

The title of my talk today is the **Elements** of Successful Advertising Campaigns.

My talk will be in three parts: First I will **identify** the key **elements** of successful advertising. The second part of my talk will detail the stages of developing a campaign. And the third part will **analyse** one of the most successful campaigns of all time. I will then **summarise** the main points of my talk and draw some **conclusions**.

Part one:

So first of all %96 what are the **elements** of a successful campaign? Most reaserch would broadly agree with Frazer et al that that effective campaigns are **similar** in terms of selling propositions and tone but tend to differ in their **creative strategy, rational** versus emotional appeals and the presence of a brand-differentiating message. So in order to **identify** the key **elements** of a really, good advertising campaign, it is necessary to go back to the beginning and ask the question, what is the person who's paying for the campaign trying to **achieve**? What are that person's objectives, what is it that that person wants to happen as a result of spending money on this advertising campaign? So in order to decide whether it is good or bad, it is first of all most important to understand what it is that the campaign must try and **achieve**. This could be considered to be **obvious**: the aim of advertising is to sell more goods, to sell more services, to sell more bottles of Coca-Cola or jeans - and often, of course, it is simply to sell more of a product. But not always. Sometimes it is to change the **image** of a company. Sometimes it is to change people's views of an **issue**. Sometimes it is to get people to drink less alcohol, to do up their seat belts, to change the way in which they use **energy**, or to stop smoking, as **researched** by Graham et al. So a good or bad advertising campaign depends on what it is there to **achieve**.

Part two

There are typical planning and launch stages of a campaign. These can be looked at in more detail in Hollensen's book which is in my list of **sources**, but here I will just outline the main stages. When considering the different stages of a campaign, the **briefing** is usually the first part of the **process**. So the first stage is to **identify** the **brief** from the client and to agree the **brief** with the client. It is at this stage that the objectives I referred to earlier tend to be agreed- what will make the client happy after this campaign has been aired? The second stage is then to take that **brief** and articulate it for the people in the organisation who have to make recommendations and have ideas about the campaign itself. At this stage, **creative** people are **briefed** to come up with ideas and **media** people to ask, to have ideas about which **channels** those ideas will be seen in. The third stage will be the presentation of those ideas to the client. There is then some **debate** ... that **debate process** can go on for quite a long time until there's agreement. At that point of agreement, the execution **phase** begins. The execution **phase** is where

the **creative** material is produced and space and the places in the **channels** of **distribution** for that material are **purchased**.

### Part three

As an example of a campaign, I will now look **briefly** at one of the most successful new **media** campaigns, from one of the companies that uses new **media** best, which is Nike. Nike, of course, have a young audience who are very literate about the new **media** and therefore live their lives in that **media**. And so rather than simply use advertising on television to talk to this youthful audience, what Nike does is they start seeding viral campaigns. And viral campaigns are pieces of film or pieces of content which they hope will be picked up by **individuals** who see it -perhaps on YouTube - and passed on to their friends with **comments** to say, 'Look at this piece offilm. Isn't it fantastic?' Perhaps the most famous piece of Nike viral was Ronaldinho, the footballer, appearing to be able to, er, lob the ball directly onto the goalpost -er, **goal** bar - and it bouncing back to him, ten times - piece of outrageous skill which is just about believable, and then the viral campaign actually became about was it real or was it faked? So it was not only an entertaining piece of film, but it **generated** its own PR, public-relations exercise, it **generated** its own gossip on the web. The answer was, it was fake. If you are interested in this, you could read a more detailed **analysis** of it, again it's in my **sources**, Miller and Lammas, did some **research** on this.

So to **summarise**, we have looked **briefly** at what makes a successful advertising campaign, and although there are many different **elements**, the most **fundamental** is delivering the campaign, or the message that the client stated. We looked at the different stages in developing a campaign from that point on. And we also looked **briefly** at an example of a new **media** campaign and how effective that can be. So that should give you an overview of the subject, but now it is necessary to look at **specific elements** in more detail.