

Class 7: Creative IMC Message Strategies


INTEGRATED MARKETING COMMUNICATIONS

IMC





Content

- 
- Message strategy: 'Big Idea'
 - IMC message strategy brief
 - The creative process

Message Strategy

message strategy: an idea about how to creatively and persuasively communicate brand messages to a target audience



EXAMPLE: MOUNTAIN DEW

- Example: To young, active soft-drink consumers who have little time for sleep, Mountain Dew is the soft drink that gives you more energy than any other brand because it has the highest level of caffeine. The tone of the brand will be exciting.

Message Strategy

“What”

to
Say

TIP to come up with a good Message Strategy in ONE SENTENCE:

The purpose of this MC Message is to convince (target) that (your brand) will (benefit) because (proof). *The tone of the message should be (description of message personality).*

“HOW”

to
Say

What is **Big Idea**?

The IDEA that can easily generated in many IMC tools and
can carry the same idea/ meaning.

The Big Idea should.....

R.O.I.

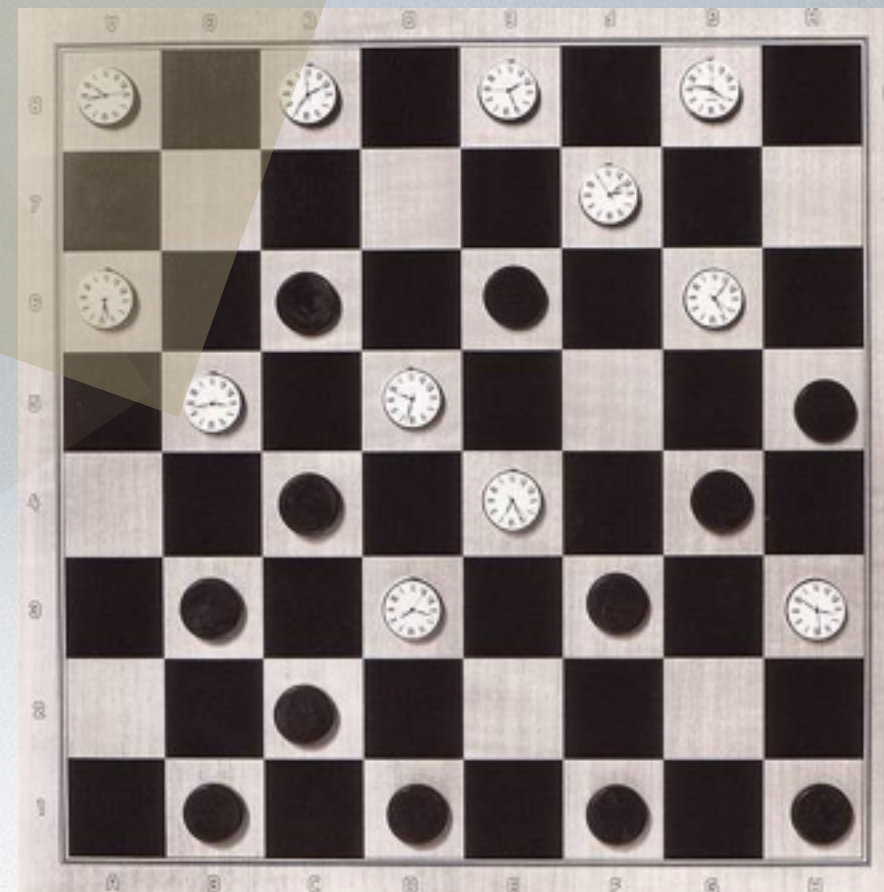
has legs

Simple

Message Strategy

message strategy brief:

statements about a brand that summarise the necessary information (research & insights) that helps focus creative and media ideas



Message Strategy" Brief Steps



1. Determine Communication Objectives

2. Find Customer Insights

3. Select a Selling Strategy



Step 1: Determine Communication Objectives

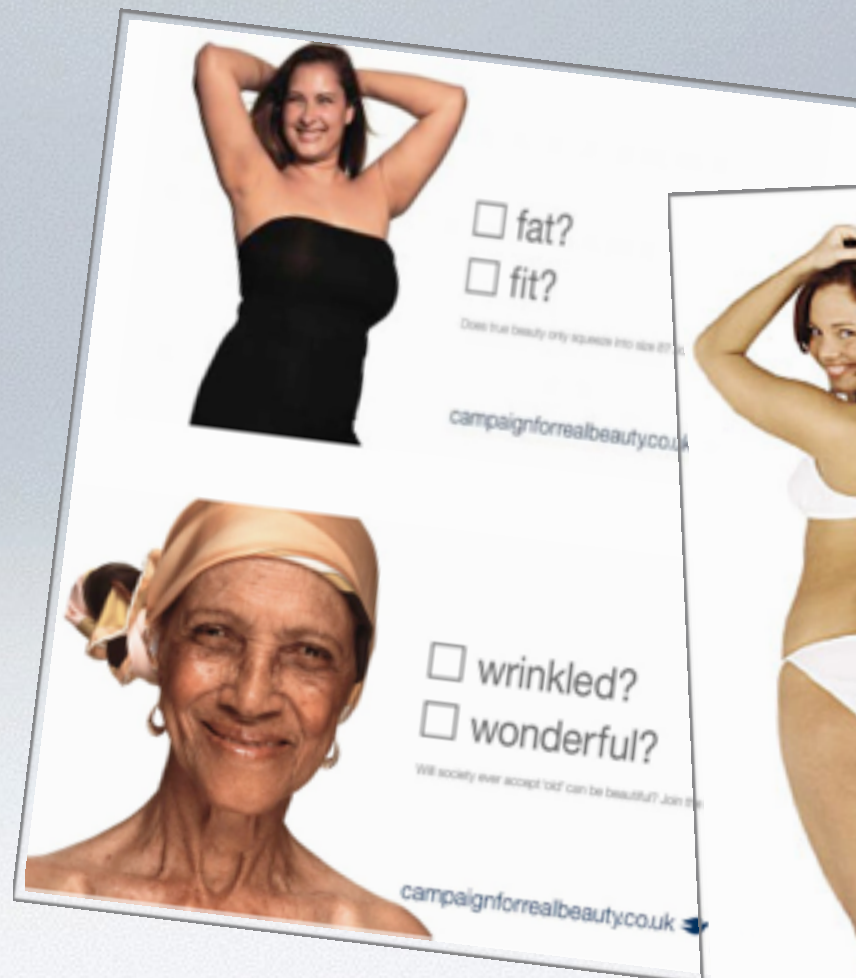
What type of impact
does the message
need to achieve?

depends on consumer
response path >>



Step 2: Customer Insight

Customer insight: below-the-surface attitudes and beliefs that influence customers' behavior

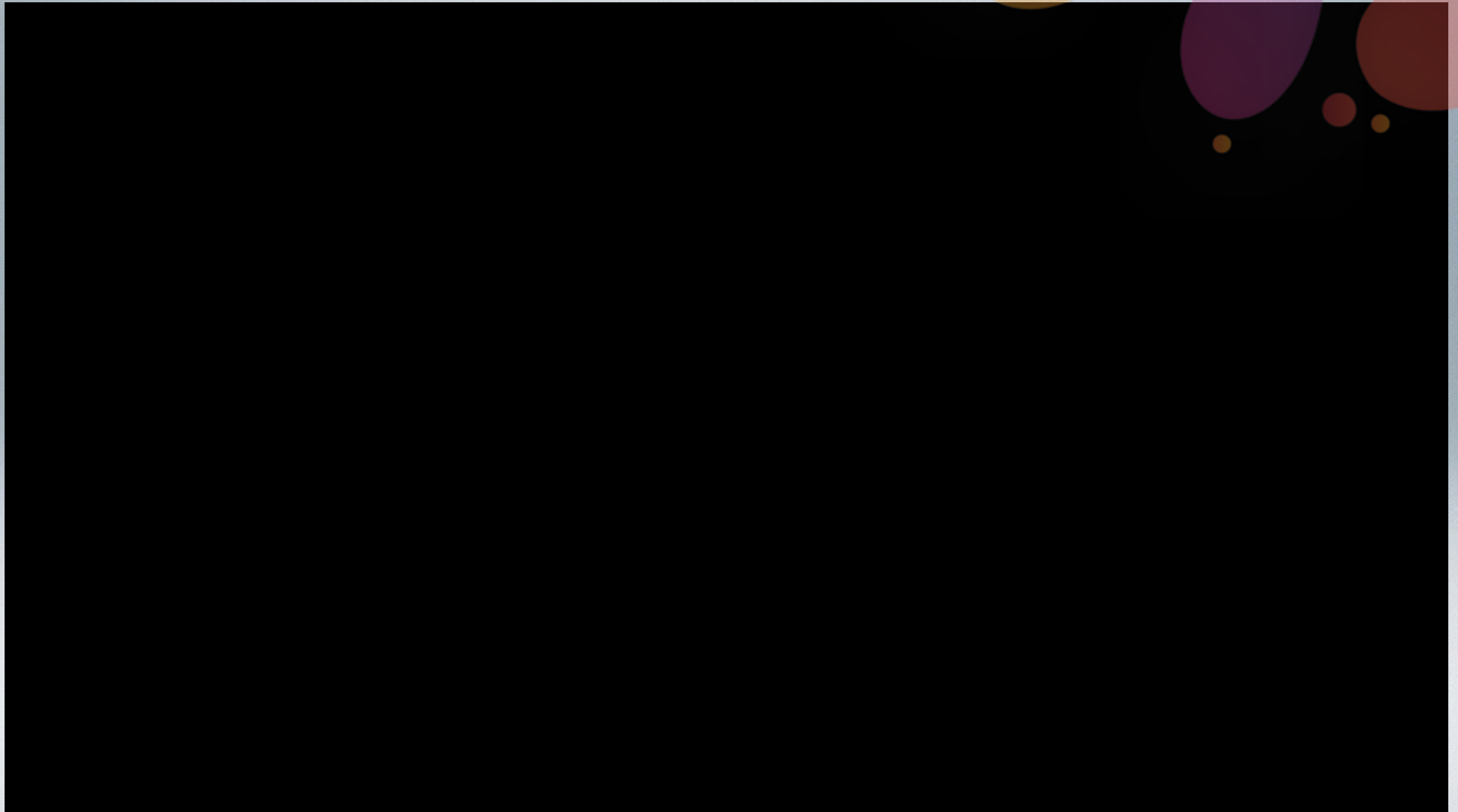




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IBM's Ads Make Cities a Better Place to Live



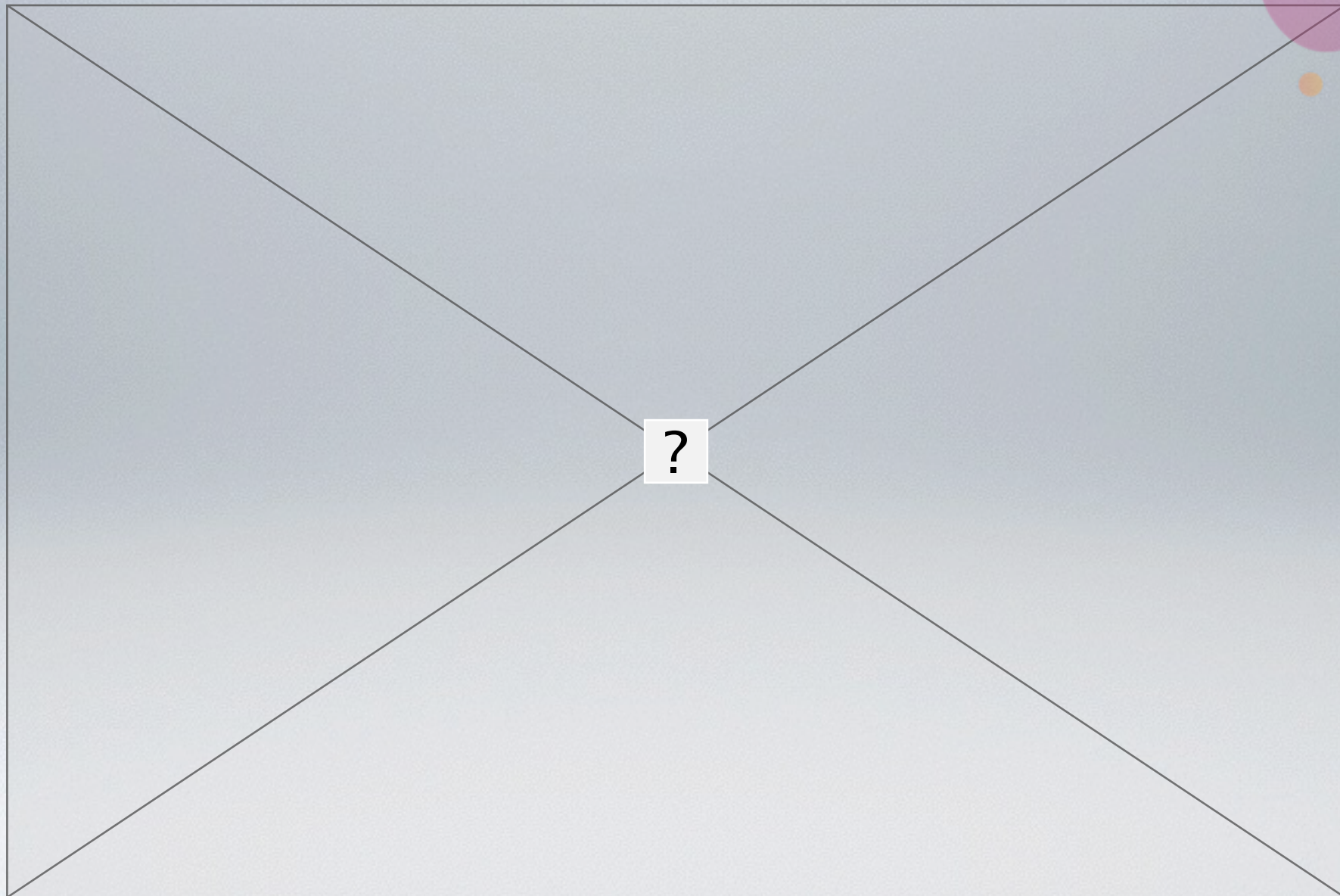
Step 3: Select a Message Selling Strategy

**Simplicity
is the
ultimate
sophistication.**



**Introducing
Apple II,
the personal
computer.**

Step 3: Select a Selling Strategy

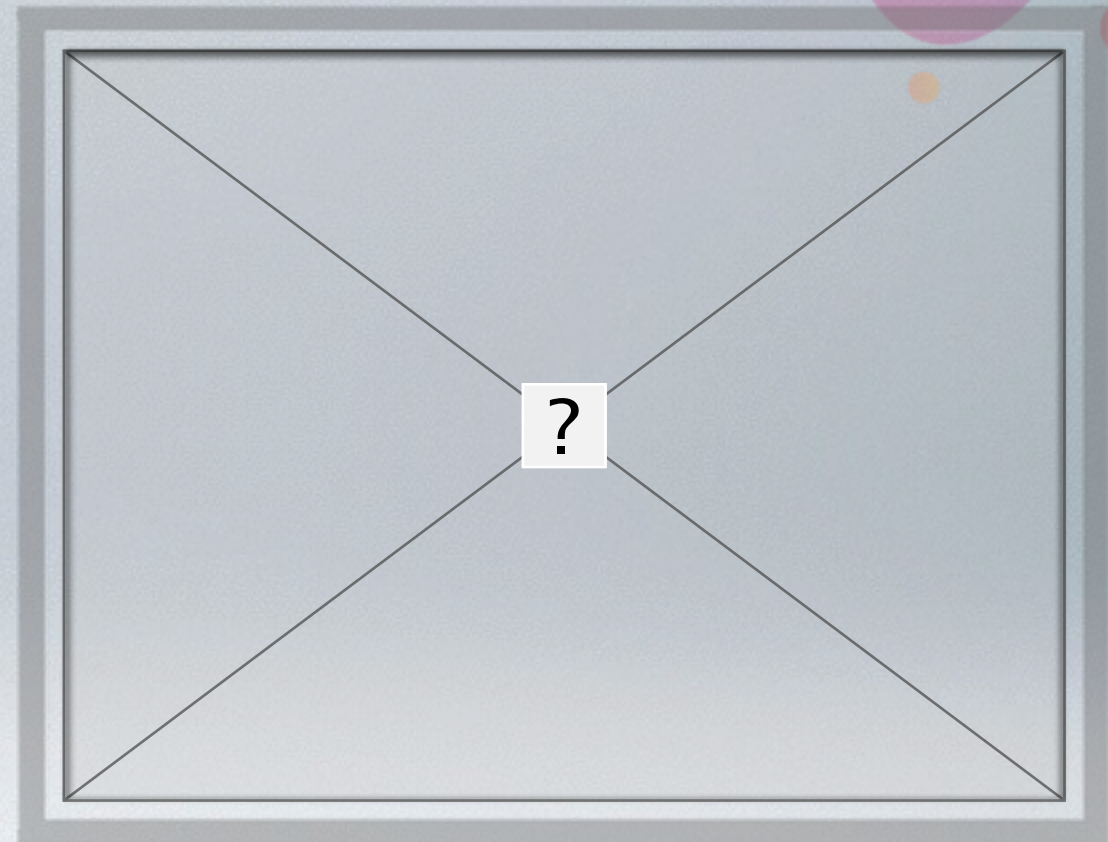


Step 3: Select a Selling Strategy

Selling Strategies

Generic: basic feature or benefit

- generic
- pre-emptive
- credibility
- emotion
- informational
- lifestyle
- incentive
- reminder



Step 3: Select a Selling Strategy

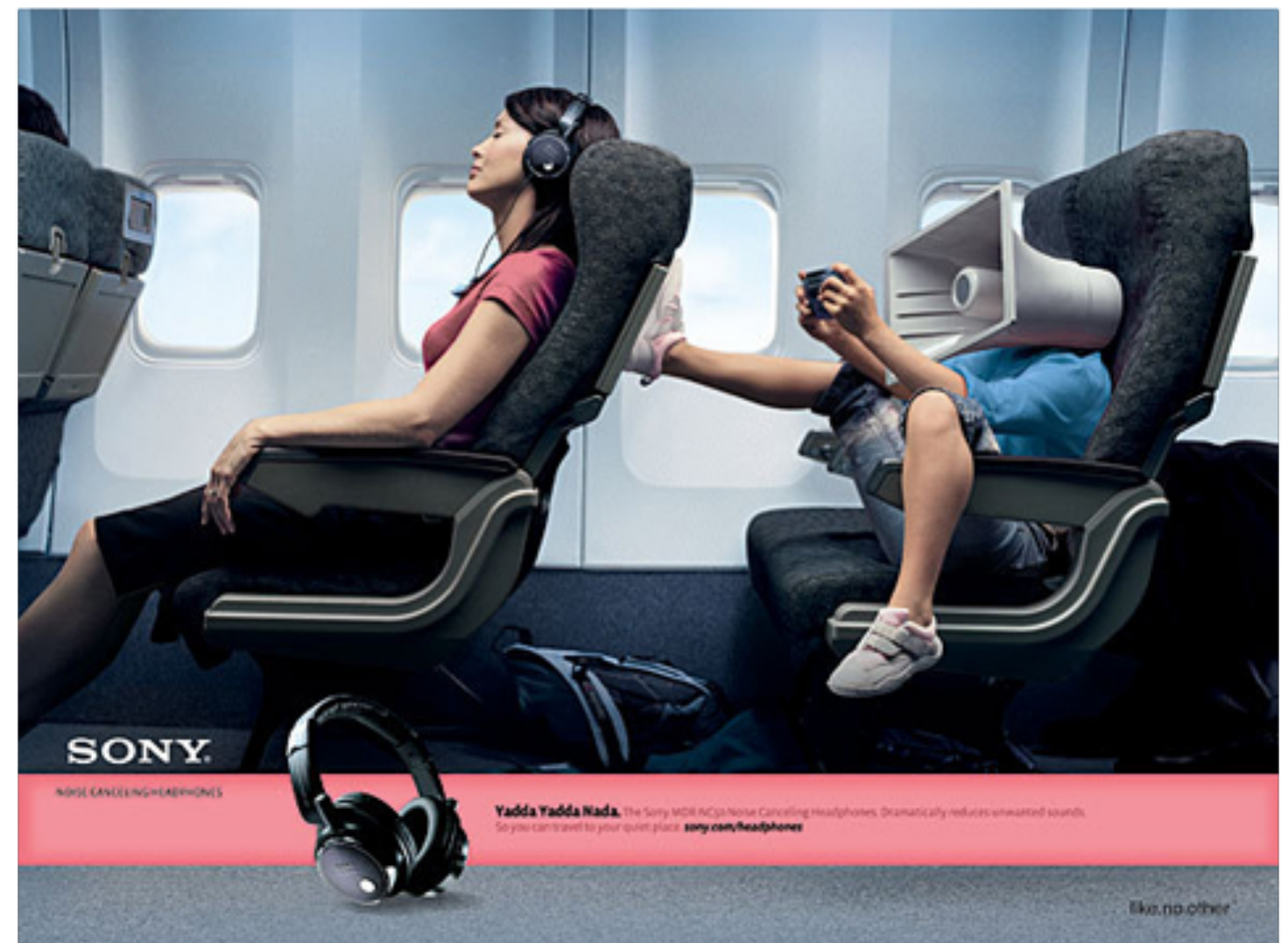
Selling Strategies

- generic
- pre-emptive
- credibility
- emotion
- informational
- lifestyle
- incentive
- reminder
- interactive





Generic Claim

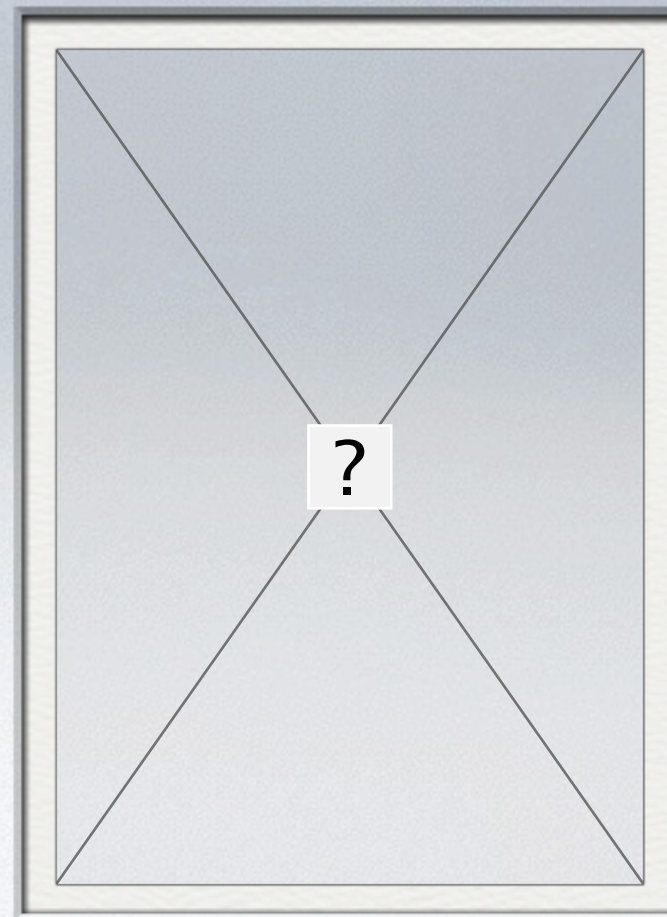


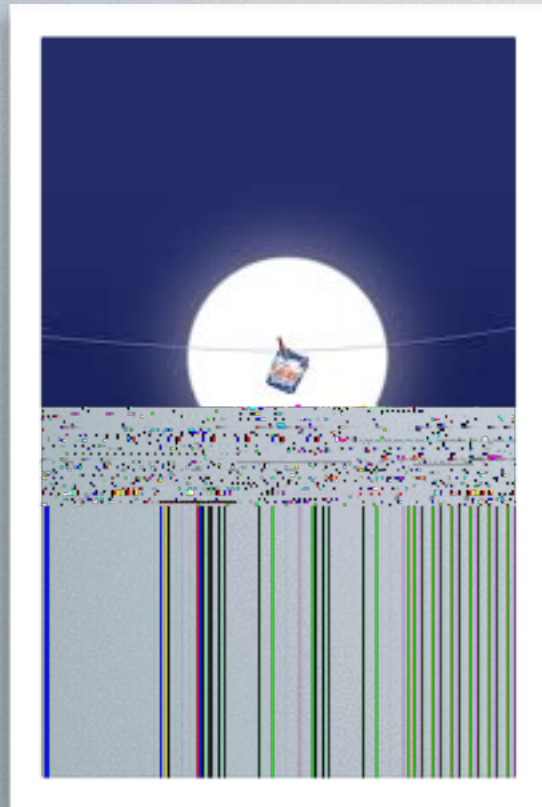
Step 3: Select a Selling Strategy

Selling Strategies

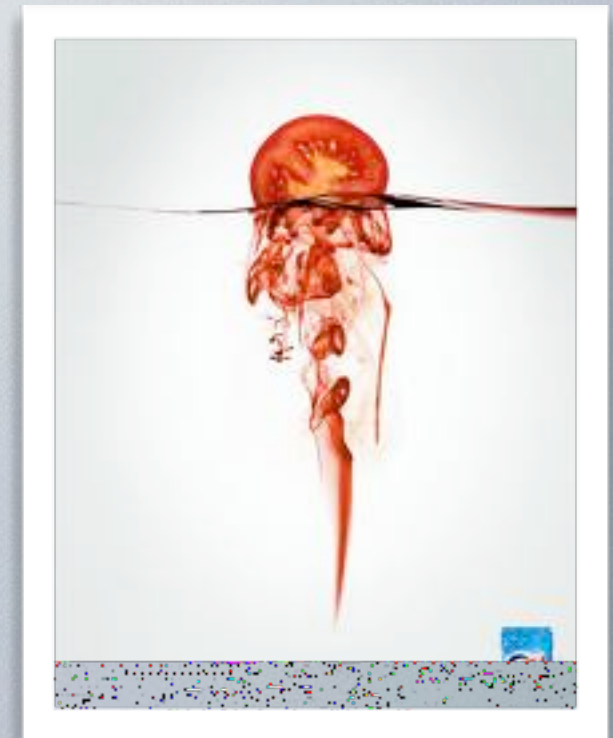
Pre-emptive: focus on attribute or benefit that any other products in the category could have claimed but they did not

- generic
- **pre-emptive**
- credibility
- emotion
- informational
- lifestyle
- incentive
- reminder





Detergent



Step 3: Select a Selling Strategy

Selling Strategies

Credibility: heightens conviction and decreases the perception of risk (endorsement, expert, or testimonials)

- generic
- pre-emptive
- **credibility**
- emotion
- informational
- lifestyle
- incentive
- reminder



Step 3: Select a Selling Strategy

Step 3: Select a Selling Strategy

Association: make a psychological connection between a brand (or image) and consumer e.g. celebrity



Step 3: Select a Selling Strategy



How are celebrities selected?

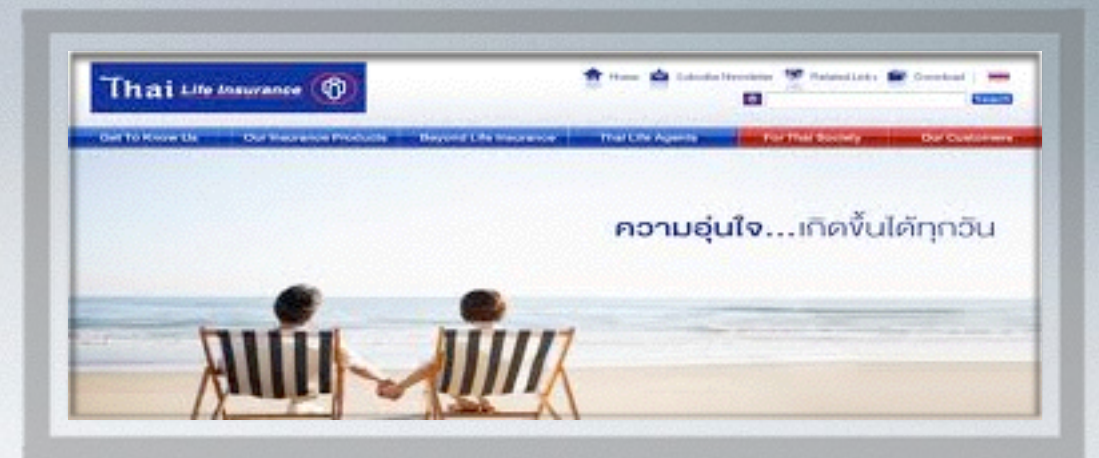
- Credibility
- Celebrity/audience match-up
- Celebrity/product match-up
- Attractiveness
- Miscellaneous considerations

Step 3: Select a Selling Strategy

Selling Strategies

Emotion: connects with consumer at the affective level and move them to response with feeling

- generic
- pre-emptive
- credibility
- **emotion**
- informational
- lifestyle
- incentive
- reminder



Like the ad--> Like the brand

Step 3: Select a Selling Strategy

Selling Strategies

- generic
- pre-emptive
- credibility
- **emotion**
- informational
- lifestyle
- incentive
- reminder

DTAC

Disconnect to Connect

90 sec.

Step 3: Select a Selling Strategy

● Exp: fear appeal

- generic
- pre-emptive
- credibility
- **emotion**
- informational
- lifestyle
- incentive
- reminder



Step 3: Select a Selling Strategy

Selling Strategies

Informational: based on giving the fact about the brand and its attribute (distinctive feature)

- generic
- pre-emptive
- credibility
- emotion
- **informational**
- lifestyle
- incentive
- reminder



Introducing a vehicle so intelligent, it has solutions for storage problems you didn't even know you had yet.



Stuff. People. More stuff. Life is full of storage dilemmas. Thankfully, the all-new Odyssey comes loaded with a host of smart solutions.

The new 60/40 split Magic Seat® is a case in point. Honda pioneered this innovation, and it soon became the envy of automakers everywhere. And while others have tried their best to copy it, we've made it even better than before. Now when you want to take advantage of the Odyssey's big cargo area, the Magic Seat folds flat in one easy motion. Without removing the headrests.

And, here's a new spin on space. It's our Lazy Susan storage area, available on most models. Ingeniously hidden in

the second-row floor, this handy rotating storage area is a great place for stashing toys, snacks or just about anything else you want to keep within easy reach.

Thanks to our new PlusOne Seat™, EX models can now comfortably seat eight people.

When not in use, the PlusOne Seat can easily be stowed in the second-row, lockable storage area in the floor. How's that for innovation?

The all-new Honda Odyssey. It's enough to make you wish the rest of your life were as well organized.



The all-new Odyssey.
A great idea. Made better.



hondacom 1-800-33-Honda EX with Leather model shown. ©2004 American Honda Motor Co., Inc.

Step 3: Select a Selling Strategy

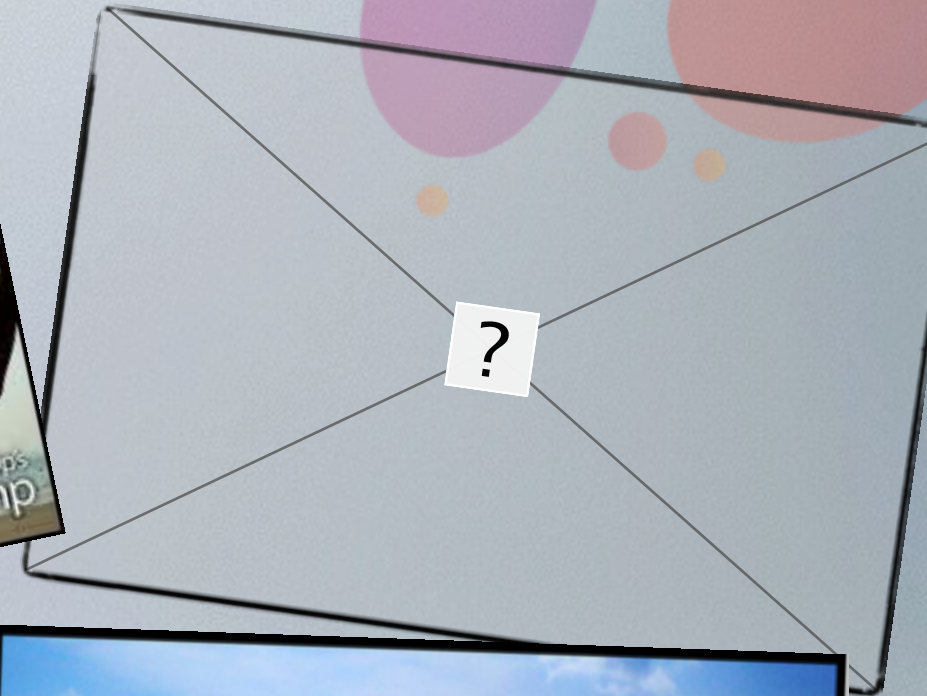


Step 3: Select a Selling Strategy

Selling Strategies

Lifestyle: use situation and symbol of lifestyle that target can identify with or aspire

- generic
- pre-emptive
- credibility
- emotion
- informational
- **lifestyle**
- incentive
- reminder



Step 3: Select a Selling Strategy

Selling Strategies

- generic
- pre-emptive
- credibility
- emotion
- informational
- lifestyle
- **incentive**
- reminder

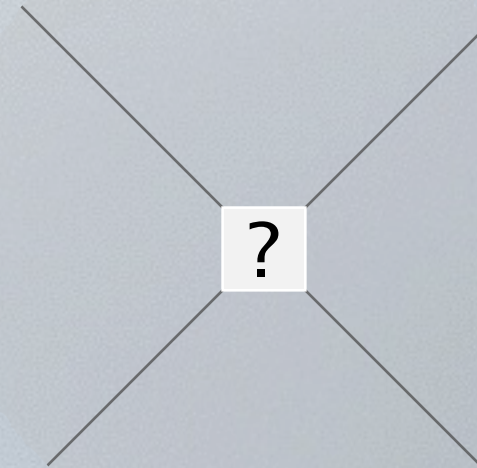
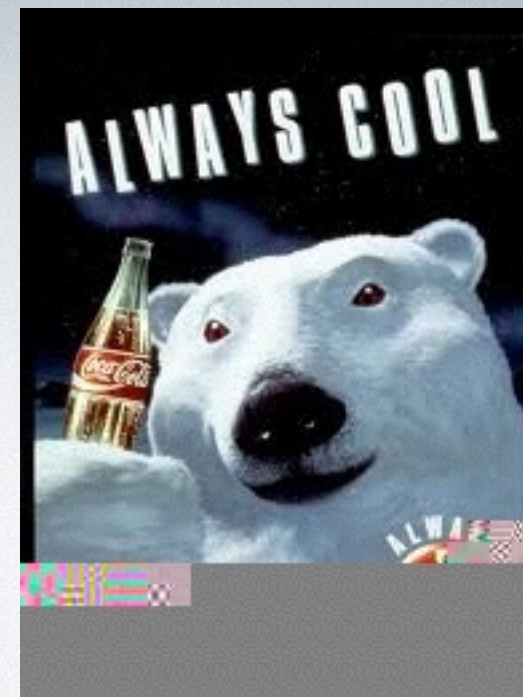


Step 3: Select a Selling Strategy

Selling Strategies

Reminder: to keep a brand top-of-mind

- generic
- pre-emptive
- credibility
- emotion
- informational
- lifestyle
- incentive
- **reminder**



Objective & Strategy

Type of response	Message Objective	Message Strategy
Think (Cognition)	Awareness, Brand Knowledge, understanding, conviction	Information, generic, pre-emptive, credibility
Feel (Affection)	Brand image, personality, liking, desire	Emotion, association, lifestyle
Do (action, behavioral)	Buy, try repeat, visit, contact, tell others	Incentive, reminder, interactive

Creative Process

Creative process:
A formal procedure for increasing
productivity and innovative output
by an individual or a group

5 Steps in the Creative Process

-brainstorming
-finding new ideas/
lateral thinking
(playing with
metaphors)
i.e. Absolut Vodka

Step 1: Exploration

-search for the connection
-techniques to stimulate insight

Step 2: Insight

Step 3: Execution

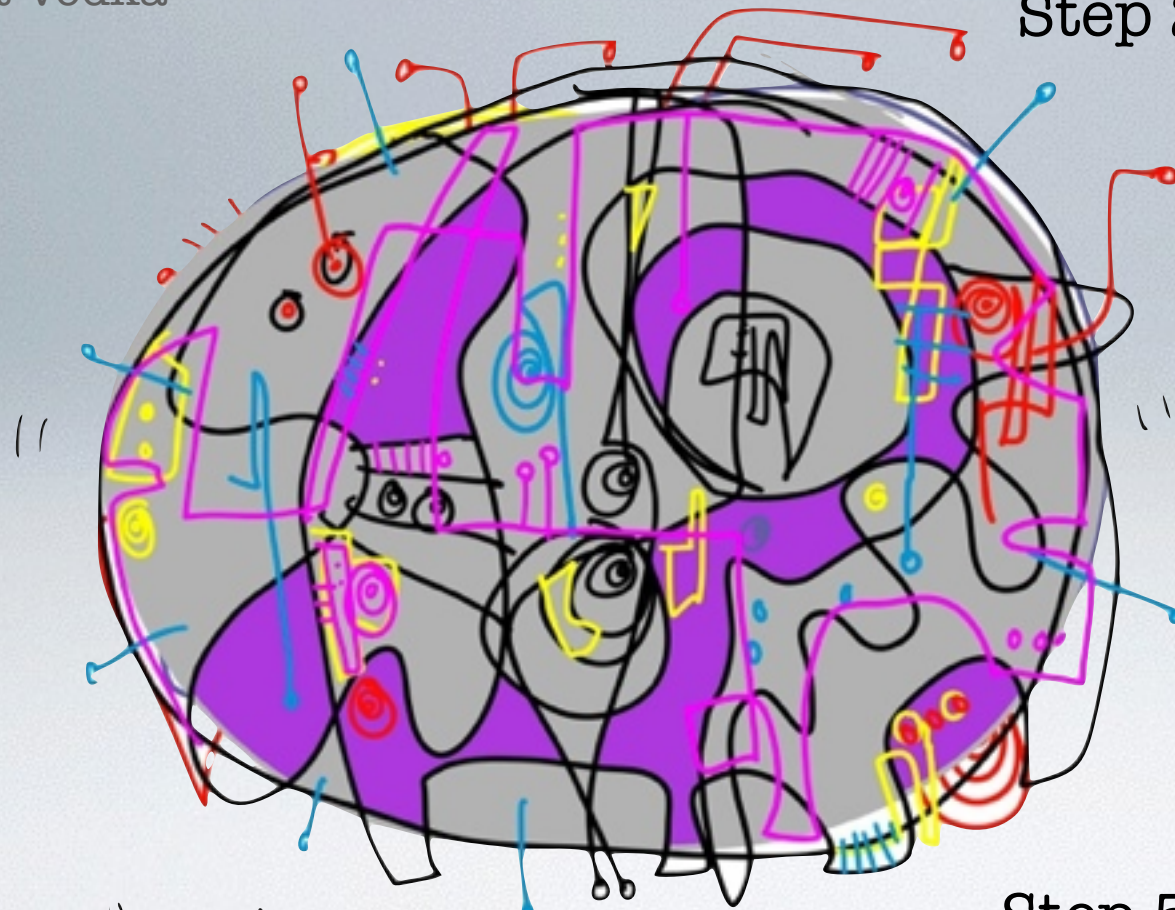
-come up with variety of finished
works.

Step 4: Evaluation

-evaluate the work with the target
groups.

Step 5: Copy Testing

a big ol' ball of creative mess.



Fitting the “COPY” elements like headlines, slogan, etc... for **visual impact** and **understandability**