

History of Advertising Trust

What is an Advertising Campaign? Getting the Message Across

Advertising provides a unique barometer and record of social, cultural and economic change and offers countless insights into the processes and creativity involved in the construction of advertising.

HAT Archive is the memory bank of UK brands and advertising industry expertise. We aim to inspire young people by giving them access to the largest collection of British advertising in the world and presenting specialist advertising industry knowledge to support your teaching and learning programmes. In collaboration with current media teachers in Norfolk and Suffolk, and supported by the Heritage Lottery Fund, we have designed and tested a series of resources that bring a rich seam of authentic material into the classroom. By matching our unique advertising archives to your specific teaching needs we can provide:

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- specialist support
- expert guidance
- tried and tested classroom materials.

Students will benefit from access to original source materials and information from experts, with opportunities to hear directly from industry practitioners. The resources contain advertising themed content, suitable for any area of the curriculum and are ideal for teachers who want contextual material for lesson plans and ideas for assignments, homework, activities or comparisons.

These invaluable learning tools will enable you to deliver engaging, relevant and meaningful content to your students and save you valuable time in research and development of lesson plans.

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What is an Advertising Campaign? Getting the Message Across

This introductory course is designed to provide teachers with a clear understanding of what an advertising campaign is and how best to communicate this in the classroom. It uses an existing campaign to illustrate how a marketing strategy goes from initial brief to successful execution in different media and explains how to construct an advertising campaign that matches form and content to intended audience.

Learning from existing campaigns

The History of Advertising Trust holds archives of some of the most successful advertising campaigns in the UK. In many cases the archives include comprehensive data and analysis of their effectiveness by the agencies that produced them. In order to understand and create a successful campaign it is important to first study how other successful campaigns have been designed, the strategies they've adopted and the ways in which they have measured their success. With this in mind this section covers:

- How different audiences dictate different processes
- How messages, ideas and associations are communicated
- How campaign success can be measured

In the following sections you will be able to look at extracts from some of the material submitted for the Institute of Practitioners in Advertising Effectiveness Awards by the top advertising agencies. These prestigious annual awards 'reward campaigns that have proved the commercial power of their ideas and demonstrated their marketing payback'.

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Introduction

Simply put, an advertising campaign is a series of messages that share a single idea or theme which make up an integrated marketing programme – one idea expressed in several different media forms. Sometimes this idea is expressed in a slogan; sometimes in a linking character or personality; sometimes in music or in a graphic style; most successfully in a combination of these elements, but always expressing the central idea in fresh and engaging ways.

The Power of Persuasion

The aim of advertising is to attract attention and generate sales. It should give a brand a competitive edge in the marketplace, boost the launch of a product and make the difference between success and failure. Every campaign must deliver a message to the consumer. It might be a simple proposition – if you buy this product you will get this particular benefit – but it might also subtly suggest a specific attribute or aspiration that the company wants the consumer to associate with their products. It might even fulfil a need that the consumer didn't know they had.

It is a highly skilled and creative industry that requires the talents of a range of people to be successful. Since advertising is focused on one particular product or service the advertising campaign for that product might be very different than that of another.

The students we teach will have grown up to recognise the tools that advertisers use to conduct their business, but will be unaware of how the industry goes about its task.

An advertising campaign can be many things to many people and students will have their own ideas about how they react to and are influenced by different advertisements.

A good starting point is to explore which campaigns students are most aware of. These might be present campaigns or past campaigns that they can recall, and therefore have had some effect on them.

In this section we look at some past campaigns and ask which ones made a lasting impression on you and why. Certain commercials stick in the mind while others slip away unnoticed. What is it that makes an advertisement memorable?

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Activity

Staff at the History of Advertising Trust were asked which advertisements they would rate in their top ten.

Watch the television commercials below and then discuss their effect.

- Would they be included in your Top Campaign list? Why/why not?
- Which alternative ones would you include and why?
- What techniques are used in these advertisements to make them attractive or memorable?
- Take one example and explain what sort of audience profile it is aimed at. Explain why.

[1980 Fiat Strada: Robot](#)

[1986 Levi Strauss: Launderette](#)

[1999 Sony Playstation: Double Life](#)

[2004 Honda: Cog](#)

[2006 Sony Bravia: Balls](#)

[2008 Choice FM: Kill the Gun](#)

[2009 Hovis: Go On Lad](#)

[2010 Cadbury's Milk Chocolate: Eyebrows](#)

[2010 Compare The Market: Jingle](#)

[2011 John Lewis - Always a Woman](#)



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1. Who Needs to Advertise?

Different advertisers have different aims and in order to answer the basic question, 'What is advertising for?' we need to look at the various types of advertisers, who all have individual requirements.

Even nationalised industries and monopolies which have no competition need to advertise in order to encourage more people to use their products and persuade current users to consider their other services. Pressure groups and charities, with no products to sell, use advertising to inform the public, enlist support and influence legislators and politicians are allowed, within certain parameters, to advertise their parties in order to attract support and change public opinion.

Types of advertiser:

- o Manufacturers of consumer goods
- o Government
- o Financial, business and trade organisations
- o Recruitment
- o Retailers
- o Political parties
- o Pressure Groups and Charities
- o Media



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2. The Agency

The first advertising agents were brokers, selling advertising space in newspapers and magazines. Over time the role of the brokers changed, as advertisers became less willing to employ an agent who wasn't prepared to produce advertisements for them. As a result, agents became experts at the creation of advertisements, competing amongst themselves to produce effective advertising, and the concept of the advertising agency was born.

These institutions form the link between the advertiser and the consumer, or audience, via the media, and employs experts from many fields – writers, artists, photographers, production crews and statisticians.

An advertising campaign must inform and persuade; it should also raise a brand's public profile and enhance the advertiser's image – future sales are more likely if the customer identifies with the brand and trusts the advertiser – though modern advertisements rarely rely on just stating the facts.

Behind every advertisement is a highly structured and co-ordinated planning process which will decide the campaign's strategy and objectives, identify the target audience and set the budget. While the specifics may vary from one campaign to another, the same tools are used across the board.

As well as establishing the aims of the campaign, the strategy must determine what the advertiser wants to say, how they want to say it (the ideology behind the message and the narrative used to convey it), where and when they want to say it, in which medium, and how much it will cost. All these elements are inextricably entwined – budgetary constraints will have an impact on the media outlets, which in turn will affect how the message is conveyed.



2009 Audi 'Gymnasts - Agency: BBH

Audi uses the physical perfection of a group of Hungarian gymnasts to symbolise the performance of the car's engine. Gymnasts spin in silver hoops to represent car wheels, moving to a soundtrack that uses actual car parts. The gymnasts also represent the pistons, cylinder bank, crankshaft and twin turbos of a car engine.

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Who Does What?

An advertising agency is the link between the advertiser and the consumer, via the media, and employs experts from many fields – writers, artists, photographers, production crews and statisticians. Planning, creating and executing a successful advertising campaign require clear direction and effective teamwork. Whether they are engaged in the creative process, media buying or budgetary control, each member of the team has a well-defined purpose and function.

Broadly, but not exclusively, the roles and responsibilities break down into the following areas:

- **Account Management:** Responsible for overseeing the campaign strategy end to end and working closely with the client and the production teams at every stage of the campaign process, to ensure that objectives are met.

The Account Manager and Account Planner work closely together to develop a creative brief, which sets out what the advertising is expected to achieve and why. The creative brief contains the advertising objectives, a clear message that the campaign needs to deliver and information concerning the attitudes and behaviour of the target market.
- **Account Planning:** Responsible for conducting and analysing market research in order to understand the dynamics of the market and the strengths and weaknesses of the client's product or service. Then the campaign strategy is developed, setting out what the advertising is expected to achieve and why.
- **Creative Team:** The creative team interpret the brief and develop ideas, consisting of copy and graphics, which represent the key message to be communicated.
- **Media Planning:** Media planners decide which channels should carry a particular advertisement to deliver the best result. They work closely with the media buyer who buys 'space' on television, radio or in the press at the best price.
- **Production Team:** Responsible for producing the advertising, managing photographers and design studios for print advertising, posters or direct mail campaigns and production companies for TV commercials.

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Classroom Activities

- List what you think are the main jobs in an advertising agency and discuss which personal attributes would be of most use in each of them.
- A leading homeware manufacturer is considering engaging your agency to plan his next campaign. Think of some key questions you need to ask before formulating a campaign.
- What knowledge and skills your students might need to plan and conduct their campaign? For example, ask your students to assess their personal skills to establish a 'fit' within the advertising industry.
- What are the key skills needed for each of the roles we have looked at? Use the list of skills below to help you develop your ideas then devise a classroom activity using the roles and responsibilities described above.

Key Skills Matching

Match each **responsibility** with the relevant **skill**:

Account Management

Understanding different media channels

Good at managing relationships

Account Planning

Creative Team

Media Training

Production Team

Ability to write good copy

Choosing photographers

Good at project planning

Devise some lesson activities that will help your students to plan and conduct their own campaign. Think about:

- How you are going to introduce the concepts outlined in this course?
- What sort of learning styles will you be encouraging?
- What sort of tools will they need, and how will you enable them to choose the most appropriate?
- Further ideas:
 - * Use up-to-date M&S advertising material found on the M&S TV website
 - * Nominate client and ad agency roles to students and instruct them to work as a team in order to generate an advertising campaign.

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3. The Campaign: Objectives

When an advertisement first appears in a magazine, or on the television, the message will be instantly apparent – it might be exhorting us to eat more beans, buy a faster or more economical car or encouraging a healthier lifestyle.

Three different examples of outdoor adverts from the 1966 Heinz Beans campaign, where the 'Beanz Meanz Heinz' slogan was first introduced. We can measure its success by the fact that the latest in the series omits any mention of the name Heinz. Before taking this step, Heinz, for the first time in their 60 years of poster advertising, conducted extensive market research, which showed that the majority of people to whom it was shown identified it correctly.



Over time the best campaigns gain a longevity and a more secure place in the consumer's mind by repetition of the core idea in a series of different 'executions', sometimes over many years, eg the Walker's crisps campaign has featured Gary Linker as consumer, spokesperson and even devotee of the brand for almost 20 years.



2010-11 Walkers 'Raining Ten'

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Where to begin?

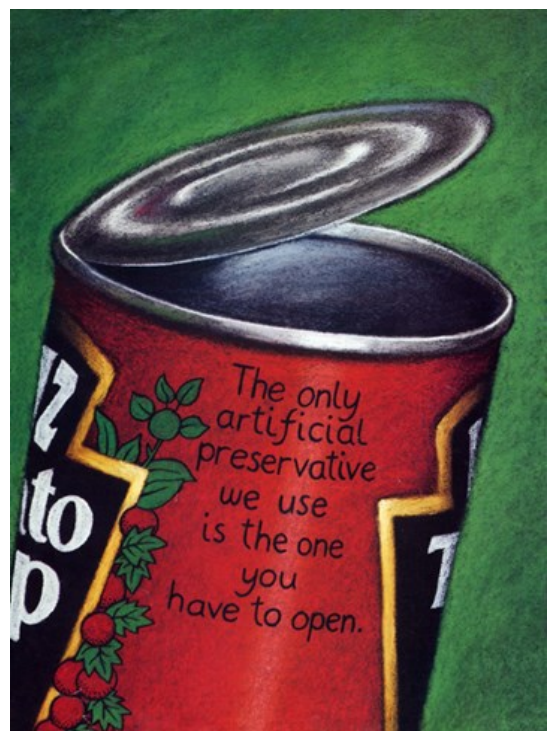
Let's start with setting the Objectives of the campaign. What is the advertising campaign expected to achieve, or what should happen as a result of the campaign? This will be agreed at the planning stage and will be measurable because there will be an evaluation at the end of the campaign to determine the success of the campaign. Objectives can be specified in these terms:

- ⇒ increase awareness of a product or service
- ⇒ increase volume of sales or market share
- ⇒ stimulate demand
- ⇒ persuade customers to change brands
- ⇒ inform and educate the public
- ⇒ change the public's perception of a brand
- ⇒ reposition a brand in the marketplace.

Classroom Activity

Look at this Heinz soup advertisement and consider the following questions:

- What is the key objective of this advertisement?
- Does it have more than one objective and if so what are the other objectives?
- How effective do you think the advertisement is in achieving those objectives?



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4. The Campaign: Identifying the Target Market

A lot of work goes into making the public feel strongly about something, but the public isn't one large, amorphous mass. It's made up of individuals, ie those particular people who we want to see this advertising and hopefully buy our products. This target audience is defined in terms of age, gender, race, social class, income, lifestyle, physical ability, cultural diversity and geographic distribution as well as more subtle psychological and behavioural characteristics.

The better the understanding of the client's requirements and the dynamics of the marketplace, the more likely it is that the advertising campaign will be a success. To this end, all advertising agencies run continuous market research programmes. This takes the form of quantitative research – how many and what sort of people buy particular goods and services and qualitative research – why they buy a product and what they like about it. When the information is analysed, trends can be identified and competition taken into consideration.

if you want to do this

and this

use this

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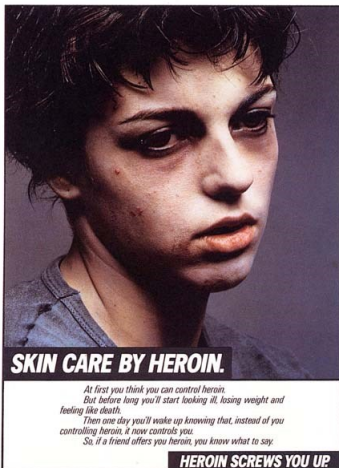
- A Totally New Way to Exercise - Total Upper Body Workout in 5 Minutes - Safer Than Weights
- Advanced Resistance Technology and Built In Personal Training Software - Automatically Develops a Training Program to Maximise Your Muscle Training & Development.
- Keeps Track of Your Progress and Automatically Adjusts to Your Increasing Strength
- Exercises the Same Muscle Groups as 5 Pieces of Gym Equipment
- Portable, Easy to Use and Convenient - Work Out Where, When and How Often You Want

This advertisement uses a simple psychological approach to appeal to a section of the market not traditionally interested in slimming products. By reminding readers of their reasons for needing to hone their bodies, and claiming to be a complete gym workout in one portable piece of kit, it changes the conventional focus of the product.

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5. The Campaign: USP

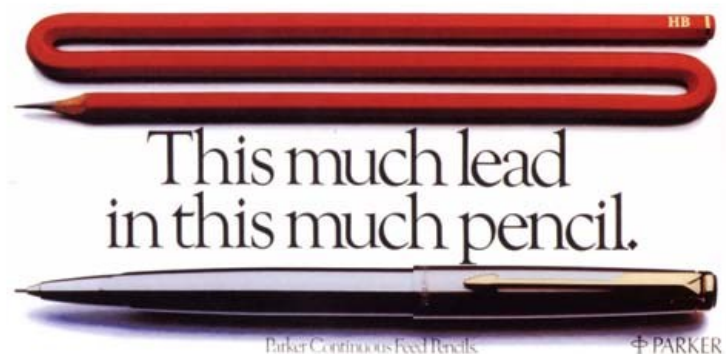


Every advertisement must deliver a proposition to the consumer, sometimes known as the USP - Unique Sales Proposition – “If you buy this product you will get this specific benefit.” The proposition must be relevant, unique and be strong enough to attract new customers.

The **ideology** behind the advertisement will be a combination of what the advertiser intends the **target audience** to infer from the media text (**preferred reading**) and what the non-targeted audience may decode from it in a different way (**oppositional reading**).

A humorous play on words is used to illustrate the unique qualities and benefits of a product.

This Parker advertisement won Gold and Silver Design and Art Direction posters awards.



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6. The Campaign: Budget

Then we need to set the Budget, as this will affect which media channels will be available. We can take sales figures into account, market share and competitor's spending, but the deciding factor will be how much the advertiser can afford, or is willing to spend. It's no use planning a campaign that requires an expensive filming schedule involving aerial photography and a cast of thousands if the costs have to come in under £5000.

British Airways presented itself as a truly global airline in this commercial, directed by Hugh Hudson. Foreign locations, aerial photography and a large cast helped its ranking at 62 on the 100 Greatest TV Ads programme aired by Channel 4.



1989 British Airways 'Face'

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7. The Campaign: Media Selection

Having established the target market we can identify which medium will be the most effective. However, budgetary constraints and the target market will have the most impact on which medium is chosen. TV and cinema may have the longest reach, but they are also the most costly. Television advertising is more difficult to target than press ads as there is less control over the audience, but ads screened at certain times will reach specific audiences.



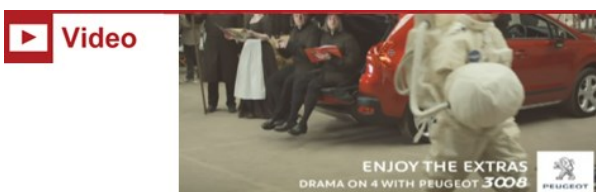
This ingenious and novel poster (*left*) from 1999 advertising the reopening of a Levi store targeted those people best placed to take advantage of it – the locals. The advertisement won a Design and Art Direction Award nomination



With rapidly changing technology, advertisers are looking for new ways to connect with a public that routinely records programmes and whizzes through the ad breaks courtesy of their Sky+ box. Sponsorship is the norm on commercial television, with break bumpers advertising everything from cars to chocolate to butter at the beginning and end of each programme segment, and product placement is increasing, with even Ofcom's tacit agreement.



[2011 Ofcom: Product Placement](#)



2010 Peugeot Sponsorship: Amish Spacemen

With the advent of the internet, many more media channels are available: social networking sites, websites, flashmobbing, podcasts, seeding, text-messaging, apps and email advertisements.

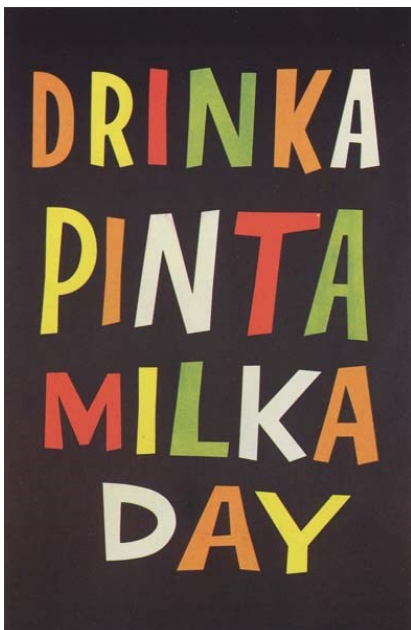
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8. The Campaign: Creative Strategy

Now we have to decide **what the advertisement is saying...**

This is where we define our creative strategy and set out the tactics to be used to achieve the objectives. We must identify the main theme underlying the business proposition and its single, most important message. No product will appeal to everyone and compromise will be involved. The advertiser will already have balanced the cost, quality and demand with the product's place in the marketplace and target audience to arrive at the message.



With the simplest of executions, the iconic 'Drinka Pinta Milka Day' poster entered the national consciousness in 1958. The slogan was dreamed up by the then Chief Executive of the National Milk Publicity Council, who was apparently in the bath at the time and wrote the words in the steam.

A great example of client/agency cooperation leading to a classic success story - the word 'pinta' has since earned a place in the dictionary.

This image of Wayne Rooney, based on his trademark goal-scoring celebration, was condemned as 'offensive' by MPs and church groups and 5 people complained to the ASA, although the advertisement wasn't banned. The poster captured the passion of the English nation during the 2006 World Cup and won a Design and Art Direction Award.



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The creative brief influences the creative concept to support the brand positioning and advertising objectives. The key factors to consider are the physical attributes of the product or service and the related benefits, market research data, and previous advertising history and competitors' claims.

A key concern here is the separation of form from content, ie differentiating between the physical attributes of a product and the end results. How this is achieved will depend on the product. Consumers are always interested in what a product looks like, but they may be less bothered about what it's made of. For example, a woman will want a lipstick in a good-looking tube but what it does for her looks is more important to her than the lipstick's constituents, so there's no need to list the ingredients on the packaging. But whilst the looks and design of a new car model will be important, the technical specification will also be of interest.

[illegible]

The mechanical specification of a car will be as important to the potential buyer as its looks. This advertisement successfully combines the two requirements with an exciting image and a section devoted to the car's technical wizardry.

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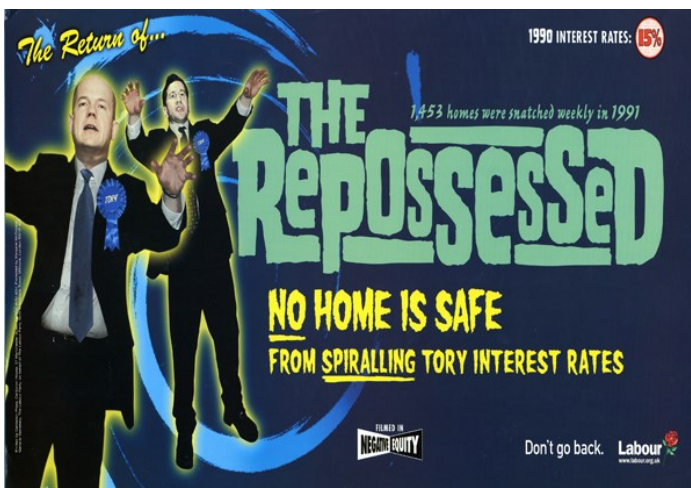
9. The Campaign: Conveying the Message

Every advertisement has a **narrative** – the way in which the text and other media are organised to relate the message. The creative techniques used will depend to a great degree on the choice of **media platforms**. Most campaigns will involve a variety of executions across several media channels, including press, TV and cinema, radio, posters, direct mail and the internet.

The genre of the advertisement is pertinent at this stage: which style and form will be used to categorise the text, and how audiences will recognise these and set their expectations. Representation will also be considered - not only the race, gender etc of those appearing in the advertisement, but other elements, such as what or who is represented and how this representation will be decoded by the target audience, are all contributing factors to the creative process.

There are some basic principles involved in selecting the most appropriate creative techniques. These include the length of copy and choice of illustration: photographic or cartoon; real or fantasy; colour or black and white. Fantasy is often used to portray glamour or romance and cartoons to convey humour or where a photographic representation of the product would be rather unpleasant. The mood of the message – humour, shock, reasoned argument, emotion, surrealism – will also be a major consideration.

In most advertising, claims about a product have to be provable. But in political advertising, the ASA has relaxed the rules, taking the view that the claims expressed are political opinion and that the public recognise them as such.



The capacity to use a politician's image without their consent allowed the Labour Party to make some political hay by casting William Hague and Michael Portillo as the zombies in a mock horror film, part of a series of 2001 General Election posters featuring the pair.

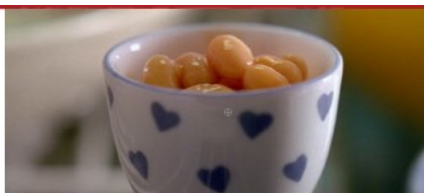
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Some products lend themselves to advertising by demonstration, particularly if they are technically complicated, but this Pretty Polly advert utilises one of the most widely used creative techniques, illustrating that a demonstration needn't have any moving parts.

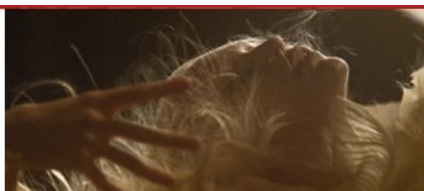
For a television or cinema commercial, other factors come into play. Will a presenter be used, or a voice over? Will this be a famous person, or an unknown? Will there be a comparison with similar, Brand X products? Do we need a jingle, or some background music? And what about a slogan?



[2011 Heinz Beans: Containers](#)

Heinz celebrates the love of baked beans with 'Containers', a TV advert showcasing the many ways leftover baked beans are stored in the fridge, finishing with the Heinz Resealable Fridge Pack. The commercial

features no people and focuses only on the contents of fridges to emphasise that the pack stays fresh in the fridge for up to five days. The Music is "Never Ending Song of Love", sung by Nashville country singer Dickey Lee.



[2011 Cadbury's Flake: Unfold](#)

Famed for its Flake Girls sensuously enjoying moments of indulgent pleasure, Cadbury changed its strategy with this advertising campaign in 2010, dropping its

famous strapline 'Only the crumbliest, flakiest chocolate', after almost half a century. The elaborate frilled dress becomes an analogy for the folds of Flake chocolate itself, delicately enfolding the model as she gently spins round. The advertisement was created by Fallon and took three weeks to make, using 200 metres of yellow fabric.

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Classroom Activity:

Choose a selection of slogans and logos from past and current advertising campaigns. Get your students to identify the brands and products from these associations only.

Which techniques would you use to advertise the following, and why?

- A government health programme aimed at children
- An expensive perfume
- A mid-range car
- A cheap holiday destination

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10. The Campaign: Creative Treatment

How do we decide which treatment to go for? It may be that the agency or brand owner has a house style that has to be adhered to; fashion might be an influence or the achievements of past campaigns. A good agency will always keep an eye on the competition. Is it better to produce something in a similar vein to a winning ad, in the hope that success will rub off, or come up with something strikingly original? Certainly a favourite maxim of agencies used to be: zig when others are zagging.



[2011 Compare the Market: Battle of Fearlessness](#) - Agency: VCCP

Aleksandr Orlov, the 'face' of [comparethemarket.com](#), captured the hearts of the public and became a marketing phenomenon. In the process he was a catalyst for huge change within the advertising industry, forcing every one of comparethemarket's competitors to radically rethink their advertising.

When these decisions have been made, we can start batting some ideas around. Let's consider the concept – that underlying theme or idea. Having identified the target market, we must put ourselves in the mind of that young mother/lemonade drinker/farmer when deciding the creative strategy. The advertisement must strike a chord with that customer on some level and will not succeed if it doesn't.



At this stage it's worth remembering that advertising is strictly regulated with statutory and voluntary controls. Advertisers and agencies have to be aware of the Code of Advertising Practice (CAP) and the Advertising Standards Authority (ASA) exists to make sure that this self regulation works in the public interest. These considerations will have an impact on the treatment: what images are chosen, which words are spoken.

UK advertising codes are some of the strictest in the world and the Advertising Standards Authority system of self-regulation is a sign of a considerable commitment by the advertising industry to uphold standards in their profession. The ASA expects all parts of the advertising industry – advertisers, agencies and media – to commit to being legal, decent, honest and truthful.

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Classroom Activity

What sort of picture is commonly used in advertisements to portray the following:

- The family
- Men / Women
- The home
- Social status
- Material possessions

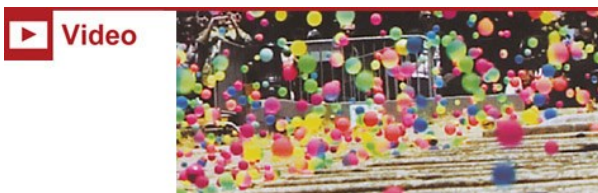
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11. The Campaign: Execution

The idea has been created and approved by the client and we are now ready to make the advertisement. This means transforming the concept into a format ready for printing or transmission, and, very importantly, on budget. At this stage the agency will assume full control of the advertisement, its message, execution and production. They will also bring in any outside expertise they think necessary: photographers and artists, film makers, typographers and printers.

Depending on the media selection there will be still be several production choices to be made ranging from the various printing processes available to decisions about shooting on film or videotape and whether original or recorded music will be used. For TV and cinema commercials we will also need a script – a written description conveying what is happening in vision and on the soundtrack, even in cases where no one is actually speaking. This will include any music and sound effects as well as individual scenes, close ups etc.



[2006 Sony Bravia: Balls](#)

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12. Further Classroom Activities

Advertisements may change when presented to different audiences. Find examples of similar products advertised in publications with different readerships. e.g. compare ads for gardening equipment in a specialist gardening magazine and a Sunday supplement.

You have devised a new video game unlike anything else on the market at the moment. You decide how to manufacture the game and plough all your savings into the venture. Now you need to plan your advertising campaign. You don't have any money to pay professionals so you will have to do the job yourself from start to finish. Draw up your plan.

Look at the advertisements provided in this resource and decide if they succeed/fail, based on the following criteria. Pay particular attention to the language, subject matter, genre and target audience.

- o Amusing
- o Patronising
- o Informative
- o Entertaining
- o Modern
- o Useful
- o Boring
- o Persuasive

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Links

The images and commercials used in this resource have been selected to illustrate the main points of the text.

Digital advertising images and TV commercial footage can be supplied by HAT on almost any theme at reasonable prices. You may wish to browse through HAT's [online catalogue](#) for more ideas and inspiration.

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