The Advertising Toolbox: Principles Synthesized and Simplified

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THE ADVERTISING TOOLBOX:
PRINCIPLES SYNTHESIZED AND SIMPLIFIED

A Capstone Experience/Thesis Project
Presented in Partial Fulfillment of the Requirements for
the Degree Bachelor of Arts with
Honors College Graduate Distinction at Western Kentucky University

By
Rachael Fusting

*****

Western Kentucky University
2014

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ABSTRACT

This paper is a supplementary text to Duct Tape Advertising: The Quick Fix Solution to Your Promotion Problems. It serves to further cite the sources of the guide’s claims and elaborate on their importance to the field of advertising. Reasons for the creation and design of the guide are analyzed and justified.

Keywords: Advertising, Modern Trends, WKU AD&PR program, Graphic Design, Duct Tape Advertising: The Quick Fix Solution to Your Promotion Problems
Dedicated to all the teachers that have impacted my life past, present, and future. You are not only appreciated but admired and loved.
ACKNOWLEDGEMENTS

There are several people who helped make this paper and the accompanying guidebook a reality. Most notably Mark Simpson for his brainstorming expertise, Kelley Coppinger for her motivating pressure to operate at my best level, Cliff Shaluta whose class in so many ways came at a perfect time in my life, and Houston Rose who’s never ending stream of snaps and “you can do it” texts kept the ball rolling. Thank you to David Fusting and Shelby Rice for all the help polishing. This project wouldn’t shine as bright without you.

Thank you also goes out to Trudy-Ann Crossbourne, Leslie Baylis, and Scott Lyons at the WKU Honors College for their patience and flexibility. Your support has made all the difference.
VITA

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CHAPTER 1

IDEAS INTRODUCED

When I first met with my advertising advisor Kelley Coppinger my sophomore year of college, she took me to a nearby coffeehouse/bagel shop colloquially named Einstein’s. The now familiar aroma of fresh bagels and coffee grinds met my nose for the first time as she turned back to look at me and asked, “What would you like to drink?” After a brief embarrassment, I admitted that I didn’t like coffee. She looked at me flabbergasted. “Well Rachael, it’s time you learned to love it. You’re in advertising now.” And with that she bought me the sweetest thing on the menu... and started an addiction.

Although she was likely referencing all the late nights I would be pulling meeting deadlines in my field, this line has stuck with me all these years on a more symbolic level. Majoring and working in advertising requires alertness and engagement on a level that can’t be sustained unless one is fully awake. At the heart of great advertising is gathering valuable research and combining all the pieces of information in your head until something creative, insightful, and money-making comes out. It’s simply not a job you can do at half power. Caffeine is an advertiser’s best friend.

This depth of engagement is something I’ve been participating in my entire experience at WKU. It’s how I get the most out of my time in class, and it’s one of the reasons I internalize and retain so much of what I learn. I created a guidebook for three
purposes: (a) to summarize that key information learned in my advertising classes (b) to demonstrate knowledge of graphic design and visual organization and (c) to create a simplified reference tool that encourages immediate application of the concepts.

This paper however goes deeper than the abbreviated guidebook. The purpose of this paper is two-fold: (a) to explain or justify the value and purposes of the guidebook and (b) to support the claims and advice made in the guidebook.

With that, sit down at your local coffee shop, take that first sip of your strong smelling brew, and dig in.
CHAPTER 2

CLASSES CAPTURED

“Intelligence is a function of memory.” A favorite line of my Web's Impact on Our Minds and Future professor Wolfgang Brauner, this line has stuck with me as an accurate summary of my college experience. Information that goes in one ear and out the other is no good to oneself. If we do not find ways to internalize and retain our knowledge and acquired skills we will gradually lose them. Anything we do not actively use on a regular basis seemingly evaporates from the brain over time like an unused second language.

This is the petri-dish of pessimism where the idea of the guidebook came to life.

The guidebook is like a scrapbook. Though it contains educational memories rather than social ones, the guidebook creates a snapshot of a moment in time that, though partial and shallow, triggers in the brain a more elaborate memory. By making the guidebook, none of my schooling is wasted due to memory loss.

Introduction

The guide starts out with an introduction that builds rapport and personal connection with the reader. This important, ethos building section embodies a combination of Honors English 300 and Journalism 202: Honors Media Writing techniques. The textbook for that Media Writing class, Inside Reporting by Tim Harrower, had good brainstorming references for lead ideas. The “nutshell style” of
organizing information it describes is a useful technique for any kind of writing in our short-attention-spanned age. Start with a hook that makes them care; give them the nutshell version of the story; then lastly comes the details.

**Research**

There will be a portion of readers who skip this first research section immediately. They either think they already know everything about their company or think of research as that painful thing they did back when they were in school. I had to do it though because this section is what informs every decision that comes after. The “Be Informed” section is a pretty direct summary of Cliff Shaluta’s *Journalism 300: Research in Advertising and PR*. It covers the categories of research in a situation analysis, secondary research tools, and primary research techniques.

There are a variety of ways to conduct research on the web and in person that don’t cost much more than time. But it is important to go into research knowing what you need to know. That’s where the situation analysis from Cliff Shaluta’s brand blueprint and a S.W.O.T. analysis (strengths, weaknesses, opportunities, threats) come into play. They create frameworks that make holes in one’s research apparent, spawning questions and curiosity for further research. During my time working with a freelancer and working as a part of a social media rebranding team, I saw many cases where people knew what they were lacking in comparison to others (a website, social media pages, a logo) they just weren’t sure how to go about creating them in an informed, strategic, and intentional way. The guidebook, especially in this section, makes them aware of the power at their fingertips via the internet. It gives them starting points.
Target Audience

The next section is target audience and it covers generational research and personas. Generational research is my statistically backed version of Zodiac astrology. Based on when someone was born, we can determine a lot about how they are likely to act, what they are likely to value and believe, and what motivates and influences them. This is a subject I’ve researched in many classes and used in nearly all of them to some degree. It takes the idea of a target audience out of an age range, gender, and ethnicity and looks at how society has changed and trended over large periods of time. That big picture view is part of what makes it so valuable. In the words of Jean M. Twenge, author of *Generation Me*, “This includes the highs and lows of pop culture, as well as world events, social trends, economic realities, behavioral norms, and ways of seeing the world. The society that molds you when you are young stays with you the rest of your life” (2).

Personas take things a little further and describe the audience as a single real person in order to have someone specific in mind to cater to when planning future advertising efforts. Personas are useful in coordinating team efforts because it puts everyone on the same page as far as target audience (Pulizzi, 94). Whether one is on a team or not, personas are useful because they take a more abstract collection of audience data and organize it into something more tangible and easily referenced (Shaluta).

Objectives, Strategies, Tactics

The next concepts covered in the guide are objectives, strategies, and tactics. This section is a combination of Kelley Coppinger’s *Principles of Advertising* and Mark Simpson’s *Advertising in a Digital World*. Objectives are your goals. Strategies are how
you plan to achieve those goals. Tactics are the practical, actionable steps one will take as one makes the strategy a reality. This is certainly not the only way to conceptualize it, (Check out Forbes’ version here: http://www.forbes.com/sites/mikalbelicove/2013/09/27/understanding-goals-strategies-objectives-and-tactics-in-the-age-of-social/) but in my exposure to various formula the one in my guidebook has been the most simplified and straightforward.

This structure is useful in a variety of situations in advertising. It can be applied to a product or service, the brand as a whole, or a specific piece of advertising. The title of this section of the guidebook is “Be Intentional,” and anytime you are producing something you want to be intentional about the process of thinking through the objectives, strategies, and tactics is useful. It focuses feel-good creation into something more likely to contribute to the whole of the brand, create brand loyalty, or return on investment. It’s all about strategic planning. The guidebook isn’t so much about groundbreaking original ideas as it is a “stop and think” tool.

Modern Trends

The section on modern trends is a favorite of mine because it both keeps the readers up to date and shows them that the direction advertising is headed doesn’t require huge budgets. It’s encouraging. Some thought leaders like Joe Pulizzi, author of Epic Content Marketing, argue that the versatility of individuals or small business owners have put them at greater advantage over larger businesses in our current ad climate (35).

The two main trends are two-way communication and content marketing (also known as thought leadership). In the words of David Meerman Scott, author of The New Rules of Marketing and PR, “People want authenticity, not spin. People want
participation not propaganda” (36). Gone are the days of advertising as one-way interruption. People are exposed to over 5,000 marketing messages a day (Pulizzi, 27). That’s a good way to blend into the crowd. One has to engage them through interaction. Through interaction one builds relationships and becomes an authentic person rather than a faceless company. Then content marketing comes into play and fulfills the other half of the picture – expertise. The buzz phrase “content is king” comes from the idea that in order to stand out in our modern, advertising-dense age, one must be producing new content for one’s industry. This creates a sense of respect for one’s company and establishes oneself as a thought leader. Everything one produces does not have to be original content. Repurposing other legitimate sources establishes one’s engagement in the industry as a whole, but producing new content is what sets oneself apart from the crowd as an industry expert. If one goes a step farther with it and produces real-time marketing content it both humanizes and legitimizes (Scott, 2012). Brand loyalty isn’t just about likability. It’s also important to establish oneself as professional. Producing content and positioning oneself as a brand expert simultaneously establishes the quality of one’s product or service. Together in combination, these techniques position one’s company as a trusted friend of reliable knowledge and quality. Joe Pulizzi goes as far as to say, “Your marketing needs to be anticipated, loved, and wanted. This is the new world we live in today” (11).

Consistency

In order to sustain this image of a brand or company – one that is personified as human both likable and professional and that audiences can develop loyalty towards – one has to have consistency. This means consistency across all platforms of
communication and consistency in posting and engagement with consumers. Consistency builds trust. It legitimates you. When someone online interacts with the same personality on Twitter, Facebook, and official website, then that persona starts to become synonymous with that brand rather than just the writer who maintains the platforms. It’s a concept hammered in every class from Kelley Coppinger’s *Print Design, Production, and Typography* to Cliff Shaluta’s *Research in Advertising and PR*. It’s like Joe Pulizzi says in *Content Marketing* “The great hallmark of a successful publisher is consistency” (77).
CHAPTER 3

GRAPHICS GLORIFIED

To put it plainly, I set this goal because I wanted this project to become a portfolio piece. I’ve done a lot of projects I’m not proud of, visually, but I knew that as much time as I was dedicating to this project it needed to be something I loved and got as much out of as possible.

First I started with organizing the information itself and dividing it into sections. By breaking it into parts I was able to create repetition and visual organization through the format of title page spread. This intentionally sparse two page spread at the start of each section gives quick-flip structure.

The overall simplicity and of the design is intentionally rendered to make the booklet feel like a quick read and to continue the down-to-earth theme reflected in the writing style. The guidebook is meant to be a simplified guide, and that is echoed even in the visual design and physical rendering so that readers are put psychologically at ease from the moment they start flipping through it to consider purchase. Its small size makes the booklet feel like a quick digest, easy to handle. It presents itself as a slightly large pocket guide or a field journal, which encourages the reader to jot in it and treat it like a notebook.

The color theory behind the selected color scheme also plays an intentional role on readers’ psychology. Browns evoke a sense of comfort, trustworthiness, timelessness,
and lasting value and are associated with the rugged and hardworking. Additionally the chipboard texture to the brown cover alludes to the practical informality found inside. Gray is authoritative and is commonly connected to technology, sophistication, and industry. (Samara, 110)
CHAPTER 4

ADVERTISING APPLIED

I prioritized direct application as a focus for my guidebook for several reasons. Firstly I knew the greater value of the piece wouldn’t be the content itself as much as the brainstorming and inner cogs whirring in the readers’ minds. By giving them a space to write those thoughts down in the booklet itself, readers’ inspiration and momentum are not lost.

Secondly I wanted the booklet to be interactive and have some sort of tangible end product in order for it to be more appealing if it were ever published. Wreck this Journal, a book meant to not only be written in but beaten up, is an international best seller. Part of the reason is because we are in an interactive age, and books that keep up with this trend have wider appeal. It was also recommended to me during the guide’s creation process that having the booklet formatted so that at the end you have something to show for finishing it makes the booklet all the more rewarding a read. That is also the logic behind the conception of the app version of the booklet. If they put in the information as they go, at the end they can download a customized marketing plan that combines their completed activities into a branding book.

There are a great many ways of thinking and framing the concepts addressed in the guidebook. For example as stated earlier, Forbes author Mikal Belicove prefers a
goals, strategies, objectives, tactics structure, while my guidebook uses a strategies, objectives, tactics structure. Advertising isn’t math; there’s more than one way to plan things. I chose the ones I did throughout the booklet because I found them to be the most straightforward and simplified and/or in common use at WKU’s advertising department.

The guidebook has four tie-in sections: the think, feel, do pages of the objective section; the persona creator; a place to brainstorm post topics and news sources; and a place to do S.W.O.T. analysis based on one’s research. The think, feel, do tie-in is valuable because it gives you space to write down ideas as you learn about each type of objective rather than waiting until the end when you are overloaded with information.

The personas activity dials readers into what their current or potential audience is like as a consumer. More importantly however it makes them think about targeting their niche audience specifically and how that approach looks different from targeting other audiences or “everyone.” As the multiple authors of *Marketing to the Generations* agree, “Not every generation is alike, nor should they be treated by marketers in the same way” (2). The section that brainstorm topics and news sources is important because it baby steps them through the adjustment of making a new process a part of their daily routine. For some this will be a reluctant change, but having a plan of attack already determined and written down in this booklet may overcome some resistance by making the process seem simpler. The S.W.O.T. exercise is useful because it takes the data they have implicitly gathered and starts keying the reader in as to how collections of information become insight that informs their advertising efforts.
Outside of those four exercise sections, the writing voice in general and the direct call-to-action phrases are additional encouragement for the audience to apply and internalize what they are reading. The author (me) is very, “Let’s do this!” in word choice and tone rather than a lecturing tone that says, “Now take notes on this!” The style of writing sounds like the reader is at a workshop or a consulting firm getting advice. The call-to-action phrases like “Write it down” and “Go ahead and start” engage the reader on a personal level and put pressure on them to act, respond, and write.
REFERENCES


APPENDIX

DUCT TAPE ADVERTISING:

APP FUNCTIONALITY EXPLAINED

DUCT-TAPE ADVERTISING:

THE QUICK FIX SOLUTION TO YOUR PROMOTION PROBLEMS
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Real-Time Marketing

Be Consistent
Inter-platform Consistency and Your
New Daily Routine

Be Creative
Answering the Whys

So why should you read this booklet? Because let’s be honest, that’s what most people are wondering when they skim the first few sentences waiting to be hooked. You should read this booklet dear reader because your time is limited. In a society that’s as fast paced as ours you are either behind, at risk for falling behind, or in denial that you’re already behind. And this book is free of all the unnecessary fluff that makes a book look fat and in-depth on a shelf but really wastes your time as you skip to key points anyway. This book is skim milk.

Why should you listen to me?
I am a recent college grad with an Advertising degree. My value as an author is not my decades of experience. However, there are a couple perks to being me.
1. Advertising is a constantly changing and adapting field. Keeping up with all the new ways people are appealed to (and what techniques are becoming overdone and less effective) is a full time job. The value of a youth perspective is that I have been living and experiencing the trends that others study to stay current. My understanding is more than textbook; it is experiential. As a Red Pepper rep once said, “If you want to stay current, have a kid.”

2. One of my core strengths is summarizing and synthesizing other people’s research and experience. My mission is to do this in as few words, and with as much clarity, as possible. (All those college research papers had to be good for something right?) In this book I boil down and relay the thoughts of professors, thought leaders, industry professionals, and new marketing evangelists (y’know, all the big thinkers) because it’s hard to climb up onto the shoulders of giants without a boost.
BE INFORMED
Research

There are a lot of you who view research as that painful thing you did to write a school paper, but you must not skip this section! I repeat: MUST NOT. This is the foundation on which all your efforts will build. This is how you maximize your impact and ensure you aren’t wasting your time and effort. Where do you start? Below is a handy little list of the four C’s of research.

Company:
Research your company and what people think about you, your products, or your services.

Customer:
Find out all you can about the people who use your product and services and walk in your stores. What are they like? What do they like? What influences their decisions?
Competitor:
What are they doing right and wrong, and how does it affect you?

Culture:
What’s going on in your field or market? How does it impact you and/or can it be used to your advantage?
Primary

There are two kinds of research: primary and secondary. In primary you collect and gather the data yourself. In secondary you find the research other people have conducted. Here are some ideas for self-conducted research on a zero-to-low budget.

Surveys:
There are several online sites that allow you to create electronic surveys for free! Try out SurveyMonkey, or create one through Google Drive by going to Create > Form.

Focus Groups:
Put a group of people in a room and ask their opinion. You’d be surprised how many people will freely give their time and opinions.

Social Media:
If you already have social media pages for your business ask your followers
what they think. Heck, just a post on your personal Facebook page could provide some relevant insight.

Ask People:
Hit the streets and ask strangers. The more official you look the better. Involve a camera and watch people flock. Just be up-front about what it’s for and watch out for those no soliciting signs!
Secondary

The challenge with secondary research is finding it. But if you know the tools, sifting through the World Wide Web for relevant content becomes much easier.

Google Alerts:
Using this free tool you can type in keywords related to your field, and Google will create a custom newsletter to e-mail you at the frequency you indicate.

Google Trends:
This site tracks the popularity of search words over time with key web articles linked on the charts.

Netvibes:
One of the top online listening and monitoring tools is accessible for free! Type in what you want to know about and add it to your feed for current monitoring.
Social Mention:
It’s like Google Alerts, but for social media.

Social Media:
Especially good for competitor research, social media is the touchpoint between your audience and the Internet as a whole. It’s their online presence.

Reviews:
Never underestimate the power of the people and their opinions!

Blogs: It’s always good to find the key bloggers that get trusted and listened to like experts. Their readers might not all necessarily agree with them, but a scroll through the comments can be very revealing.
S.W.O.T Analysis

Now put what you’ve learned to good use by organizing it in this standard format.

Strengths:
What unique, core strengths set you apart?

Weaknesses:
What are your weaknesses to overcome or downplay?
Opportunities:
What opportunities for growth has your research revealed?

Threats:
What external factors pose a threat to your success?
Case in Point

This research campaign determined the best advertising strategy for the release of Starbucks’ new Evolution Greek yogurt. Although it uses a slightly different structure than the one described in this book, it shows the pivotal role of research in forming an insight-based approach.

As one example, my team’s research showed Starbucks’ history of social consciousness and cause-driven initiatives. This information supported the release of Starbucks’ yogurt as a natural next step for the company.

See the full book: http://rayefusting.com/starbucks-goes-greek/
BE
INTENTIONAL
Personas

Personas are imagined people that represent the customers you are targeting. They allow you to have someone in mind to quick reference when you are making future decisions. This persona is based on the customer research that you did a few pages ago. (Yes, you are supposed to be doing this as you go!)

For example, there is much I can predict about you dear reader. You most likely fall into one of the following categories:

1. You are a small business owner and someone gave you this book as a “miracle cure” or to imply you need to “get with the times.”

2. You are an advertiser who was curious as to what a boiled down version of the industry would be (and secretly expects to laugh at the oversimplifications).
3. You are a college student who wants a cliff notes version of your major to help with a project you feel unprepared for.

If none of these fit, I wasn’t targeting you when I wrote this book but I’m glad you’re here!

One Persona Approach:

Generational marketing is one kind of research you can do on your customers. It’s kind of like statistically backed astrology. Based on what time period you were born in, you are statistically likely to act a certain way, have certain beliefs, prefer certain kinds of media...etc. As you read the following pages think about the people that come into your store or buy your products and services. Approximately what age range are they? How does that compare to your research?
Depression Generation

Age:
Born 1945 and earlier
(ages 69 and older in 2014)

Lifestyle:
They grew up in times of economic strife, traumatic times, and high unemployment. America emerged as a superpower during their time, making them patriotic. “Made in the U.S.A.” and quality products are a high priority. Depression babies are big on morality and values like discipline, financial and social conservatism, family, and obedience to authority.
Marketing Approach:
They value security and respond to pitches made by professionals like lawyers and financial managers, or respected individuals like celebrities and authority figures. They have high brand loyalty, and watch a lot of television. Traditional and print media are the preferred communication style: newspapers, magazines, billboards, magazines, radio, television, and direct mail. Always appeal to their cognitive (rather than actual) age.
Baby Boomers

Age:
Born between 1946 and 1964
(ages 69 - 50 in 2014)

Lifestyle:
Individualization and their careers
define them. Many are workaholics.
They appreciate new products that save
them time or make their lives easier.
Although they retain the family values
of the previous generation, they are
suspicious of authority and
bureaucracy.
Marketing Approach:
Non-controlling body language and communication is a must. Draw them in with every-day low prices. They will look companies up on the Internet, and love social events, public recognition, and personal gratification.
Generation X

Age:
Born between 1965 and 1977
(ages 49-37 in 2014)

Lifestyle:
They tend to be self-employed, free agents rather than team players. They respond to being treated like family, and demand trust. They are notorious for their lack of brand loyalty. They grew up quickly in a culture of rising divorce rates and violence, making them cautious, skeptical, and disillusioned. This generation has tighter budgets. They are value-oriented, price-conscious buyers.
Marketing Approach:
They need reassurance and education to make purchases. Contact them through social events, internet, e-mail, or direct mail. If you speak their language “directly and non-threateningly” it truly resonates. Try phrases like, “You’re different and we respect that.” or “There aren’t a lot of rules here.”
Generation Y

Age:
Born 1976 to 1994
(ages 36 - 20 in 2014)

Lifestyle:
Gen Y is fiercely independent, self-focused, lives in the moment, and
spends big. They grew up amongst
diversity and social awareness and
require companies to have a “greater
purpose”. They value truth and lifelong
learning, easily grasping new concepts.
They think communally and expect
either prestige or novelty from their
purchases.
Marketing Approach:
They respond to sponsorship and supporting causes. Gen Y loves humor and irony in their advertising. They are the first generation to treat shopping as a hobby, demanding new products to keep them coming back to stores. Do not use traditional advertising or e-mail. E-mails are just spam to them. They have a greater need for peer interaction, collaboration, acceptance, and validation than other generations, so word-of-mouth, good PR, and "hype" are good mediums to convey your message.
Generation Z

Age:
Born 1993 to present
(ages 19 and younger)

Lifestyle:
Gen Z people are both the “new conservatives” (growing up with global terrorism, school violence, and the recession) and the social liberals (growing up when single moms, homosexuals, and diversity are more common). They grow up fast, losing their childhood to “tweendom” advertising that jump-starts the teenage years. They value education for its security and are the first generation to view being smart as cool.
Marketing Approach:
Appeal to their values of "realness" and authenticity. They do not respond to being told what to do. They buy products to fit in, so associating your brand with certain kinds of people groups allows them to express their identity with your products. They have high brand recognition, but short attention spans, requiring interactivity and visual appeal, not text.
Your Persona

Circle the picture below that best represents the customers you are targeting. Describe them on the next page.
My customer....
Objectives

Goal setting is important in any aspect of business, and advertising is no exception. One thing to make sure of though is that you are setting advertising objectives, which are communications and perception based, and not marketing objectives, which are sales based.

Strategies:
Next you make a list of the strategies you’ve come up with to get your objectives accomplished. For example if you have an goal/objective of increasing awareness of product X by 40% in the next 8 months then a strategy might be to promote on your Twitter page twice a week for the first 5 months.

Tactics:
Tactics are a list of actionable steps you will go through to make each strategy a reality. In the previous example some
tactics might be to have a meeting with your social media coordinator, make a Hootsuite account (to schedule posts in advance), and contact local graphic design professors to see if they would consider creating branded promotional content for your Twitter feed as a class project.
Think

There are three categories of objectives: think, feel, and do. Think objectives define how you want the targeted audience to think about your company, product, or service. It usually involves a positioning statement, wherein you boil down what you want people to think about you after exposure to your advertising. It should be concise, easy to digest and embed in ads, and really only contain one core idea. Most typically it describes where you stand in the market compared to your competitors.

Thinking about your research, what you know about your customers, and what makes your company/product/service unique, write your positioning statement below!
Feel

Feel objectives have to do with the customers’ experience as they engage/use/consume your company/product/service. It has to do with how they experience the brand. Often this is phrased in the following way:

When I _______________________
(engage/use/consume what’s being sold)

I _______________________
(insert how they experience the brand on an emotional level here)

Examples: When I carry Starbucks coffee around, I feel more professional. When I wear Toms, I feel like a socially-conscious hipster.

Write yours below!
Do

Do objectives are action based. What is it that you want people to do immediately after seeing your advertising? What is your call to action? Yes you want them to go buy something. Let’s get beyond that. What continued engagement would you like to inspire? Do you want them to sign up for a newsletter? Follow you on social media? Recommend the product to a friend?

Use the other half of this page to get creative and specific.
Case in Point

The Starbucks Goes Greek branding book also shows the pivotal role of target audience research.
My team’s research showed that Starbucks and major yogurt companies have similar customers, justifying Starbucks’ yogurt product line extension. The research laid the foundation to form objectives related to a positioning statement, the brand experience, and engagement that catered specifically to the target audience.
BE CURRENT
New Age.
New Game.

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<thead>
<tr>
<th>Then</th>
<th>Now</th>
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<tbody>
<tr>
<td>Interruption marketing</td>
<td>Invitation to participate</td>
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<tr>
<td>Company defines brand</td>
<td>Community defines brand</td>
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<td>Company messages trusted</td>
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<tr>
<td>Capture eyes and ears</td>
<td>Capture hearts and minds</td>
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Two-way Engagement

When advertising on a digital platform, take full advantage of the unique benefits of the medium and make authentic connection with your audience. The current generation of consumers is advertising savvy. They know when there being sold to. In response, modern digital advertising is relational. It involves a two-way dialogue with your consumer and active engagement. When taken to its full advantage, the functionality of the web provides opportunity to engage consumers on deeper level, creating a personal connection that commonly translates into brand loyalty. It also provides natural opportunities for feedback and collection of brand stories. To paraphrase David Meerman Scott one of the leading minds on new ad and PR trends, people want participation, not propaganda. Participation turns spectators into supporters.
Real-Time Marketing

Real-time marketing is all about authentic engagement and connecting on a personal level. By participating in the real-time conversations people are having online you both establish yourself as a thought leader and create that person to person dialogue. It humanizes your brand, and this translates into brand loyalty. Companies who engage in real-time advertising have an average 5% better stock performance than those who do not.
Content Kings

The saying “Content is King” comes from the idea that in order to stand out in our modern, advertising-dense age, you must be producing new content for your industry. This creates a sense of respect for your company and establishes you as a thought leader. Not everything one produces has to be original content. Re-purposing other legitimate sources establishes your engagement in the industry as a whole, but producing new content is what sets you apart from the crowd as an industry expert. Brand loyalty is it just about likability. It’s also important to establish yourself as professional. Producing content and positioning yourself as a brand expert simultaneously establishes the quality of your product.
Case in Point

For those of you under a rock (just kidding) Teen Wolf is an MTV werewolf show capturing the hearts and minds of young people by the droves. Though I may catch stones for attributing this to its advertising rather than the show itself’s merit, this show's promotion team executes a prime example of a modern advertising campaign.

They invite you into their community with “see what you’re missing out on” tactics that play (for granted) on that fact that all of your friends and peers love the show already, so of course you will too.

Once inside of the online fan community, you start to get a sense of how the community has defined the
brand. The first season was dominated by a forbidden-love plot reminiscent of Twilight, but the later seasons responded to fans’ interests, side-plotting the romance and front-lining mythology and mystery. Witness the obvious visual switch:

Season 1:

![Season 1 Image]

Season 2:

![Season 2 Image]
The brand also excels at two-way engagement. Not only does the show have official pages, but so do most of the actors, allowing for a near constant stream of interaction between viewer and brand representatives. This includes actor podcasts, after shows, quizzes with video results... etc.

Actors live-tweet to create real-time marketing. (Live-tweets are tweets posted to Twitter as the show is airing live on TV, representing the oohs and aahhs of the entire fan base.) Hashtags on the bottom of the screen encourage viewers to share in a collective viewing experience.

No, it is not a content king brand, but with the MTV label its reputation and professionalism are established anyway.

3. Ultimately, this brand is doing a lot of things right, and the byproduct is an obsessive, cult-like following that has named themselves “The Pack.”
BE
CONSISTENT
Multi-Platform Consistency

Although you may have several places your company exists online, if you are continuing this theme of authenticity and humanizing your brand you must have the same brand personality on all platforms. When someone interacts with you on Twitter they should feel as if they are talking to the same person that they talk to on Facebook or that responds to their e-mails. This doesn't mean one person has to maintain your entire digital presence. It means that you have a tone of voice or style of writing that is a reflection of your brand and intentionally made consistent. This builds trust the same way that going to a McDonald's in another state and getting the same taste builds trust in the consistency and quality of their product. It's not just writing voice though. It's visual coordination as well. Consistency builds trust.
The Daily Routine

Now that you know all the pieces that go into a modern advertising campaign it’s time to incorporate it into your daily life. Listening to the online conversation that affects your business and posting to social media needs to become part of the daily routine just like checking your e-mail or Facebook. It’s never easy to form a new habit, but with the tools you’ve been exposed to in this book it won’t be a chore. Two things that always helped me when I was in charge of my company’s social media presence was (1) a list of types of posts to pull from when I had poster’s block and (2) a Hootsuite account.

Hootsuite allows you to access all of your social media platforms in one place. By doing this you can see all your online activity at once. As an added bonus it allows you to schedule posts in advance and view any online mentionings of your company.
Reference Lists

Topics for Posts:

Sources for News:
Case in Point

At Imagewest I worked as a social media regulator. I did not post in my own voice. I was not Rachael Fusting, Imagewest PR Coordinator. I was our mascot, a ninja gnome. The gnome was a huge part of our culture and dictated the way we interacted with the public. I literally sprinkled in phrases like “Hii-ya!” and “Ninja powers activate.” Cheesy as heck? Yes. Representative of our enthusiastic, high-energy team of young professionals? Also yes. For a company that hires a new team every four months, the well-defined voice of the company was easy for newcomers to slip into. And the company’s consistency across all digital platforms created a sense of professionalism.
BE
CREATIVE
Creativity in your promotional material is icing on the cake. You want to stand out? Yes, you need to be a little original. Is being creative, eye-catching, ...etc. the sole hinge upon which the success of your campaign rests? No. The era of interruption-based marketing is waning. You don’t have to be flashy to stand out. Being cliche, boring, or forgettable however has never been a good thing. So here are some innovative ads to wet your creative whistle. Each one sets itself apart in different ways, but each encourages the viewer to engage on a more than cursory level, whether it be physically through interactivity and sharing or mentally by making them think.
Slogan

In this brand redesign book for the Kentucky state parks, my team gave new an extensive visual facelift. However the most engaging aspect of this campaign is the slogan, “Why haven’t you?” The implications for the viewer are individualized and varied, the meaning differing for each viewer. In a campaign that targets many generations at once, there could be no clearer summation of the commonality between them all.

See the book:
http://rayefusting.com/kentucky-state-parks/
Surprise

In summer of 2013 Harlaxton Manor Enterprises hired Imagewest to redesign their brand into something more coordinated and professional. My teammates and I did quite a bit of advertising for the company, but the most innovative aspect of the project was the website. Using something called cinemagraphs we spiced up the website with bits of animation in key pictures throughout the site. The effect was something straight out of Harry Potter, perfect for the castle-like manor.

See for yourself:
http://www.harlaxton.co.uk/
Interactive

This Tipp-Ex whiteout promotion takes interactivity to a whole new level when not only can you control what comes next in the story, but the characters in the video break the fourth wall and interact with the YouTube page!

See for yourself: (Language warning!)
http://www.youtube.com/watch?v=4ba18q4j52M
Real-Time

In the middle of the Super Bowl, the power goes out and Oreo’s team leaps into action. Over 35,000 retweets.

Arby’s calls Pharrell Williams out on his fashion faux-pas to mass twitter applause.
Guerrilla

Yes there is a type of advertising called guerilla advertising.

Check out more examples here: http://www.creativeguerillamarketing.com/guerrilla-marketing/122-must-see-guerilla-marketing-examples/
Creative Print

Remember, you don’t have to have a picture of your product to talk about it. Get a little more outside the box. Like this Volkswagen add promoting its precision parking.

See more creativity: http://www.boredpanda.com/creative-print-ads/

Creative messages don’t always require big budgets. So think about what you want to the audience to think, feel, or do and then skip the stereotypes.
Or play directly into them...

hello... carpenter... fashion designer...

thank you... thank you...
Some parting words for you dear reader:

If you’re not sure whether something is going to come across the way you meant it, ask! Everyone needs a few trusted people who fall into target audience and aren’t afraid to tell them how it is.

Remember! If you have this book and access to the Internet you have all the tools you need. (Yes a fancy camera and lots of Photoshop skills might be nice, but they are extra frills.)
Congrats on finishing this book! If you’ve been filling in the blanks you’re already almost done figuring out your new promotion approach. Now go! Make money and prosper.
About the Author

Rachael Fusting is a branding strategist and professional organizer interested in generational marketing and user experience design. She graduated from WKU’s School of Journalism and Broadcasting in August of 2014 with an Advertising major, Creative Print and Interactive Media concentrations, and a Graphic Design minor.