Target audience

Competitive considerations

Creative objective

Advertising strategy

1. The promise
2. Reason why
3. Product, brand, service positioning
4. Corporate, organizational, legal requirements

Rationale for the strategy

Types of Strategy

Although there are many different strategies available to the advertiser, there are main categories used for advertising planning. Sometimes an ad can use more than one strategy to communicate to consumers. The main strategies are shown in Table 4.2. Click **here (https://media.thuze.com/MediaService/MediaService.svc/constellation/book/AUOMM615.14.1/{pdfs}table_4.2.pdf)** to view a larger version of this table.

Table 4.2 Main types of advertising strategy

Strategy	Example
Affective. This includes the reliance on emotions to influence consumers. Humor and fear are typical approaches with an affective strategy.	Anti-smoking campaign—This ad from the CDC uses viewer's emotions such as fear and love for family, to influence the consumer to quit smoking. AP Photo/CDC

Brand Imaging. In brand imaging, the advertiser tries to create an overall image or personality for the brand or product based upon psychological claims.	Stuart Weitzman—This ad associates the brand with sexy high-end fashion.	PRNewsFoto/Stuart Weitzman
Unique Selling Proposition (USP). This strategy looks at a physical feature of a product or service that is stronger or better than the competition. There must be proof of superiority when utilizing this strategy. This strategy gets to the concept of a value proposition; generate value for the product or service then communicate that value to the audience. It's always a good idea to know the USP and value proposition even if different strategy is undertaken.	Tide® Detergent—This ad uses research to substantiate the product claims that Tide gets clothes cleaner than any other soap.	Advertising Archive/Courtesy Everett Collection
Resonance. In a resonance strategy the advertiser attempts to connect with the consumer utilizing a consumer's experiences with a product. The idea is to communicate to the consumer that this brand is the "one to buy." A show-and-tell execution often accompanies this strategy.	SodaStream—This is an image still from a SodaStream commercial that depicts people who are typical of the target market to show-and-tell how fun and easy it is to use the product.	AP Photo/SodaStream
Product or Brand Positioning. This is a long-term strategy that relies on relationship marketing. It allows the advertiser to develop a unique position for its brand and to "position" the brand in the consumer's mind in relation to the brands offered by competitors. This strategy works well with many consumer products as consumers tend to rank brands and products in their minds based upon preconceived ideas and notions about the product such as quality, price, or longevity.	Subaru—Subaru has positioned its brand as one for young, active consumers who care about their families and pets. Loyalty is a key component of their brand positioning strategy.	PRNewsFoto/Subaru of America, Inc.

Generic. When entering a new market, advertisers have little information to help them assess the environment and may opt for a generic strategy. This strategy provides a straightforward product benefit claim. There is no claim of superiority over the competition. This strategy is very effective in situations where there is no or little competition.

Shine 'n Jam PomWave—In this ad the company explains why the product should be purchased. The ad depicts a person with styled hair who is typical of the target market.

PRNewsFoto/Empire Industries, Inc.

With the creative brief and strategy in hand, it's time to work on the development of some samples to show the client.

Creative Executions

When developing the IMC plan, most clients want to see examples of what the advertising is going to look like prior to the actual rollout of the campaign. Additionally, the creative department staff need to see physical renditions of what they plan to use in the advertising campaign to research and make sure no errors exist. Therefore most advertising professionals will include creative samples or examples within the advertising plan. When the account is pitched the client will always want to look at examples. There are many different creative executions that can be included within an advertising plan. Provide many samples of executions to give decision makers and clients the big idea for the campaign. The examples must be tied with the media plan and only contain executions of media that are being considered. Samples of creative executions that will appear in traditional media as well as new media should be included. Media options typically found in an advertising plan include the following.

Traditional Media

- Print layout
- Copy (text that will be used in the ad)
- Radio scripts
- Out-of-home mock-up ads
- Storyboards for television ads
- Press release samples

New Media

- Screen shots
- Sample blogs
- Satellite radio copy