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Time to Get to Know You!!

Choose an Animal that best resembles your personality

Do not tell the class about your chosen animal instead act it out while **BRIEFLY** narrating to us the following:

1. Full name and nickname
2. Similar traits and/or activities that you share with your chosen animal



EYE-OPENER ACTIVITY

1. In your personal opinion, what is the most effective television advertisement so far in the Philippine industry? Why?
2. In your personal opinion, what is the most ineffective television advertisement so far in the Philippine industry? Why?

ADVERTISING





Marketing

systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

MARKETING MIX



Product	Price	Place	Promotion
Variety	List price	Channels	Advertising
Quality	Discounts	Coverage	Personal selling
Design	Allowances	Locations	Sales promotion
Features	Payment period	Inventory	Public relations
Brand name	Credit terms	Transportation	Direct marketing
Packaging		Logistics	
Services		Assortments	

Marketing and Advertisement

ADVERTISING is always marketing,
but **MARKETING** is not always advertising

Advertising: The paid, persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.

Marketing: The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

Marketing- process of preparing your product for the marketplace. It involves understanding who your potential customers are and what they want to get from your product or service. It is marketing that defines your brand and attracts the market share you want.

Advertising - process of making your product and service known to the marketplace. It is essentially spreading the word about what your company has to offer.

*While **marketing** is the way in which you convince potential buyers that you have the right product for them, **advertising** is how you communicate to them the existence of that product.*

Marketing and Advertisement

Advertising is done through:

- radio and television commercials
- newspaper and magazine ads
- flyers
- brochures
- emails
- web advertisements

Activities involved in marketing a product include:

- Research
- Advertising
- Sales
- Public relations
- Customer service and satisfaction

Introduction and Definition

The word advertising comes from the Latin word "**advertere**" to turn the minds towards"

According to [William J. Stanton](#), "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

According to [American Marketing Association](#) "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

According to [Webster](#), "Advertising is to give public notice or to announce publicity".

According to [Gardner](#), "Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production".

Objectives of Advertising

The fundamental purpose of advertising is **to sell something** - a good, a service, or an idea.

1. To introduce a **new product** by creating interest
2. To support **personal selling** program.
3. To **reach people** inaccessible to salesman.
4. To enter a **new market** or attract a new customers.
5. To light **competition** and increase the sales
6. To enhance the **goodwill** of the enterprise
8. To warn the public against **imitation**

Features of Advertisement

1. Communication

2. Information

3. Persuasion

**4. Profit
Maximisation**

**5. Non-Personal
Presentation**

1. mass communication

**2. informs about benefits of a product.
“complete and true”**

**3. favorable attitude to favorable
actions. Any process attempts
at converting the prospects into
customers.**

**4. not increasing the cost but by
promoting the sales, “higher
sales approach not
higher-cost approach”**

**5. Salesmanship is personal selling
whereas advertising is non-
personal in character, not for
any individual but for all.**

Features of Advertisement

6. Identified Sponsor

7. Consumer Choice

8. Art, Science and Profession

9. Element of Marketing Mix

10. Element of Creativity

6. individual or firm who pays, name of reputed company may increase sales, gets good market because of its identity

7. facilitates choice, "as per budget" Right choice makes consumer happy and satisfied.

8. art = field of creativity, science = organized knowledge, profession = conduct for members.

9. promotion mix, great utility to sell

10. lot of imagination

Key Concepts of Advertising

- Strategy
 - Creative idea
 - Execution
 - Media
- logic and planning
 - to meet objectives
 - direct ads to identified audiences
 - create messages that speak to concerns
 - Advertisers run ads in the most effective media

Key Concepts of Advertising

- Strategy
 - Creative idea
 - Execution
 - Media
- grabs the consumer's attention
 - drives the entire field of advertising

Key Concepts of Advertising

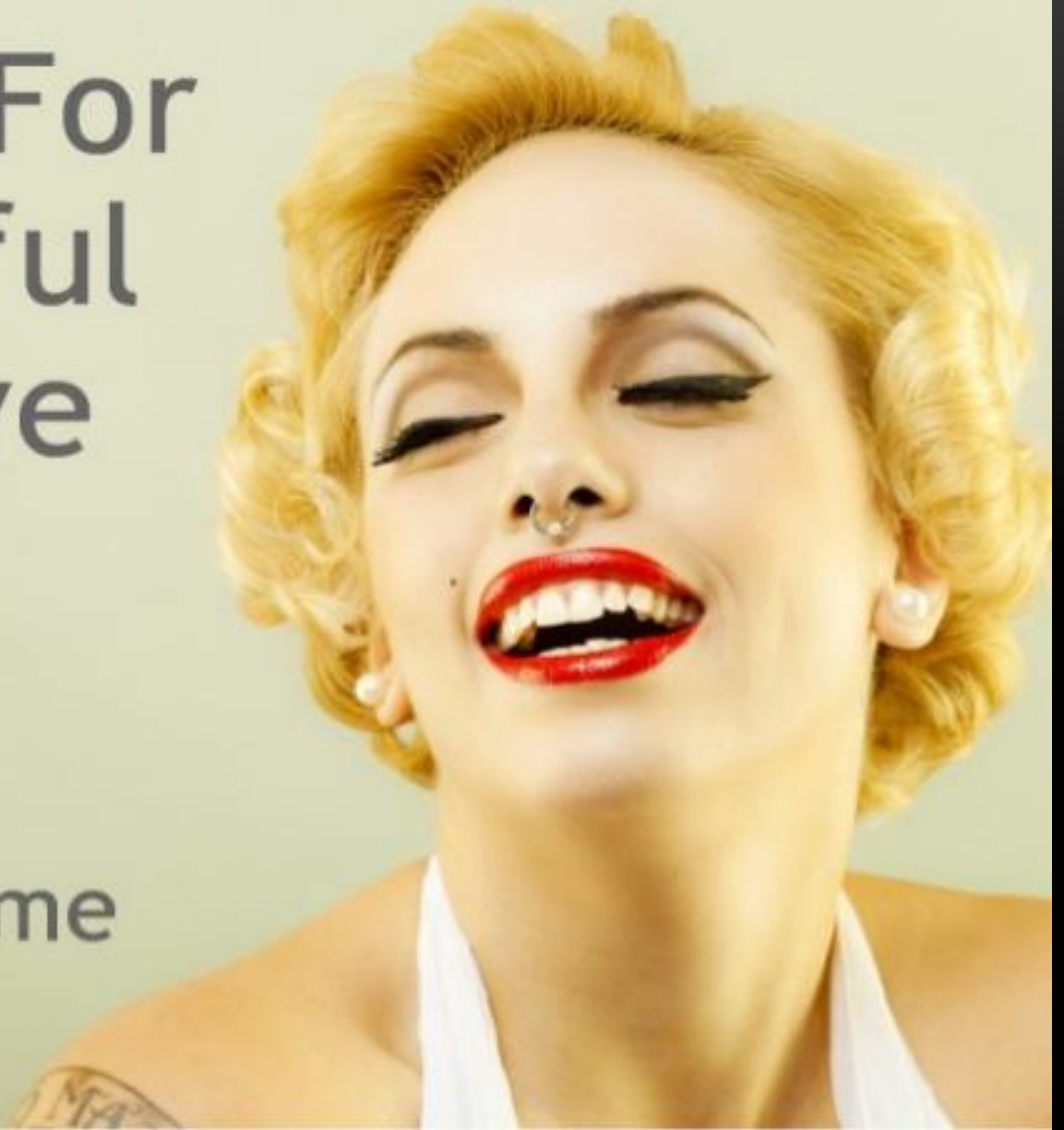
- Strategy
 - Creative idea
 - Execution
 - Media
- Effective ads adhere to the highest values in the industry
 - Clients demand the best production the budget allows

Key Concepts of Advertising

- Strategy
- Creative idea
- Execution
- Media
- **Communication channels that reach a broad audience**
- **How to deliver the message is just as important coming up with the creative idea of the message**

6 Tips For Beautiful Creative Briefs

» play me





I'm Steve McNamara,
your digital host.

Nice to see you.

Let's get right to
those six tips,
shall we?

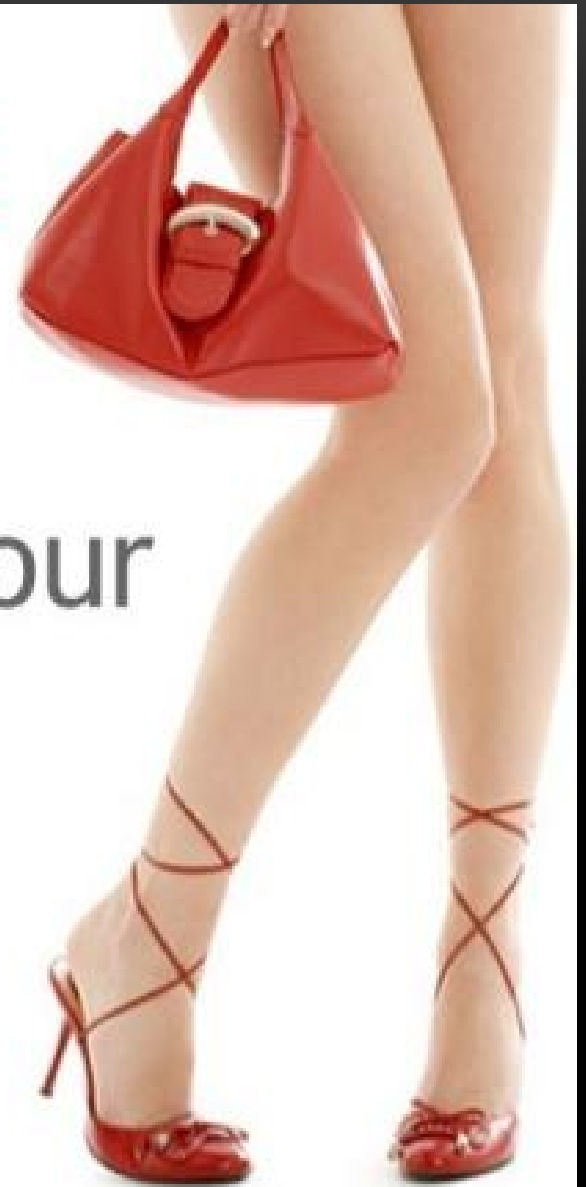


► For starters,
find at least one
consumer insight

A consumer insight
is like a true confession



A consumer insight
is a simple truth
that applies to a
significant set of your
target audience.



A consumer insight
will help you
understand why
people buy, why they
don't buy, or some
other aspect of the
way they behave.



Here's an insight:

“Wives and girlfriends are more likely to buy men's body wash than are men.”

And here it is
expressed in an ad:

A medium shot of a Black man with short hair and a light beard, shirtless, standing in a shower. He is looking directly at the camera with a slight, confident smile. He is holding a red can of Old Spice deodorant in his left hand. The background consists of light-colored square tiles and a beige shower curtain to the right. The lighting is bright and even.

Hello ladies.
Look at your man
now back at me...



Here's an insight:

“Many young adults attend their high school reunion specifically to impress former classmates.”

And here it is
expressed in an ad:



Luxury Car Rentals



► Write a specific,
attainable objective.

The objective should
always be clear and specific.

Never ambiguous or overloaded.

An ugly objective:

“The purpose of this campaign is to raise awareness, generate blogger buzz, and create excitement for the client’s new ElectroQuick by positioning the client as a leader in innovative global technology with a uniquely humanistic yet professional and sophisticated brand image that compares favorably to BigBrand.”

A beautiful objective:

“The purpose of this campaign is to position ElectroQuick as a less expensive, equally effective alternative to BigBrand.”

One way to write a lovely objective is to specify what the audience should think, feel or do

"Why can I not feel?"

"Because you're an insensitive bot."



Example:

The objective of this ad is to get the audience to understand and believe that Mr. Clean cleans the toughest stains



Example:

The objective of this ad
is for the audience to
feel the experience of
wearing a Wonderbra.

Wonderbra®



Example:

The objective of this ad is to get the audience to click and sign up for Netflix with a free trial membership to get started

NETFLIX

Questions? Call 1-866-579-7172 24 hours a day



Buy/Redeem Gift

Member Sign In

1
MONTH
FREE
TRIAL

Watch TV shows & movies
anytime, anywhere.
Only \$7.99 a month.

Start Your Free Month



► Think Strategically,
but not predictably

Think Branding,
Think Positioning &
Think Direct Response



Branding, positioning
& direct are the creative
options that can have the
greatest impact on sales,
profits and the value of a
company.

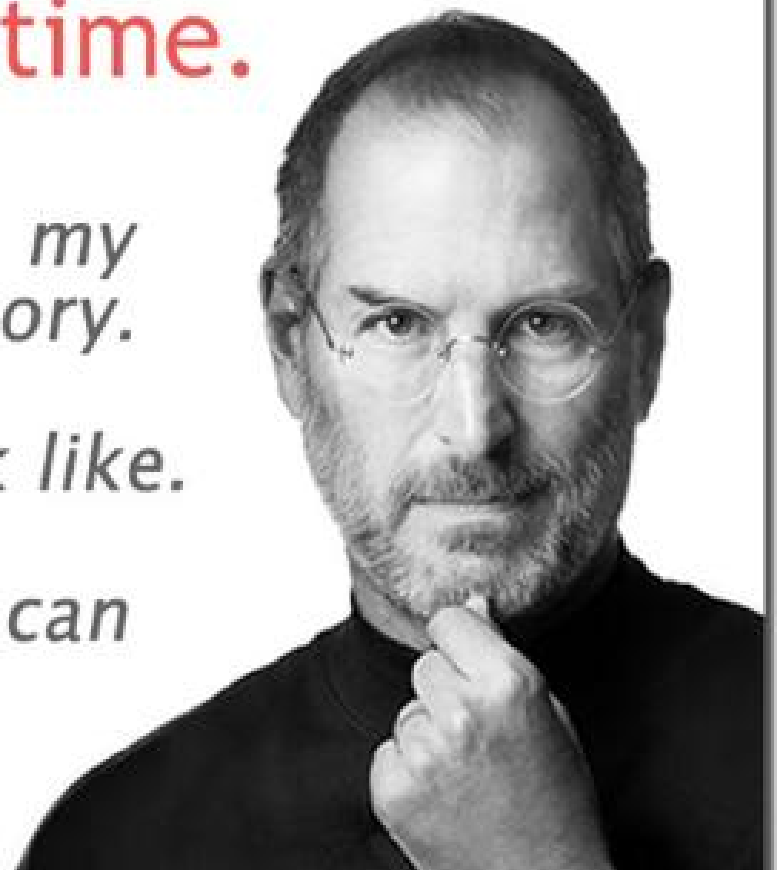
Creative Brief Slideshow

Branding is about telling
your audience the same
thing, all the time.

*“This is who I am, my
personality and story.*

This is what I look like.

*And this is what I can
do for you.”*



Example: Apples's classic branding campaign, *Get A Mac*

*"I'm a PC.
And I'm into
doing fun stuff
too, like pie
charts"*



*"I'm a Mac.
And I'm into
doing fun stuff
like family
movies"*



A full-body image of Ronald McDonald, the iconic mascot for McDonald's. He is depicted in a dynamic, mid-air pose, as if jumping or dancing. He has his signature bright red curly hair, a white face with exaggerated features (large eyes, a wide open mouth showing a red tongue), and a red nose. He is wearing his classic yellow jumpsuit with a red stripe down the center and a red circle with a yellow 'M' on the chest. His sleeves and leggings are red and white horizontally striped. He is wearing bright red shoes with yellow laces. His right arm is raised with a clenched fist, and his left arm is extended outwards. The background is plain white.

McDonald's has the same
look and personality
all around the world.

Creative Brief Slideshow



Creative Brief Slideshow

The Ultimate Driving Machine

Positioning is about
finding a niche in the
prospects mind.

And filling it with
a slogan* that
sticks

Creative Brief Slideshow

** A short phrase that
is differentiating or
memorable ... or both.*



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Direct Response is about
triggering an action
that results
in a sale



Creative Brief Slideshow



in the box

SECRET SOCIETY OF COOL PEOPLE



**FREE
2 TACOS**

Today,
November 16th
after 2pm



► Match
the brief
to the
project

Creative Brief Slideshow



A creative brief
addresses issues
that are specific
to a given project

So a single creative
brief template won't
work for every project



► Create a persona to represent the target audience



Meet Linda.

She's 22, single and recently on her own either at college or her first apartment. While she tends to use the same household cleaning products her mother uses, she is interested in trying products that reflect her sensitivity to the environment. But she is skeptical that "earth friendly" can still be "strong and effective."



► Give prospects and customers a voice in the creative brief

“I can tell you exactly what I like, what I don’t like, and how to sell to me.”



Give prospects and customers a voice in the brief by listening to them

Grab a digital recorder, then get on the phone, or hit the street, and talk to customers.

Creative Brief Slideshow



Give prospects and customers a voice in the brief by interviewing the sales and customer support staff

Ask questions like,
“What is the most unusual or unexpected compliment you’ve heard from a customer?”



Give prospects and
customers a voice in the
brief by collecting quotes
and testimonials

*“I can also give you
an insight or two and
tell you what copy
points work best.”*



EYE-OPENER ACTIVITY

1. In your personal opinion, what is the most effective television advertisement so far in the Philippine industry? Why? briefly explain, support your answer with comic strips of the said advertisement.
2. In your personal opinion, what is the most ineffective television advertisement so far in the Philippine industry? Why? Twist the advertisement to make it effective, dramatize the advertisement in the group with the new favorable twist.

OBJECTIVES OF ADVERTISING

The fundamental purpose of advertising is to sell something – a product, a service or an idea.

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- 2.To support personal selling program.**
- 3.To reach people inaccessible to salesman.**
- 4.To enter a new market.**
- 5.To light competition and increase sales.**
- 6.To enhance the goodwill**
- 7.To improve dealer relations.**
- 8.To warn against imitation.**

Introduction to Integrated Marketing Communications

FACEBOOK: Changing Brand Communications





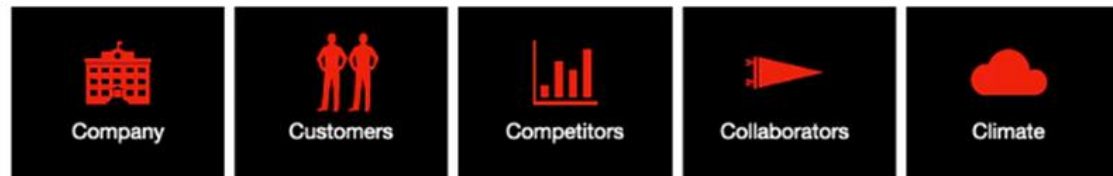
Marketing

systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers

for the mutually advantageous exchange or transfer of products.



Other marketing concepts – 5 Ps, 5 Cs





Marketing VS Advertising

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Introduction to Integrated Marketing Communications

FACEBOOK: Changing Brand Communications

- **2004** - Exclusive Social networking website
- **2005** – available to all, older than 13
- **2006** – anyone with email address can join
- Today, **500 million** users, **70%** outside US
- **50%** of users visit on a daily basis, interacting with **900 million** objects
- In US, it has surpassed Google in terms of market share, 9.9% VS 9.6%
- Free, earning 1.4 billion dollars in 2010

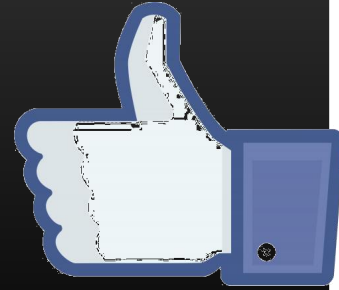


like us on
facebook



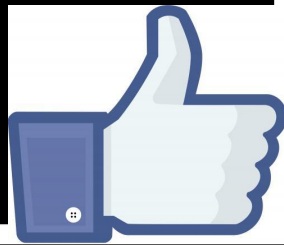
FACEBOOK: Changing Brand Communications

- David Grasso – FB = TV, 1960s
150 million-5 years VS 38years
- FB has changed the landscape of internet
- Rarely used to discover strangers rather strengthen relationships
- allows hyper-target – age, gender, location, birthday, profession, education, status, interests
(lower/eliminate costs)
- introduced the concept target marketing
- actively engaged in consumer feedbacks, first launched Social ads on users acts but removed



FACEBOOK: Changing Brand Communications

- 2009, “Be a fan” – “like”
- unique feature – when liked, automatic on newsfeeds
- FB has changed how brand communicates, other consumer VS direct
- A page becomes a complete portrayal of the brand and its character
- GOOGLE may know what other users say on the internet but it is FACEBOOK that knows why they say it



THE GROWTH OF ADVERTISING AND PROMOTION

The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations

In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions

THE GROWTH OF ADVERTISING AND PROMOTION

In 1980, advertising and sales promotion were the dominant forms of marketing communication used by companies

In United States - \$100 billion expenditures

\$53billion – Media Advertising

\$49billion – Sales Promotion (product samples, coupons, contents, sweepstakes, rebates, etc. . .)

Advertising and promotion spending is expected to increase over the next few years as marketers around the world recognize its value and importance

THE ROLE OF MARKETING

Marketing – never been more important or more pervasive than it is today

- Process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. –AMA
(American Marketing Association)

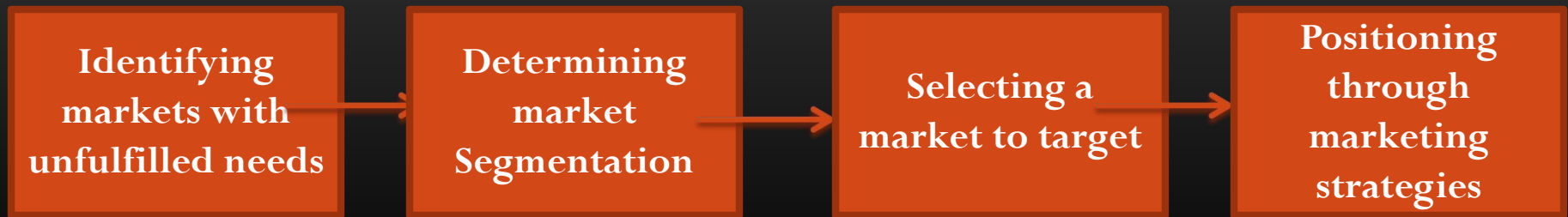
- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, & society at large

MARKETING STRATEGY AND ANALYSIS

1. Opportunity Analysis – careful analysis of the marketplace *Market opportunities – areas where there are favorable demand trends
2. Competitive Analysis – from direct brand competition to indirect forms (substitutes) competing for discretionary income *competitive advantage (*product quality, superior customer service, lowest production cost and low price, dominating channels of distribution, OR good advertising*)

3. Target Market Selection

Target Marketing Process



***consumers are becoming more diverse in needs, attitudes, and lifestyle**

Market Segmentation – dividing up a market into distinct groups that have 1. common needs and 2. will respond similarly to a marketing action

*****The more marketers segment the market, the more precise is their understanding of it, BUT the more the market becomes divided, the fewer consumers there are in each segment
-access and cost of staff***

Bases for segmentation

CONSUMER CHARACTERISTICS

→ *Geographic, Demographic (Gender, Age, Race, Life stage, Birth era, Household size, residence tenure, marital status), Socioeconomic (Income, Education, Occupation), Psychographic (Personality, Values, Lifestyle)*

BUYING SITUATIONS

→ *Outlet type, Benefits sought, usage, awareness & intentions, Behavior*

Selecting a target market

- *Undifferentiated, differentiated, concentrated*

MARKET POSITIONING

Positioning- art and science of fitting the product or service to one or more segments of the broad market in such a way as to set it meaningfully apart from competition

- *Product Attributes & Benefits* – salient attributes (apple)
- *Price / Quality* both
- *Use or Application* (baking soda)
- *Product class* (another product category)
- *Product User* (specific group)
- *Competitor* (Herts “we’re no.2 so we try harder” / sideby side)
- *Cultural symbol* (images)
- *Repositioning* (sales)

Chapter III - BRAND PERSONALITY



Brand Personality



BRAND PERSONALITY

“A set of human characteristics that are attributed to a brand name”

-investopedia.com

- Personality is how the brand behaves
- Gender, age, socio-economic class, psychographic, emotional characteristics

‘Personality traits are what the brand will live and die for’

BRAND PERSONALITY

Five main types:

- 1. Competence**
- 2. Sincerity**
- 3. Ruggedness**
- 4. Excitement**
- 5. Sophistication**





Ben Chan

bench/

bench/

Bench *since 1987*

- ▣ A fashion brand that offers premium quality products at affordable prices. The company has now grown to include a ladies' line, underwear, fragrances, housewares, snacks and other lifestyle products. The company's growth can be attributed to their use of celebrity endorsers, television commercials and giant billboards along the busy streets of the metro.
- ▣ The trademark is derived from the acronym of the founder's first and last names (Ben Chan).





bench/

Mission and Vision

VISION

a recognized world brand among the best world brands.

MISSION

When we create, we inspire,
When we make, we innovate,
when we lead, we serve.

bench/

1991



"A Day in a Sculler's Life"

"Best in Cinematography" at 1991 Philippine Advertising Congress

bench/

Annual Fashion Show

1997



2010

bench/

Annual Fashion Show



Bench/ Universe 2012



BEN CHAN

- ▣ In 1966, the business was converted into a corporation, as it expanded into the distribution of pomade, candles, candies and sauces.
- ▣ By 1974, under the second generation management headed by Ben Chan's brother Manuel Chan, LMC diversified into the manufacturing of snack foods such as “Oishi Prawn Crackers” and “Kirei Yummy Flakes.”



BEN CHAN

- In 1994 Bench opened its first fashion store outside the Philippines in Al-Khobar, Saudi Arabia, soon followed by its first in Shanghai, China. A store soon followed the following year in Kuwait.
- In 1997 Bench pioneered the first underwear show in the Philippines.
- By 2007, on its 20th anniversary, Bench had established stores in Eaglerock, Los Angeles, Riyadh, Saudi Arabia, Bahrain, Guangzhou, Xian, and Dubai, on its road to global retailing. China remains its primary focus with more than 27 company stores and 19 franchises.



BEN CHAN

- ▣ Ben is a legend in marketing strategies, one of the first Filipino entrepreneurs who value the concept of celebrity endorsers and image models.
- ▣ In 1988 Ben hired a young new actor by the name of Richard Gomez, as its first image model. As Gomez's fame increased, so did Bench's, paired with increasingly large and beautiful images of Mr. Gomez along highways and malls in the Philipines.

The logo for Bench, featuring the word "bench/" in white lowercase letters on a red square background.

bench/

“Bench’s secret to its success has been its savvy marketing strategy, ranging from celebrity endorsements to unconventional advertising, even to fashion shows”

- Maricar Manuzon, Philippine Business Magazine

BUSINESS LESSONS

- ▣ Odds are beaten when does one's homework
- ▣ Hold on to one's initial vision... and take that leap of faith with the hope that somehow things would fall properly on the right place
- ▣ Be hands-on and obsessive about details
- ▣ Keep on moving forward. This way copy cats can never catch up.