

Title: How can brands safeguard from failure?

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Summary of Topic:

I will be looking at whether it is possible for brands safeguard from failure in advertising, I will be doing this by looking through several examples of advertising along with several case studies on how brands have attempted to use these advertising platforms before drawing my conclusion.

Introduction

Public opinion is very important to business now as they rely a lot on word of mouth or social media spread in order to reach a target audience quickly however depending on the opinion this can also have negative effects due to receiving serious backlash from the general public.

This dissertation will be discussing an important question when influence has become very important to businesses in order to survive and thrive, that question is 'How can brands safeguard from failure?' to answer this question we will be going through several chapters, each chapter looking at a different form of advertising commonly used in today's market followed by two or three examples of that type of advertising, after looking at our examples we will then look at two case studies based around big brands and their chosen advertising campaign, tactic and see if it was successful or not via public opinion on the campaign that has been recorded through other sources because although someone can be successful financially it does not mean that they are always liked or famed for their financial successes. After we've looked through our chapters we will be moving onto our summary of what we have looked over and then move onto the conclusion where will we see what answer we get from our studies weather we find that big brands are immune to failures in advertising or not.

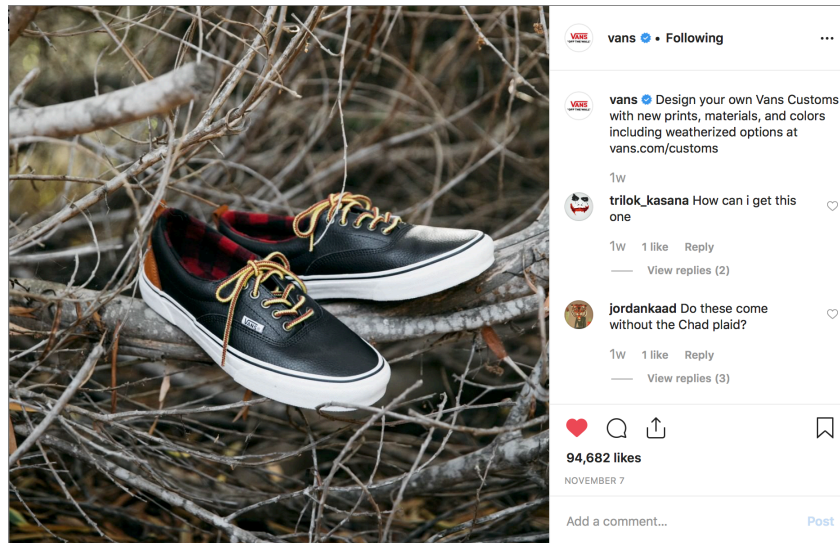
After we have gone through all of this we will then reach the conclusion of this dissertation where I will review all my findings in these case studies I have shown you and attempt to come up with a definitive answer to my question, I hope to find a solid answer that will help me understand how larger businesses work and how they have become so successful and avoided major failures in the process, I also hope to discover if there will be a pattern in my case studies when looking through successful campaigns versus unsuccessful campaigns and see what makes them different and how they got to the level of success they are at.

Chapter 1: Social Media

In recent years social media has become a more cost effective way to advertise a product or a brand and there can be many ways to use social media to promote a brand or product, over the years it has become more and more popular with larger businesses however smaller businesses and upstarts have been using it since its early stages to promote themselves due to a lack of funding or a lack of reach, businesses over the years have begun using several social media sites/applications to promote themselves or their products such as Instagram, Twitter, Facebook and YouTube.

Instagram is a well-known social media site made for uploading and sharing photos within a community however businesses have begun creating accounts on this site and having professional photos taken to advertise their products to their followers e.g. *Doc Martens*

and *Vans* who upload regularly on their accounts to show off new designs and concepts designs of future footwear they will be releasing.



Vans Official Instagram, posted 13th of November 2019, Posted on Instagram

As you can see, *Vans* have used social media to let its fan base know about new products and materials coming into stock for their Vans Custom service which lets consumers create their own pair of *Vans* Shoes.

There is also another tactic that businesses use which is when they try and get 'Shout-outs' from users on Instagram with a high follower count as a way of getting free publicity and promotion in exchange for a free product or a discount for the 'Influencer' and sometimes a discount on products for users who use a discount code given to them from the 'Influencers' post, this appears to be an effective way to promote themselves depending on the incentive they give influencers, giving out discounts and free merchandise might end up cutting into their profit margin depending on how successful their promotion would turn out.



Taken from an article by Nicola Cronin, published in 9th of August 2019, Published on Hopper

In order to be successful in social media advertising you should always try your best to keep the viewer engaged and in favour of your brand/product. *"You are what you share",* (Charles Leadbeater, published in *We Think: The Power of Mass Creativity*, published in 2009)

Twitter is another well-known social media site where its focuses primarily on the posting of status's or stories rather than images like Instagram, Twitter is much more texts based and focuses a lot more on interaction between users on a public platform rather than the visual focus on Instagram. Businesses tend to make public accounts on this site to primarily update fans and followers on upcoming products and events that they will be unveiling to the public but some businesses both small and large have begun to directly interact with users on the site to try and make themselves seem more relatable or approachable to users to increase their reputation and image online with its follower base and product fans.



Image sourced from Twitter.com, Wendy's Official Twitter, Published in 2009

This example is of a popular fast food chain in America where they use their twitter account to interact with customers and spread awareness of new offers and products, they are seen as a popular twitter brand channel as they use humour and customer interaction regularly to seem more like minded and similar to the consumer rather than appearing as a large conglomerate.

Although twitter is a great way to reach younger audiences some people tend to find twitter and similar platforms as a negative influence and try their best to avoid them but for businesses trying to reach new markets it's always good to branch out onto new/popular platforms but they must be careful not alienate older/mature audiences and fans of their brand "...you realize that every status update is just a variation on a single request: "Would someone please acknowledge me?" (Marc Maron, published in the book *Attempting Normal*, published on the 30th of April 2013)

YouTube is a video streaming platform with millions of users and millions of videos uploaded daily to the site with a community for almost everything and everyone to be a member of, from let's play videos to educational tutorials and a lot of these creators have gained a huge follower base within the millions for their efforts. Businesses have noticed these video creators and have begun to sponsor them and sometimes even offer them brand deals to try and draw the creators fan base in to join the businesses larger community and fan base, most of the time it's similar to Instagram where businesses supply creators with discount codes for their fan base to use in order to attract more potential customers.

As we can see from the image examples previously mentioned above when talking about Instagram and twitter, businesses have begun using a wide variety of social media marketing strategies, from using influencers to promote their brand/products to interacting with consumers themselves by creating their own social media accounts, using a variety of platforms today is a great way to reach a wider audience and spread awareness of your brand much quicker than businesses are used to *"Social media spark a revelation that we, the people, have a voice..." (Brian Solis, published in Engage: The Complete Guide for Brands and Businesses to Build, Cultivate and Measure Success in The New Web, published on February 16th 2010.)*

We will now be looking at 2 case studies where well-known brands have attempted to use social media campaigns to promote their brand to an online audience to varying levels of success.

Case Studies:

Case 1: Red Bull

Red Bull is an energy drink brand that has been around for almost 30 years now providing energy drinks in over 170 different countries starting with the original classic flavour with newer flavours slowly being added to the brand such as Tropical Flavour and now Sugar Free and they have ended up selling over 60 billion cans world wide of their famous energy drink since 1987, since that beginning all those years ago the company has released 4 new flavours over the years. The idea behind the social media campaign they had created was to spread awareness of the extension of the brand by boosting awareness of new flavours and offers that they have on with these new flavours and the special “ Summer Edition” energy drinks for the Australian Market.

To do this they decided that the best way to approach this campaign was by having a strong focus on simplicity of brand creation and how Red Bull paved the way for their promotional teaser before the summer started, the way they got audiences focused on the new look of the cans they decided to incorporate yellow filters across a range of images and videos portraying a congruent theme of tropical with this tactic the brand was twice as likely to be associated with a more summery theme congruent to the hashtags that had been used #thissummer that Summer which had reached a large trending period.

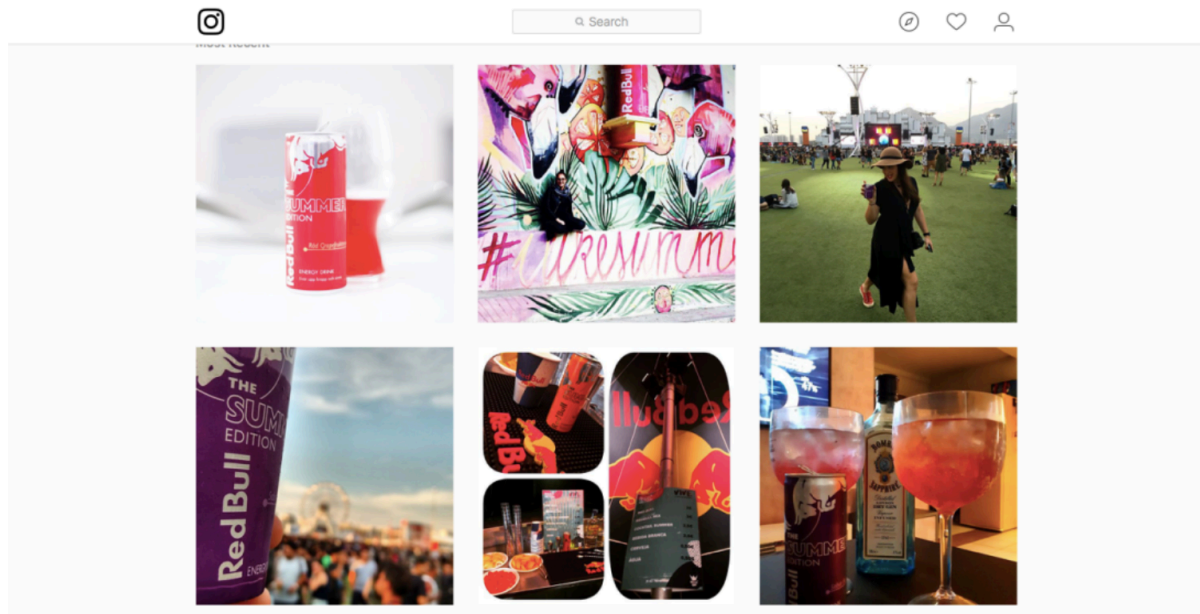


Image taken from an article from Digital Marketing Institute, published on digitalmarketinginstitute.com, published in November 2017

The intended target market for this campaign are active social media users eighteen years or older who tend to have a very busy or active social lives, they enjoy being around people and tend to always be doing something active or time consuming so a boost of energy is very welcoming to them as they are the types of people who would be trying to juggle several tasks in both social and professional areas and maybe struggling to keep on top of it all.

As a result of this social media campaign the company had seen a huge increase of top-of-mind awareness and favourability as well as reaching more than 1.2 million new consumers and increasing their overall market reach. Overall this simple social media campaign seemed

very effective with very little effort or cost being sacrificed in the process making this campaign cost effective and overall successful due to the amount of interaction the posts had received and the posts sent in by customers.

Case 2: Snapchat

Snapchat is a social media platform that uses a system of sending images or brief videos that are deleted after viewing by the recipient, they were founded in 2011 however in recent years have slowly been losing users and celebrity endorsements, one of these endorsements cost the company near \$1.3 billion when Kylie Jenner made a damning tweet about the platform, costing them a large chunk of their user base around 650 million active users as well as a huge financial loss. Along with their new UI update that featured more ads things haven't been looking good for the company as they seem to be losing more and more users

The idea was to create a new campaign that encourages more interaction from users and to create a more community focused environment on the platform, they decided on creating a campaign that used simple group based games that you would take part in at social gatherings such as 'Would you rather' and 'Never have I ever' however after it had begun it didn't take long for backlash to come around to the company as they put up a 'Would you rather' stating would you rather 'Punch Chris Brown' or 'Slap Rhianna', at the time this was

very controversial as it was common knowledge that Rhianna had been abused by her boyfriend at the time Chris brown.

The target for this campaign was clearly aimed for active users who are avid social media users and like to be updated regularly on current events however, I think there was a second audience which were users who aren't as active anymore but were looking for a new level of entertainment on the platform, these people are looking for something to help pass the time and usually don't have much going on outside of their regular day to day routines and are usually around the ages of fifteen to their mid-twenties



Image taken from an article IMPACT, published on IMPACT Learning Centre, published in May 29th, 2019

As a result of this backlash the company lost a further \$630 million dollars and another 650 million users from its active user count with further celebrity endorsement pulling out with Rhianna refusing to accept apologies from Snapchat and as a result a lot of her fans also left the platform.

Chapter analysis

As we can see the 2 brands above are both large well-known brands who would have had a similar age demographic for their target audience during advertising however these 2 brands have gone down different routes in order to reach their goal with different levels of success, where Red Bull decided to use current trends at the time to help with the momentum of their campaign and spread awareness of their new products to a wider audience thanks to help from trending hashtags and summer themes that were going on at the time. Snapchat although they tried to be more engaging with their community and active users, they fumbled the campaign costing them a large amount of their overall income and a huge amount of their user base due to lack of support from celebrity endorsements after the backlash they received.

Chapter 2: Out of House Advertising

Out of House Advertising is a form advertising that takes place outside of a person's home, the person would tend to see these things during their day to day out of home routine and the person would most likely see these advertisements during a commute or walking around a populated area, it's one of the more common styles of advertising seen around urban areas and are for promotion of a brand or promoting a product to a large audience all at once however depending on what style of Out of House Advertising you go with it can be varied due to several factors such as sizes with small bus stop single sheet billboards up to large scale billboards which can be up to 96-sheet size along multiple variables coming into play such as location, number of advertisements, how long the advertisement would be up etc. Airoutdoor for example can charge up to £600 for a 96-sheet billboard space.



Taken from an article on Creative Bloq, published in July 5th, 2019, image credited to Publicis

One of the more common types of Out of House Advertising you see on a day to day basis are billboard advertisements, the types of advertisements are seen usually in areas with a high foot traffic and in not so busy road traffic areas as to avoid any road accidents due to distractions, these billboards are usually rented for a certain amount of time through a third party company that actually owns the billboard space, like discussed earlier this can be costly depending on its location and its size but can reach a large array of people in a short span of time and is one of the more traditional ways of spreading a message quickly to a large audience. *"Our ability to create change in others is often and importantly grounded in shared personal relationships..." (Pre-Suasion: A Revolutionary Way to Influence and Persuade by Robert B. Cialdini published in September 6th, 2016)*



Taken from an article on Econsultancy, published in 2017, May 18th, Article by Ben Davis

Another well-known and seen piece of Out of House Advertisement that gets noticed are Street Furniture, these are most commonly seen on bus stops in inner city locations, these digital signs are located on digital boards that tend to be fitted on more modern bus stops and help centres/emergency bank and phone station in inner city areas where once again a company would rent the space from the owner of the board/station but unlike billboards

the digital boards usually rotate through several advertisements meaning multiple businesses can advertise in the same spot for specific amounts of time throughout the day alongside other businesses although in a smaller scale they appear in much larger numbers than billboards due to the compact sized in comparison and due to this size are placed in more common areas where foot traffic normally passes through where billboards can't reach an audience. This is a great way to capture a large audience as a majority of urban audiences are usually commuting via public transport or using kiosks around the area for services so are usually within in reach of most street furniture advertising, David Ogilvy put it best *"...If you're trying to persuade people to do something, or buy something, it seems to me you should use their language."* (David Ogilvy, published in *Confessions of an Advertising Man*, published on August 1st, 2004 (Original Posting in 1963)) an examples of this form of advertising is when JCDecaux was helping with a D&AD campaign called 'London is Open' when JCDecaux put up several of this boards up and down Oxford Street in London, these signs cost business around £1000 to hire due to the location they had been set up, it was a famous area and was one of the major foot traffic spots in the London area.



Advert for a Public Transport – “Keep Holland Clean Foundation” company. (Advertising Agency: GREY Amsterdam)

One form of Out of House advert is something called Transit Advertising where a business would pay to place a livery wrap on a vehicle such as a bus or taxi which are commonly seen around urban areas or even placed on company vehicles, this way the brand becomes mobile and is seen by a lot more people within a faster time and isn't necessarily stuck in one location most commonly seen on public transport vehicles like mentioned early it can also be seen on company cars, work vehicles such as Vans/Lorry's and on much bigger scales such as aeroplanes with this style of advertising you are limited to what you can add to the work that will be attached to the transit vehicle depending on the space as well as how much time a viewer will have to see the work and the information on it depending on distance, speed of the vehicle and the size so depending on size of the work space you can be stuck with limited or sometimes vague copy on your advertisement. Businesses need to use as many tools of their trade as possible in order to sell their product or their brand to

the public, advertising is one of those tools and can be used almost anywhere and is crucial to getting their message across, it was found on a research article done by 3M that an estimated 3000 people would be in a high traffic area when a transit ad was presented to them, not all of these people would be the demographic that the ad was focused at but it is still a large quantity of viewers to have in one go. *“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but no one else does.” (Stuart Britt, Marketing Management and Administrative Action, published on February 1st, 1978)*

We'll now start looking into some case studies that look into 2 well-known brands and how they have used Out of House Advertising and we can see how successful they were in the eyes of the general public but remember, we will be looking at how the public feels on the subject and not how much they made financially because as we discussed in the introduction money doesn't not equal likeability in most cases.

Case 1: Sony Graffiti Campaign

In 2005 Sony was beginning to compete in the handheld gaming market with their new portable *PlayStation* or PSP, their biggest competitor at the time was *Nintendo* who at the time had cornered the market with their already existing portable gaming devices so Sony came up with a creative way of advertising to a new market that they hadn't tapped into before, they tried to connect with a more Urban youth audience that spent more time on the go rather than at home with friends and family, they knew that they in order to tap into

this new market they would need a new strategy that didn't seem as corporate or flashy than previous campaigns so they came up with a new form of advertising that hadn't used before.



Image taken from an article by Nick Carson, published on February 21st, 2019, published on Creative Bloq

The idea was simple, Sony hired several graffiti artists in several major cities across the globe to graffiti their advertisement/message onto major buildings in these cities for passing by foot traffic to see, the expectation was for word of mouth to spread as well as social media and news activity about this new graffiti popping up over the world in major locations and grab the attention of their new demographic and hopefully building a connection with them with this guerrilla styled campaign rather than spending large amounts on billboards however the reaction was not what they had expected.



Image taken from an article by Nick Carson, published on February 21st 2019, published on

Creative Bloq

Their target audience saw through there guerrilla campaign and decide to respond publicly by going out to these spots that had been graffitied and graffiti over them with their own message and sharing it publicly as well as allowing foot traffic to see their new message that had been placed over the older message by Sony news spread quickly about this corporate rebellion and was an embarrassing blow for the company given by the public opinion of the time.

Case 2: Corona World Ocean Day

In June of last year Corona decided to create a campaign that revolved around world ocean day, they bought a large billboard space on Old Street in London and created a huge sculpture which depicted a famous Australian actor by the name of Chris Hemsworth surfing on a large wave of plastic waste made of bottles wrappers and other forms of plastic waste, this was a huge 3D sculpture that protruded out of the billboard space and was created with the intent for passers-by to get involved by dropping off their own plastic waste to be used to further develop the plastic wave that was being created in this piece of advertising.



sourced from an article by Nikki Gilliland, published in September 18th, 2018, published on Econsultancy

Corona decided with this campaign to focus on one key location for their installation rather than creating similar smaller pieces in several other locations so they could focus on one large and well-crafted piece that would be noticed and talked about by passers-by and get people more involved with the campaign, interacting with their audience rather than just talking at them, the idea worked well as many members of the passing foot traffic were dropping off litter and talking about over social media, spreading awareness of both the corona brand and the World Oceans Day campaigns that was created to spread awareness of ocean pollution.

With it spreading across social media and more and more people flocking to the area to drop off waste and take photos for their own social media the campaign became a great success and fulfilled its job of spreading awareness of pollution in our oceans as well as promoting corona as a brand that gets involved in good causes which most likely improved its standing significantly as people enjoy seeing brands that take part in 'Social Good'

Chapter Analysis

As we can see here 2 brands have both gone with more unique forms of Out of House Advertising with varying results, while one went for a much more urban low budget looking campaign to reach their new audience however due to their large popularity in the mainstream the sub cultured they attempted to target quickly rebelled against the campaign causing some embarrassment to the company as they went for a rather rapid

image change in order to quickly secure a new sub culture as their new target audience while the other used current themes and current news to elevate themselves similar to how Red Bull did in their campaign mentioned in the previous chapter case study although with the extra engagement from its audience by making it an interactive piece it helped word spread quickly over social media. We are starting to see a pattern forming between these 2 chapters now, we're seeing that large brands are being successful when taking in part in current trends while others are failing when experimenting outside of their current formulas without help from current trends.

Chapter 3: Guerrilla Advertising

Guerrilla Advertising is a cost effective form of advertising that relies on surprising the consumer or target audience by using sudden and unconventional styles of advertising their product or brand in a series of campaigns that catch the consumer off guard leaving them intrigued if somewhat confused during their day to day routines during, the phrase 'Guerrilla Advertising' was coined in the 1980's by the late business writer Jay Conrad Levinson who had written several books about the strategy, the main focus of this tactic is the creativity behind it as the costs are usually varied in this field and rely on unconventional and unique idea to shock the audience they are targeting. Seeing as Guerrilla advertising can be done in so many different ways and all seemingly self-explanatory, we will be looking at a few more examples than our previous chapters before looking into our case studies.

One form of this type of advertising is when a brand decides to 'Ambush' an event, this usually means that the business/brand or brand advertises itself in a public event such as a concert or a conference usually without getting permission from the hosts of the event, the advertisement would usually be pretty noticeable and draw a lot of attention to itself and as a result it draws a lot of controversial attention by ambushing the event the brand is leveraging the audience of an in-progress event and promote their product/brand image to an enclosed audience. An example of this type of this is when Rona, a China-based home improvement company had a banner placed under an iPod billboard to promote their paint line, doing this resulted in people being forced to see both iPod and Rona at once capturing 2 audiences all at once although this wasn't during an event it's in very close proximity to an existing brand and its already established billboard that was purposed for a separate target audience. With Guerrilla advertising it usually ends up being based around quality of creative work rather than the quantity of work to draw in an audience, *"you don't need many. You need only one good one."* (Jay Conrad Levinson, *Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business*, published in May 22nd, 2007 originally published in 1984 March 1st.)



Taken from a blog post on Ambush Marketing on word press, published on the 7th of May

2014

Another form of guerrilla advertising that we can look at is ambient advertising, ambient advertising is usually seen around areas with a large foot drop or foot traffic passing through it or an area where its safe for vehicles to see the ad, ambient ads are a way for brands to use the environment to their advantage and create unique and unconventional advertising pieces which are made to intrigue viewers and passers-by and hopefully these ads will become a topic of conversation with people and news will quickly spread around about the brand and its new advertising campaign, it's a great way for business to spark interest in their brand or product quickly by using more creative ways of reach their target audience and spread through word of mouth and social media quickly thanks to the unconventional and creative tactics used. The key behind creative guerrilla advertising is memorability, if people remember your ad they're more likely to tell friends increasing the spread through word of mouth or more likely to take more interest in your brand "...the brain uses images to help the conscious mind understand." Jay Conrad Levinson, *Guerrilla Marketing: Easy and*

Inexpensive Strategies for Making Big Profits from Your Small Business, published in May 22nd, 2007 originally published in 1984 March 1st.



Image of Tyskie beer using a shop front as an ambient advertising location, sourced from an article from Bored Panda, published in 2009 by 'Tom'

One more style of guerrilla advertising that a lot of smaller or local businesses tend to use is Guerrilla sticker advertising, this is essentially when business print of a large quantity of stickers with the brand image or logo or some kind of message and would proceed to go around and place the stickers over several locations and high traffic areas, these stickers usually have minimal information but can be placed almost anywhere where they can stick, usually seen on lamp posts, walls benches and other street furniture although they don't hold a lot of information they tend to spark interest as passers-by keep seeing them on their day to day routines and travels through urban areas. This is a common practice of smaller businesses or upstarts as it's a cost-effective way to advertise around their local area and

spread awareness of the brand, although it's on a smaller scale than most larger businesses advertising strategies it can be effective if done correctly however, the business would need to make sure that they would have the permissions to place these stickers in the area and on property or they could face legal actions due to what would appear to be acts of vandalism. *"Traditional marketing identifies the heavy weapons of marketing: radio, TV, newspaper, magazines, direct mail, and the internet."* Jay Conrad Levinson, *Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business*, published in May 22nd, 2007 originally published in 1984 March 1st.



Taken from an article posted on biterbels, published on November 20th, 2012 by Diana Adams

A more artistic approach to advertising that's used in this genre of advertising is graffiti/clean graffiti, the clean graffiti aspect of this style of advertising uses stencils and usually a form of high-pressure water washer where they use the pressure washer to clean through the stencil to create a form of branding that would usually be seen on a pavement or wall or a form of dirty surface that you would see on your commute on your day to day life, clean graffiti has been deemed as a legal practice however the practice of using paints and aerosol paint cans to create art in public areas is deemed as vandalism and therefore, has been deemed illegal unless the person doing the work has a permit or permission from the property owner.



Image taken from an article published on Complex by Julie Fishman, published on December 15th in 2011

Case Studies:

Case 1: Tinder seeding college parties in America



Image taken from an article published by Melissa Tang, published on 12th of May 2017 on

referralcandy

Tinder is a dating app that is targeted at a younger demographic, primarily focused on the age group of 18 to 25 and focuses on users who are keen followers of social media trends and enjoy an active social life and don't mind getting to know new people when put in social situations, these people would be looking for companionship or someone to confide in as well and would like to see themselves as a romantic sort of person.

When tinder has first began the app wasn't well known straight away as expected so Tinder had an idea to spread awareness of the brand, a controversial tactic was used that is still in question today where the creators invited groups of their friends and family to join them on the app as they went on tours around American colleges and began organising parties in these colleges and invited a crowd of attractive men and women who were also on the Tinder app along with some influencer of the time.

The news of these parties soon spread to other colleges and around the younger generation of students about these attractive people showing up to colleges and throwing these large-scale parties on behalf of tinder and soon people began to check out the app and began using it a lot more, in the time this campaign was active the user count jumped from 5000 to 15000 users.

Case 2: Turner Broadcasting Boston Bomb Scare



Image taken from an archived article on Boston.com, published in January 31st, 2017

On January 31st, 2007 the Turner Broadcasting company were planning on releasing a new movie to audiences in America and decided the best way to creatively advertise this movie is by creating several LED based placards that depicted characters from the upcoming movie and place them all around Boston and when it became dark the LED's would begin to animate themselves, changing form and becoming different characters or scenes from the movie.

The idea soon soured as some of the animations depicted devices that appeared to look like explosive devices and explosions, what made the problem worse was the fact that a majority of these placards were place around several populated areas where large amounts of foot traffic would pass through on a regular basis, this terrified the public and the media took this and turned it into a city-wide bomb scare where people were terrified of explosives been planted all around the city waiting go off with emergency services scrambling to find all the devices only to find out they were simple LED placards.

As a result, the Turn Broadcasting company was taken to court where they accepted blame for the bomb scare and paid a fine of \$2 million to the city of Boston for damages and duress to its citizens a significant blow to the broadcasting company and the movie they were trying to promote to the public.

Chapter Analysis:

Looking at the two forms of Guerrilla advertising we can see that there is a fine line between creative and dangerous, where one brand used the interests of their target audiences as a way to create a new and interesting advertising campaign that involves existing and possible new users getting together in an actual real-life space and spreading awareness through word of mouth and social media spreading the brand name around through a network of colleges around America causing a rapid increase in active users in America, our other brand however caused a major controversy and scare around the people of a major populated city, although the idea was creative and thought out the reaction had been a huge scare in the public eye causing a huge financial loss after legal action was taken against the company that attempted this idea.

Overall Guerrilla advertising seems to be very difficult to master, you can be as creative as you want with this or try and save as much money as possible in the process of spreading the brand around however you can never accurately predict the reactions of the target audience. There are also so many ways of guerrilla advertising and so much choice to choose from and very few rules within the genre so it can be difficult to decide on a fixed idea so many brands end up experimenting with several ideas which is a great way to be when working in a creative industry.

Conclusion

We have looked at 3 different forms of advertising that are commonly used by brands big and small and everywhere in between, we've seen how large brands have attempted to use the forms of advertising and how successful they have been or unsuccessful in their efforts to try new ways of getting their brand across to an audience. Our original question was 'Are big brands immune to advertising failures?' and after looking through our case studies that have been at the end of each chapter it appears that there can be several factors that come into play when creating a successful or failed advertising campaign such as timing, current events and trends and current opinions on the existing brands, as we saw with Sony, they were a large electronics business that tried a change their demographic and target audience far too quickly with a guerrilla styled billboard campaign which received almost instant backlash from its new target audience causing public embarrassment to Sony the timing behind this was very sudden so maybe it was due to the sudden change in a short time to the marketing style that they received the outcome that they got.

If we look at Corona's attempt at an out of house advertising campaign, we can see they had huge success from it due to its timing, how they implemented current events and got on board with a good cause in order for possible consumers to see their brand as joining a 'socially good cause', the timing used in this event mixed with the current events and trends at the time has helped their campaign skyrocket along with help from the creativity behind the design, making it interactive for passers by increasing foot drop to the location of the advertisement spreading news much quicker.

Overall, we can see that big brands are not immune to failures in advertising and most of the failures we've seen in these case studies are down to timing and current events but I

have also seen that advertising in business relies on a lot of thought into placement, timing and some luck as business can never fully predict the reactions of their target audience, I've learnt that even though businesses large or small can spend large amounts on advertising but if they don't follow the trends or try anything creative in their marketing it will not gain anywhere near as much traction as some pieces of guerrilla advertising or out of home advertising however, business still need to do more research into their target audiences before they even get to the creative or development stages of their campaign in order to target the right people and get a good reaction from them in the process, doing so will significantly improve the speed that news spreads about the brand or product they are trying to promote.

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