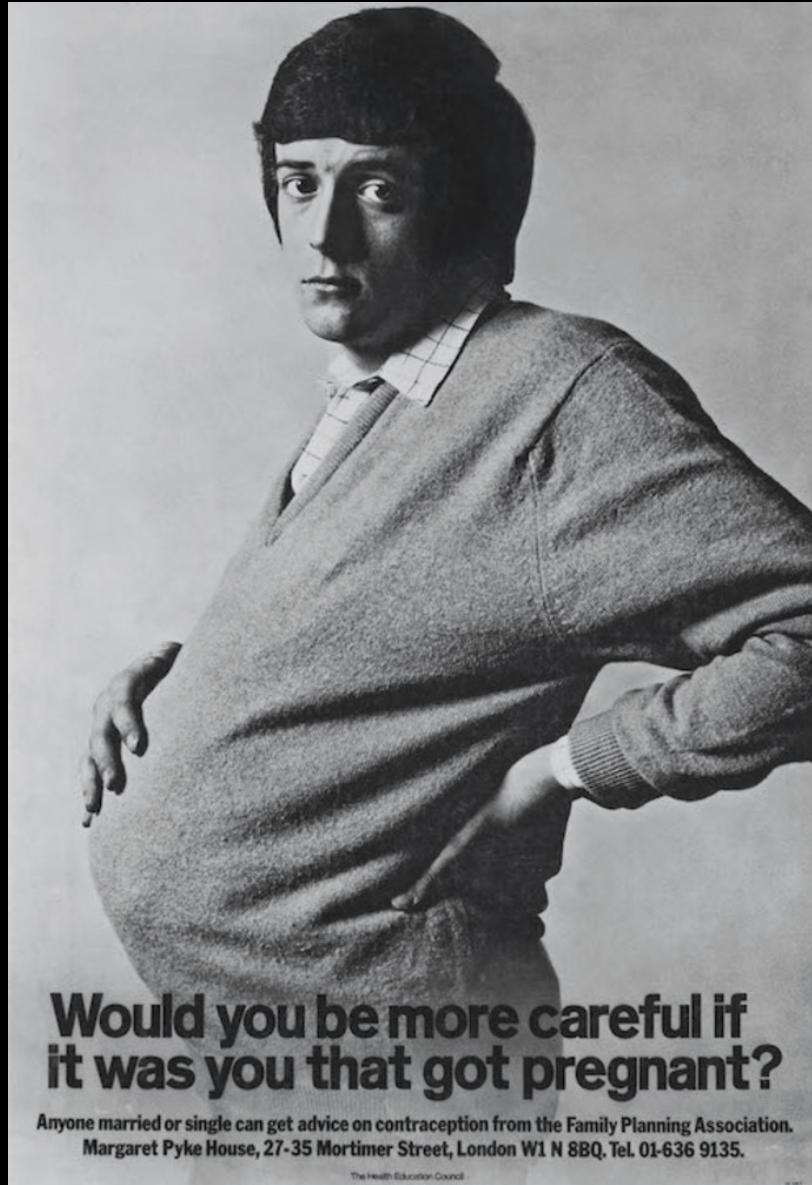


Just do it.

2020



1970



**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

2012



2018



Homework

- a) Take five of the 7 ideas and create some top line ideas of your own and relate them to the Diploma brief. (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) $5 \times \text{each idea} = 2 \text{ marks each}$
- b) Idea development = 10 marks

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

Thank you

davidharriscreative@gmail.com