

The Role of Creative Marketing in Creating Modern Brands

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ABSTRACT

Many brands, whether they are large companies or trying to enter the consumer market, are trying to get consumers' attention on their product. To achieve this goal, they strive to use creative advertising that combines impact and effectiveness. Marketers understand that creative advertising is not only about attracting attention based on public interest and causing heated discussion, but also a way to motivate a purchase. Consider different examples of such advertising. Marketers face many tasks; one of the important ones is communication channels that are effective.

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The marketers of the IWC watch brand were faced with the task of demonstrating the company's product. Loops on handrails in transport, in the form of a watch from the IWC watch brand. This advertising campaign is an example of simplicity and efficiency, since passengers entering transport could hardly fail to notice such an interesting move on the part of the brand. Various models of the company's watches and passengers flaunted on the hinges, while fulfilling my task, getting from point A to point B, along the way, they could look after their wristwatches without spending separately allotted time for this.

Philip Kotler, in his book on marketing, writes that the marketer of a company, getting started, must know his target audience. The target audience can be not only those who use or purchase the company's product, but also the general public, individuals and groups. Having defined your target audience, you need to decide what kind of response the company wants. The target audience influences the decisions made. Naturally, the best response is a purchase.

So, the marketers of the company "Honda" carried out an elegant creative advertising campaign to promote their "Fit" model. Having studied the market and their potential customers, marketers came to the conclusion that the car will be in demand among family people who put spaciousness at the forefront. The designers have created a model that looks very compact from the outside, which, despite the external compactness, was roomy.

In order to demonstrate this feature of their model, they carried out the following campaign: they put the car on a stand, put a large shield in the form of a watering can over the car, which went into the trunk. Things were placed upstairs - a bicycle, a mattress, a vacuum cleaner, oars, a fishing rod, containers, etc. David Ogilvy said that before entrusting the creation of advertising to one of his employees, he personally made sure that his employee was interested in this product.

Only after making sure that his employee is interested in the product itself, he entrusted him with an advertising campaign. He proceeded from his personal experience, when in all cases of creating an unsuccessful advertising concept; the point was not in the product and not in its quality, but in the fact that he himself was not interested in the product. But when creating a really strong ad, you need a super idea.

Only if you have a super idea can you create ads that will get you talking. Take, for example, the advertising masterpiece created by Leo Burnett for Philip Morris International's Marlboro cigarette brand. Burnett treated words coldly, considering them ineffective. He was convinced that a bright image that would be clear and close to the consumer would tell a lot more about the product than words. The "cowboy" image he created for this brand turned out to be close to the consumer and has been used in advertising by the manufacturer for more than a decade. The super idea in the advertising campaign of the next one under consideration is visible to the naked eye, as it immediately attracts attention, capturing the audience. To create an advertisement for the Canadian organization Interac Association, which deals with electronic financial transactions, marketers creatively approached the solution of the task, which was to remind its customers to pay their bills on time.

A large snow globe that stuck out letters sent to customers about unpaid invoices. Nearby was a billboard in the company's yellow and black colors that read, "Don't let debt snowball." Thus, the advertising campaign served as advice, reminder and parting word for customers, in which the organization's concern for its customers is shown, which is important when building relationships with consumers. It is impossible not to mention the real classics of the confrontation, which has lasted for several decades and which almost, all of us have heard about. It will be about the confrontation between two companies: Pepsi and Coca Cola.

For a long time, the two companies did not know about the existence of a friend and did not fight for consumers. The Coca Cola Company began sponsoring the Olympic Games in 1928, which they continue to do to this day. The success of the company was noticed by its competitors, and the main one was Pepsi. In 1929, the world began an economic crisis. During the crisis, Pepsi put on sale bottles that were twice the volume of the bottles of its competitor, but were sold at the same price as the competitor. And the advertising slogan read "Twice as much for the same money." This action was accompanied by a corrosive song. Considered his biggest hit, this Pepsi gimmick exemplifies the meaning of the "crisis is opportunity" slogan. To this day, Pepsi, paying tribute to history, makes its bottles larger than its competitor.

Marketers note that each creative advertising of the Pepsi Company is a real art, and it was thanks to such bright and thoughtful promotions that it managed to get closer to its competitor, Coca Cola. And the 1964 Pepsi ad campaign made its way into the New Generation Chooses Pepsi marketing textbooks. The basis of any advertising is information. With the help of information, the consumer is conveyed the main thing that we want to convey about ourselves, about our values, about our culture. But these were examples of large-scale and costly promotions. And if the company does not have a large budget or wants a less costly creative advertising campaign? For an example of such a solution, let's pay attention to Beats Electronics, a manufacturer of headphones and speakers.

The biggest event that takes place in the world is the Summer Olympic Games. Not being a sponsor or partner of the Olympic Games and any team, how often do you appear on TV not even during commercial breaks, but directly during the broadcasts of the competitions themselves? This company set itself such a task and brilliantly coped with it. The genius was in its simplicity: the company invited athletes from the UK, the US and China, who were the main stars of their teams, and gave them their headphones for free. Those, in turn, during the competition went out in headphones from Beats Electronics and created the feeling among viewers that the best of the best use headphones of this particular brand. As you can see, free TV airing of the world's main event, minimum costs and the strongest marketing effect.

Another example of creative low-budget advertising. Let's turn to a specialist in the restaurant business - John Taffer, who assured that he was always for innovation in bars and urged bar owners to introduce new things, which visitors would like to share with their friends. For Bar 702, Taffer decided to create conditions for viral photos that he would like to share with friends, publish on the web. This company opened a stand where you could take pictures without limiting your imagination. For example, a photo with an identification plate in his hands during the arrest.

Thus, customers could capture themselves in interesting images and draw attention to this company. You wouldn't cheat on your spouse. Don't fool mine. Don't create ads that you don't want to show your family. So said David Ogilvy, arguing that advertising should be fair and not mislead consumers. It was on this

path that the brand "Volkswagen" owned by the German company "Volkswagen AG" went. When creating creative advertising, you should not mislead your consumers, lie to them. Otherwise, it could be a disaster for your organization, or it could hit your reputation hard. In the 60s, Volkswagen was in demand and popularity in the European market, enjoying the well-deserved attention of consumers. The new model of the company was not in demand among the Americans.

After conducting marketing research, the company got the result: the Americans were used to large cars, and the small-sized Volkswagen was not in proper demand. The company launched the "think a little" slogan aimed at Americans without trying to cover up a flaw or embellish it. They played on consumer expectations. It is very important not to deceive or mislead the audience, people recognize and appreciate honesty to themselves. Marketers like to call this campaign the gold standard. Advertising can be used to build relationships with consumers.

One such example is the Milka brand, which is owned by Mondelēz International. The company launched a campaign where some packages of chocolate were missing one square. The client who got such a chocolate bar was offered the following choice: the remaining piece could be sent to him by mail, or, at his request, sent to one of his close, familiar people. There is a desire to join such a flash mob, to please your surroundings, to create a feeling of attention and care. Especially for those people who live far away, or with whom you rarely see each other. Such actions help to remember each other, create a desire to remember and show care, giving a sense of belonging to more, uniting and bringing together, showing that there are many such people and one should not forget about each other. Advertising campaigns are created not only to entertain customers, but mainly to motivate them to buy.

In times when a product is going through hard times, managers become anxious and fussy, making one wrong decision after another, trying to make up for losses, paying little attention to the prospect of product development. You need to stop, admit your mistakes, calculate the losses, analyze the situation and move on. Timberland, which was going through hard times in the early 80s.

This company produced women's shoes, the quality of the products was not inferior, and the price was lower than that of the market leader. Even though quality plus low price is an attractive and good combination, things didn't go well. After some thought, marketers advised Timberland to make a simple decision: raise the prices of their products so that the price would be much higher than the prices of the market leader.

As a result, sales skyrocketed. This confirms the statement of advertising agent David Ogilvy, who argued that a high price makes the product more attractive. Summing up, it should be noted that in the struggle for the consumer, in an attempt to attract maximum attention to themselves and to their product, companies began to create creative advertisements. Images that were firmly fixed in the head of the consumer created a special image of the company. Competition forced manufacturers to be more and more creative in promoting their product. Marketers studied their potential audience, trying to identify their preferences and play on it. As a result, advertising has become not just a means of notifying about entering the market, but also a means of communication with its consumer, and most importantly, a driving force behind the motivation to buy a product.

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