

**TODAY'S LECTURE
IS CANCELLED**

Disruption in advertising

In the 21st century the advertising landscape is cluttered. So how can you make sure your message reaches your target audience?

DISRUPT

Disruptive advertising is any creative campaign that breaks out of the typical industry approach in a way that transcends traditional advertising.

The telegraph, telephone, transcontinental railroad, wars, economic booms and busts, the automobile, electrification, satellite, air travel, communications, internet, smartphone, space travel and computers all had their roles in disrupting the behaviour of people and business.

The disruption concept was introduced in 1992 by *TBWA's* chairman Jean-Marie Dru. It is a radical change in the marketplace brought about by the overturning of existing conventions. The term 'creative disruption' has both marketing and business applications.

On 1st May 1992 he launched the *Disruption* concept, as a marketing tool, by simultaneously publishing a full-page ad headlined 'Disruption' in the *Wall Street Journal*, the *Frankfurter Allgemeine* and *Le Figaro*. It explained *BDDP*'s (now *TBWA*) disruptive methodology.

The Disruption concept refers to the process of breaking conventions to accelerate movement to the future, without cutting off from the past.

As a methodology, it goes one step further than the concept of creative destruction.

For Jean-Marie Dru, Disruption, as a practical concept, is about bringing radical change, as opposed to incremental, linear change.

Disruption signals a departure from the norm.

Disruptive messaging disrupts the mediocrity in the deluge of advertising the audience are likely to encounter. Creative disruption helps disrupt the normal flow in the way a target processes a massive volume of marketing messaging, so they pause to consider the message they have received.

Audiences have a lower attention span than ever and are unlikely to invest time in things they consider unworthwhile or unremarkable. Disruptive advertising can create an initial impact that traditional methods fall short of achieving. It ensures greater exposure to ads through various channels and devices.

Disruptive models are already here:

Uber, Airbnb, Facebook, Netflix, Apple, Chipotle, Dove, Nike, Booking.com, Ryanair, Red Bull, etc.

Consumers are clever and appreciate creativity and innovation. Today it's a matter of leveraging technologies and channels to reach them.

Techniques to create disruption are as boundless as creativity, but can include:

- **Contrasting messages**
- **Unusual or out of place presentation or placement**
- **Exaggerated presentation**
- **Intensely targeted messaging**

‘Brands that are perceived to be creative and disruptive perform best, generating an average brand value growth of 154%’ (*Marketing Week*)

There are risks

While the potential is huge, disruptive advertising is not without risk. It is harder to predict results than with traditional advertising. A particularly big risk is that it is impossible to predict the conditions you will release the new advertising into. A news story, the political climate or social media can mean your campaign does more harm than good.

Patagonia

Outdoor clothing company *Patagonia* applied reverse psychology with their 'Don't Buy This Jacket'.

They weren't trying to compound people, rather communicate the meaningful message of: 'don't buy something you don't need.'

DON'T BUY THIS JACKET



THIS SEASON, SHARE SOME VALUES
Learn more about our Common Threads Initiative,
and take the pledge to reduce consumption

TAKE THE PLEDGE



By doing so the company drew attention to its brand ethos of crafting outdoor gear that was hard-wearing and kind to the environment, and their other offering – a clothing repair service that allows customers to extend the usefulness of their Patagonia clothing. It reinforced their brand values and increased customer desire.

Dove

Dove's 'Real Beauty' campaigns were extremely successful. Seeing a rise in discourse about unrealistic beauty standards in cosmetics advertising, Dove created a campaign based around the fuller-figured women alienated by this marketing. They then developed the campaign to challenge many other traditional notions of beauty. It changed their brand perception because it showed women happy, healthy versions of themselves.



new Dove Firming.
As tested on real curves.

Dove
Firming Range





☐ boy?

☐ babe?

Is hair length a true measure of beauty? Join the beauty debate.

campaignforrealbeauty.com  | *Dove*



☐ bald?

☐ beautiful?

campaignforrealbeauty.ca



| *Dove*



☐ fat?

☐ fit?

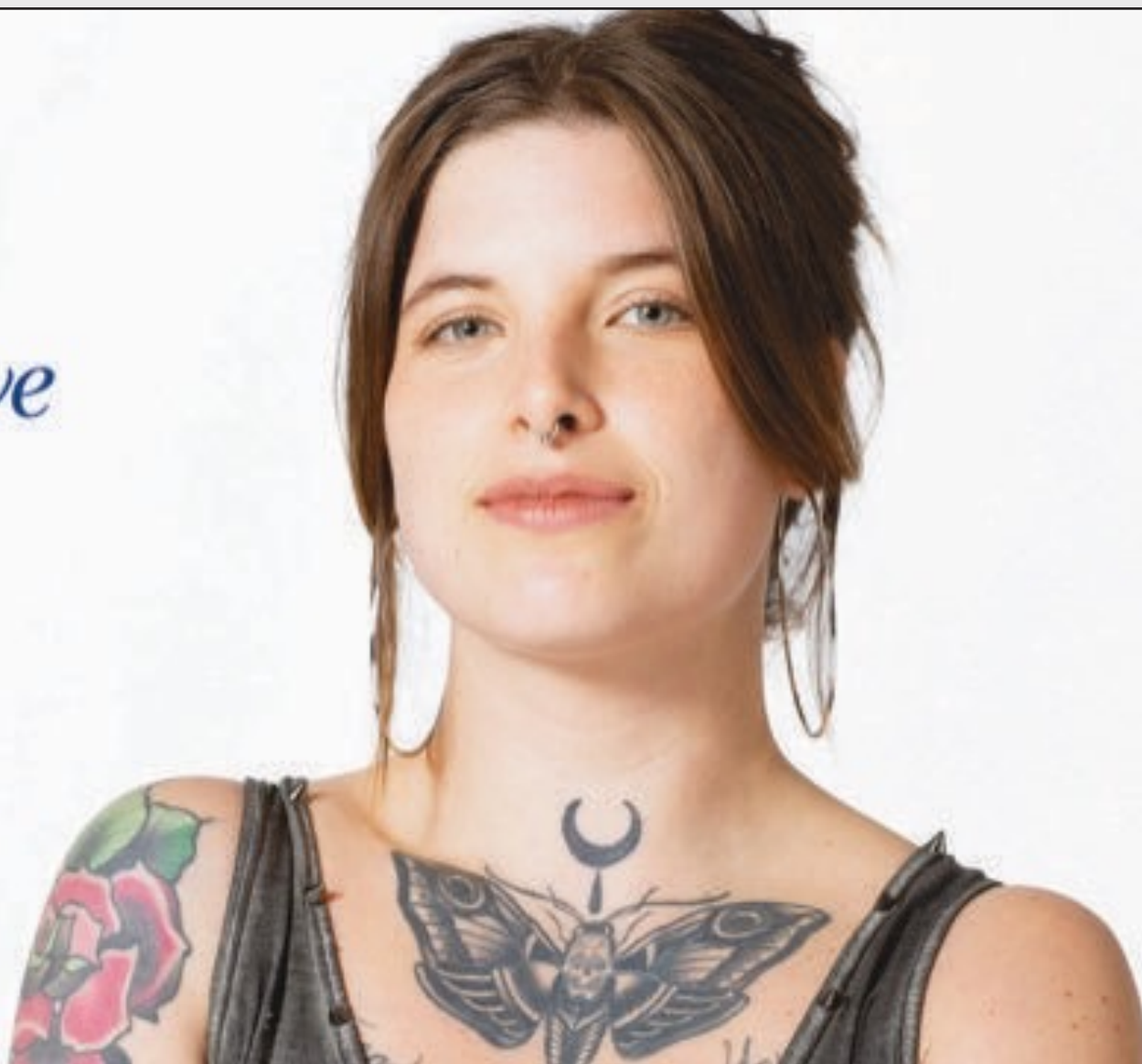
Does true beauty only squeeze into size 8? Join the beauty debate.

campaignforrealbeauty.co.uk  | *Dove*

Dove



Beyoncé



no digital
distortion

Dove's figures soar as 'real women' give beauty a new face

MELISSA KENT

An advertising campaign which stars curvy women instead of stick-thin models has pushed sales of Dove beauty products up 30 per cent in just a few weeks.

The revolutionary "real women" commercials featuring women with ample thighs, bottoms and breasts are behind a sharp rise in sales of skin firming products, the company claims. Dove's share of the \$30 million moisturiser market has grown by a third to 16.9 per cent nationally since the campaign was launched in late August.

Dove brand manager Brian Taylor said women were sick of images of airbrushed perfection in beauty advertising and wanted to see natural women with real curves.

"People were quite sceptical about launching a range of products using girls who were a little bit bigger but we have been overwhelmed by the consumer support for the campaign," she said.

In Britain, a 600 per cent growth in sales has been attributed to the campaign, which sparked new debate about the portrayal of women in advertising when launched last year.

It stemmed from a survey which found only 2 per cent of women around the world described themselves as beautiful and only 13 per cent were satisfied with their body weight and shape.

In Australia, the skin-care com-



Big success: Dove's sales have soared as a result of its 'real women' commercials, which use models with curvaceous bodies instead of airbrushed, stick-thin figures.

pany is also launching a national competition to find curvaceous women aged 18 to 35 for a calendar.

Professor Ram Ramaswami, head of Curtin University's school of marketing, said a campaign featuring

naturally beautiful women was a clever marketing strategy which instilled confidence in the brand.

"Consumers are quite savvy and realise they are not going to look like a supermodel just because they use a

product, so a campaign like this sends trust," he said.

Melissa Pys, founder of marketing consultancy W Communications Group, said brands which used airbrushed images of models and ac-

tores lacked credibility. "Women are smart enough ... to realise Halle Berry or Sarah Jessica Parker are just paid models and of course they don't really dye their own hair or use Revlon make-up," she said.

“‘Authenticity’ is the new ‘storytelling’ of advertising. The beauty of this campaign is that it’s using the power of its brand to reflect and celebrate the authenticity of its audience - women - by showcasing real people. In the digital age of radical transparency, brands can’t hide behind their own stories anymore.”

This campaign did—and continues to—reflect the truth by putting the scale of the brand to use. ‘*Evolution of Beauty*’ and ‘*Real Beauty Sketches*’ are the two extensions under this campaign that really leveraged the notion of transparency and authenticity of the digital era.”
(Rei Inamoto, chief creative officer, AKQA)

Nike

Marketing Week reported controversial ad starring NFL quarterback Colin Kaepernick has driven 'record engagement with the brand and helped boost sales.

Nike's CEO said the company is 'very proud' of the 30th anniversary activity for the *Just Do It* campaign. The campaign features athletes including tennis star Serena Williams, American footballers Odell Beckham Jr. and Shaquem Griffin, skateboarder Lacey Baker and Kaepernick.

Nike said: 'We're motivated to inspire our consumers to connect and engage.'

Nike was both praised and criticised for the campaign, with Kaepernick in particular proving a divisive choice. Kaepernick, a former NFL quarterback for the *San Francisco 49ers*, is known for 'taking the knee' – a reference to his refusal to stand during the national anthem at the start of games as a protest over racism and police brutality. It prompted heated debate from those both for and against his protest.

Dream Crazy



https://www.youtube.com/watch?v=WW2yKSt2C_A

The Army

The 2019 Army recruitment campaign was derived from a well known advertising cliché. The '*Lord Kitchener Wants You*' 1914 advertisement by Alfred Leete depicted Lord Kitchener, the British Secretary of State for War, below the words "WANTS YOU".

It has been widely reported that, despite launching in a flurry of controversy, The British Army's 2019 recruitment campaign, which targets 'snowflakes', 'selfie addicts' and 'me, me, me millennials', is helping drive the biggest recruitment numbers in years.

**ME ME ME
MILLENNIALS**



YOUR ARMY NEEDS
YOU
AND YOUR SELF-BELIEF

YOUR ARMY NEEDS YOU
AND YOUR SELF-BELIEF



**CLASS
CLOWNS**



YOUR ARMY NEEDS
YOU
AND YOUR SPIRIT

YOUR ARMY NEEDS YOU
AND YOUR SPIRIT



**BINGE
GAMERS**



YOUR ARMY NEEDS
YOU
AND YOUR DRIVE

YOUR ARMY NEEDS YOU
AND YOUR DRIVE



**PHONE
ZOMBIES**



YOUR ARMY NEEDS
YOU
AND YOUR FOCUS

YOUR ARMY NEEDS YOU
AND YOUR FOCUS



**SNOW
FLAKES**



YOUR ARMY NEEDS
YOU
AND YOUR COMPASSION

YOUR ARMY NEEDS YOU
AND YOUR COMPASSION



**SELFIE
ADDICTS**



YOUR ARMY NEEDS
YOU
AND YOUR CONFIDENCE

YOUR ARMY NEEDS YOU
AND YOUR CONFIDENCE



BINGE GAMERS



YOUR ARMY NEEDS
YOU
AND YOUR DRIVE

FIND WHERE YOU BELONG

SEARCH [ARMY JOBS](#)



PHONE ZOMBIES



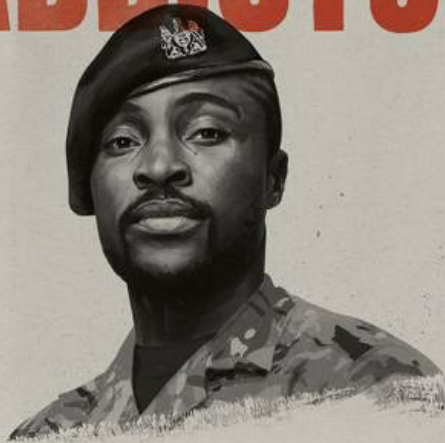
YOUR ARMY NEEDS
YOU
AND YOUR FOCUS

FIND WHERE YOU BELONG

SEARCH [ARMY JOBS](#)



SELFIE ADDICTS



YOUR ARMY NEEDS
YOU
AND YOUR CONFIDENCE

FIND WHERE YOU BELONG

SEARCH [ARMY JOBS](#)



SNOW FLAKES



YOUR ARMY NEEDS
YOU
AND YOUR COMPASSION

FIND WHERE YOU BELONG

SEARCH [ARMY JOBS](#)



In January 2019, 16,000 people applied to join the army. This is an increase of 71%. Website visits for the month were 93% up, with 1.5 million people taking a look online – a two-fold increase on January 2018.

Check this article out:

[https://www.marketingweek.com/
british-army-snowflake-campaign/](https://www.marketingweek.com/british-army-snowflake-campaign/)

‘We’ve had a lot of backlash from certain audiences, but on the day those posters went live we had the highest number of registrations that there had been in the past 12 months,’ (Matthew Waksman, planning director at *Karmarama*)

The campaign suggests that personality traits which are usually perceived as flaws in young people are actually useful to the army (like the 'compassion' of 'snowflakes' or the 'stamina' of gamers').

The campaign was targeted towards 16 to 25-year-olds, based on the insight that 74% of people in that age bracket are 'looking for a job with purpose'.

Studio task

Produce a 'disruption' concept that will fit in with your integrated advertising campaign.