

What makes ideas good?

Good creative

=

effective communication.

Effective communication

=

connecting with your audience.

Connecting with your audience

=

meeting a need or desire.

Connecting with your audience
=
understanding them (empathy).



[The Trim: Bond Underwear, by Clemenger BBDO, Melbourne](#)

https://www.youtube.com/watch?v=3S0o_DqCWNQ

Connecting with your audience

=

finding the right voice/tone.



Sometimes the voice is urgent, loud and forceful.



Sometimes the voice is more gentle and seductive.



Sometimes the voice is generic



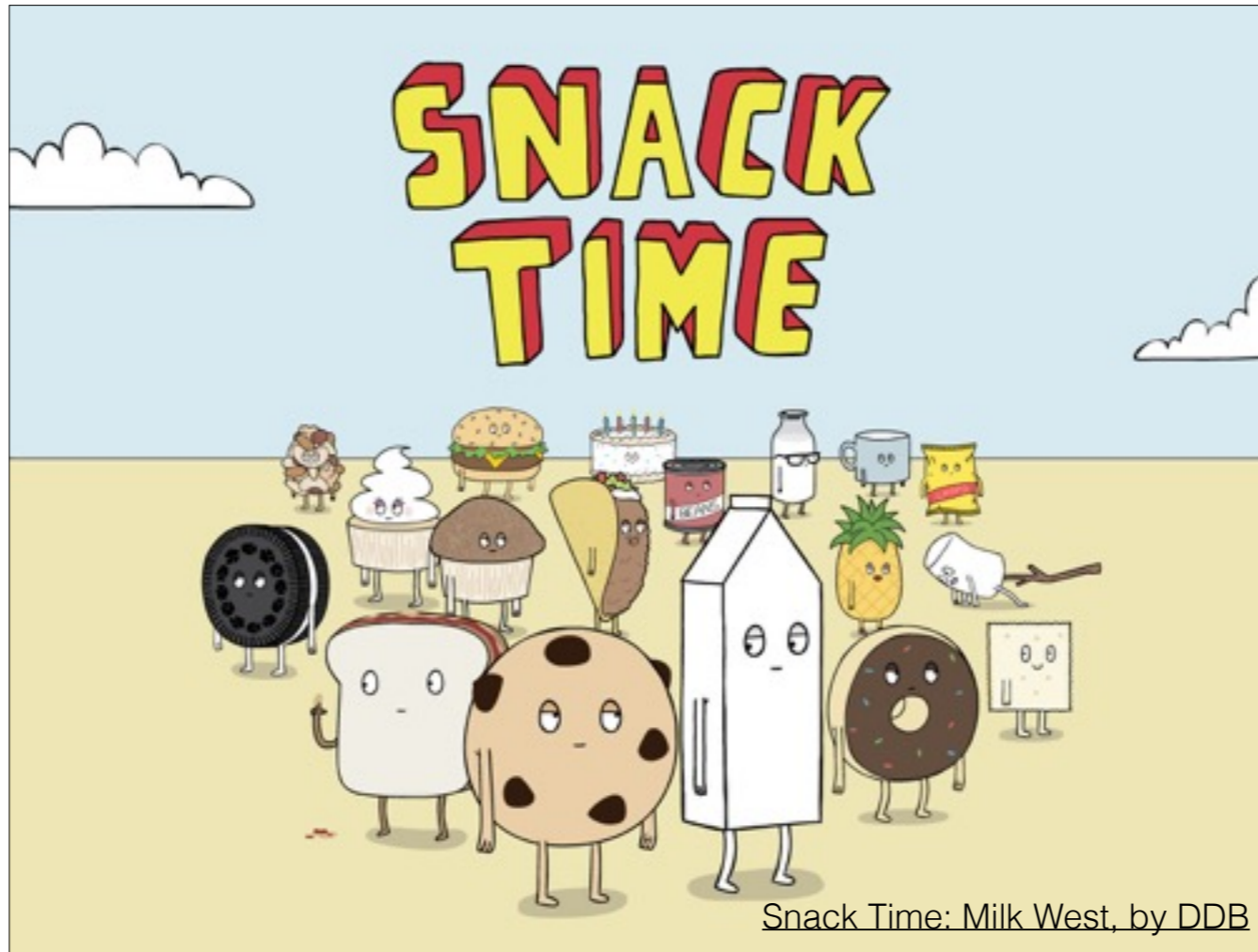
Sometimes it is intimate.

Every message is an opportunity to start a conversation and an opportunity to deepen a relationship.

Good creative takes every opportunity to leave a brand impression.

We interpret a message based
on what is said and how it is said.

Good creative knows its
audience and speaks in their
vernacular:
one size does not fit all.



<https://www.adforum.com/creative-work/ad/player/34519694/milk-west-snack-time/milk>

Good creative evokes a desired response by conveying the appropriate emotion.

Does this movie poster make s strong connection, or evoke a strong feeling?



Composition
Perspective
Adventure
Fear
Sex/Romance?



What about this one?

Composition

Direct Gaze=focal point

Adventure

Brand

Fear

Emotional



Composition

Direct Gaze=focal point

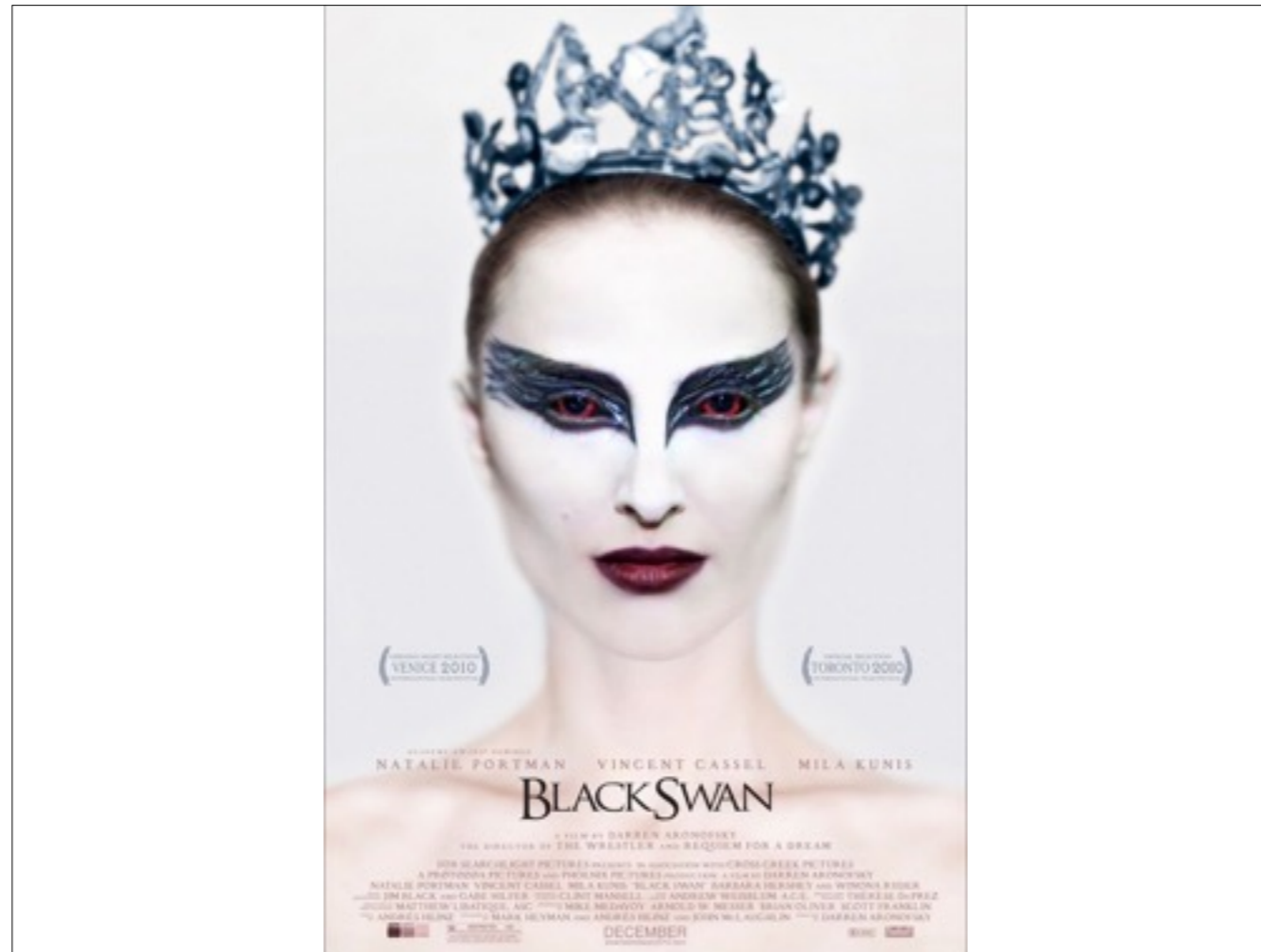
Brand

Emotional

Personal (educated target audience)



Composition
Focal point
Fear
Emotional
Empathy



- Composition
- Colour
- Direct Gaze=focal point
- Fear
- Emotional
- Beauty
- Distinctive



Composition

Colour

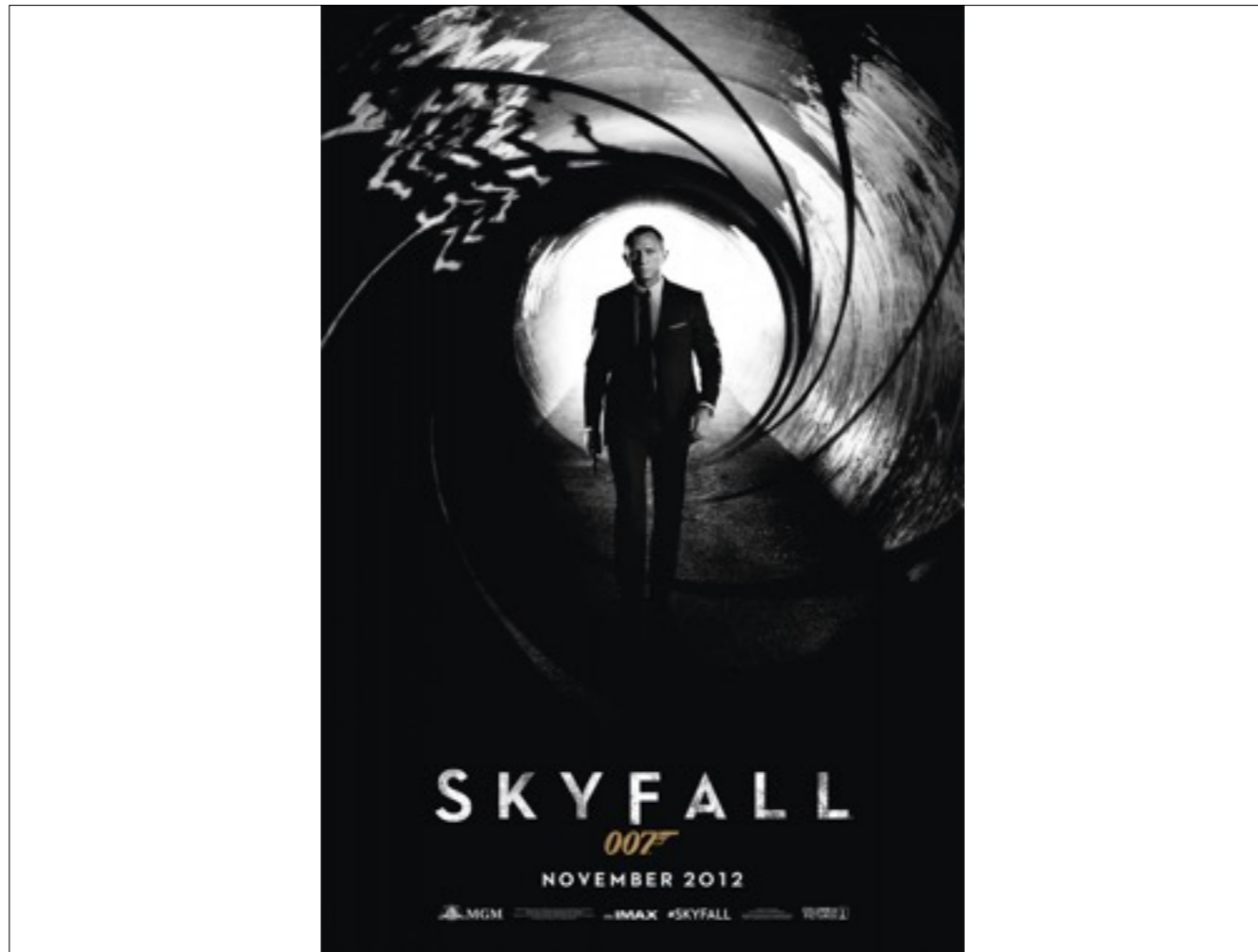
Direct Gaze=focal point

Fear

Emotional

Beauty

Distinctive



Composition

Colour

Direct Gaze=focal point

Adventure

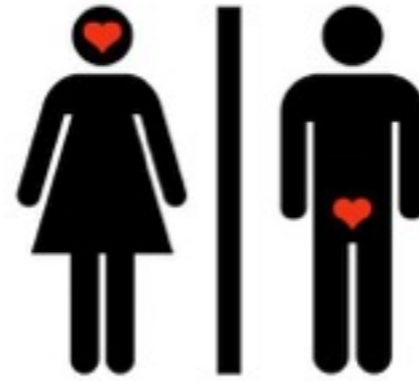
Fear

Beauty

Brand

Katherine
HEIGL

Gerard
BUTLER



the**ugly**truth

COMING SOON
TheUglyTruthMovie.com

© 2009 Universal Studios

Colour (or the lack of it)

Focal point

Symbolism

Humor

Sex

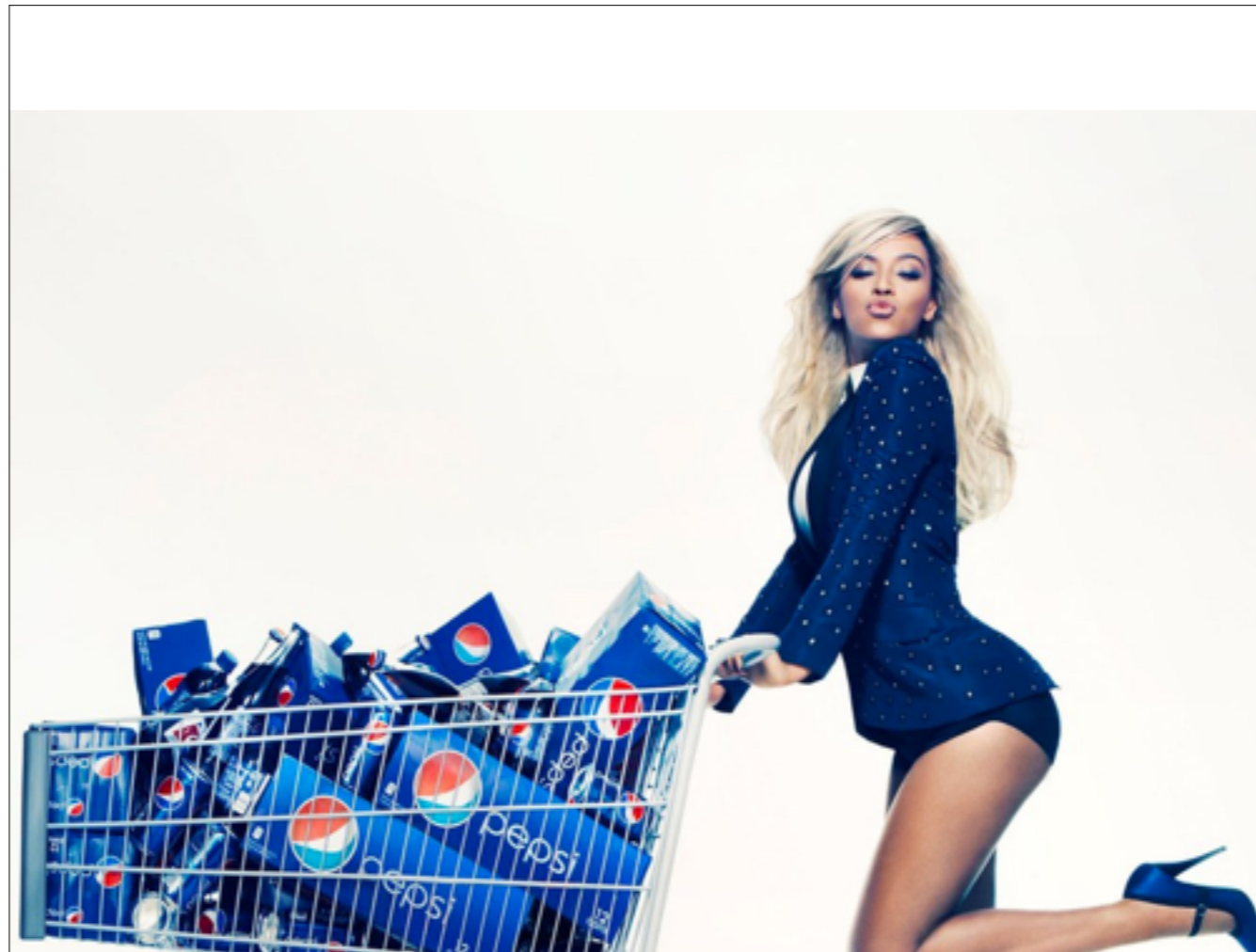
Distinctive

Modern



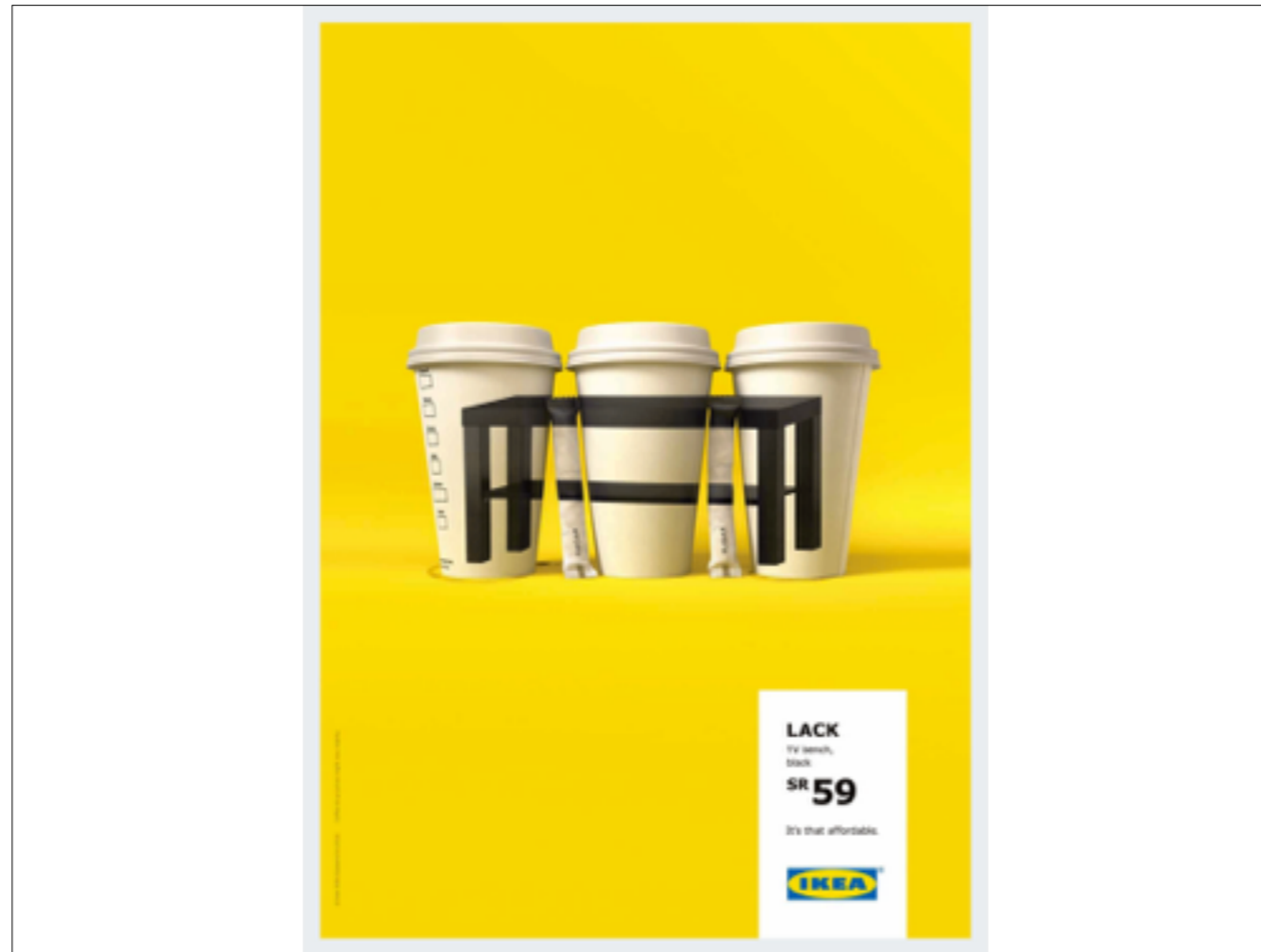
Brand/Endorsement
Sexual appeal

Visme Blog 23 Types of Advertising Appeal: <https://visme.co/blog/types-of-advertising-appeals/>



Brand/Endorsement
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- Composition
- Colour
- Focal point
- Rational (Value for money)



Pain solution

In this Ikea ad, the pain of the viewer is apparent in the shelf they need but do not have. Rather than focus on the product they are selling, Ikea focuses on the solution they are providing. Brands can often sell more effectively if they are able to identify a pain that can be solved by a product or service they offer. (Focussing on the problem).

Read more at <http://blog.visme.co/types-of-advertising-appeals/#2Y8kjldS5RCjBB3D.99>



Contrast

Contrast can be a subtle way to prove your brand is a level or two above the alternative, or how much the consumer would be better off with the product.

You can also highlight what sets your brand apart with a stark comparison between your product and the competition or how life would be without your products. In this IKEA ad, there is a clear contrast between those who “unboxed” their balconies with IKEA style products and the neighbors surrounding them. The stark contrast in this ad creates an unquestionable appeal to express personal style and create a living space that no one else is taking full advantage of.

<http://blog.visme.co/wp-content/uploads/2017/11/23-Advertising-Appeals-to-Engage-and-Motivate-Contrasting-Appeal.jpg>



Composition

Focal point

Rational (Value for money)Potential

In this Lego ad, the clear connection is that Lego helps children imagine, solve problems and work toward a better future. This was part of a campaign that included similar fireman and rockstar images in ads that were placed at strategic schools, playgrounds and museums where parents frequently take children.



Bandwagon/social/affiliation

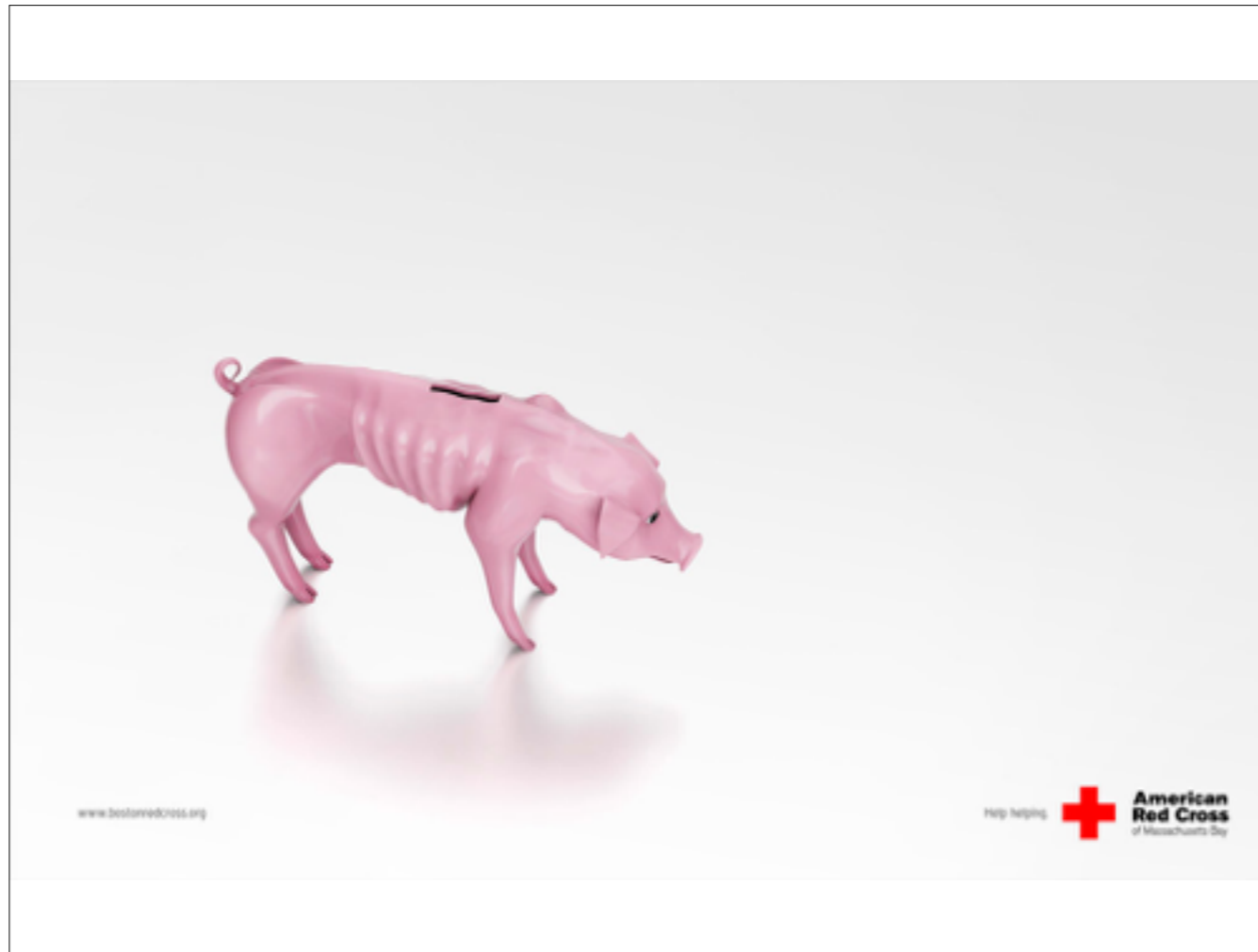
I get the joke

People are motivated by what others are doing around them. In this Ikea ad, there is a clear reference to the TV show, Game of Thrones. This year, the head costume designer for the show revealed how Jon Snow's cape is actually made from affordable Ikea rugs.

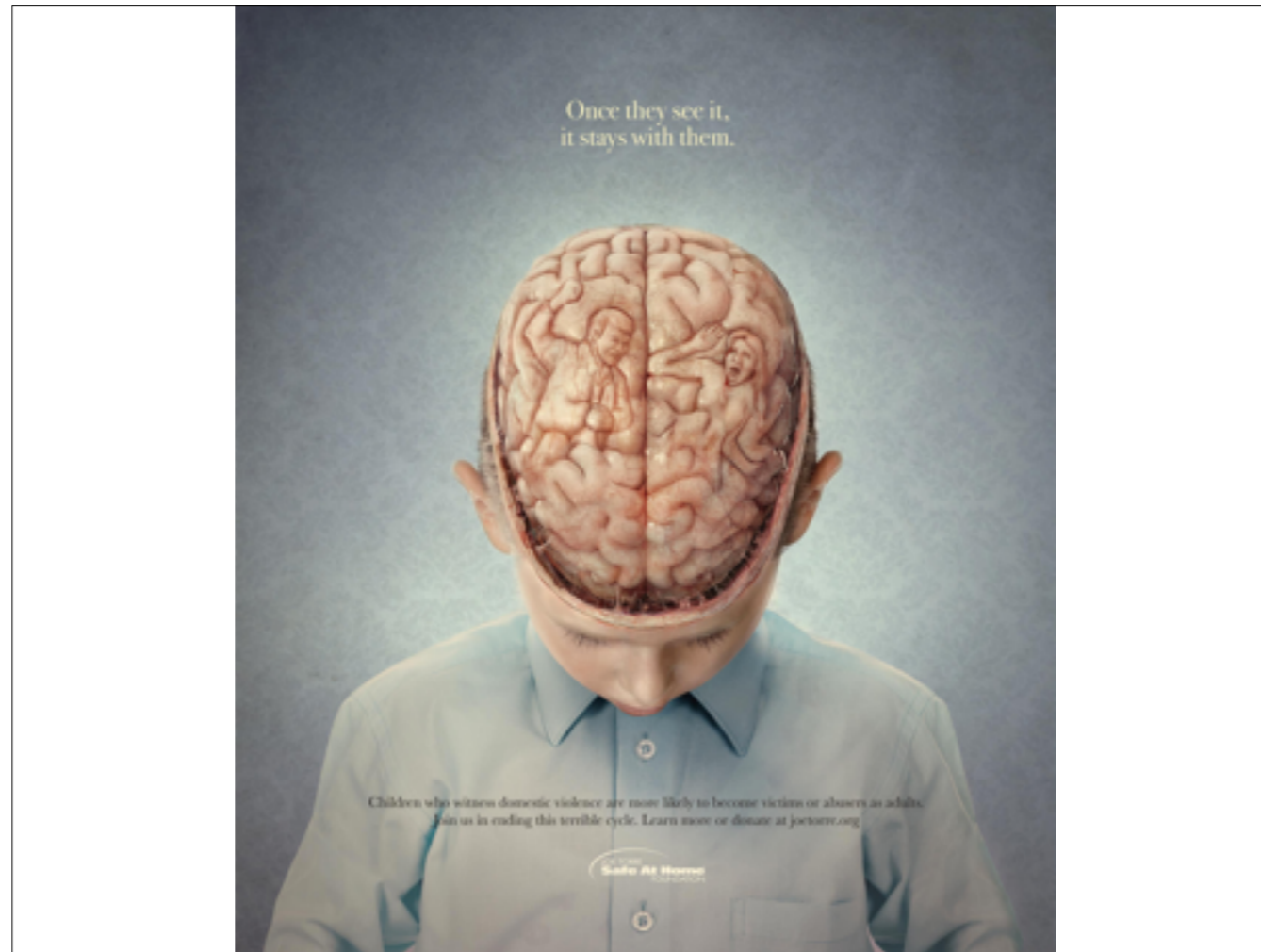
The ads appeals to consumers' need to feel part of something or included: Even the Game of Thrones tries to stay within budget by shopping at Ikea, like everyone else.



- Emotion
- Fear
- Rational
- Visual metaphor
- Humour?



- Emotion
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- Humour?



Empathy

Empathy helps people picture the problem in a personal way so that they can understand the consequences for someone else.

Getting a message across may depend on your ability to get someone to identify with a problem they've never actually had to deal with. Some brands and most public service advertisements depend on the ability to evoke the emotion of empathy and understanding in those they need to care about their cause, as is done in this ad by the Safe At Home Foundation.

Read more at <http://blog.visme.co/types-of-advertising-appeals/#2Y8kjldS5RCjBB3D.99>

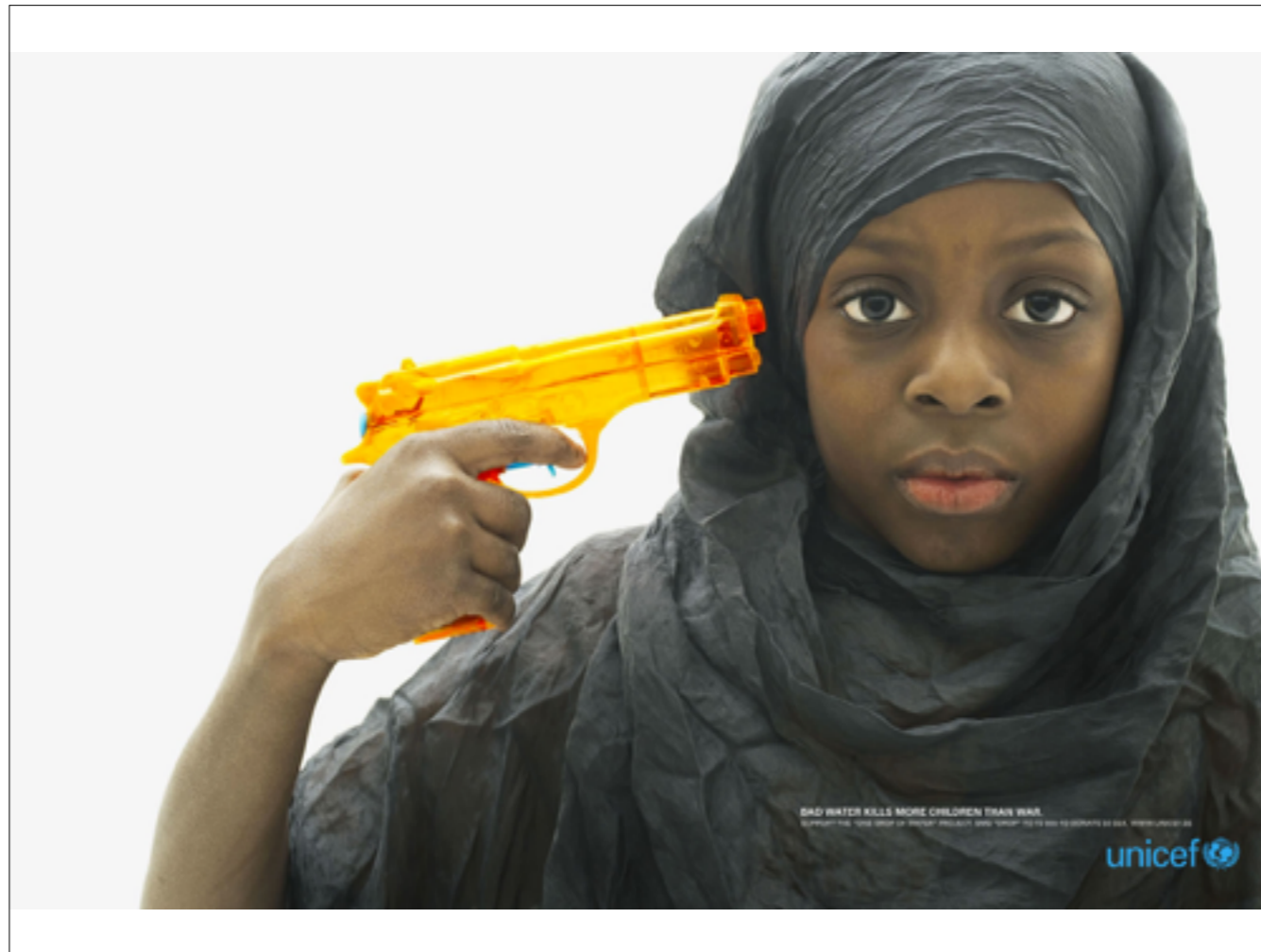


THE LONGER YOU WAIT, THE DEADLIER ABUSE GETS.

Abuse only gets worse over time. If you're being abused, we can help. Call 414-933-2722 now before it's too late.

family
peace
center

Emotion
Fear
Visual metaphor

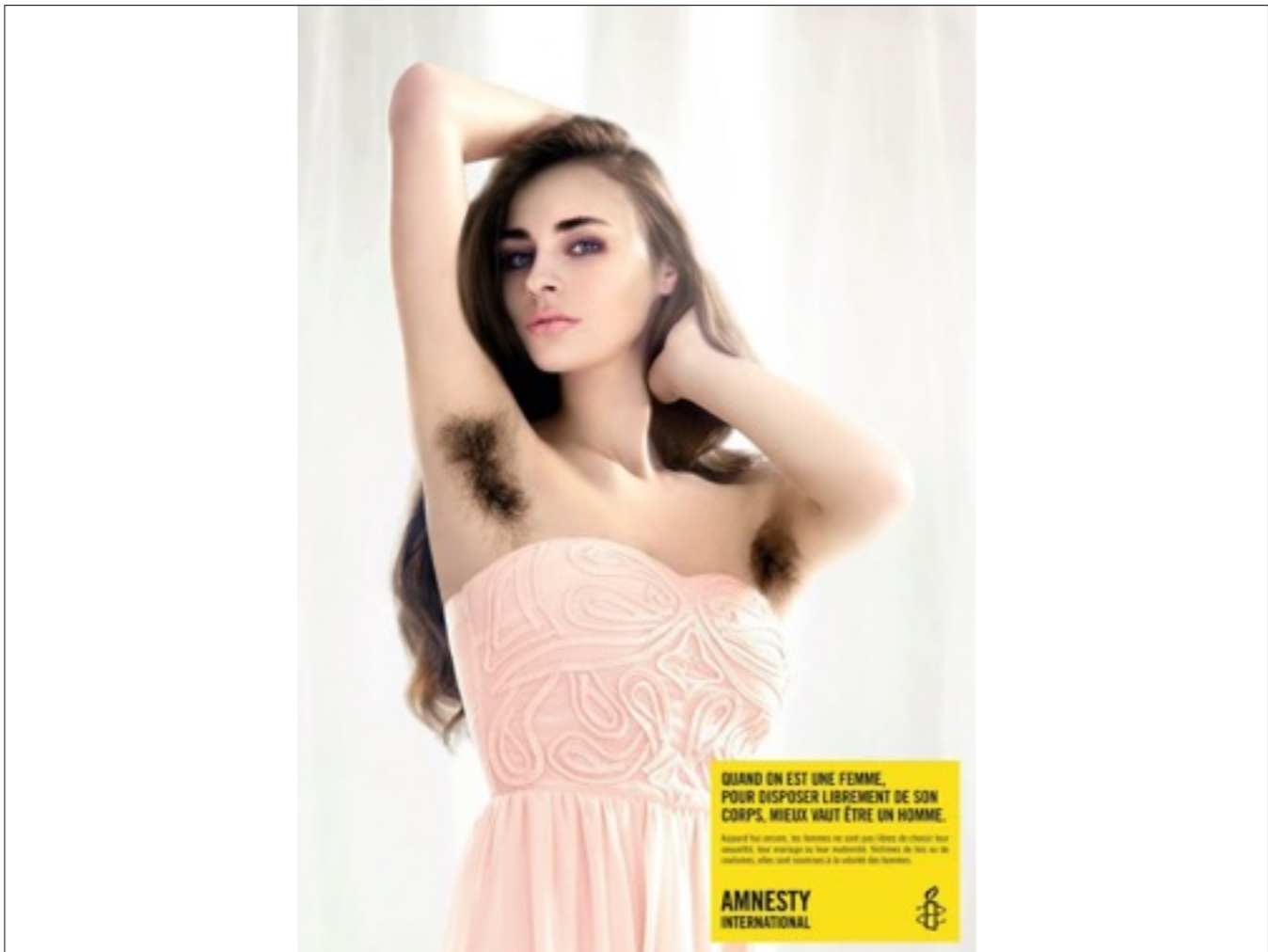


Emotion
Fear
Visual metaphor



In Switzerland, more people are injured each year in tripping accidents than in car accidents. For prevention tips, visit www.stopern.ch **suva**

Humour
Emotion
Visual metaphor



**QUAND ON EST UNE FEMME,
POUR DISPOSER LIBREMENT DE SON
CORPS, MIEUX VAUT ÊTRE UN HOMME.**

Assurez les droits. Les femmes ne sont pas libres de choisir leur sexualité, leur mariage ou leur maternité. Tollées de fait sur les violences, elles sont victimes à la réalité des femmes.

**AMNESTY
INTERNATIONAL** 

Humour
Emotion
Empathy



IN THE EYES OF A SOMALI CHILD WAR IS BARELY A GAME.
STOP THE EXECUTIONS IN SOMALIA. JOIN US OR DONATE OUR
CAUSE TO FIGHT FOR HUMAN RIGHTS AROUND THE WORLD.

**AMNESTY
INTERNATIONAL
CROATIA**



Humour
Emotion
Empathy
Fear



Fear

Empathy

Contrast

In this graphic ad, fear of losing something awesome may motivate people to take action and help save the forests.

Using strong visuals, ads can draw on hidden fears. Some ads draw on personal fears, while others draw on a sense of loss.

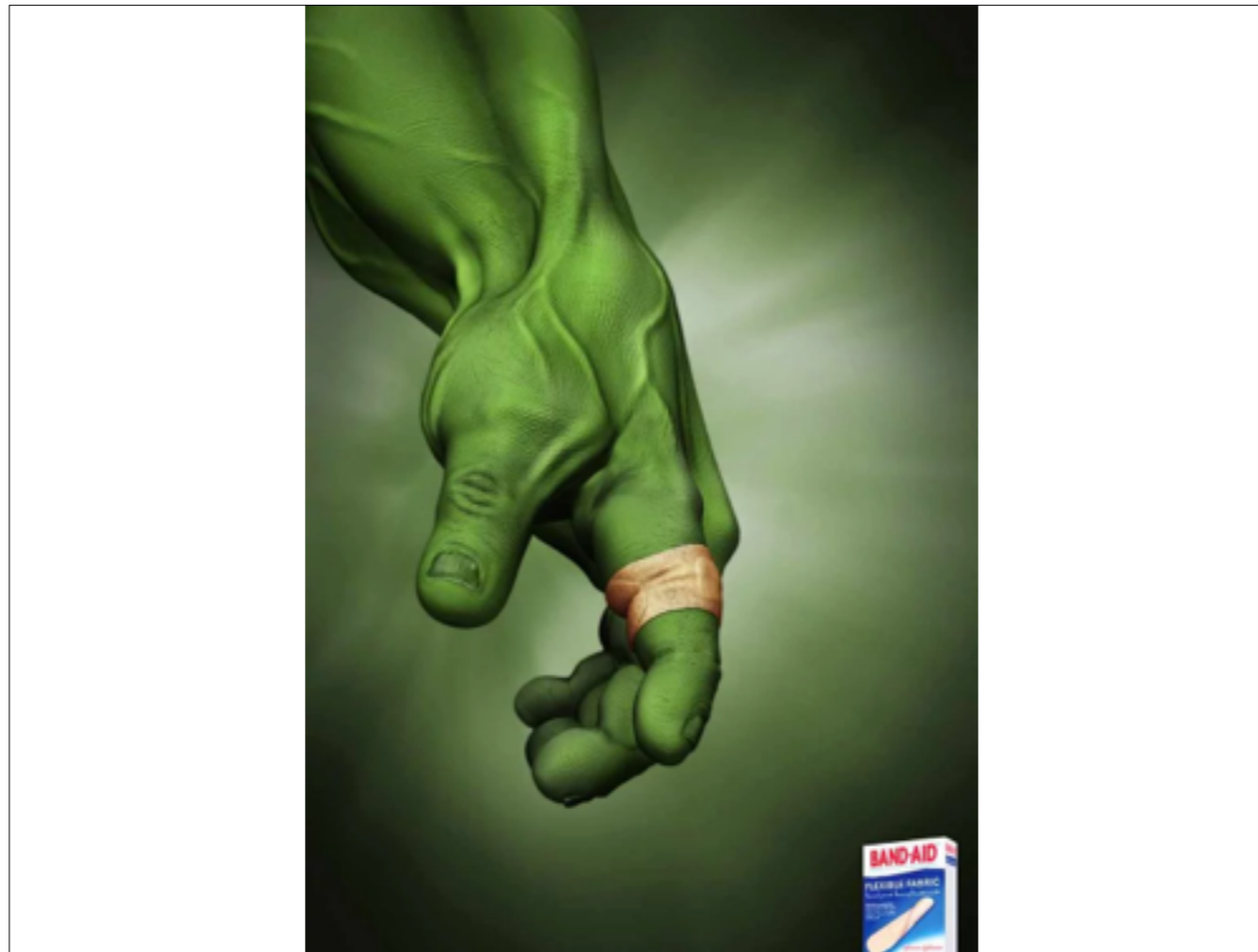
Read more at <http://blog.visme.co/types-of-advertising-appeals/#2Y8kjldS5RCjBB3D.99>



Humour
Emotion
Fear
Visual metaphor



Adventure
Fear
Empathy

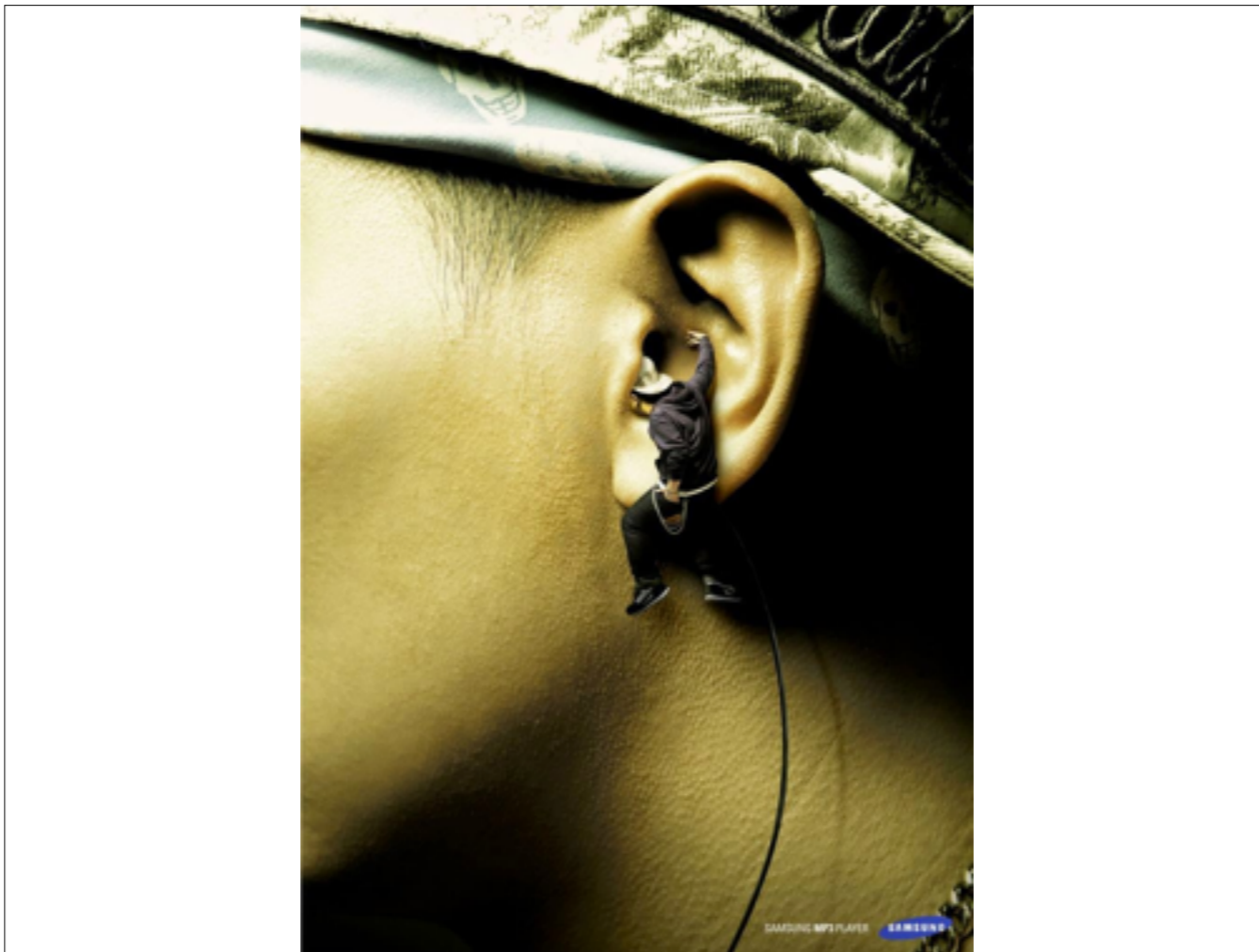


Humour
Visual metaphor

Our factory™



Humour
Visual metaphor
Rational
Snobbism
Transparency



Humour
Visual metaphor



Humour
Symbolism



Composition
Colour
Humour
Visual metaphor
Rational

Good creative looks for ways to break out of the mould and use non-traditional spaces.

A pleasant unexpected encounter is more memorable.



Hollywoodland real estate development, 1923



Tiffany, NYC



Chermayeff & Geismar & Haviv, NYC



Timothy Goodman installation, NYC

Good creative considers
where the message will appear
and under what circumstances.





A transparent decal was placed on this transit shelter to show distance runner Bernard Lagat crashing through.



Good creative = finding the magic
resonating in a compelling and
memorable way.



Dumb Ways to Die: Metro Trains, by McCann Advertising Melbourne Australia

https://www.adsoftheworld.com/media/digital/metro_trains_dumb_ways_to_die

Done talking :)