



Problem solving and critical thinking



Training programme **Creative thinking for innovation**

Blended Training Module 6: **Problem solving and critical thinking**



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The units of this module are designed to provide learners with the most important insights regarding the subject matter of the module, in accordance with the findings of the analyses conducted in the framework of Intellectual Output 1 of the CreatINNES project.

The learning content provided here is intended to serve for independent learning and does not pretend to cover all possible aspects and related issues in terms of the subject matter covered.

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Training description

In this module, you will become aware of how to effectively solve problems by building up an effective brand awareness for your company. You will become familiar with the matter of the Unique Selling Point (USP) and Emotional Selling Point (ESP). In order to develop your critical creative thinking, it is essential to understand that brand awareness is important, especially when launching new products and services, and it drives consumers' decisions when differentiating between competing companies. You will learn valuable insights regarding how to engage your target audience to what you are promoting and how it would match with your client expectations. Examples would be given of how to identify a key reason as well as a few more persuasive reasons that your product/service features and how they could be successfully turned into benefits. However, in order to promote clarity, we will use two widely popular acronyms "ad" and "ads" that stand for "advertising" and "advertisement".

Objectives of this training module

The main objective of this module is to enable you to obtain critical and problem solving skills that would facilitate repeat purchases and leads to an increase in market share and incremental sales. It is essential for recently established companies and start-ups during their first years of existence to promote effectively their name. In addition, the module will list some practice-proven tips that would enable you to build up a clear brand awareness by using the ESP. Based on the notion, that consumers are naturally not interested in facts in terms of your product - rather they want to know their benefits, in this module you will learn more about how your ads could be create in a way to catch your target audience on the move. Furthermore, you will get familiar with how your product benefits could be visually articulated.

Target groups

- Members and stakeholders which operates into tourism sector and fintech industry.
- CCI freelancers.
- Startups in CCI sector.
- Entrepreneurs that want to use creativity in their marketing and dissemination activities.
- Regional multipliers.

Competencies and skills after finishing this module

After studying this module:

- you will understand how to build up an effective brand awareness for your company.
- you will be able to visualize your product benefits and solve particular problems (e.g. positioning, boost of the sales and encourage your target audience to easy-recognize your product/service) as well as meeting new creative challenges.
- you will learn how ads could catch your target audience on the move and finally would be able to sharpen your self-management skills.

Training method

CreatINNES learning philosophy promotes a unique engaging training method, based on the following aspects:

- Short-burst learning sessions which feature very well-structured learning content.
- A deep sense of involvement and merging of action and awareness.
- A sense of control and dealing with the task that you will find at the end of the module.
- Enjoyment and provoking further interest.

CreatINNES focuses on an interactive training approach:

- The modules as a training material for self-learning.
- Using the interactive CreatINNES online training platform: moodle.creatinnes.eu for facilitated training sessions in a group with a professional trainer.

Unlike the lecturers into the face-to-face classroom which provide their students with guidance and some additional directions, you have to take the responsibilities for the time management and for the control of your learning progress.

Training content

Unit 1 Brand Awareness

Tags:

Emotional Selling Point, esp; usp; brand awareness; products; brand; Duracell; Ogilvy; advertising campaign;

Unit 1 - Introduction

In this unit, you will understand how to build up an effective brand awareness for your company by defining your Unique Selling Point (USP) and Emotional Selling Point (ESP). In order to develop your critical creative thinking, it is essential to understand that brand awareness is important, especially when launching new products and services, and it drives consumers' decisions when differentiating between competing companies. It encourages repeat purchases and leads to an increase in market share and incremental sales. Therefore, it is your role to find the best way to achieve it. It is essential for recently established companies and start-ups during their first years of existence to promote effectively their name. In addition, the lesson will list some practice-proven tips that would enable you to build up a clear brand awareness by using the ESP.

What is a Brand Awareness?

According to Aaker (2005), brand awareness indicates the recognition which is communicated onto a brand, which allows consumers to identify with brand product and thus providing companies with unchanged competitive advantage. It measures not only how the clients recognise the brand image but also associate it with certain company's product or service. Spreading the brand awareness is crucial especially during the enterprise's first few years of existence, when they are trying actively to promote their name. It could be achieved by using various approaches, such as: brand hashtags, sponsorships, advertising in medias, complementary partnerships, leverage through Search Engine Optimization (SEO), establishing a strong social media presence and etc.

For instance, a start-up that will be operating in the fin-tech industry may advertise in a magazine that focuses on global trade and currencies in order to create brand awareness among financial experts and investors.

A very basic example of a brand awareness is if someone says "I need a Xerox", which means there is a clear association between the brand and the product (e.g. I need a copy machine).

However, in order to build up a clear awareness among your clients you need to find out how to stand out from your competitors. Therefore, it is advisable to create your Unique Selling Point (USP) or/and Emotional Selling Point (ESP).

USP and ESP

A unique selling point (USP) is what makes the product distinctive. When a product establishes a new category, there is a clear USP at launch stage. Of course, this does not

always last very long. Depending on the category, months or years later, competitors will have blurred or eradicated the original product's distinctiveness. That makes it harder to advertise the superiority of a product and hard for consumers to choose the best-performing product in the category.

However, a product can still be successful even without a USP if it has an Emotional Selling Point (ESP). Companies and clients need to "engage the consumer" with a conversation appropriate to the product and its audience. If we like the way the brand talks to us, assuming we are satisfied with the brand performance, we are less likely to switch to competitors. Engaging the consumer is vital in a crowded category (Taylor 2013), therefore we need to look for an ESP.

Perceived Product Difference

A perceived USP can achieve as much as a genuine USP or an ESP. How you position your product within the wider category can achieve this effect? As an alkaline battery, Duracell has a clear advantage over non-alkaline zinc carbon batteries. It lasts up to five times longer. By making the strategic decision to compete against "ordinary" zinc carbon batteries (as opposed to other alkaline lasting the same length of time as a Duracell), the agency could advertise this consumer benefit. It became Duracell's USP, which any other alkaline could have used. It was a perceived USP against other alkaline batteries. Since carbon zinc batteries were far cheaper than alkaline ones, they were bought more often. Research showed that consumers had little interest in learning the difference between alkaline and zinc carbon. There had to be a very good reason to buy a more expensive option. It is a matter of "convenience". While people are hungry for information about a major purchase that is visible, a source of pleasure, often a status symbol (a new car for example), batteries are a low-interest product, within the category of "repeat" purchase items, referred to as a "negative purchase". When the item runs out you have to replace it (like toilet paper). The fewer times you replace them, the better.



Image1: Duracell Sumo Campaign. Agency Network: Ogilvy, Published/Aired: October 2009

Source: https://www.adsoftheworld.com/media/print/duracell_sumo

Dancer Fitzgerald Sample, Duracell’s US agency, translated the uniqueness of Duracell against zinc carbon batteries into this single-minded promise: you won’t have to replace Duracell as often as “ordinary” batteries. In 1973, they launched the Duracell bunny, the toy that just goes on and on working long after other battery-powered toys have fallen by the wayside. It has since gone global, becoming one of advertising’s most memorable images. The visualization of the Duracell bunny changes according to regional differences and the fashion of the times.



Image 2: The Duracell bunny. To celebrate the anticipated upcoming release of Star Wars: The Force Awakens, Duracell have issued a series of limited edition battery packs featuring characters from the movies. There are a lovely mixture of old favourites and new characters across the range.

Source: <https://images.app.goo.gl/E8vDA6Fi9j92vEzG7>

In addition, the bunny communicates the Duracell advantage over the zinc carbon batteries. Here you can watch the video spot: <https://www.youtube.com/watch?v=qS7bhKJtqaU>

Having implanted the concept of the battery that goes on and on in the public consciousness through the memorable “Bunnies” TV ad, Duracell then used the concept in other forms of advertising. In the UK, taking on larger-than-life objects, like the iconic Big Ben, and applying the concept of the long-lasting performance gave the Duracell product personality and visibility.



Image 3: Duracell: “It runs like it’s on Duracell”.

Source: <https://images.app.goo.gl/6F9Tu6ScNCsw7K5b9>

Posters proved successful, creating awareness and building the brand alongside TV.



Image 4: The surreal notion of a bus running on Duracell.

Source: <https://images.app.goo.gl/ZfNFR1Uq4fgPPwKM6>

To sum up, in order to assure a successful brand awareness through establishing an ESP, you have to take the following steps:

1. Determine your target audience behaviour – what is the general attitude and conviction toward the product you sell.
2. List your product benefits and choose one that you can use as a USP.
3. Try to find out your own approach to engage your clients – you can turn the USP to ESP. Find out how your product/service is associated by your clients, e.g. if you are selling beer – it is a community, motorcycle – freedom and etc. Once you identify the right association, think about how to convey visually your message.

Recommendations for Further Reading

In order to strengthen your knowledge in that field, it is advisable to take *Module 1 What is Design Thinking, Unit 2 Define and Research*, particularly “The Five Whys technique” – a powerful, question-based strategy that help the design thinkers to view the problem and drill it down to its root cause.”

References for Unit 1:

Aaker A, (2005) *Strategic Market Management*, New York: John Wiley & Sons, pp. 356.
Tram V., Khuong M (2015), *The Effects of Emotional Marketing on Consumer Product Perception, Brand Awareness and Purchase Decision — A Study in Ho Chi Minh City, Vietnam*, *Journal of Economics, Business and Management*, Vol. 3, No. 5, May 2015
Taylor A., (2013) *Strategic Thinking for Advertising Creatives*, Laurence King Publishing Ltd 361-373 City Road, London, United Kingdom

Unit 2 Critical thinking upon your proposition

Tags:

Critical thinking; proposition; key reasons; instant benefits; attributes; opinion-based support; influencer marketing;

Unit 2 - Introduction

In this unit, you will learn how to effectively solve problems such as: disengaged target audience and brand promise which fails to capture your client attention. Once you take the lesson, you will be able to engage your target audience to what you are promoting and how your promise would match with your client expectations. Examples would be given of how to identify a key reason as well as a few more persuasive reasons that your product/service features and how they could be successfully turned into benefits. Based on the notion, that consumers are naturally not interested in facts in terms of your product - rather they want to know their benefits, in this unit you will learn more about how your ads would be created in a way to catch your target audience on the move. Furthermore, you will get familiar of how your product benefits could be visually articulated. Examples would be given with the famous Häagen-Dazs “five ingredients” and also with the Tondach’s print ad campaign, launched in Bulgaria in 2015. Moreover, we will shed some light on how the Tondach’s attributes were creatively turned into a vivid benefit by the graphic designer who created their campaigns.

Arguably, a very good reason must attract your target audience to what you are advertising and offer evidence that the product or service will match their expectations. A creative use of these reasons brings your campaign to life. Avoid thinking that “collecting feedback from your clients” refers to a collection of dry facts which you can skate over and get on with the creative work, or you will miss the potential of what can be a goldmine of ideas for your next campaign. To understand the matter of the critical thinking, think like your customers. You know from your own experience how an inefficient campaign can seem when it lacks a good reason of constructive criticism, especially if you are considering expensive purchase. If the facts seem either thin or exaggerated and unbelievable, you will probably ignore the advertising and look to the competitors.

Key Reasons to Believe

In many advertising agency, the planner will make sure that you have all relevant facts to support the strategy and proposition. It is the planner’s role to identify key reason or reasons, most likely to attract your target audience and provide the most convincing support. Only then you will be expected to make the best creative use of it throughout your work. If there is one key reason plus several other persuasive reasons, use each additional reason one at a time, throughout your campaign, to accompany the main reason. There may be one **primary reason** which forms the core of the campaign.

An excellent example of how to handle a group of reasons convincingly and creatively is the American ad for Häagen-Dazs “five” lemon ice cream. The proposition is expressed by the headline, “the purest for the purists”, supported by five “reasons”: milk, cream, sugar, eggs

and lemon. The natural ingredients provide relevant, convincing support. The copy echoes the main visual “Just five all natural ingredients. Simply perfect.”



Image1: Häagen-Dazs ad. The proposition is very convincing “the purest for the purists”.

Source: <https://images.app.goo.gl/mGEipJC352zrgAoMA>

Turn Attributes into Benefits

An attribute is a feature or aspect inherent in a product. The benefit describes how that feature makes the product better in some way for the audience. For example, the five ingredients in Häagen-Dazs “five” are features. Thinking critically upon your advertising campaign means also to consider how to dramatize the attributes and benefits of your product. The consumer expects this ice cream to be better tasting because of the five pure, natural ingredients. The tempting visual provides a stimulus for the reader to respond and think, like: “I bet the ice cream tastes good.” Turning each aspect into a benefit has several advantages. It helps you to check if it really works as well as identifying whether one benefit stands out. It is a practice-proven trick that once you have turned your product attributes into benefits, it would significantly facilitate your work. People are naturally focused on benefits rather than facts and as with the example of Häagen-Dazs – you do not have to spell the benefits, it could be visually created. Another example is the Tondach’s print ad campaign, launched in Bulgaria in 2015. The tile is produced by ceramic and this attribute was creatively turned into a vivid benefit by the graphic designer who created the campaign – Mrs. Keti Tserovska. The slogan is “Born of the nature, trusted by the time.” It enables the customers to perceive the new product as natural (all associations with the nature lead to a positive perception) and the other clear benefit is its sustainability - insensitive to any environmental influences such as heat, cold and frost. As a result, the roofs covered with Tondach roof tiles require very little maintenance and guarantee a constant quality and beauty.



Image 2. Tondach’s print ad campaign: “Born of the nature, trusted by the time.”

Created by: Keti Tserovska

Source: Keti Tserovska portfolio of projects.

Provide Instant Benefits

Consumer want to know the benefits instantly (go to *Unit 1Vrand Awareness* to consolidate tips of how to effectively visualize them). Ads must catch us on the move. Banner ads flash on and off while our mind is elsewhere. According to the latest research, people go through magazines for a couple of minutes by paying on average about 3 seconds of their attention on an ad. Please, bear in mind that no one wants to waste their time by trying to understand what an ad wants to say. Especially if you are a young entrepreneurial and your product/service is quite new. It is an essential role from the creative process to re-think your product attributes and to turn them into benefits. It would be a very useful trick if you take an empty sheet of paper with a pencil and nevertheless how skilful you are in drawing – try to visualize in a clear, lively way.

Facts and Opinions

Support for a proposition can range from fact to opinion. Facts include product feature – attributes such as the Häagen-Dazs ingredients and the Tondach ceramic material.

What people thinks and how they perceive your product/service can serve as a powerful tool when it comes to the creative process.

Opinion-based support includes celebrity endorsement, testimonials from satisfied customers and results from accredited consumer and government surveys. It is advisable to use a mix of facts and opinion. For example, a strong celebrity endorsement can list a number of facts and choose one that seems to be the most convincing one. Celebrities with international appeal are worth millions because they themselves are the compelling reason. However, as being a young entrepreneurial it would be almost impossible to afford such an expense into your campaign. In this case, it should be better to use the so-called “Influencer Marketing”. It offers some clear benefits: while the celebrities sometimes could mislead the target audience or even provoke negative response among them, the influencer marketing works with experts who knows how to spread a word about your new activities.

Recommendations for Further Reading

CreatINNES recommends taking the whole *Blended Training Module 5: Brainstorming and Advertising Techniques* where you will get familiar with some of the most popular ad strategy types: “before”, “after”, “before & after”, “advice”, “knowledge” and “empathy”. After completing this set of hands-on units (including these in Module 6), you will be able to find out how to generate relevant and powerful ideas that could be effectively employed into your first advertising campaign.

References for Unit 2:

Taylor A., (2013) *Strategic Thinking for Advertising Creatives*, Laurence King Publishing Ltd 361-373 City Road, London, United Kingdom
Tserovska K, (2015) Portfolio of creative artworks. Retrieved from: www.wix.com

Unit 3. Consumer Response

Tags:

Consumer response; reactions; advertising; think; feel; do; trust; action; campaign; charity;

Unit 3 - Introduction

This unit will give you valuable insights, regarding how you would like your audience to respond to your advertising. Defining the response as precisely as you can set a benchmark for what you and the client want to achieve from your creative work. It could help you to set up clear expectations in terms of determining the ideal response to an ad, or to an entire campaign, it has to be realistic. You will learn how to utilize the main three themes: “feel”, “think” and “do”. You will be introduced with different practice-proven creative strategies in terms of how to gain trust of your clients and how to lead them to action.

As being an entrepreneurial, you can never fully predict or control a person’s reaction to your advertising communication. Different factors influence people’s response: the impact of the creative executions, the competition, choice of media and external factors such as the state of the economy. However, you still need a plan. And your strategic thinking skills, combined with your imaginative ability to put yourself in someone else’s shoes, will help you define a realistic ideal response to your advertising.

Think. Feel. Do.

To “**feel**” a certain way requires an emotional response. This can lead to action, such as giving a charity.

However, your client response may vary and to feature a mix of reactions, therefore it is advisable to determine one clear “key” reaction that your advertising wants to induce. Furthermore, there is no “best” response – each advertising campaign is unique and has its own specific approach to a problem.

Think - if you skip a stage in addressing your target audience, you may not achieve what you want from your overall campaign. For example, you probably want to cause a mental shift to your target audience’s opinion, e.g. Chiat/Day’s 1997 US campaign for Apple famously crystalized this desired consumer response in the campaign line “Think different”.

Do. If you want the initial response of your target audience to involve action – consumers doing something in response to your advertising – you need to convey a sense of urgency. For example, advertising a special promotion within a limited time period means your desired consumer reaction will be action-oriented to take advantage of the offer (Taylor A., 2013). How you achieve this, creatively, is up to you. It does not have to be a fast-paced execution with a frantic soundtrack. It could be just the opposite. To “do” something obviously implies an action. This can be an end in itself – to try new approach for example. It could also lead to a further action that meets your objectives. For example, if a consumer responds to a car ad by taking a test drive, this could lead them to buy that car.

Emotional Response Lead to Action

An emotional response can lead surprisingly quickly to a person taking action from donating money from their mobile during a charity telethon, to making a life-saving phone call following a campaign about the symptoms of a heart attack. On August 2008 six millions viewers of the UK commercial TV channel – ITV1, watched a two-minute film showing a

simulated series of symptoms of a heart attack. There were posters, print and radio promoting this two-minute spot, which aired only once. According to research commissioned by the British Heart Foundation, four out of five viewers had a better understanding of these symptoms following this commercial. They estimated that 70 people survived heart attacks that would have killed them had they or someone with them not called for an ambulance so quickly as a result of seeing the films.

Ultimately, the goal of the most advertising campaigns is to persuade people to buy something, donate money, vote for a particular candidate – in other words, to “do” something.

Another great example for an effective emotional response is the Bulgarian Christmas charity campaign.



Image 1: The logo of the Bulgarian Christmas charity campaign, designed by Margarita Doncheva.

Source: <https://images.app.goo.gl/eqksdarR8DhjRAQaA>

The Bulgarian Christmas is a charity initiative that has been going on for 15 years now under the auspices of the country’s president. Its main goal is fundraising for the treatment of sick Bulgarian children and for the purchase of specialized appliance for the most visited pediatric hospitals. However, the logo of the campaign as well as its tone of voice recreates the idea of the Bulgarian Christmas initiative, to encourage people to donate. Two winter gloves - one big, the other – baby glove, stretched out to each other. The image reminds of two hearts - large and small, that touch each other. The colours are green and red on a white background, reminiscent of the colours of the Bulgarian flag. The tagline of the campaign is: “**Give Hope to a Child in Need!**”



Image 2: Postcard of the Bulgarian Christmas charity campaign
Source: <https://images.app.goo.gl/nCRwHKfuvEX1ScCx9>

As a result, the campaign exceeded its expectations and managed to collect 2 440 000 BGN in 2018/19 edition and to help 551 kids with different disease as well as donating medical equipment for a total amount of 1 585 770 BGN to 19 hospitals from all over the country.

Another effective approach that would help you to achieve your goals is to provide a stimulus into your campaign's proposition that should call for an initial consumer response. It has to be supported by valid reasons, communicated in an appropriate tone of voice. For example, the desired audience response might be to feel that donating to a charity is a worthwhile. This leaves it to the audience to close the circle, and decide in their own terms to take actions, which, in this example, means giving money. By never asking overtly for money, people might give more than they otherwise would.

For example, the audience's strong emotional response to the courage and achievements of this father-and-son team – Rick and Dick Hoyt, leads them to feel it is worthwhile to support the charity. The commercial "Team Hoyt", from which this is a still, never overtly asks for money.



Dad's been behind him
for 65 marathons.

DEVOTION

Pass It On.

VALUES.COM THE FOUNDATION FOR A BETTER LIFE

Image 3: Dad's been behind him for 65 marathons.

Source: <https://www.pinterest.com/pin/480970435178722392/>

Emotions and Trust

A clear example of a brand that achieve this response from its advertising is Ronseal. The overall campaign line is: "Ronseal. It does exactly what it says on the tin." This phrase has entered the language in the UK and become synonymous with trusting a product, a brand, and even a person. The popularity of this phrase comes from the lack of performance of so many products and services – they overpromise and people feel disappointed.

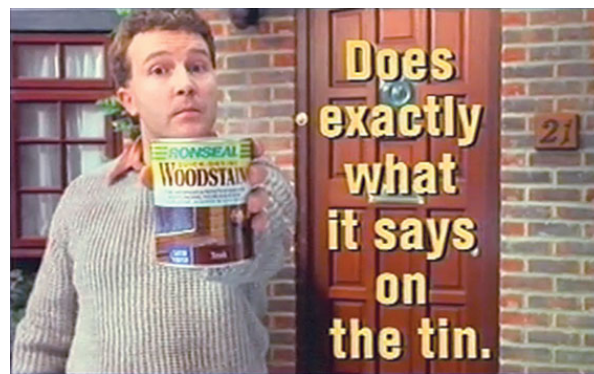


Image 4. Ronseal. It does exactly what it says on the tin.

Source: <https://www.creativereview.co.uk/does-exactly-what-it-says-on-the-tin/>

In conclusion, the three main themes “think”, “feel” and “do” could be successfully implemented into an ad/campaign in order to induce the desired customer response. The ideal balance between those three aspects should be properly set up by the authors, being aware of how the provoked emotional response would lead their customers to action.

Recommendations for Further Reading

The mentioned-above three main themes “think”, “feel” and “do” may be successfully applied by using the right ad strategy. Therefore, CreatINNES suggests to take *Blended Training Module 5 Brainstorming and Advertising Techniques: Unit 2 Advertising Strategies and Unit 3 Types of Ideas*.

References for Unit 3:

Fogelson M., “4 Ways to Build Trust and Humanize Your Brand”. Published on 15.10.2014 at Moz.com. Last retrieved on: 07.10.2019. Retrieved from: <https://moz.com/blog/4-ways-to-build-trust-and-humanize-your-brand>

Taylor A., (2013) *Strategic Thinking for Advertising Creatives*, Laurence King Publishing Ltd 361-373 City Road, London, United Kingdom

The Bulgarian Christmas Charity Campaign: Retrieved from: <https://www.bgkoleda.bg>

Exercises

Exercise 1 Brand Awareness

Exercise 1a

Give at least 3 examples of brand awareness? Explain which brands spark in your mind immediately when you experience some everyday problems, such as:

- Keep your toilet fresh and clean;
- You need to get bugs & cockroaches out of the office

Exercise 1b

Look at the ad bellow. Explain where is the Emotional Selling Point (ESP) and what kind of feelings the print induces? Does it support the Ukraine International Airlines brand awareness?

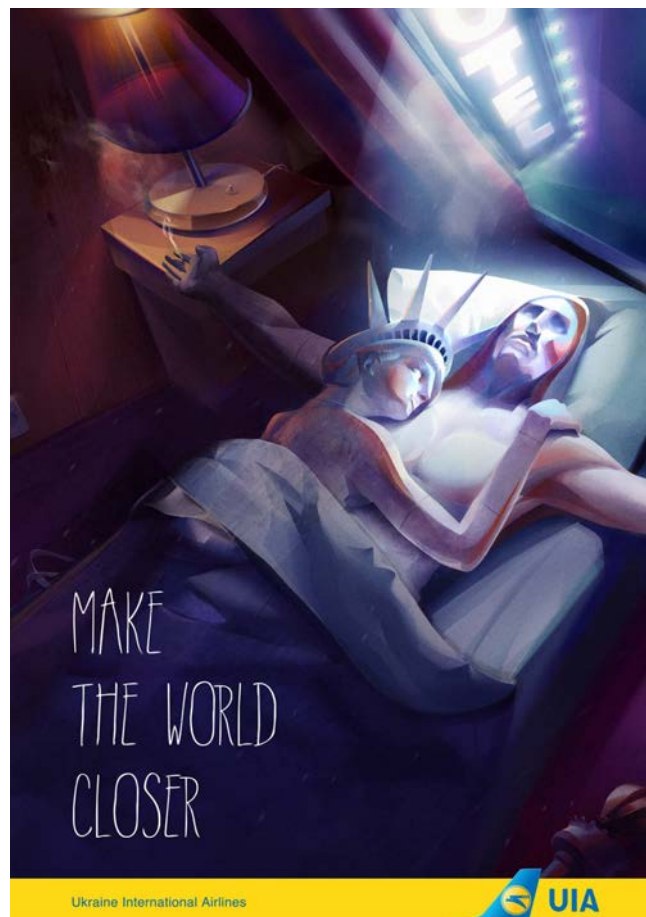


Image 1: Ukraine International Airlines – Statues. Agency Network: kaFe, Published/Aired: November 2012, Posted: November 19, 2012

Source: https://www.adsoftheworld.com/media/print/ukraine_international_airlines_statues

Exercise 1c

Think how you can boost your company brand awareness? Which of the explained creative tools you are going to apply and how?

Exercise 2 Turn attribute into a benefit

To arrive at the most convincing benefit, always think critically upon your product by asking yourself questions such as “Why should my audience believe me?” A good idea whenever you are working on a product is to have it on your desk – or at least a photo of it. However, your task is to turn an attribute to a benefit by considering the product bellow:



Image 1: A refreshing drink produced from bananas. It contains between 135 calories and 35 grams of carbs, 500 ml.

Source: <https://www.freepik.com/free-photos-vectors/food>" Food vector created by luis_molinero - www.freepik.com

The task: Carbs and calories are the key ingredient which are the main attributes. Come up with at least three slogans that could be applied for a print ad that could represent the main benefits.

Exercise 3 TV advertising

In order to do this exercise, you have to complete “Exercise 2 Turn attribute into a benefit”. Once you define the main attributes, come up with a very simple idea of TV ad that could lead the consumers to an immediate action. Think about the social impact of your advertisement as well as its ESP/USP.

The idea should contain no more than 250 words.

Good Practices

Good Practice 1 Brand awareness: Keep the product in focus

If you keep the product in focus and relate its benefits to how the consumer views that product, you are far more likely to create effective advertising. For example, as a global brand, VW communicates within different political, economic, societal, technological, environmental and legal conditions. Mr. Bill Bernbach the founder of DDB who created the famous VW slogan “Think small”, once aired: “The product. The product. Stay with the product.” Moreover, the product-focused advertising is VW’s trademark and it continues to steer their distinctive, award-winning creative work in global market. However, the product could be very creatively visualized in a way that provoke a subtle message. Look at the ad below:

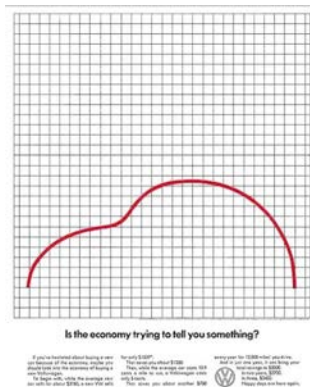


Image 1: VW ad: Is the economy trying to tell you something? Doyle Dane Bernbach (DDB)
 Source: <https://bhatnaturally.com/2010/06/10/volkswagen-beetle-curves-are-back-not-the-ads/>

In their message to consumers that VW cars were more economical, DDB produced a graph, showing the downturn of the economy. Actually, the graph is the shape of VW’s classic model called “Beetle”. The car as a model had achieved a high level of brand awareness and a line drawing its shape was pretty enough to pay client attention back.



Image 2. One of the very first VW “Beetle” ads, launched in 1973.
 Source: <https://images.app.goo.gl/KnHu2gA6qTV2sQG4A>

However, it is a good trick if you find an archaic, very outdated model of the product you are willing to advertise. The image below is a great example of how to highlight the ESP of a product.



Image 3. Bosch TDA2080GB Sensixx Steam ad in Bulgaria. The translated slogan is “Full transformation.” It is devoted on the 150h anniversary of the famous German brand. Graphic Designer: Keti Tserovska, launched by Bosch Bulgaria.

Source: Tserovska K, (2014) Portfolio of Artworks.

The Bosch TDA2080GB Sensixx Steam Iron does not obtain any special features that would enable its quick recognition among the customers, therefore, the graphic designer decided to use ESP – make people smile by seeing one of the earliest Bosch models. The slogan is: “150 years evolution”.

Good Practice 2 Provide Instant Benefits

As we discussed in Unit 2, clients want to be completely aware with the product benefits and it is your role to define your product attributes and turn them into powerful benefits. It is a very good practice if you try to sketch down your product, e.g. in the image above, the graphic designer depicts the roof tiles. It would enable you to identify certain attributes and facts and then, to visualize them into benefits. Even if you are not gifted in drawing, this technique would unleash your creativity and help you to decide which benefit will be dominating.

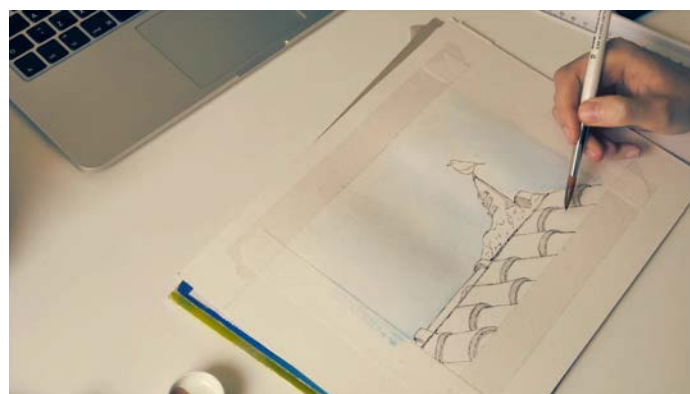


Image 1: Sketching your product would be extremely useful. Credit: Keti Tserovska

However, thinks in terms of every single tiny details – in the example above, the main attribute which was identified is the ceramic – the material from which the new Tondach roof tiles was produced. Then, try to come up with a list of associations that match with your customer needs and demands. For example, according to Science Learning Hub, ceramic is “an inorganic non-metallic solid made up of either metal or non-metal compounds that have been shaped and then hardened by heating to high temperatures. In general, they are hard, corrosion-resistant and brittle.” On the other hand, the customers want to get sustainable, long-lasting roof tiles in order to avoid regular maintenance and reconstruction of their roofs. By taking this into account, the graphic designer came up with a meaningful slogan “A Ceramic Shield for Your Home.”

People want to feel themselves safe at home and the word “shield” induce clearly this meaning.

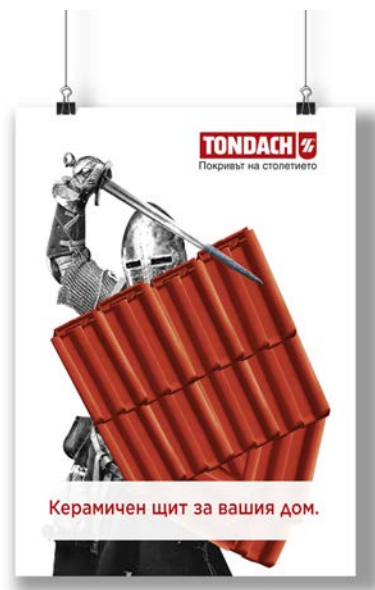


Image 2. Tondach print ad “A Ceramic Shield for Your Home.”, launched in Bulgaria in 2015. Credit: Ketii Tserovska.

Good Practice 3 Action and Politics

Political advertising ultimately requires an active response from the target audience. Thinking about voting, or thinking that you should vote, are both important responses and can prepare the ground for a person actually going to the polls and casting a ballot. But at a critical stage in the run-up to an election, the response you want and need from your target audience is action – as many people as possible turning up on the day to vote for the candidate your advertising supports. One of the most lateral and brilliant political campaigns designed to achieve this active, positive response was “The Great Schlep”, a viral commercial created by Droga5, an American agency led by the charismatic Australian David Droa. The campaign’s objective was to get the state of Florida which is the “cradle of the Republicans” to vote Democratic and help elect Barack Obama in 2008. However, Florida has a large Jewish population, but would they bother to vote and would they vote for Obama? Instead of targeting them directly, Droga5 used a different strategy. By encouraging younger people from other states who were confirmed Obama supporters to go and visit their Jewish relatives in Florida and convince them to vote for Obama, the state would swing

to Democratic and thus, Obama would win. However, the audience responded and they made the so-called great “schlep”, originally a Yiddish term meaning “journey” - - thanks to a great performance by US comedian Sarah Silverman.



Image: An indecent proposal from Sarah Silverman.
Source: <https://images.app.goo.gl/fbX1JdbGdLuzN2bo7>

This viral, over four minutes long is well worth your time to look at in full online. Whatever your politics, this viral campaign achieved its desired audience response. The entire video you can watch here: <https://www.youtube.com/watch?v=AEGFQR1u-Mk>

About CreatiNNES

This blended training module is a part of **Training Program “Creative Thinking for Innovation”**, developed within the EU project **CreatiNNES – Strategic Partnership for Innovation and Business Skills Development in the Cultural and Creative Industries Sector**, funded by the Erasmus+ funding scheme 2018-2021.

Our blended training programme contains the following 8 modules:

- Module 1: What is Design Thinking?
- Module 2: E-commerce Done Right
- Module 3: Visual Branding
- Module 4: Growth Hacking
- Module 5: Brainstorming and Advertising Techniques
- Module 6: Problem Solving and Critical Thinking
- Module 7: Creating Attractive Social Media Content
- Module 8: Concept Development

All modules are created by the guidance and support of the international CreatiNNES team of business developers and players in Creative industry sector, based in five European countries: Bulgaria, France, Germany, Hungary, and Macedonia.

You can find more information at the project’s homepage: www.creatinnes.eu.

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