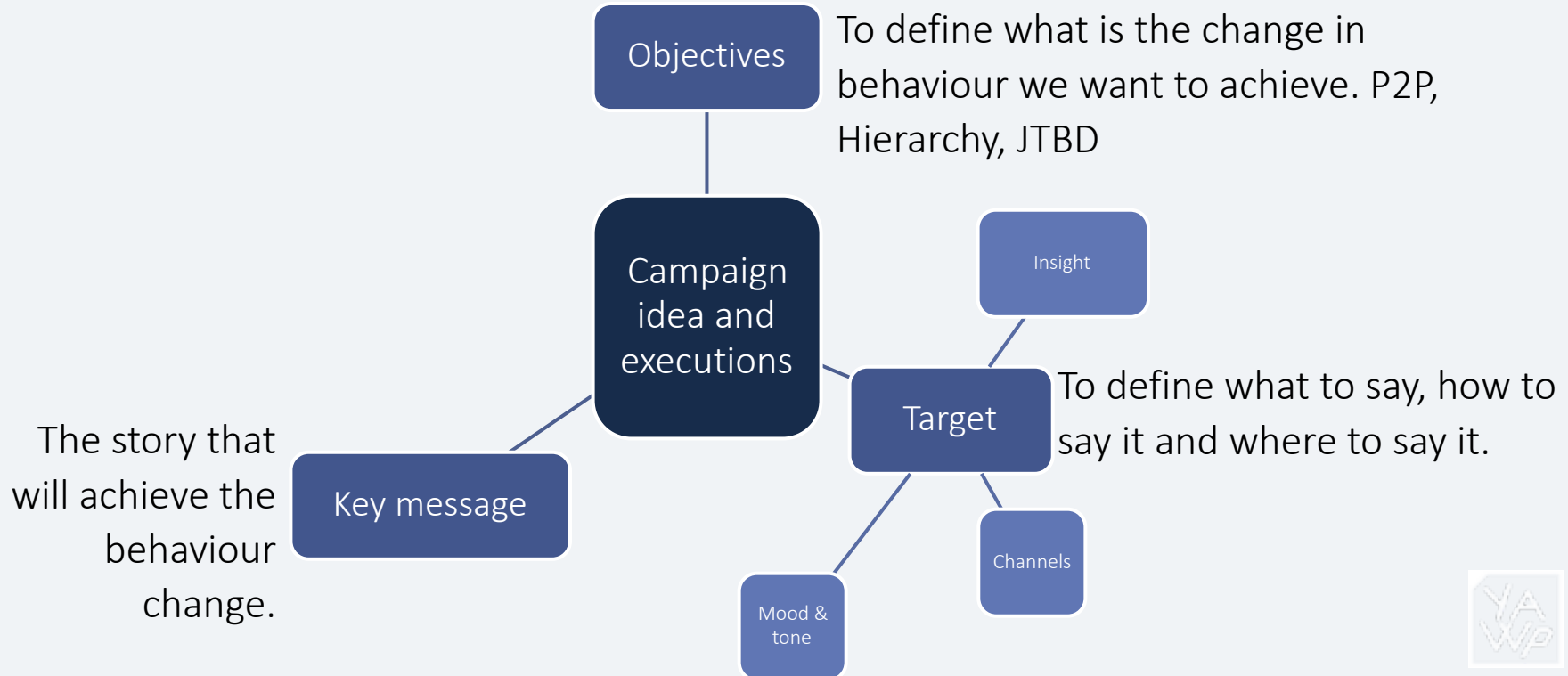


# IDEAS AND EXECUTIONS

# CAMPAIGN IDEA AS CENTRE OF GRAVITY



# THE BIG PICTURE

- IMC aims to influence people behavior through a set of messages in different channels.
- Those messages assume different nature according to the objectives we set for the communication, the target we try to talk to and the category we are working on.
- As adv agencies we present those messages in the form of ideas and executions; unfortunately most of the times we confuse the two and this puts actual ideas to a risk.
- This session is about understanding the differences, practice and learn how to write a good advertising idea.



# THE IDEA VS EXECUTION

## Idea

The idea is the core of our work; it is a simple sentence that explains how it is going to achieve the objectives that we set in a unique and special way.

The idea is either right or wrong, hence it can't be changed or modified.

## Execution

- The execution is one way to bring to life the idea.
- The same idea can be executed in many different ways in many different channels.
- Executions can be changed without changing the idea







# SOOD OR NOTHING

Life is too short not to live it sood.

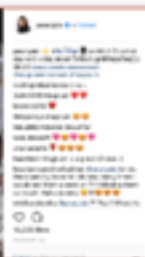
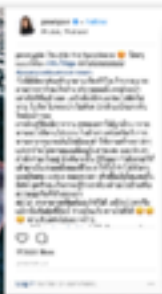
We want MAGNUM to become the perfect companion of #SOOD moments by tempting pleasure seekers with mouthwatering ingredients as well as inspiring them how to live a SOOD life



Magnum Good Moments

Magnum Thailand · 1 / 9

- 1. เตรียมพบกับ ฟ้ามีใจ ตอน 1-3  
Magnum Thailand
- 2. เตรียมพบกับ ฟ้ามีใจ ตอน 4-6  
Magnum Thailand
- 3. เตรียมพบกับ ฟ้ามีใจ ตอน 7-9  
Magnum Thailand
- 4. เตรียมพบกับ ฟ้ามีใจ ตอน 10-12  
Magnum Thailand
- 5. เตรียมพบกับ ฟ้ามีใจ ตอน 13-15  
Magnum Thailand
- 6. เตรียมพบกับ ฟ้ามีใจ ตอน 16-18  
Magnum Thailand







# Beautiful but...

ลึกลับแปลกก็คนดีที่มีต่อความสวย  
เพราะความสวย ไม่ควรที่จะตัดสินกันแค่ภายนอก  
อาบความมั่นใจจากลึกลับแล้ว  
ไปเผยอีกด้านของคุณ โฉมตัวตนที่โลกยังไม่เห็น  
เพราะคุณ #MoreThanYouCansee







A Magnum Red Velvet ice cream bar is the central focus, featuring a thick swirl of white vanilla ice cream on the left and a chunk of white chocolate on the right. The bar itself is a vibrant red, dusted with red velvet powder. The background is a deep red, also sprinkled with the same powder. The Magnum logo is visible at the top center.

MAGNUM

RedVELVET

#NEVERSTOPPLAYING

## CONCEPT

TASTE YOUR **ใจ** SIDE.

เพลง: RED คือใจเรานี้จริง! #ใจเรานี้จริง

Magnum Red Velvet will make pleasure seekers explore and taste the **ใจ** side in a series of experiences. Those experience will take place in a special Magnum place - online and offline - that will be highly recognisable through its main key visual.



## WEB SITE : MAGNUM RED VELVET HOTEL

HOTEL de PLAY  
Check in & Shared

เว็บไซต์นี้คือห้อง Hotel de Play  
ที่คุณสามารถเข้ามาดูได้  
ฟรีโดยไม่ต้องเสียค่าใช้จ่าย  
และสามารถดูได้ตลอดเวลา  
ในมือถือของคุณ  
#MagnumTH  
(ดูเพิ่มเติมได้ที่: [www.magnumth.com](http://www.magnumth.com))  
ดูข้อมูลเพิ่มเติมเกี่ยวกับ Hotel de Play  
ได้ที่: [www.magnumth.com](http://www.magnumth.com)



HOW TO WRITE THE IDEA?

# THE KEY ELEMENTS OF AN AD

## Communication objective

- *Why it happens* - the communication's marketing purpose/intent for the brand

## Creative device

- *How it happens* - the proprietary elements of the communications material which are indispensable to communicate the objective.

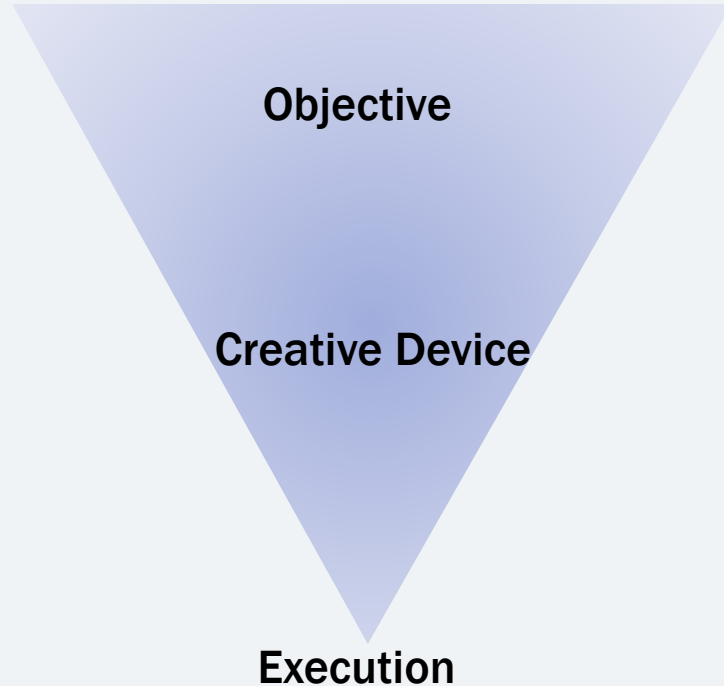
## Communications Execution

- *What happens* - Discretionary features of how the communication is brought to life which could be otherwise.





# FIRST NEED TO BREAK OUT THE WHAT, WHY, HOW OF THE COMMUNICATION



Why: the strategic purpose served e.g.

*To position the brand as stronger..*

*To persuade people it shaves smoother..*

How the objective is conveyed e.g.

*A side-by-side comparison demonstrates...*

*Slice of life stories show.....*

What: the executional ingredients e.g.

*On a sandy beach a game of soccer  
is being played...*

*Famous person talks casually to camera..*



# 1. OBJECTIVE – WHY IT HAPPENS

- This is the role of the communication: why are we doing this?
- Usually the easiest part, should be obvious. If not, the idea is wrong or too complicated, in both cases it should be reworked.
- Think about the role of communication and responses we studied at the beginning of the semester.



## 2. CREATIVE DEVICE – HOW (UNIQUELY) HAPPENS

- Isolate the key elements that make this idea unique.
- What creative device is used in this idea?
- How is it used in a unique and special way?
- What elements of this idea are absolutely critical to the idea itself? In other words, what are those elements that you can't change without changing the whole idea?



# LIKE IT OR NOT...CREATIVE DEVICES ARE ALWAYS THE SAME

<u>Route</u>	<u>Definition</u>
<b>1. Problem/Solution</b>	A problem is shown that the product or service solves
<b>2. Demonstration</b>	The brand's benefit is demonstrated and brought to life
<b>3. Comparison</b>	A dramatization of competitive advantage
<b>4. Analogy</b>	A parallel similarity is used to say something about the brand
<b>5. Visual Symbol</b>	Communication is built around a brand symbol
<b>6. Presenter</b>	A spokesperson conveys the communication
<b>7. Testimonial</b>	The endorsement of a user (often famous)
<b>8. Slice of Life</b>	The brand integrated into a "normal" life story
<b>9. Slice of Pop Culture</b>	Communication borrows from easily recognized cultural experiences, including movies, advertising and other widely known happenings.
<b>10. Attitude</b>	Communication brings to life a brand attitude/personality



# DEMONSTRATION



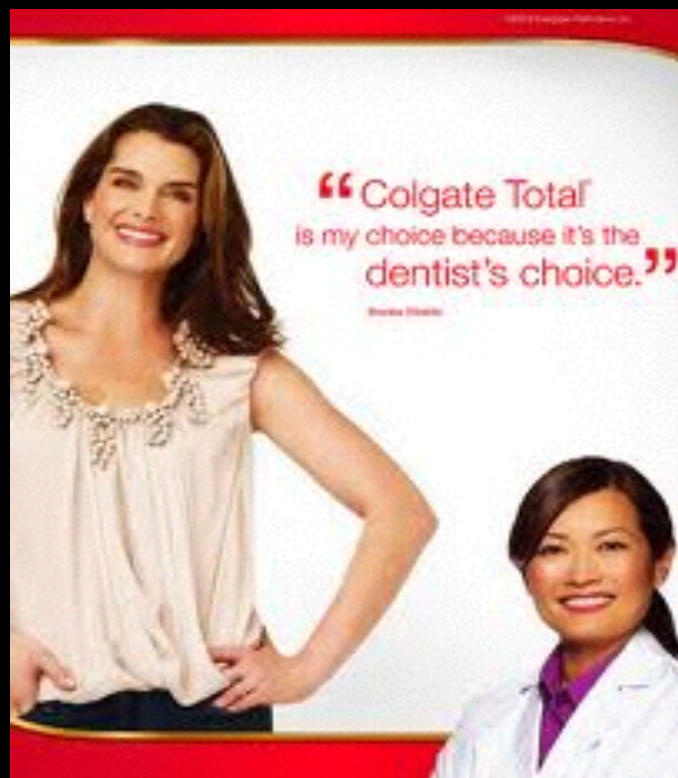
# COMPARISON



# ANALOGIES









# SLICE OF POP CULTURE



# TEASER



### 3. EXECUTION ATL ELEMENTS

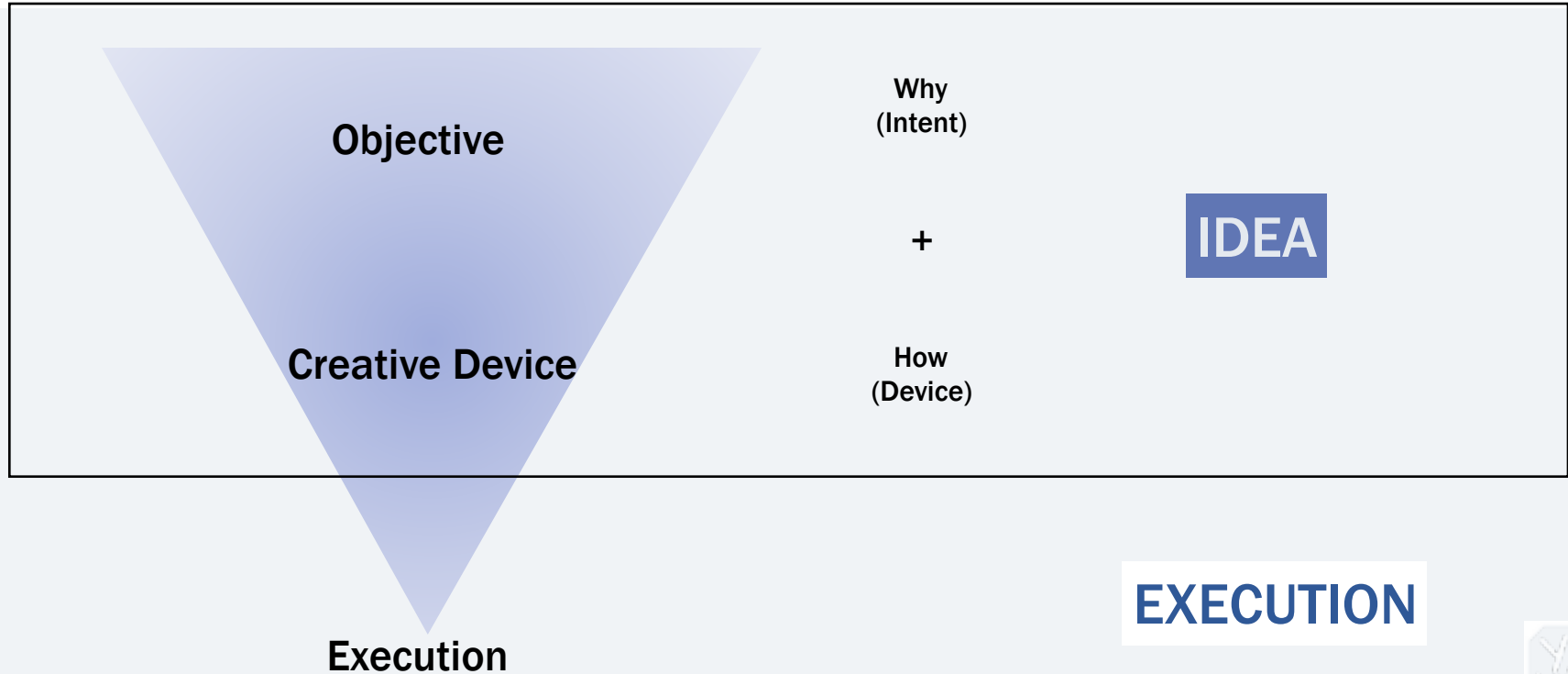
- Music- unless is central to the idea
- Colours – unless is central to the brand
- Talents, actors, celebrities, endorsers
- Tone of voice
- Locations
- Props, wardrobe, make up



NOW WRITE THE IDEA

Creative  
device +  
Objectives

# IDEA IS THE COMBINATION OF OBJECTIVE AND CREATIVE DEVICE



# MY APPROACH

- I want to make sure that everyone understands what the idea is about, before executions are presented.
- I define the idea as the combination of two elements: objectives + creative device used in a unique way.
- The elements above must be critical to the idea. If they're too difficult to explain, confusing, not relevant or easy to copy that means that the idea is not good.
- The idea should be expressed with one simple single line. You can start from the objectives and link to the creative device or the other way around, whichever simpler.
- Once defined the idea we can give it a sexy title or payoff or hastag



# NO!

Hashtag is not an idea  
Headline is not an idea  
Catchy double meaning  
is not an idea



Idea is internal explanation of what happens and why

# EXAMPLES OF IDEAS

How  
(Device)

+

Why  
(Intent)

Similar items washed  
side by side  
demonstrate...

...that Breeze laundry  
detergent removes more dirt  
than competitive brands

Why  
(Intent)

+

How  
(Device)

In order to make people  
buy new furniture

...IKEA humorously take the piss  
of people's feelings towards old  
furnitures





IN PRACTICAL TERMS

# WHAT TO DO TO WRITE THE IDEA?

1. Begin by identifying the strategic intent (**WHY?**)

What strategic purpose is there? What is the ad trying to persuade the viewer to believe?

2. Next, try to identify the creative device (**HOW?** – **generic**)

How does the ad work? Its underlying conceptual structure

3. Identify the specific way in which the device is being used (**HOW?** – **proprietary**)

Elements of the way the device is being used that make it proprietary, unique, original.

4. If you can, give it a sexy headline before explaining it.



## 2. IDENTIFY THE CREATIVE DEVICE

- What is the enduring, core creative idea behind James Bond in one sentence?
- “ ... ”



## 2. IDENTIFY THE CREATIVE DEVICE

- What is the enduring, core creative idea behind kung Fu Panda in one sentence?
- “...”



# TH SELECTION

- [https://www.youtube.com/watch?v=G5G5-MpS\\_Y4](https://www.youtube.com/watch?v=G5G5-MpS_Y4)
- <https://aotw-pd.s3.amazonaws.com/images/can1.jpg>
- <https://i0.wp.com/hooniverse.com/wp-content/uploads/2011/12/Daihatsu-is-a-chick-magnet.jpg>
- [https://www.youtube.com/watch?v=D23\\_FzBmAkk](https://www.youtube.com/watch?v=D23_FzBmAkk)
- TH
- compilation <https://www.youtube.com/watch?v=D7FraBQHYXE>
- Smooth E <https://www.youtube.com/watch?v=YhYEfl2xB6c>
- <https://www.youtube.com/watch?v=E6ZDmYc1pE0&t=4s>
- <https://www.youtube.com/watch?v=lpwau-vQSMI>
- <https://www.youtube.com/watch?v=pDvlodM1odQ>
- <https://www.youtube.com/watch?v=58AYAuJIXfg>



- Heineken <https://www.youtube.com/watch?v=8wYXw4K0A3g>
- Ikea food - <https://www.youtube.com/watch?v=GhZQpFKdtBY>
- Gopro - <https://www.youtube.com/watch?v=O4IY0Ay63bQ>
- Airbnb - [https://www.youtube.com/watch?v=B\\_1itDHomgE](https://www.youtube.com/watch?v=B_1itDHomgE)
- McCafe- <https://www.youtube.com/watch?v=oqLFpbFiulY>
- Luois Vuitton - [https://www.youtube.com/watch?v=0goTA5AuvSE&index=3&list=PLz5FkTSQN\\_90ijImfYCXH6TA8Kee8ErPN](https://www.youtube.com/watch?v=0goTA5AuvSE&index=3&list=PLz5FkTSQN_90ijImfYCXH6TA8Kee8ErPN)
- PG Moms <https://www.youtube.com/watch?v=MQ3k6BFX2uw>
- Norwegian TV2 - <https://www.youtube.com/watch?v=jD8tjhVO1Tc>
- SKII - <https://www.youtube.com/watch?v=R6HDugp9msQ>
- Chilit Bang - <https://www.youtube.com/watch?v=LHizW4PLw2Q>
- New Zel milk - <https://www.youtube.com/watch?v=o9HNRpMNTe0&index=20&list=PL57u3e-pYNKgb-sefaHQowHqL9Z9LbCTg>

#### ■ VOLVO

[https://www.youtube.com/watch?v=qbJxODzxdRQ&list=PLT9vLx2omCsH3Vr1xdG\\_ia73Mlxd7nme-](https://www.youtube.com/watch?v=qbJxODzxdRQ&list=PLT9vLx2omCsH3Vr1xdG_ia73Mlxd7nme-)

- LEICA [https://www.youtube.com/watch?v=DW7M2ZF9Zhc&list=PLT9vLx2omCsH3Vr1xdG\\_ia73Mlxd7nme-&index=17](https://www.youtube.com/watch?v=DW7M2ZF9Zhc&list=PLT9vLx2omCsH3Vr1xdG_ia73Mlxd7nme-&index=17)
- <https://www.youtube.com/watch?v=WlLkGwv8lz8&list=PLvY-g0iKO2D1RVkqJ-dyJZx3c1a1Nf3jM&index=29>
- <https://www.youtube.com/watch?v=mZy5nejCSc4&index=1&list=PLvY-g0iKO2D1RVkqJ-dyJZx3c1a1Nf3jM>
- [https://www.youtube.com/watch?v=rapxeXX-\\_Xc&list=PLvY-g0iKO2D1RVkqJ-dyJZx3c1a1Nf3jM&index=9](https://www.youtube.com/watch?v=rapxeXX-_Xc&list=PLvY-g0iKO2D1RVkqJ-dyJZx3c1a1Nf3jM&index=9)
- <https://www.youtube.com/watch?v=c-v3WfteGT4&index=24&list=PLvY-g0iKO2D1RVkqJ-dyJZx3c1a1Nf3jM>
- <https://www.youtube.com/watch?v=WlLkGwv8lz8&index=29&list=PLvY-g0iKO2D1RVkqJ-dyJZx3c1a1Nf3jM>



Before

After



**Before. After. Seo Dudes - Search Engine  
Optimisation and Marketing.**





**Sports Field are more dangerous at 12. Use plenty of sunscreen from 11 A.M. to 3 P.M. Avoid skin cancer**





**ALMOST**  
**10%**

**OF THE  
PEOPLE**  
IN FRANCE AGED 18 TO 65 YEARS OLD

- will regrettably
- keep on thinking that
- this is an ad for a new

**COMPUTER**

HELP US MAKE ILLITERACY THE NATIONAL CAUSE OF 2013  
Sign the petition of the National Agency for the Fight Against Illiteracy in France on [illettrisme2013.fr](http://illettrisme2013.fr)



**Stop the violence, Don't text and drive**



Mitsubishi Pajero Full. The icon of resistance is celebrating 30 years.

**IN ALL THESE YEARS,  
WE OVERCAME THREE  
EARTHQUAKES, TWO WORLD  
ECONOMIC CRISES AND MORE  
THAN THREE  
THOUSAND  
NEW BOY  
BANDS.**

MITSUBISHI PAJERO FULL.  
THE ICON OF RESISTANCE IS CELEBRATING 30 YEARS.



Mitsubishi Pajero Full. The icon of resistance is celebrating 30 years.



*Citra*  
*Spotless White UV*

For fair, spotless skin,  
with Japanese Rice  
rich in anti-oxidants.



## Diamond Coffee



When everyone depends on you to stay awake



Listerine

*What will your  
mouth go through  
today?*





**Electra Silent Air-Conditioning - Hear every little sound**





**Biothymus F Anti Hair Loss Scalp Serum**

## SKY DIVING COMPANY



**Leave your problems behind.**

## Department Of Tourism Philippines: Limestone

**THAILAND**  
P40,500

**PHILIPPINES**  
P4,050

*Just as beautiful. Just not as expensive.*

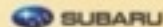
Partner in promoting tourism **SMART**

\* This value-driven campaign promotes the Philippines to its own people, many of whom left it behind almost a decade of their country's beauty. "There's no" reason why you go.

Just as beautiful. Just not as expensive.



There's a reason our crash test dummies last longer than most.  
IHG Top Safety Pick on all models.



There's a reason our crash test dummies last longer than most.

## Diamond Coffee

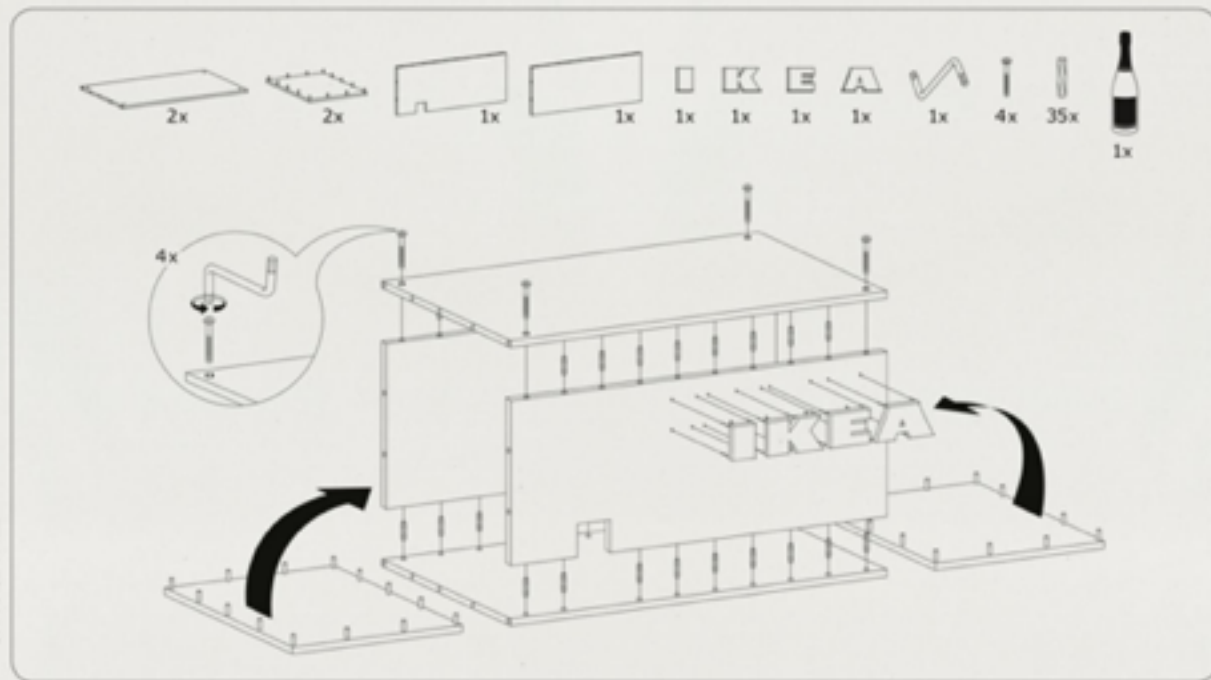


When everyone depends on you to stay

# Listerine



# IKEA® Store

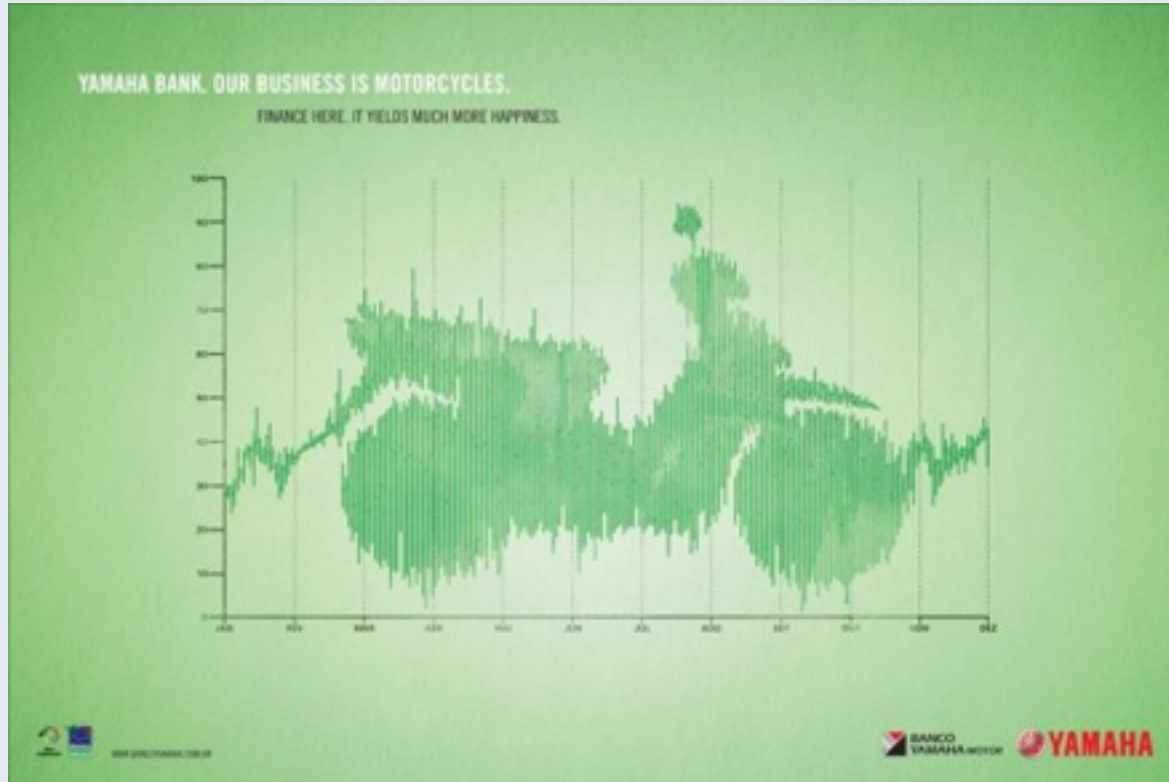


© 1999 IKEA Retailers S.A. 2000

New in Berlin-Lichtenberg from 13<sup>th</sup> December.







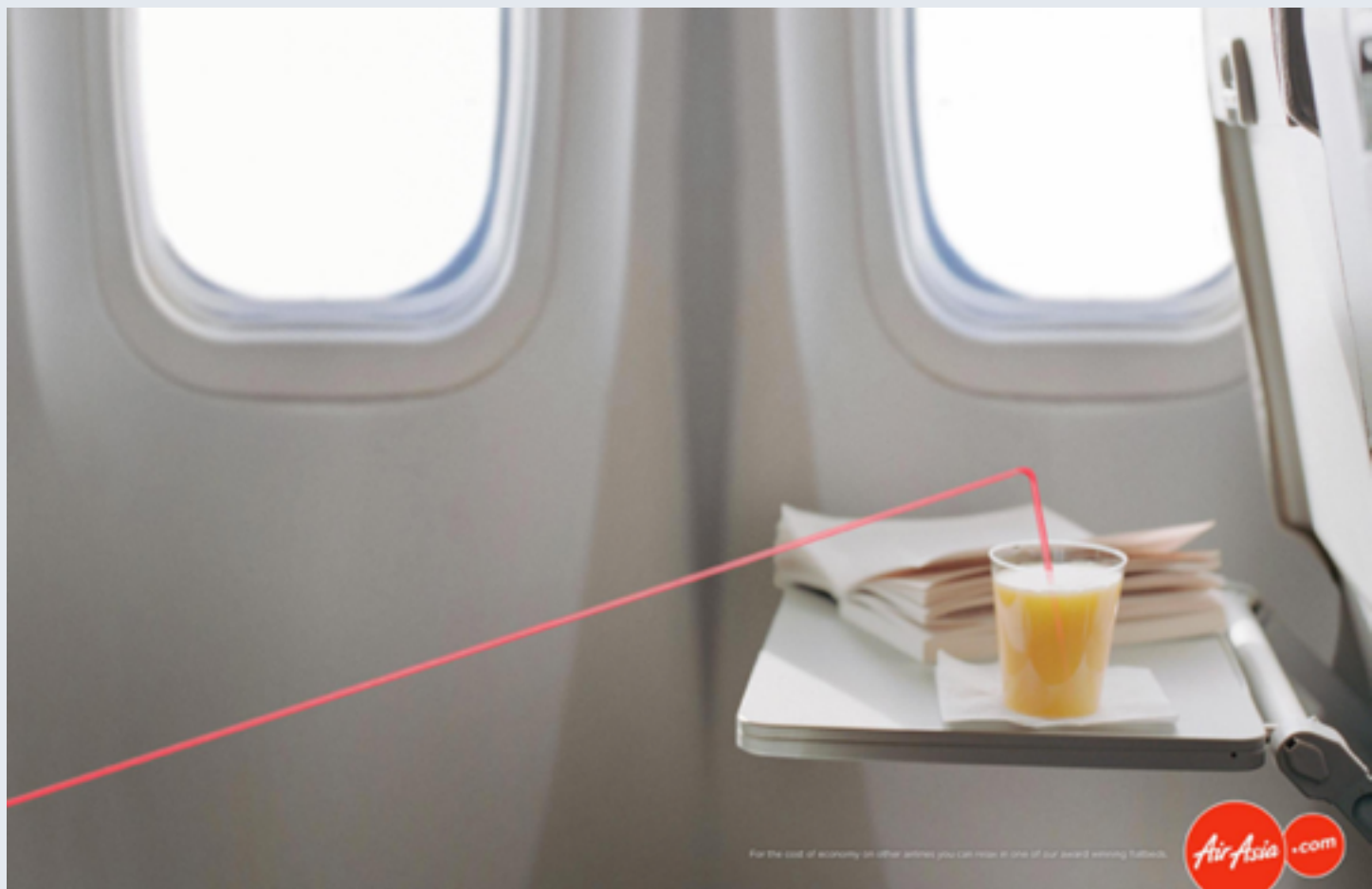
**Yamaha Bank. Our Business is  
motorcycles.  
Finance here. It yields much more**





IF YOU DON'T  
GET HOW A SAUCE  
CAN BE THAT  
AGGRESSIVE,  
TRY LIVING IN A  
TINY BOTTLE.









*Sicilia 16 Luglio 1948*



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adsoftheworld.com/media/print/intracade\_fights\_healed\_maps\_2

Also From This Campaign (3 items)

Slide 24 of 32 English United Kingdom

76%

Two vintage maps of the United States are displayed, one slightly overlapping the other. A brown bandage is placed over the intersection of the two maps. A small sign with text is attached to the bottom right of the maps.

We have a cure for distance.

For more information visit [www.intracade.com](http://www.intracade.com)

INTRACADE

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Photo Highlights  
From 2014 Clio Key  
Art Awards

ELECTION SEASON  
4 Ways the Creative  
World is Getting  
Civic-Minded this  
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CLIO SPORTS  
Los Angeles Kings  
on: Harnessing









**DRINKING IS BELIEVING**

The only non-alcoholic beer that tastes like real beer



#SUPERBOCK #SUPERBOCKNEGRA







+



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adsoftheworld.com/media/print/ikea\_allen\_key


Apps ★ Bookmarks Imported from Firefox

There's a fix if you detect it early.


Check yourself every month, not just October.









Popular Reads

 **CLAD KEY ART**  
Photo Highlights from 2016 Clad Key Art Awards

 **ELECTION SEASON**  
4 Ways the Creative World is Getting Civic-Minded this Election Season

 **CLAD SPORTS**  
Los Angeles Kings on Harnessing Fanbase to Grow

[https://media.gd.s3.amazonaws.com/ikea\\_breast\\_cancer\\_english.jpg](https://media.gd.s3.amazonaws.com/ikea_breast_cancer_english.jpg)

Slide 21 of 21 English (United Kingdom)

Notes Comments

76%



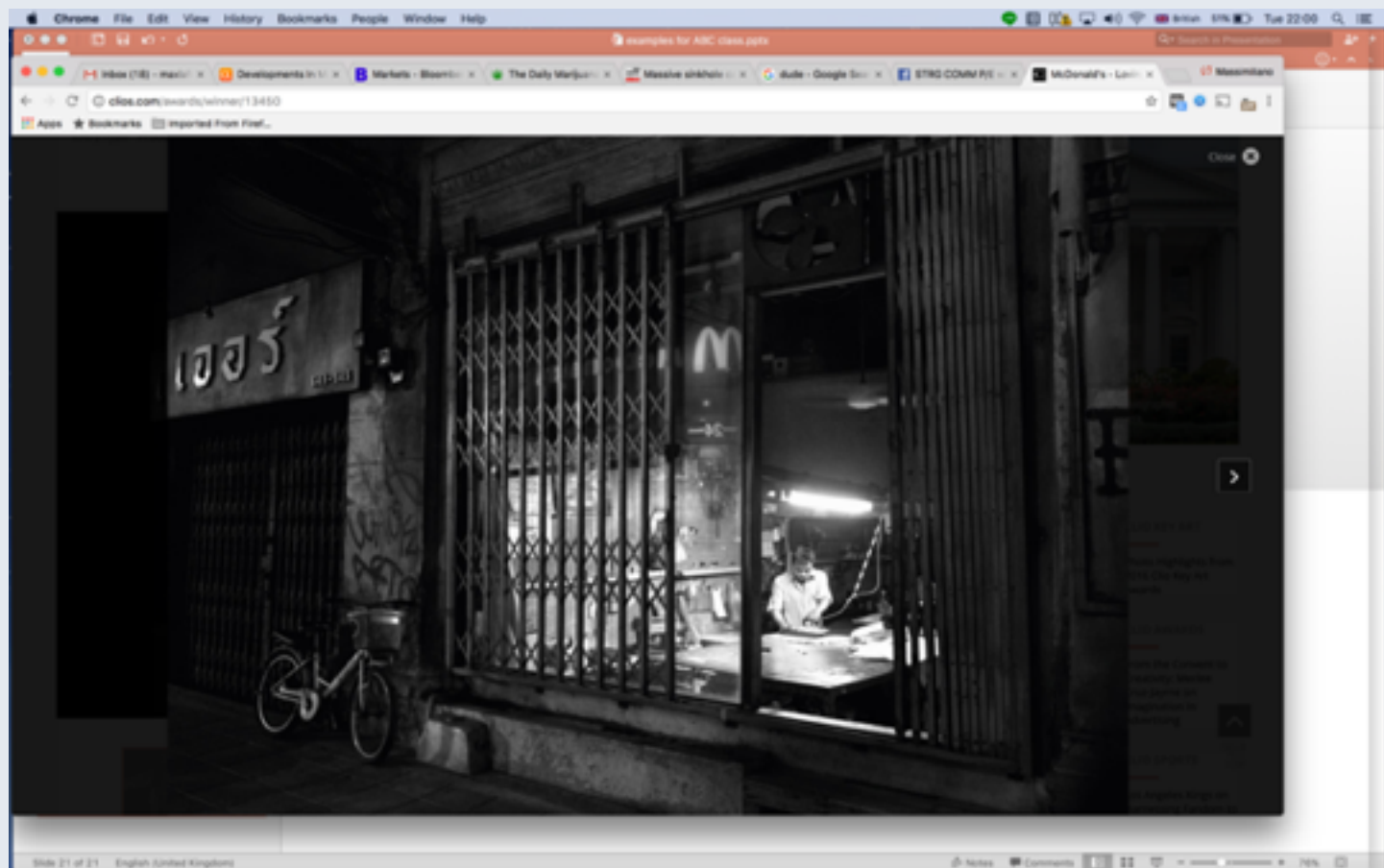


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# HOW TO PRESENT A CREATIVE IDEA

# WHEN PRESENTING

■ Please let's make sure we follow a simple structure:

1. Intro (the foreplay): a rationale for the creative idea. This is usually an insight, a surprising fact, something coming from pop culture or specific local behaviours.

This intro is fundamental because it generates curiosity and opens the door for the creative idea.

2. Introduce the idea first. Start with a sexy headline and then with the explanation as we have learned
3. Show executions after the idea. Make sure that all the executions that you present belong to the same idea (otherwise group them under different ideas)

