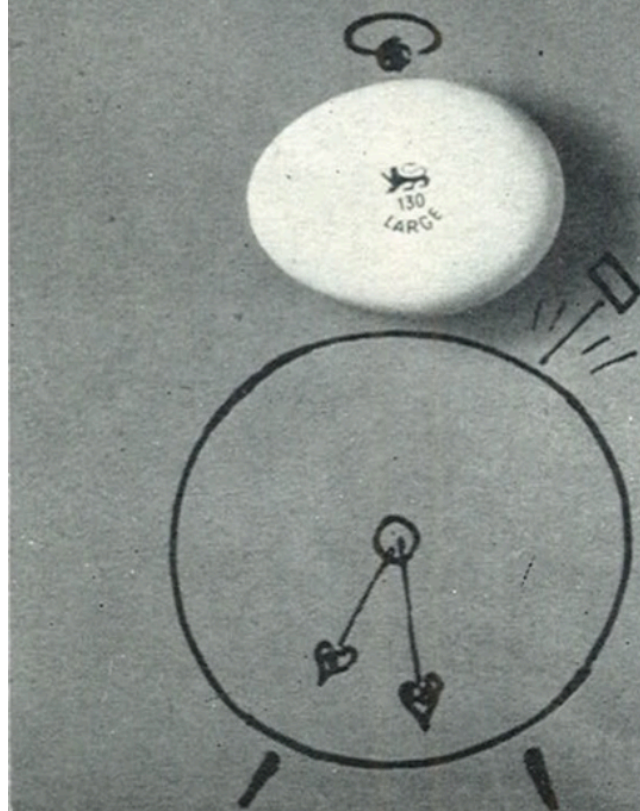


# Go to work on an egg



# Go to Work on An Egg

- advertising slogan used by the UK's Egg Marketing Board
- Spent more than £12 million on campaign, including TV adverts starring comedians Tony Hancock and Patricia Hayes.
  - The commercials were created by British director, Len Fulford (eggman mentioned in Beatles "I am the Walrus").
  - Author Fay Weldon helped to create the campaign

Go to work  
on an egg



GO TO WORK  
ON AN EGG



Go to work  
on an egg



GO TO WORK  
ON AN EGG



# Advertising Terms

# What is the difference between?...

- Key insight...
- Unique Selling Point...
- Single-Minded Proposition...
- “The big idea”

# Solving the problem...

- S.M.P. – the message you want to convey
- ...usually a simple statement communicating one main point...
- ...being single-minded is what makes it powerful and effective
- S.M.P. becomes the foundation that the advertising strategy is based on

# Single-minded Proposition...

- The single-minded proposition for the Egg Marketing Board was that having an egg for breakfast was the best way to start the working day.

# Image/headline/tagline/slogan...

- Go to work on an egg!

# Task

- From your research into your organic food product and your knowledge of your target audience and what the issues are, what is your...
- Single-minded proposition?

# Next week...

- Write your single-minded proposition
- Keep developing your ideas – 30 concepts