



Advertising Campaigns

An Advertising Campaign is a series of advertisements or individual ads that share a single theme or “big idea” which can communicate various marketing messages. These Advertising Campaigns usually occur during a specific time frame, typically one to two years, and can appear in various media. The theme should be versatile- able to translate visually and verbally with both static and non-static mediums in order to be most effective.

Campaign Development

Advertising Campaign Development is the creation process for the “big ideas” that will express the company’s overall marketing objectives with a unique set of messages targeting the end user. This process creates a theme that will tie together subsequent ads with different headlines and support materials to present a unified look and message with different individual objectives. The most effective ads usually revolve around a campaign theme.

The critical part of making an advertising campaign is determining what overall goal or message will drive the campaign theme. This message sets the direction for the individual advertisements and other forms of marketing communications that will be used in an integrated approach. Individual ads are developed with the intention of being used for a shorter period, or even one-time use, that addresses a specific message developed to meet an objective. The campaign theme, the central story or “idea” that will be communicated, is more long-lived.

The Value of Campaigns

An effective ad campaign leverages the use of all the individual advertising messages to portray a unified and memorable brand identity; making the ads doubly valuable, first as a specific promotional message, and secondly as an overall brand messenger.

If tracked and measured properly, the success of individual ads within the campaigns, as well as the campaign itself, can be quantified for return-on-investment and return-on-marketing-objectives- the measures of effectiveness.

Good marketing communications; advertising campaigns, or any individual ad for that matter, should shape impressions of your brand at every point of contact – appealing to

the rational and emotional needs of your target audience. They should provide thought-provoking, customer-compelling messages that balance effectiveness with creativity.

About the Author

David Hickman is a Partner at The Still and has over 25 years of marketing and advertising agency experience. He has directed several national ad agencies in New York and Atlanta as a Vice-President, Creative Director, Art Director or Marketing Director.

About The Still

An intellectual property creation, marketing, and media consulting firm, The Still handles all aspects of your company's branding and positioning efforts. The Still provides media metrics analysis, marketing audits, and market research, as well as marketing execution and idea creation. See http://www.ideaDistillery.com/About_The_Still.html

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