

Marketing battles are fought inside the mind.
A mean and ugly place where the terrain is
tricky and difficult to understand. Mapping
the mental battleground can give you an
enormous advantage.

- Al Reis & Jack Trout

- The Power of Positioning
- Value Based on Quality

Value based on positioning

Product	Positioning	Appraised Value
Diamond	Love, Commitment, Forever	\$7,050
Moissanite	Good fake, fiery	\$610
Cubic zirconia	Cheap fake, costume	\$100

Branding is at least as important for media companies as for commercial enterprises. Consumers must know what you stand for.

Identifying your POSITION

Perceptual Mapping

The mind works like a filling system

Where do you fit into the audiences mind?

Where are your competitors?

Where do you want to fit?

How do you get there?

Create a folder and place your name on it.

If the folder you want is already filled, find another that can carry your name.

Bringing the product and consumer target

- How will your product/service improve the target audience's life?
- What needs does it satisfy?
 - Physiological needs,
 - Safety needs,
 - Love and belongingness,
 - Esteem needs,
 - Self-actualization
- What is the highest possible benefit you can claim for your product?

Writing your creative brief

- Who are we trying to reach?
- What is the key problem?
- How can we solve the problem?
- How does the competition compare?
- What is the consumer promise?
- What is the support?
- What tone of voice should advertising take?

Reduce it to a single sentence (Strategy Statement)

- We promise benefit to target based on support.
- Our marketing will convince target that product is/will/provides benefit because support.

- What is a good advertisement?
- Advertising in the Digital Age.
- [The problem with online advertising](#)

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Tok&Stok: Bookcase



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Easy to assemble furniture. TOK&STOK

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Almost as easy as a push toy.



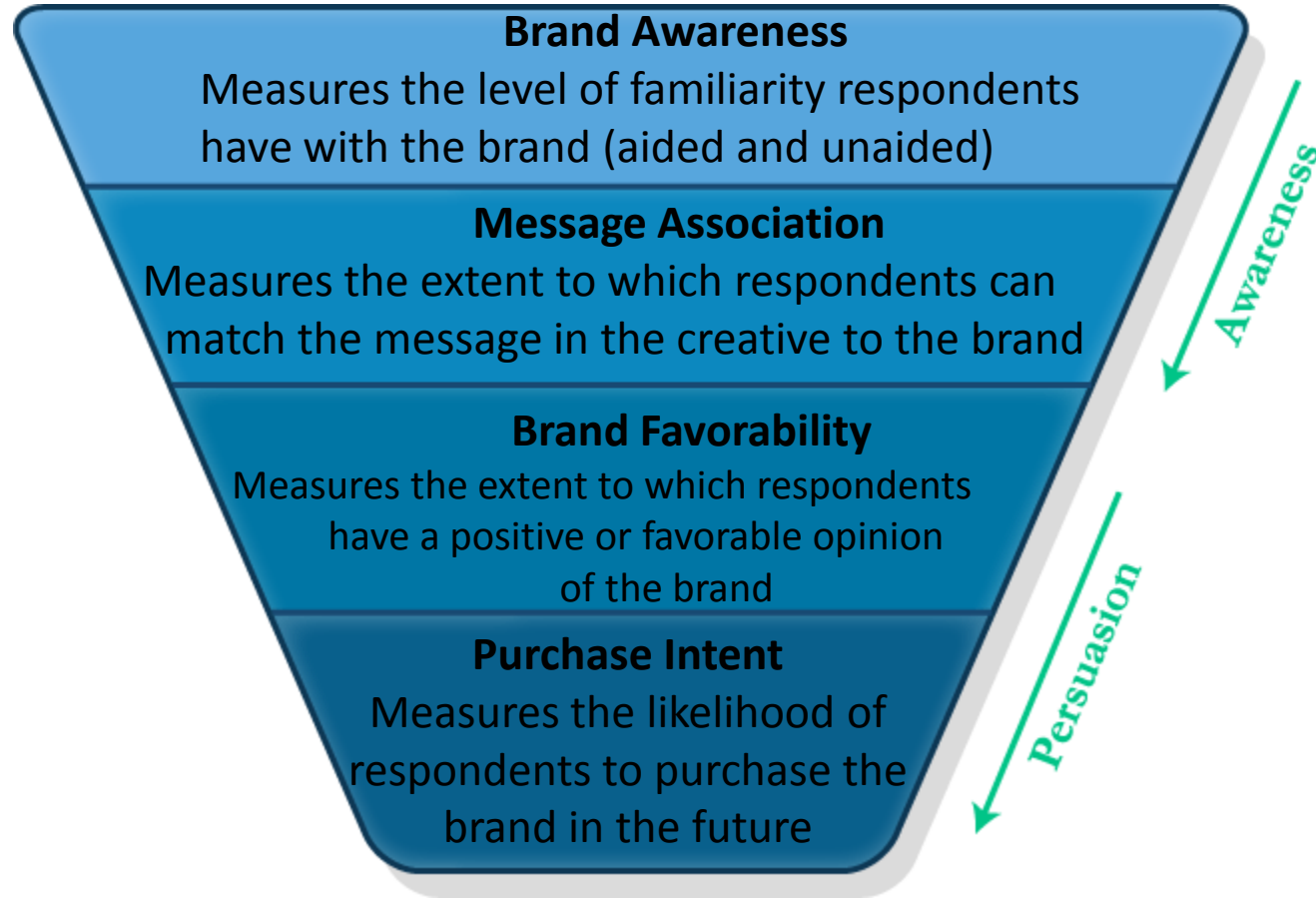


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Advertising Effects

Do banner ads work?

The Hierarchy of Advertising Effects



- NY TIMES

Advertising Objectives?

Consider your audience's mindset (people use media for different reasons)

- For print, I want to **read**
- For radio, I want to **listen** and be informed or entertained
- For TV, I want to be **amused or distracted**
- For outdoor, I'm just trying to **get some place.**

Online Mindset

“I’m in control . . . And usually on a self-directed mission.” [they are in an extreme lean-forward mode]

- How do we use online?

Tips for Online Marketing

- Text leads eye to Ads
- Faces always draw eyes
- Important information in first frame
- Constant branding, not linear
- Relevance is key
- Uniqueness helps get the ad attention.

Exercise

- Redesign an online banner ad for the “Fairgrounds”
- What is the most important information?
- Where is the best placement?
- What are the biggest changes?