

Creative Strategies

Creative Advertising Angles and Strategies
WALKERS D&AD brief

Caroline Jones





More power than ever



Before and After

- Show your audience
- how greatly life is improved with the product /service



YOU. PERFECTED

24-HOUR
LASTING MAKE-UP
SUITABLE FOR ALL SKIN TYPES



COVERDERM®

Camouflage

You don't need to be perfect to be beautiful. Camouflage naturally conceals while it protects and won't clog your pores. Camouflage is 100% water-resistant and protects with a high SPF, so you will look radiant, regardless of the weather. Its gentle and hypoallergenic formula effectively conceals pigmentation, spots, pimples, dark circles under the eyes, couperose, acne, facial redness, freckles, discolourations, and any other skin imperfections. Plus, Camouflage is recommended by dermatologists and make-up artists worldwide!

Buy online at www.coverderm.co.za. Visit our website: www.nailmetics.co.za, or contact us on (012) 460 1220 to locate your nearest Coverderm stockist.

AVAILABLE AT
Dis-Chem
PHARMACIES
Pharmacists who care

BEFORE



AFTER

FREE BURGER KING KID'S MEAL WITH DAZ.



Before



After





YOU'RE GETTING SCROOGLED!

Google goes through every word of every Gmail that's sent or received to sell ads. Outlook.com is different—you won't see ads based on keywords from your personal email.

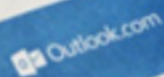
GMAIL USERS

Google looks for keywords in your personal email and uses them to target you with paid ads.

NON-GMAIL USERS

Even if you're not a Gmail user, Google still goes through your email sent to Gmail accounts and uses the content to sell ads.

Scroogled.com



Use email that prioritizes your privacy.

The New York Times



Cornex, Power Goes

Wine Chosen In
City That Heart
Of Emancipation
Hotel Advances African
Business in Capital

IRVING TO RENEW
DRINK FOR CITIES
ON NUCLEAR ARMS

ON HISTORY OF AMERICA

From National Press With
Reviews and Special
Editorials

AN AMERICAN HISTORY

FUD

- Fear, Uncertainty and Doubt (FUD)
- highlighting risks
 - Pandemic examples





MONTANA METH PROJECT

1-888-366-6384

YOU'LL NEVER WORRY ABOUT
LIPSTICK ON YOUR TEETH AGAIN.

METH
NOT EVEN ONCE.

NotEvenOnce.com

Somebody mentions
Jordan. You think of a
Middle Eastern country
with a 3.3% growth rate.

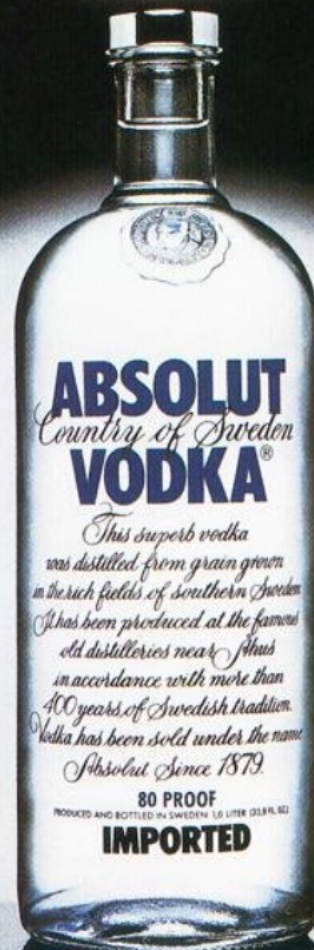
The Economist

Wit

- Wit (not humour)
- a good play on words
- a good twist in meaning

“I never read
The Economist.”

Management trainee. Aged 42.



ABSOLUT
Country of Sweden
VODKA®

*This superb vodka
was distilled from grain grown
in the rich fields of southern Sweden.
It has been produced at the famous
old distilleries near Åhus
in accordance with more than
400 years of Swedish tradition.
Vodka has been sold under the name
Absolut Since 1879.*

80 PROOF

PRODUCED AND BOTTLED IN SWEDEN 1.0 LITER (33.8 FL. OZ.)

IMPORTED

ABSOLUT PERFECTION.

ABSOLUT® VODKA. PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL. (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ©1995 V&S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY.

THOSE WHO APPRECIATE QUALITY ENJOY IT RESPONSIBLY.

*I never
want
children
are great.*

*For all life's twists and turns:
Flexible financial plans.*



*I like working
with you
is impossible.*

*For all life's twists and turns:
Flexible financial plans.*



**Avis is only No.2 in rent a cars
So we try harder.**

ELLER



Knock the competitor

- not overtly
- reference only

The challenger brand is born



**Avis can't afford
not to be nice.**

Or not give you a new car like a lively, super-torque Ford, or not know a pastrami-on-rye place in Duluth.

Why?

When you're not the biggest in rent a cars, you have to try harder.

We do. We're only No.2.

**Avis is only No.2
in rent a cars.
So why go with us?**

We try harder.

(When you're not the biggest, you have to.)

We just can't afford dirty ashtrays. Or half-empty gas tanks. Or worn wipers. Or unwashed cars. Or low tires. Or anything less than seat-adjusters that adjust. Heaters that heat. Defrosters that defrost.

Obviously, the thing we try hardest for is just to be nice. To start you out right with a new car, like a lively, super-torque Ford, and a pleasant smile. To know, say, where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.



**Celebrate
with the
winning taste
of Pepsi!**



**The Pepsi Challenge
showed who won.**

Over 275,000 Southern Californians
have taken The Pepsi Challenge.
60.12% prefer Pepsi over Coca-Cola.
So celebrate, with the winning
taste of Pepsi!

THE ULTIMATE TASTE CHALLENGE

CHALLENGES SO FAR:
13,155

56%
PREFER THE TASTE OF
PEPSI
OVER COKE*

*Among consumers who stated a preference between Pepsi and Coca-Cola in our national blind Pepsi Ultimate Taste Challenge

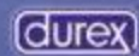


The graphic features a blue Pepsi can with a red and white striped straw. To its right is a tilted red Coca-Cola can. A bar chart on the left shows a blue bar for Pepsi and a shorter white bar for Coke, with a callout indicating 56% preference for Pepsi. The background is dark blue with white and red text and logos.



To all those who use
our competitors' products:

Happy Father's Day.



DON'T JOIN THE ARMY.
DON'T LEARN NEW SKILLS.
DON'T TRAVEL THE WORLD.
DON'T MAKE A DIFFERENCE.
DON'T PROVE PEOPLE WRONG.
DON'T SURPRISE YOURSELF.
DON'T BECOME A BETTER YOU.

 **Search Army Jobs**



Provocation

- tell audience not to buy
- out of their league (reverse psychology)



**DON'T BUY
THIS JACKET**

patagonia
patagonia.com

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time

YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear

YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear

you no longer need

YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear

that is worn out

YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

patagonia
patagonia.com

PLEASE
DO NOT
LICK
THE
PAGE



Intrigue

- Draw in audience
- Secret to be told
- FOMO

...we don't want to tell
just anyone!

We are about to launch a property on to the open market which we believe will attract significant levels of enquiry. We want to inform select local residents prior to its launch so that the property be of interest.

This house is located in one of Reigate's premier areas and offers fantastic scope to extend, refurbish or modernise with planning permission (which we can assist with).

Contact our Reigate team now on **01737 222600** or email **reigate@whiteandsons.co.uk** for further information or to register your initial interest.

White & Sons, 24 High Street, Reigate, Surrey, RH2 9AY.
@WhiteandSons | /WhiteandSons

more than just an agent...
Sales & Lettings in Dorking, Reigate, Horley and Oxted

See all our properties on...
zoopla **home**

white sons
www.whiteandsons.co.uk

Ssshhh!...

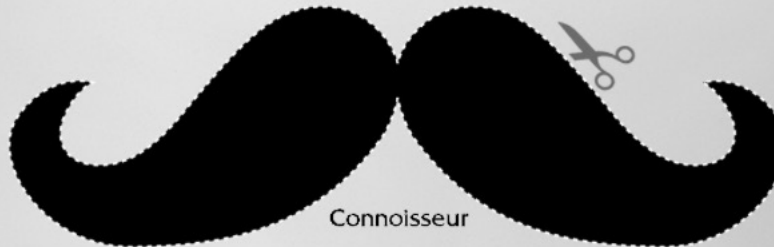
BECOME A MEMBER OF THE SECRET SHERRY SOCIETY.
Disguises and aliases are encouraged.



Alakazam!



Major



Connoisseur



SECRET
SHERRY
SOCIETY

SECRET COCKTAIL TASTING

VILLA VICTORIA CENTER *for the ARTS*

MAY 18TH 6 -9 PM

85 WEST NEWTON ST., BOSTON, MA 02118

www.secretsherrysocietyvault.com



ARMANI
code
the secret code of women

GIORGIO ARMANI





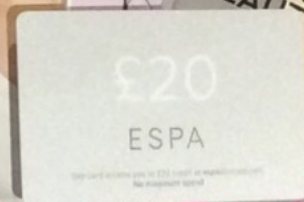
Gimmicks

- Promotional giveaways, samples
- Vouchers, coupons
- Eye-catching tricks (can work if linked to audience)



“6 airbags with 8 protection points to absorb any impact.”







THE BODY SHOP MEMBERS' EVENT

ON 19 & 20 NOVEMBER

30% OFF
PLUS A
FREE GIFT WORTH £20*

When you spend £30 after discounts applied, while stocks last



Shopping in-store? Bring ID or member card

Shopping online? Use code: GIFT at checkout

* Terms & Conditions apply. Full Terms and Conditions are available at www.thebodyshop.co.uk

THE BODY SHOP.

and many others...

- Scarcity and Urgency
- Highlight your brand Flaws
- Reposition the Competition
- Benefits over Function
- Social Proof
- Nostalgia
- Shock tactics
- Humour / comedy

D&AD Walkers brief



- humour: gentle, family friendly
- raise a chuckle rather than belly laugh
- current comedy actor – Asim Choudry
- voice over Paddy McGuinness
- “When life gives you potatoes, make crisps”
- Cheeky previous ads – Gary Lineker 1990’s

D&AD Walkers brief



- Insights from the brief:
- Comic Relief Smiles fun campaigns – explore how / where your idea might become an extension
 - Raise a smile campaign uses emojis
- crisps are just a small thing that can make a big difference to a meal –this campaign needs to stay humble and not be too lofty
- push **small actions that will add up**
- **don't trivialise** mental health/mental wellbeing

D&AD Walkers brief



- Insights from the brief:
- If the opportunity is big and the idea is strong Walkers have the clout to bring in some **big name** partners and make things happen!
- Rock musicians, footballers, celebrities, Hollywood Stars, A-listers... who would you use?

D&AD Walkers brief



- Multiple touchpoints
- Walkers' packaging and flavours
- **idea must centre around social media**

D&AD Walkers brief



- help people to **change a moment** and bring some levity and enjoyment to their day

For next week – last session

- Continue to generate **lots of original ideas!**
 - **Develop strongest** idea further
 - **Mock-up larger and clearly** (on paper fill page)
-
- **Bring all progress** in your **visual diary** – last session before submission.