

AMPLIFY THE CREATIVE MESSAGE

DAVID HARRIS

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

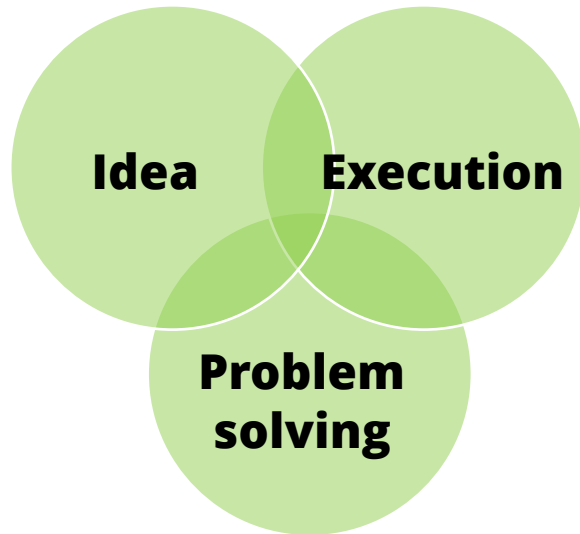
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Today

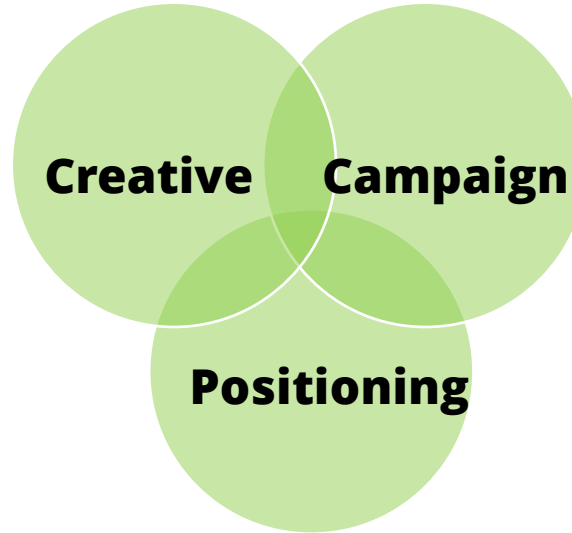
- Creative solutions to problems
- Ripples
- Empathy, Impact, Resonance
- Some historical context
- 7 stories
- Break (10 mins)
- 7 advertising ideas: Recognising ideas, testing them, executing them
- Creative Exercise (30 mins)
- Present ideas
- Break (10 mins)
- The 7 E's: campaigns that break conventions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

Creative solutions to problems

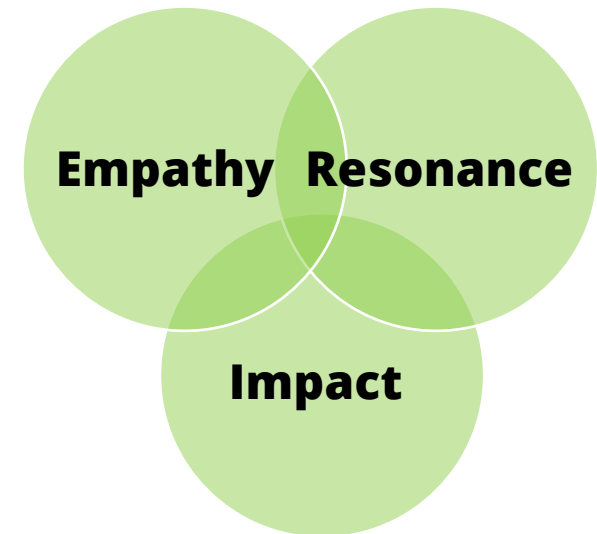
The essential components of a creative solution



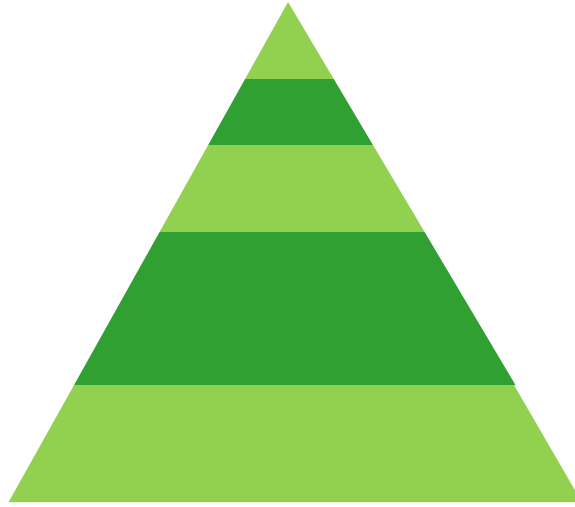
The different types of idea



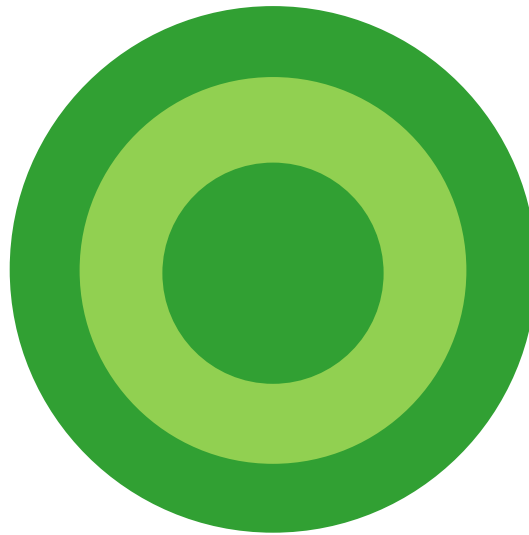
The reactions creative work should create



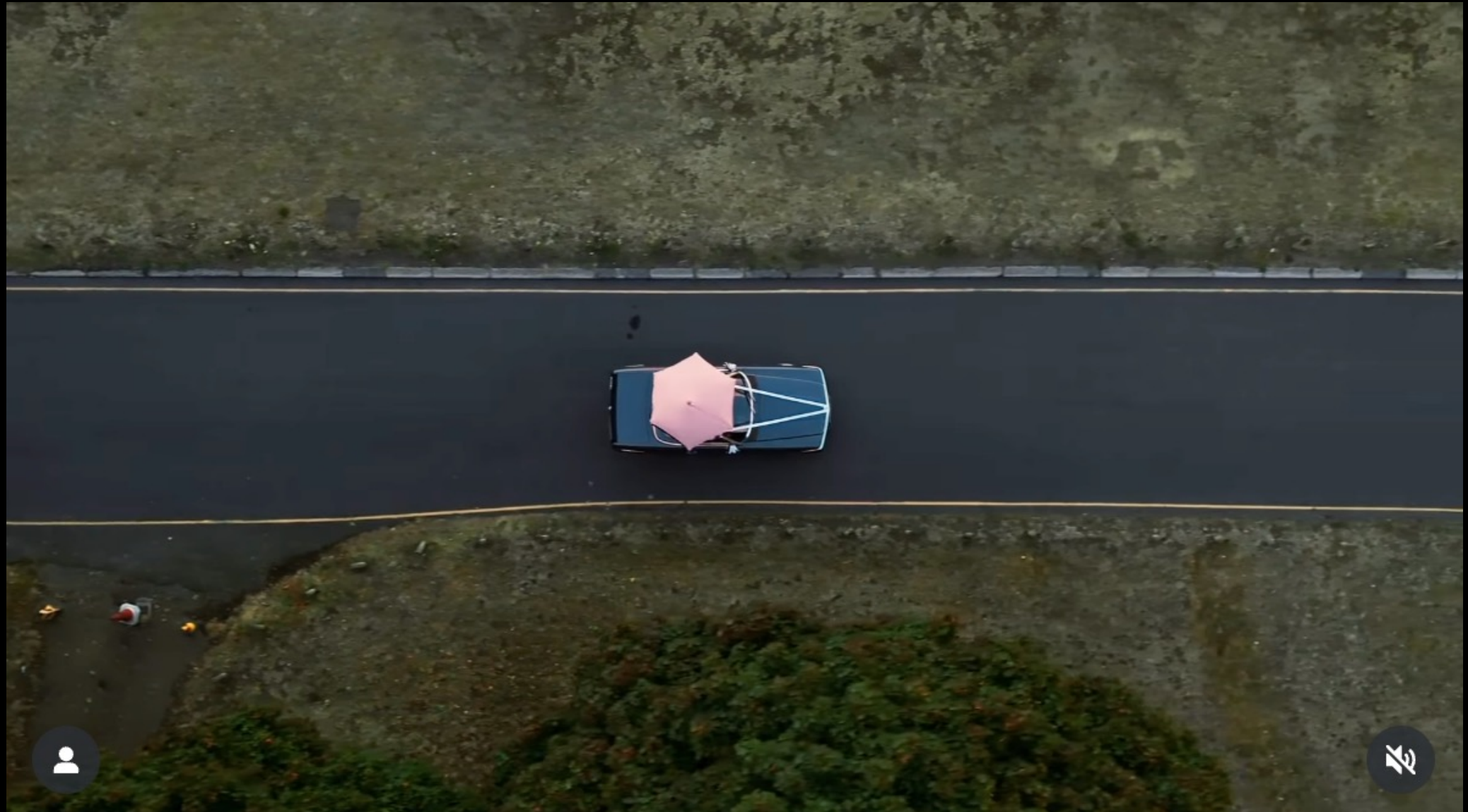
Ripples



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

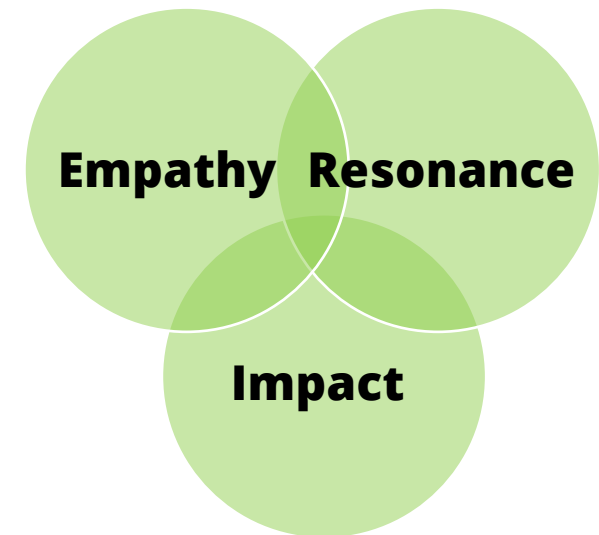


Umberto Giannini - Curly Knows Curly



Creative solutions to problems

The reactions creative work
should create



EMPATHY? RESONNANCE?
IMPACT?



PLEASE DON'T SPEED NEAR SCHOOLS

California
Department of
Transportation



Fiery Fries. 





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

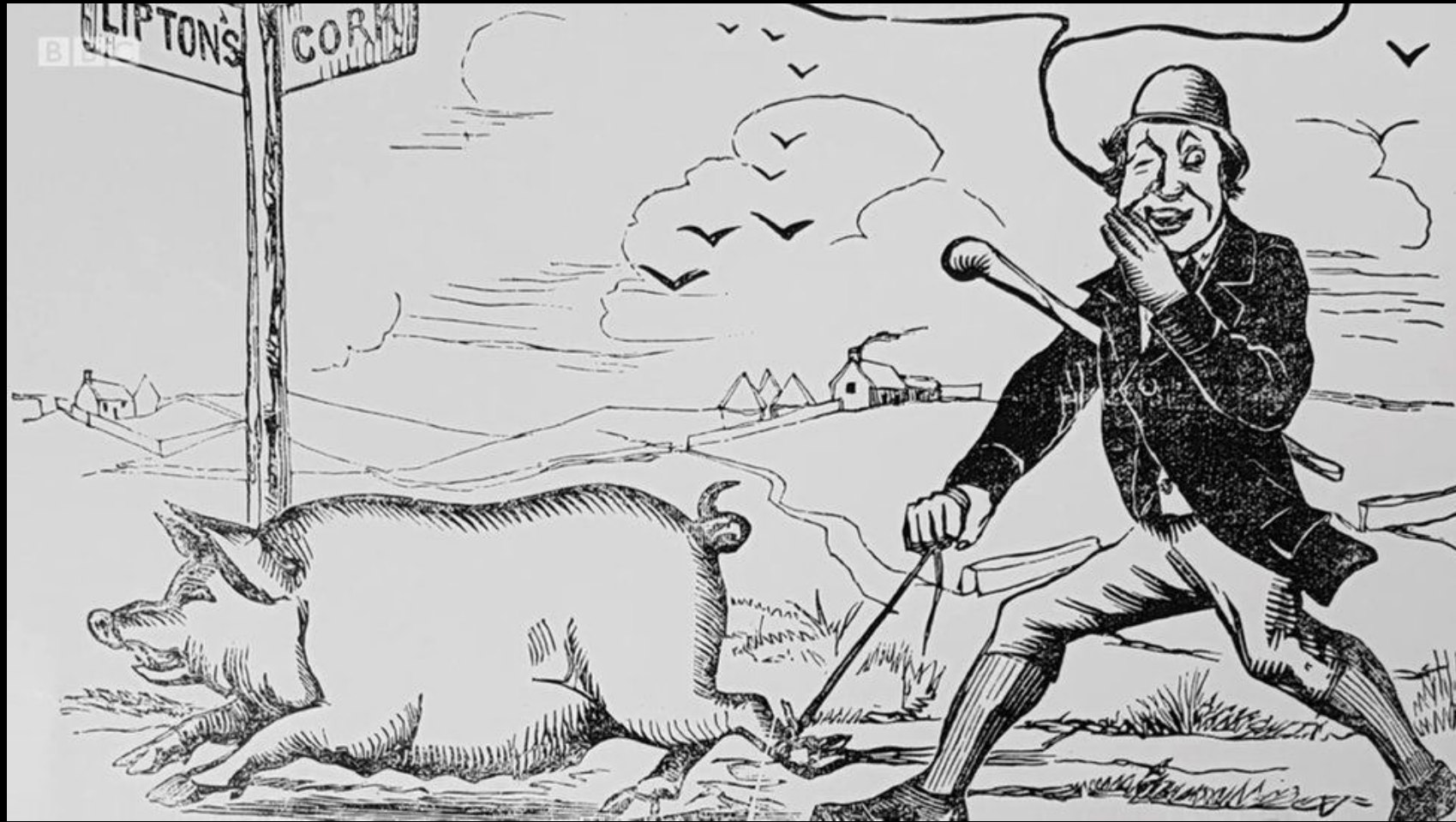


SOME HISTORICAL CONTEXT

c.1850



1881



1834-50

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

THE GIANT AFRICAN ELEPHANT

JUMBO

JUMBO CHAINED

JUMBO LEAVING HIS BOX

JUMBO'S PALACE CAR

JUMBO ON HIS TRAVELS

JUMBO FORCED INTO HIS BOX

JUMBO DRAWN UP BROADWAY

LOADING JUMBO ON THE STEAMER

THE REMOVAL OF THE BIGGEST ELEPHANT IN THE WORLD BY THE WHOLE BRITISH NATION, WAS REMONSTRATED AGAINST, & 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 YEAR. * BARNUM, BAILEY & HITCHINSON, SOLE OWNERS. * DAILY EXPENSES \$4,000 REPRESENTING \$3,000,000 *

MNEMONIC



mnemonic

/niˈmɒnɪk/

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.



**100 YEARS
NIVEA SKINCARE
FOR LIFE**

NIVEA & RIHANNA
AN ICONIC VOICE
CELEBRATING
AN ICONIC
SKINCARE BRAND

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

When combining two of the world's most iconic brands, the result is a powerful statement. NIVEA has become a trusted and loved brand for over 100 years.

Like Rihanna, NIVEA is a brand that has stood the test of time. NIVEA is a brand that has stood the test of time. NIVEA is a brand that has stood the test of time.

Five smooth skin NIVEA skin care products are featured in this campaign. The campaign is NIVEA's answer to the beauty of future generations and the promise of youth and the complexion.

Five smooth skin NIVEA skin care products are featured in this campaign. The campaign is NIVEA's answer to the beauty of future generations and the promise of youth and the complexion.

Follow us on facebook to keep up to date with NIVEA news and new exclusive launches (except from the US and Singapore) here

facebook.com/niveausa




"SMOOTH IS THE NEW YOUNG."
Anita MacDonald

André is wearing Visible Lift Smooth Regular - SPF 30
*Based on objective measures. See packaging for details. ©2011 L'Oréal USA, Inc.



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

**New
VISIBLE
LIFT.**
SMOOTH AS SUE
AGE-REVERSING FOUNDATION

Hydra-Collagen Complex +
Luxurise Smoothing Balm

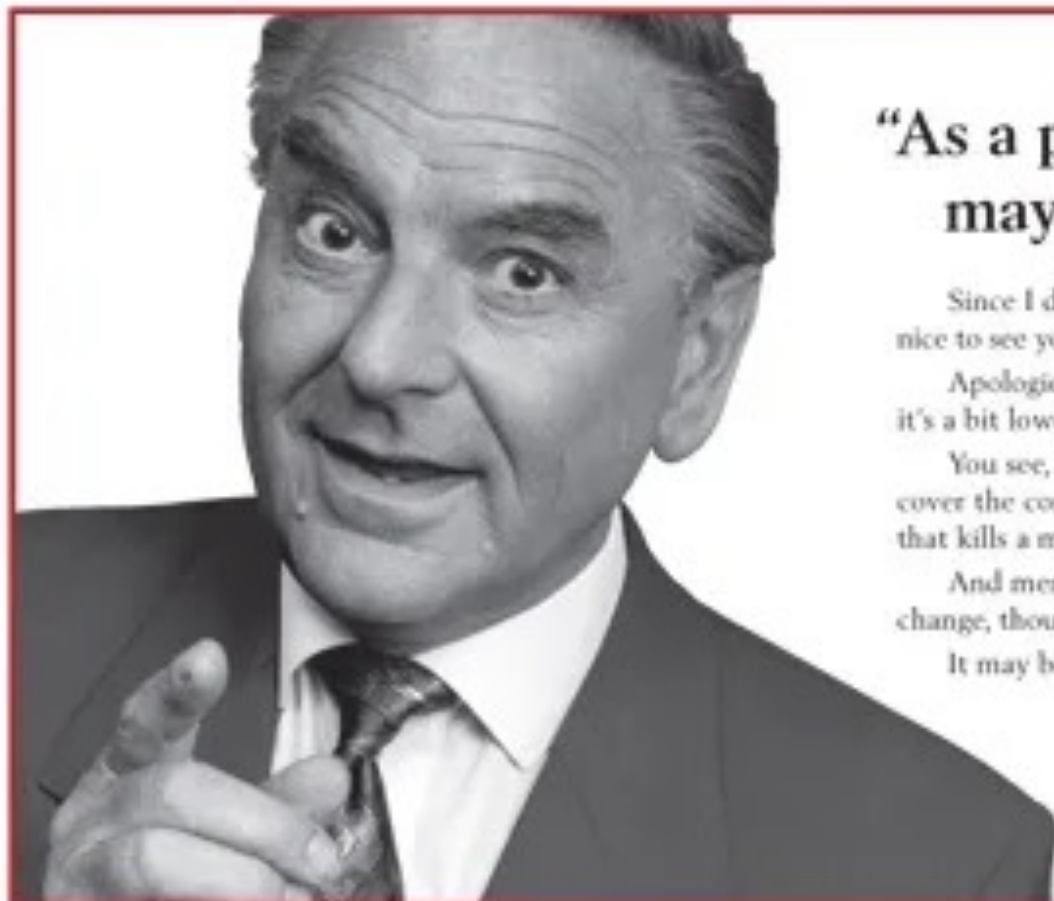
Because you're worth it.™
**L'ORÉAL
PARIS**



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 £1.02 + 12.50p plus one message at your standard rate. Text donations will appear on your phone bill or be deducted from your pay as you go credit.

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





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



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?

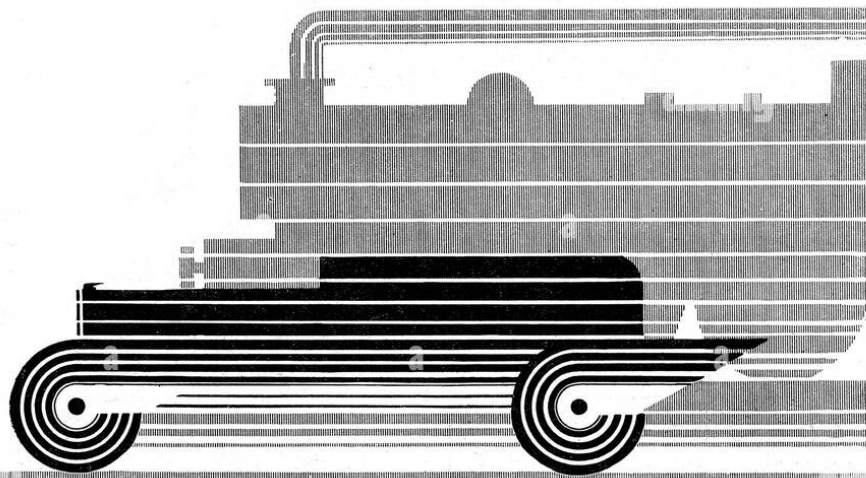
KONAD
COSMETIC

I'M PREGNANT

EMOTION PROOF



1929



GIVE ME A CAR WITH THE SPEED OF THE WIND—

GIVE ME A



CHRYSLER!

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!

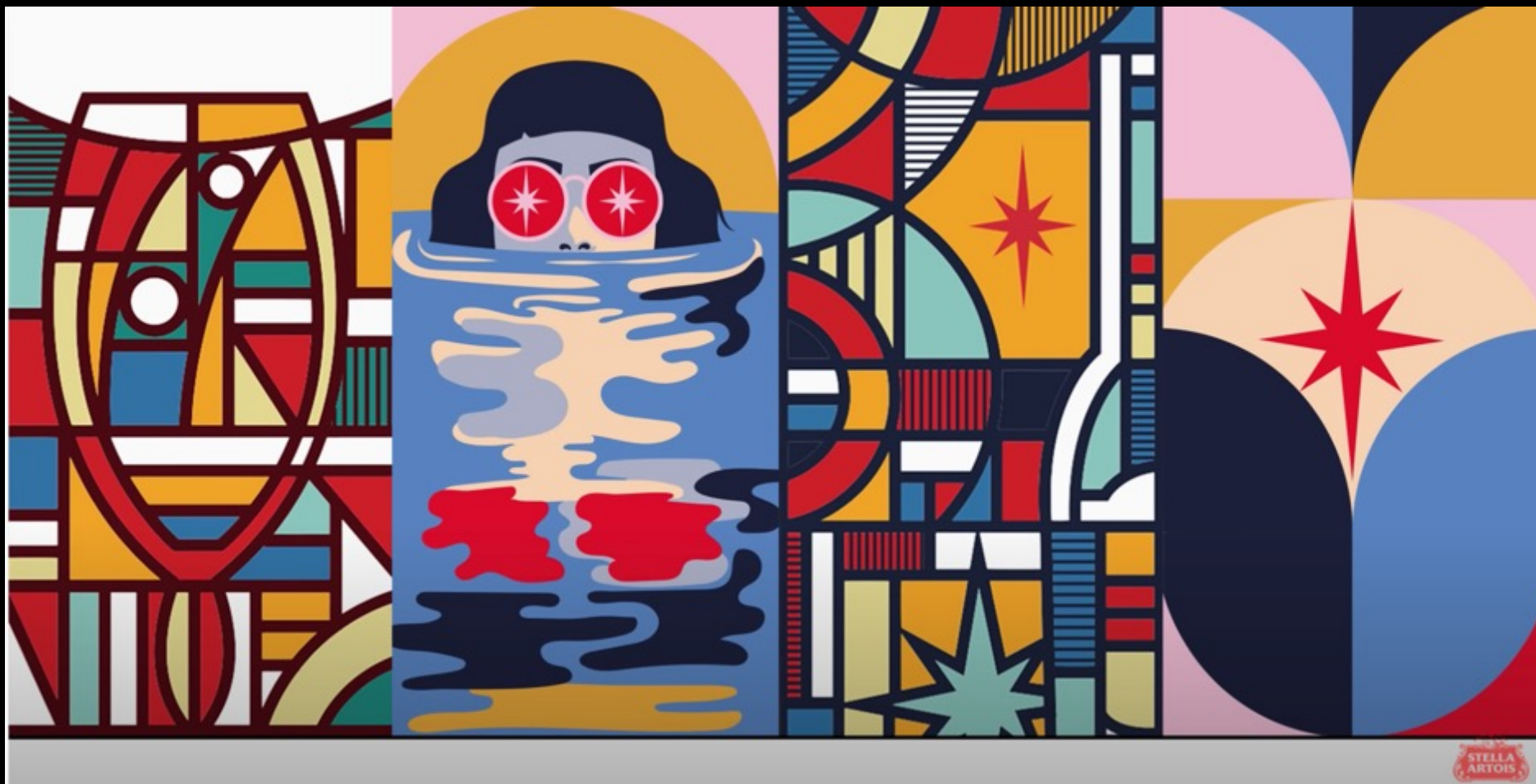
CHRYSLER DISTRIBUTORS THROUGHOUT THE WORLD

INDIA: Automobile Co. Ltd., 5-12 Queen's Road, Bombay; The Motor House, Rawalpindi. Srinagar, and Peshawar; Jones & Co., Madras; Peary Lal & Sons, Ltd., Kashmir Gate, Delhi; The Mall, Lahore; Mervanji, Edulji & Co., Garden Road, Karachi; M. T. Ltd., 41 Sule Pagoda Rd., Rangoon.—STRAITS SETTLEMENTS: Borneo Motors, Ltd., Singapore.—ARABIA: E. C. Patell, Camp Aden.—CEYLON: Metro P.O. Box 227, Colombo.—AUSTRALIA: Larke, Neave & Carter, Ltd., Grenville House, 177-185 William St., Sydney, N.S.W.; Collins Motors Proprietary Ltd., Collins St., Melbourne, Victoria; Ward Motors, Ltd., Box 956, M.G.P.O., Brisbane, Queensland; O. T. Rodda Motors, Ltd., Flinders St., Adelaide, South Australia; William Attwood, 299-301 Murray St., Perth, West Australia; Chrysler Motor Co. Pty. Ltd., Hobart and Launceston, Tasmania.—NEW ZEALAND: Todd Motor Co., Ltd., 97 Curtenay Place,

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

Wellington.—SOUTH AFRICA: Carson & Co., 14-16 Riebeck St., Cape town; Colonial Motors (Natal), Ltd., 183 West St., Durban; A. Millbrow & 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., Port Elizabeth; Standard Garage, Ltd., Bloemfontein.—NORTH AFRICA: Hignard Freres, Tunis, Algeria; E. Brisson & Co., Algiers, 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.

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



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

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?

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

*for a living planet**



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

Play (k)

02/12/2025
0:00 / 2:00

Scroll for details
▼

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?

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

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 _____
Tel: _____
Name of your Life Assurance Broker, if any _____
Albany Life
Albany Life Assurance, FREEPOST, Putney Bar EN6 1BR.

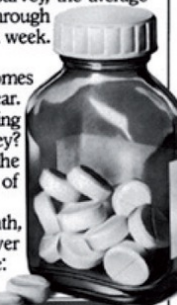
Could you be an executive by day and a chambermaid by night?

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

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

Who'll play nursemaid if the kids fall ill?



1914



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

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



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



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.

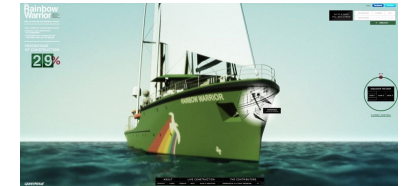
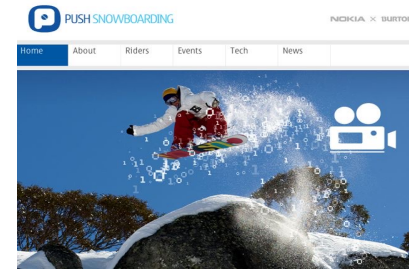
2. E-nclave. How to build communities.

3. E-everyone.

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

4. E-xperiences.

That can be shared – events that link real and virtual

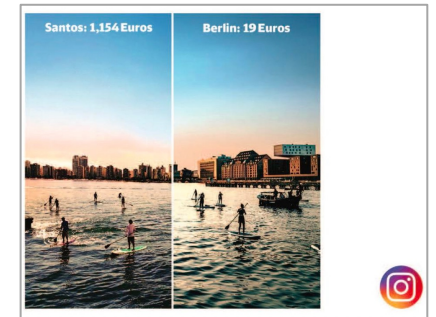


The 7 E's of Engagement

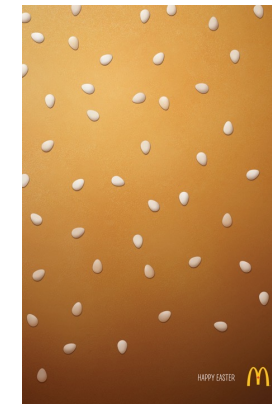
5. E-ntertainment. Lean back. Traditional advertising on a new platform



6. E-nvironment. Reach the world. But don't forget your street.



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



Ethics

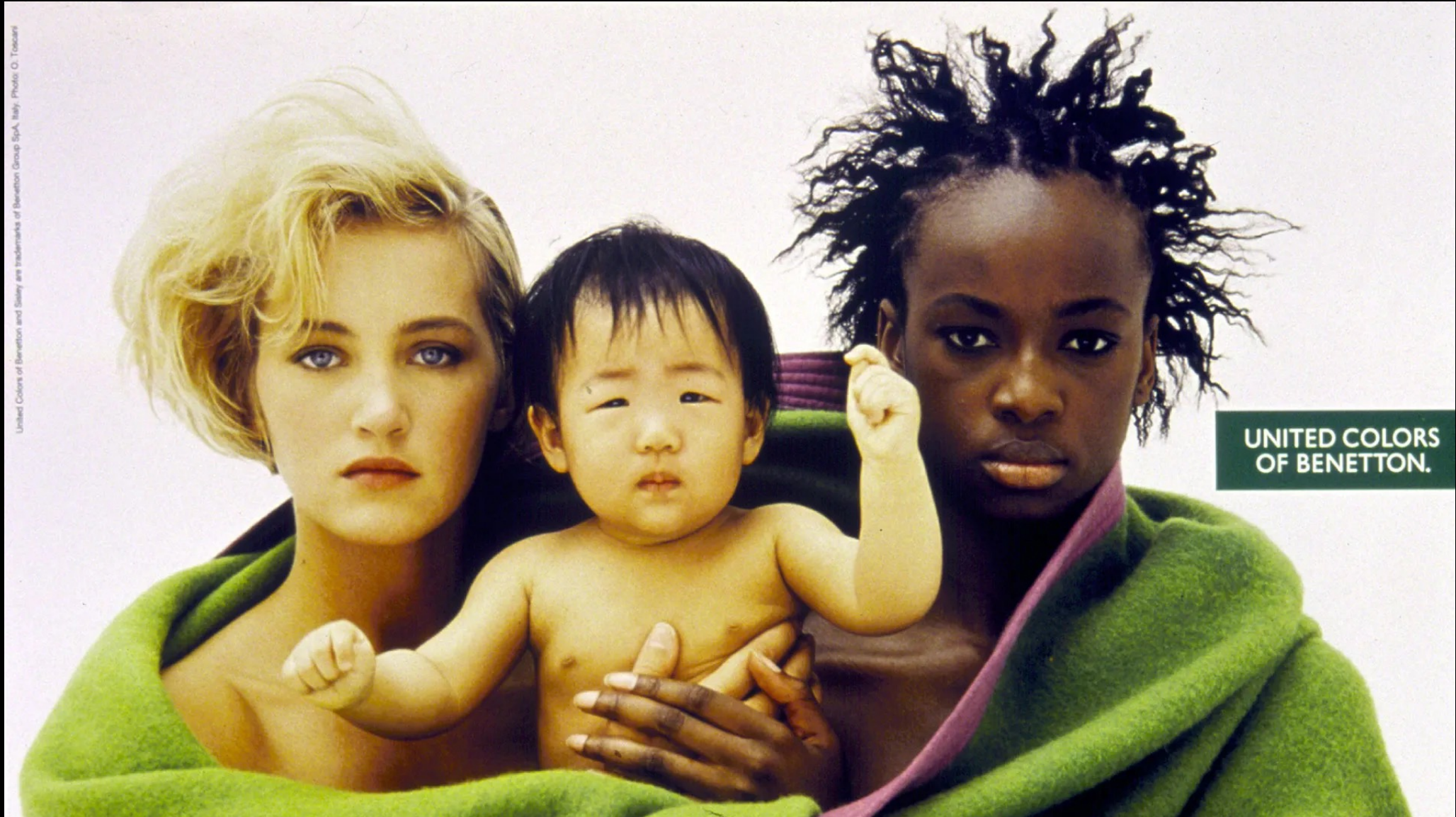


F E N T Y B E A U T Y

"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

1991



1994

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



UNITED COLORS
OF BENETTON.

2011





Enclave



NOKIA X BURTON

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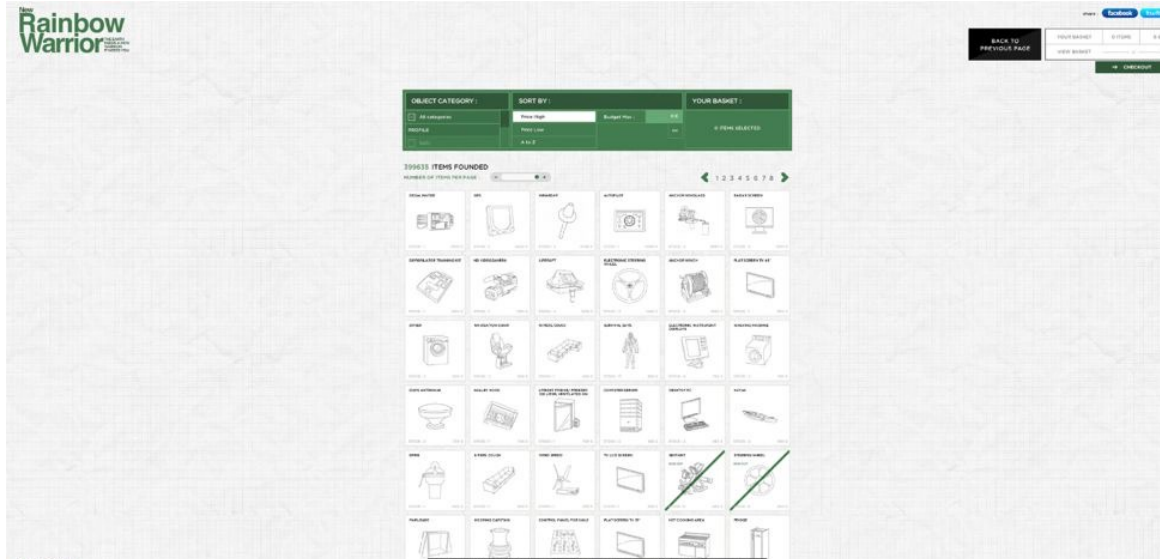
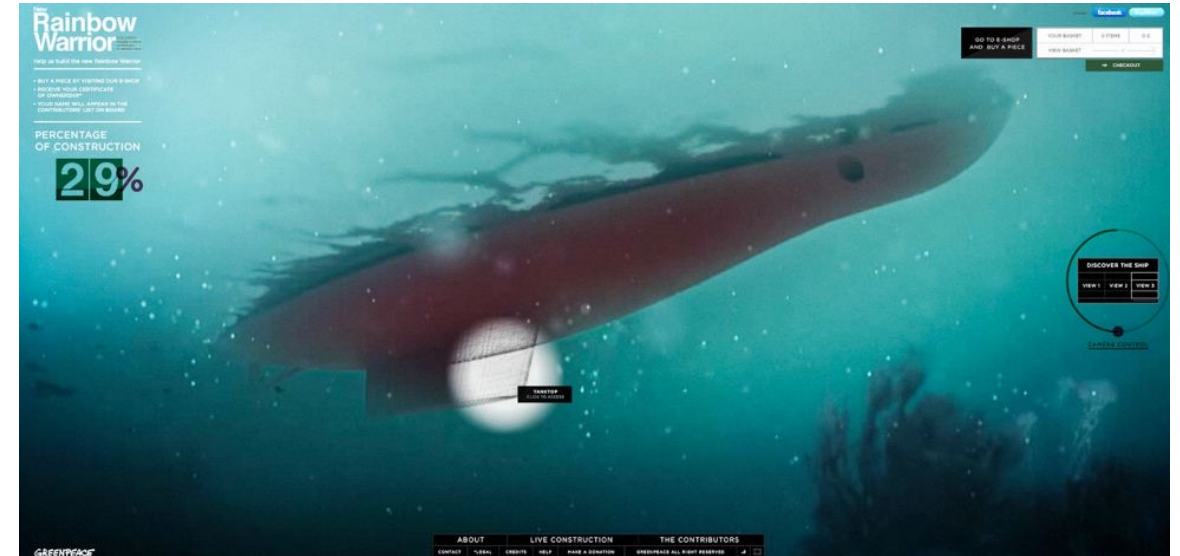


DYLAN EVANS | FROM CHEMO TO SPARRING WITH DARREN TILL

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!

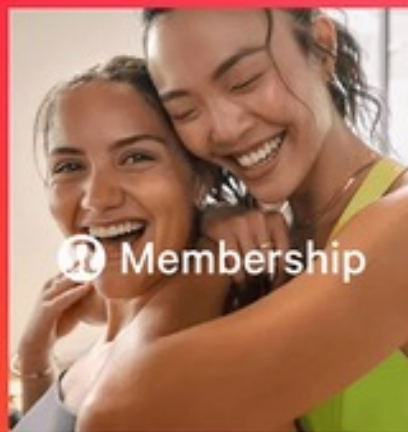
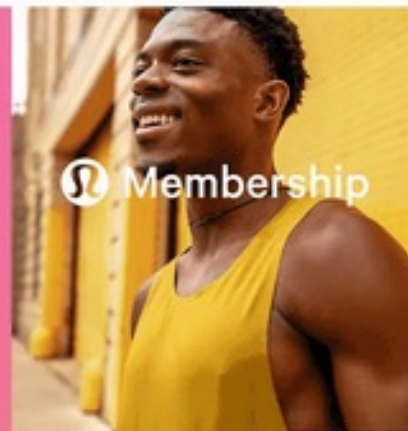
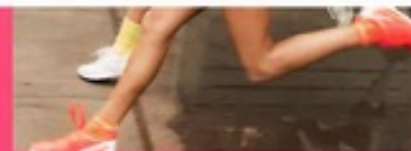
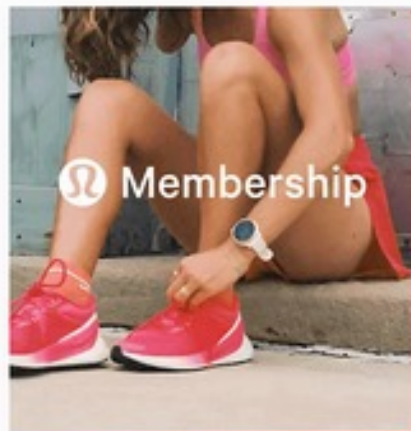
23 DECEMBER 2019 • GYMSHARK

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](#)

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](#)[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.



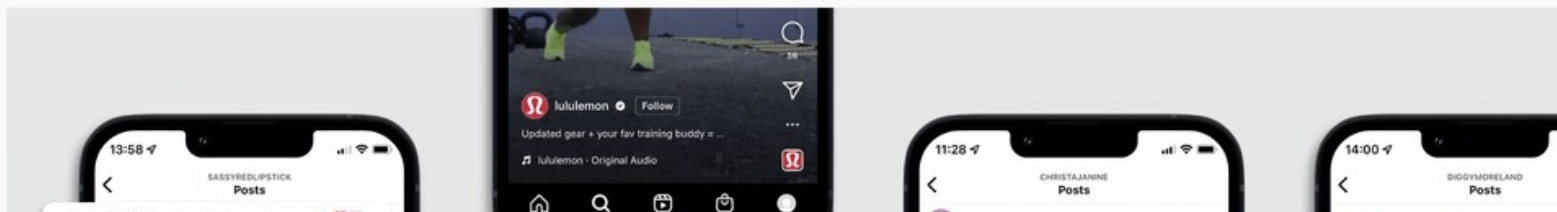
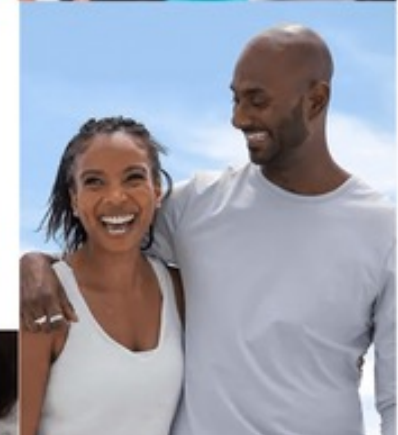
Share the love. Motivate your audience.

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 /](#)

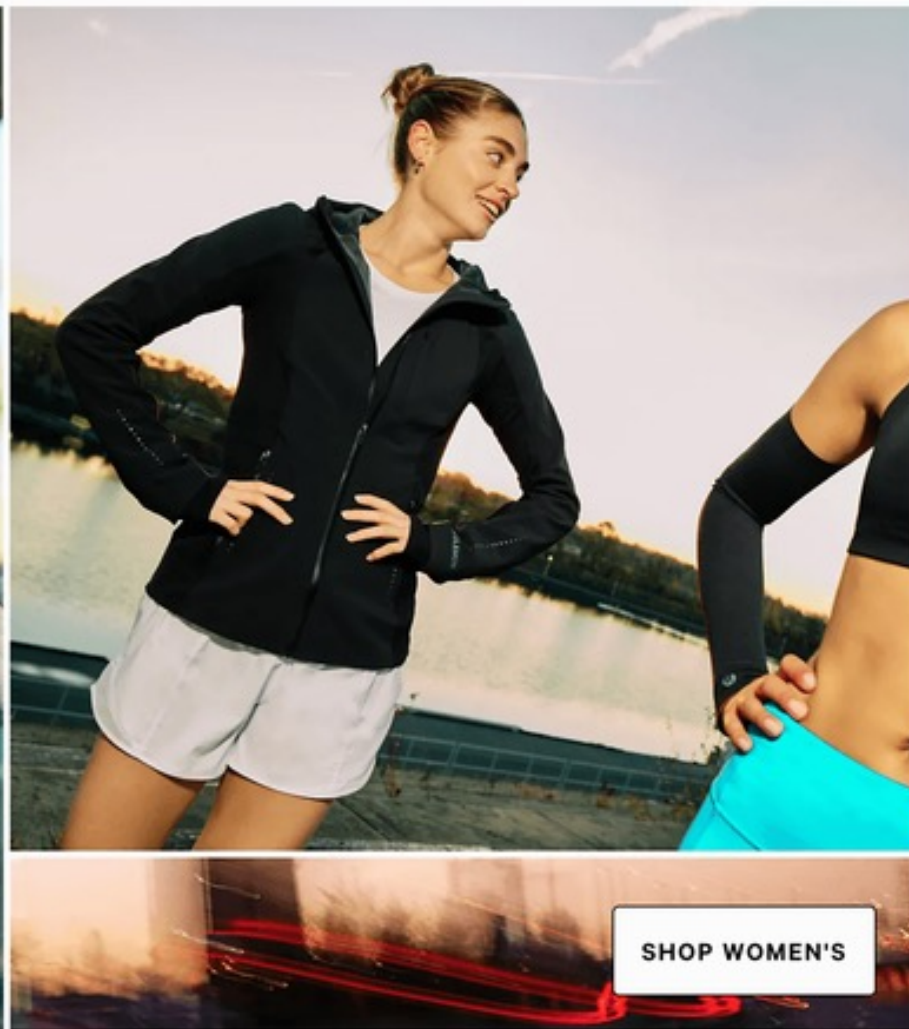
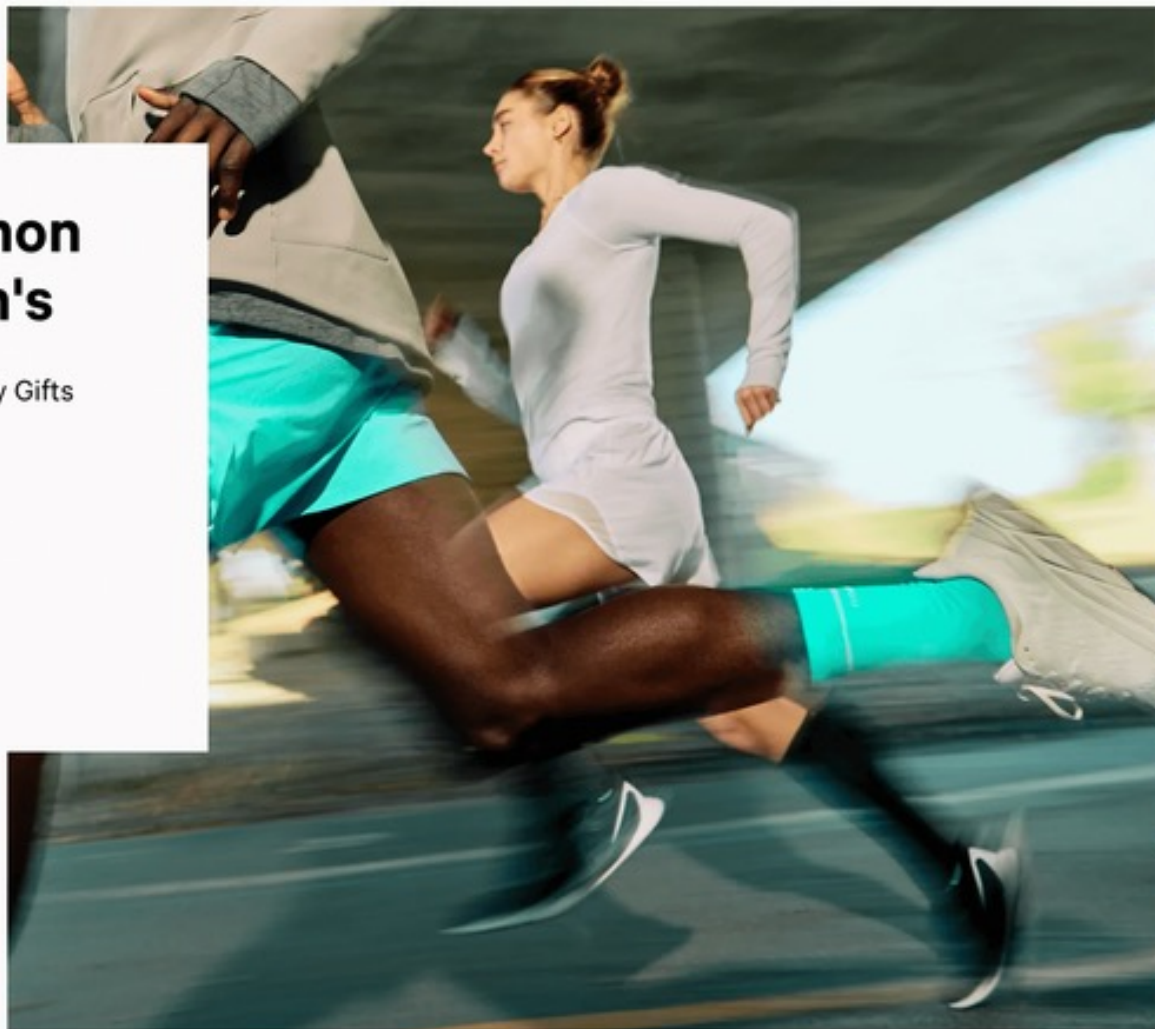
1 guides

ie your goals, from
ever you're at.



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lululemon women's

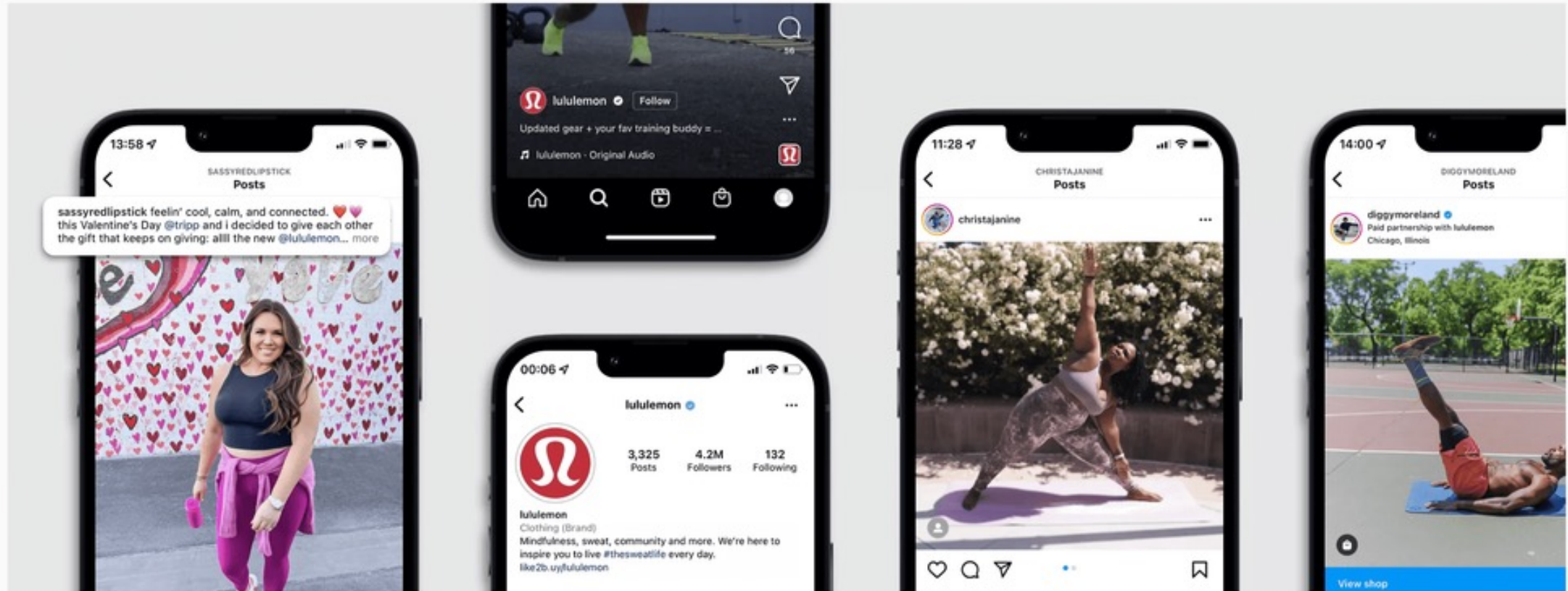
[Valentine's Day Gifts](#)[What's New](#)[Bestsellers](#)[Pants](#)[Sports Bras](#)[Accessories](#)

Layers on. Limits off.

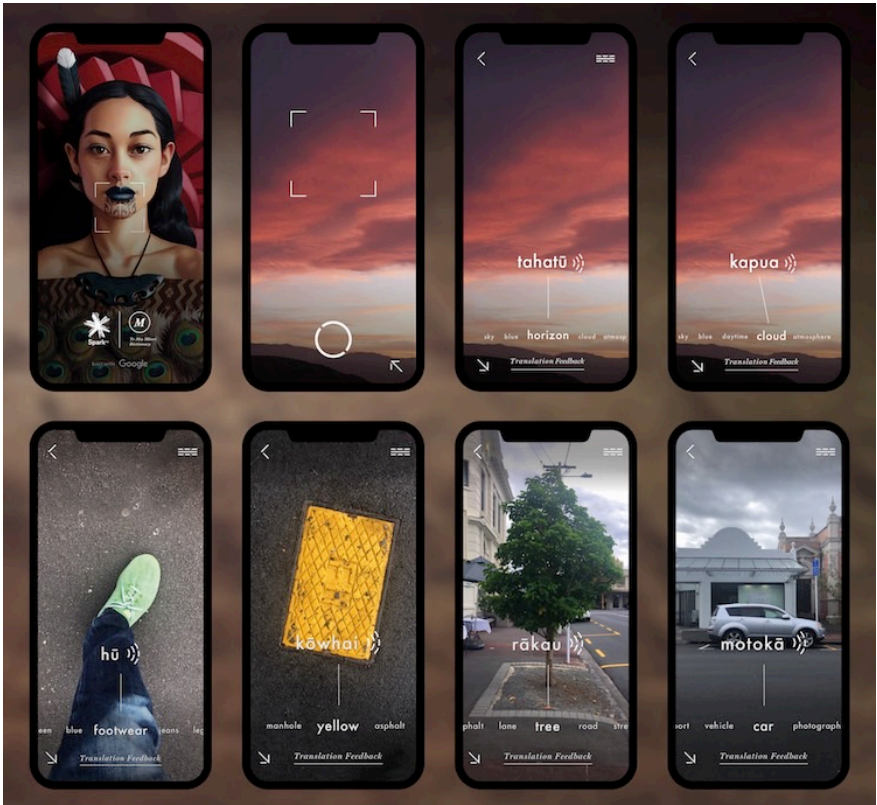
When streamlined gear revives your running energy, greater possibilities come next.

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



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



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**

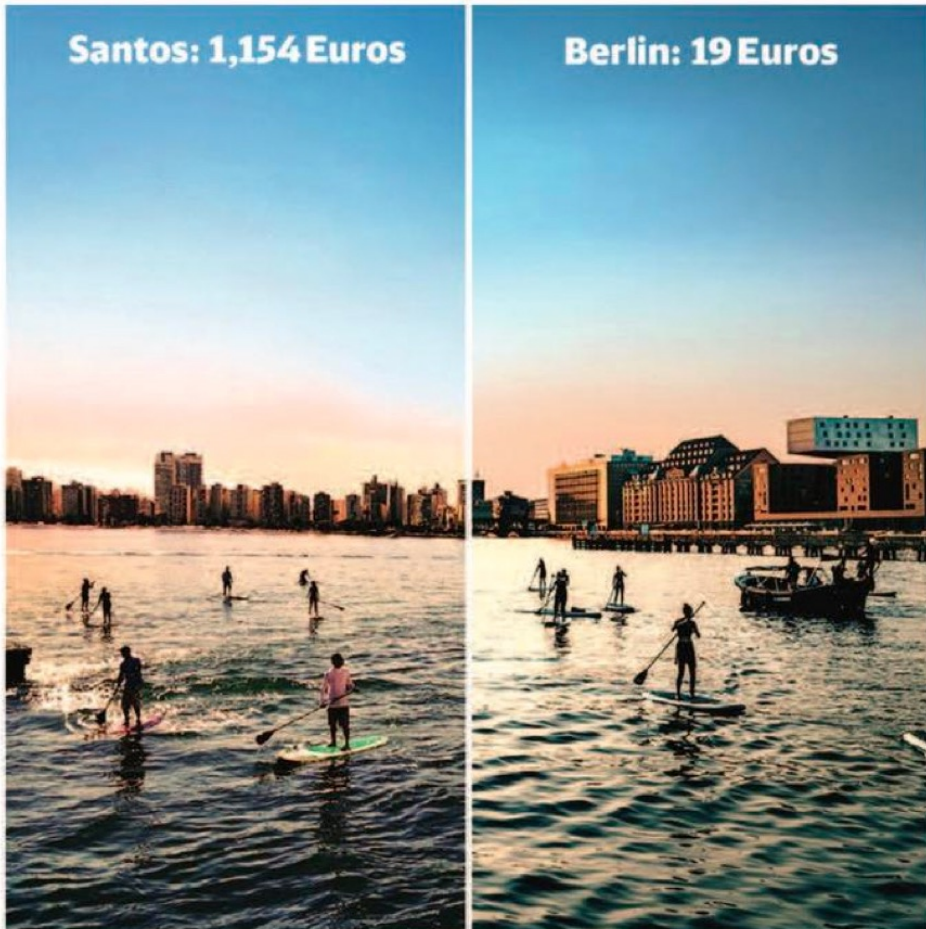
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South Bombay



Environment



#noneedtofly

Munich → Kromlau
Train: 19 Euros

Munich → Guilin
Plane: 1,750 Euros

Discover Germany.
For just 19 Euros.

Book Now

The advertisement features two scenic landscape photos. The top photo shows a large, ancient stone archway over a river, with a price tag of 19 Euros for a train journey from Munich to Kromlau. The bottom photo shows a similar stone archway over a river, with a price tag of 1,750 Euros for a plane journey from Munich to Guilin. The ad promotes Germany as a destination that can be reached for just 19 Euros.



Probably the best poster in the world






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 x each idea = 2 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

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