

# History of Advertising Trust

## **Planning & Conducting an Advertising Campaign 'Drug Dealers Don't Care'**

**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:

- insider knowledge
- 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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# History of Advertising Trust

## **Planning & Conducting an Advertising Campaign 'Drug Dealers Don't Care'**

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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## **Planning & Conducting an Advertising Campaign 'Drug Dealers Don't Care'**

### **Introduction**

Advertising has been described as "the art of persuasion" (William Bernbach, one of the three founders of advertising agency Doyle Dane Bernbach (DDB), quoted in 1984 and since quoted by Sir John Hegarty (BBH) in 1997.

The Institute of Practitioners in Advertising (IPA) describes advertising as "the means of providing the most persuasive possible selling message at the least possible cost".

William Bernbach also said, "nobody counts the number of ads you run; they just remember the impression you make".

Effective advertising campaigns can:

- Increase the volume of sales for existing products
- Raise awareness of a brand
- Reposition a brand
- Stimulate demand for new products
- Raise awareness of new businesses
- Inform and educate people

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### **1. Learning from existing campaigns**

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These prestigious awards 'reward campaigns that have proved the commercial power of their ideas and demonstrated their marketing payback'.

#### **Analysing the market**

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. Understanding the following will provide a sound base on which to plan and develop an advertising campaign:

- Information concerning what the client has to offer, in terms of product or service features
- that might differentiate it from its competitors
- Any unique qualities that the client or company may have that sets them apart from others
- The target market (age, sex, race, income, lifestyle, geographic distribution or concentration, attitude and behavioural characteristics)
- The competitive, legal, social and political frameworks

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### 2. Creating a successful campaign

The creative brief for a successful advertising campaign will contain one clear proposition. This proposition will have been distilled from numerous ideas, funnelled down into a single, most important concept or message that you need to communicate.

If you can imagine trying to catch one ball or three at a time, you are more likely to successfully catch the single ball because you can focus on it.

### Activity

Watch each of the following advertisements carefully and try and identify the single, most important message they are communicating. Devise an activity for your students using these advertisements to illustrate how an advertising campaign communicates a single, clear message to get the point across.



*1982 Mr Kipling - Picnic Pies*



*2007 Cadbury Dairy Milk-Gorilla*



*1995 Volvo - Madness*

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### **3. Identifying the Advertising Objectives**

What is the advertising campaign expected to achieve, or what needs to happen as a result of the campaign? Objectives for the campaign need to be agreed and set out at the planning stage and must be clear and measureable.

Evaluation, at the end of the campaign, will determine whether or not the objectives have been met and therefore, whether or not the campaign has been successful. If the objective is to increase sales of a particular brand, it may be specified in terms of value or volume, a percentage increase in sales or an increase in market share, within a given time period.

If the objective is to reposition a brand, it may be specified in terms of the percentage increased awareness expected within a target audience, within a given time period. Measures can be taken from existing market research data for a product or service from the current (benchmark) sales or awareness levels.

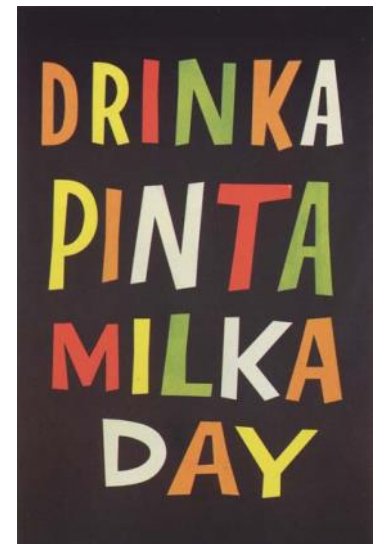
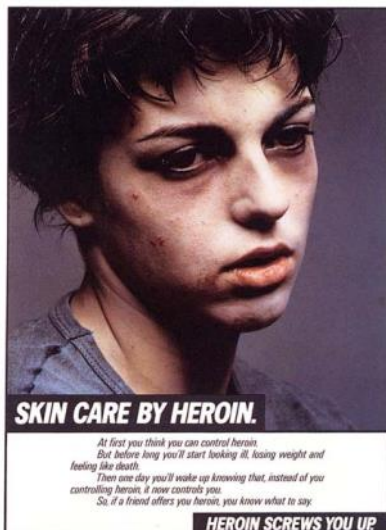


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### Activity

Look carefully at each of the following advertisements:



- Identify what you think is the key objective for each of the advertisements
- 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. Creating the Campaign Strategy

The campaign strategy sets out the tactics to be used in order to achieve the objectives. It is important to:

- Identify the main theme underlying the business proposition
- Identify the single, most important concept or message (which has to be relevant and capture attention) to be communicated
- Match the channels (media forms) to the target audience (which channels deliver the most effective advertising message to the highest number of prospects at the lowest possible cost.)

#### The Scottish Executive: The *"Drug Dealers Don't Care"* campaign

The Scottish Executive tackled the drug problem in Scotland in a radical way. Rather than focus attention solely on drug users and potential users, it targeted the perpetrators of the problem – the dealers themselves. Drug abuse is a massive problem in Scotland. In 2004 alone there were 356 drug related deaths. This is a tragic figure but it's not just the users who suffer. The quality of life is diminished for people who live in areas with a high incidence of drug taking.

#### Improving Life In Local Communities

Drug taking and dealing can take place openly. Visible evidence of drug abuse such as discarded needles is a public health risk. Worse still, drug taking and crime go hand in hand. A survey in Glasgow revealed that the city's 8,500 heroin addicts were committing 2.6 million offences a year, mostly involving shoplifting, theft and drug dealing. Scottish police reports suggest that most small- scale dealers are users, dealing to fund their addiction. Taking dealers off the streets would not solve the problem overnight. However, with government spending on drugs misuse standing at £332.92 million a year clearly something radical had to be tried.

Tackling the dealers themselves in a bid to improve the living conditions of ordinary people in drugs ravaged communities was an important step forward.

The Scottish Executive and Crimestoppers, together with a consortium of organisations, briefed The Leith Agency to create an innovative advertising campaign that would empower people to provide information on drug dealers in their area. In short, we aimed to encourage people to "Shop a Dealer". The campaign was to be national but with a specific emphasis on the communities hardest hit by drug problems.

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### **5. Channel Planning**

The channels (media) used to deliver your advertising message depend on optimum targeting, response rates, timing and cost. Channels that target your audience with the best expected results should be selected. Generally speaking, the more targeted the channel, the higher the cost.

Primarily, channel options are:

- Newspapers (advertising & editorial)
- Magazines (advertising & editorial)
- Radio
- Television
- Direct mail
- Telemarketing
- Posters
- Cinema
- Sponsorship
- Online/electronic (websites, social networking sites, podcasts, seeding, texting, flashmobs, apps etc)

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### 6. Media Choice

#### "Drug Dealers Don't Care" Campaign

The Scottish Executive and Crimestoppers, together with a consortium of organisations, briefed The Leith Agency to create an innovative advertising campaign that would empower people to provide information on drug dealers in their area. In short, they aimed to encourage people to "Shop a Dealer".

#### Three Objectives of the "Drug Dealers Don't Care" Campaign applied to Media

FOCUS	BARRIERS TO ACTION	CREATING A BUZZ
National campaign weighted towards hardest hit communities	Engage people's feelings for not doing anything, eg. address doubts about anonymity	Engage people's feelings about future generation suffering from drug abuse
Local street level publicity rather than television advertising	Direct Mail reply-paid questionnaires used as research showed that people thought telephoning could be eavesdropped	Posters, bus ticket, beer mats and washroom publicity used to highlight effects of drugs misuse on future generations

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### **Campaign Objectives**

These were very clear:

- To give people confidence to provide "actionable" information about drug dealing in their local area
- To enable the arrest of key local dealers, thus removing them from the streets and resulting in a better quality of life for local residents

Empowering the public to inform on drug dealers was going to be challenging enough. Timings were an additional complication. We were briefed late December 2004. The Scottish Executive wanted the campaign to be researched, tested, produced and running by February 2005. Including Christmas, we had a matter of weeks to develop and implement a national campaign.

A workshop with stakeholders identified one clear message for the campaign:

*You can help stop drug dealers damaging life in your area.*

The Leith Agency identified the potential triggers for people to take action and the likely barriers.

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### Four Routes for Creative Testing



*"How bad does it have to get?"*



*"Clean Up Your Street"*



*Drug Dealers Don't Care*



*Trap a Dealer*

Four clear routes were identified for creative testing, in which advertising material was drawn up and tested. These routes were then qualitatively assessed in a series of 14 focus groups representing hard hit communities. This campaign didn't require people to like the ads: rather, it demanded that they acted upon them. In assessing the different routes we looked for the approach which would break down barriers most effectively and shift attitudes in a positive way. In other words, the research focussed not on what people liked but on how the ads made them feel.

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### Barriers to Action

Our qualitative research revealed that the scale of the advertising task was even greater than we had anticipated. We identified a powerful set of mutually reinforcing reasons not to respond to our appeal for information.

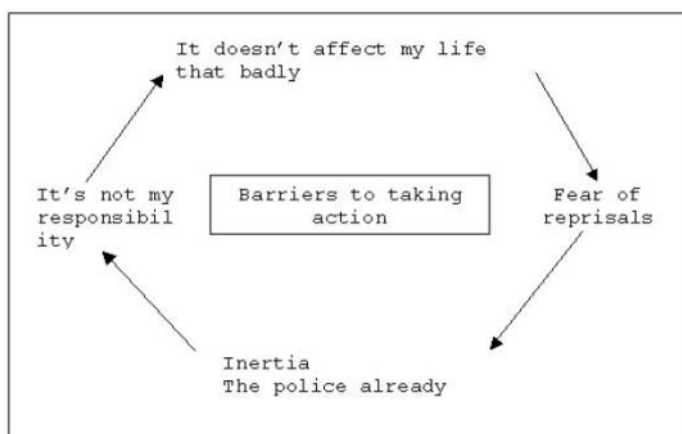
In the first instance, whilst the problems surrounding drug dealing can seem intolerable from an outside perspective, for those in the hardest hit communities it was a problem that they had learned to live with. People had become desensitised.

*"It's not very good when you think about it but you just learn to live with it... you get round it".*

Male, Aberdeen, Leith Qualitative Research

This desensitisation meant that the campaign could not simply dramatise the call to action (as, for example, in the "Trap" route). It could not just ask people to "shop" a dealer. The campaign had to work hard to unleash feelings of frustration and resentment. To prompt action, it had to shift people from tolerance to intolerance.

It also had to tackle other reinforcing barriers head-on.



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### Defining Barriers to Taking Action

**People doubted whether their information was actually of value.**

*"The police already know (who the dealers are)."*

The Leith Agency Qualitative Research, January 2005

**This encouraged inertia. Furthermore, there was a feeling that it was someone else's responsibility.**

*"This probably sounds bad but it's not really my problem."*

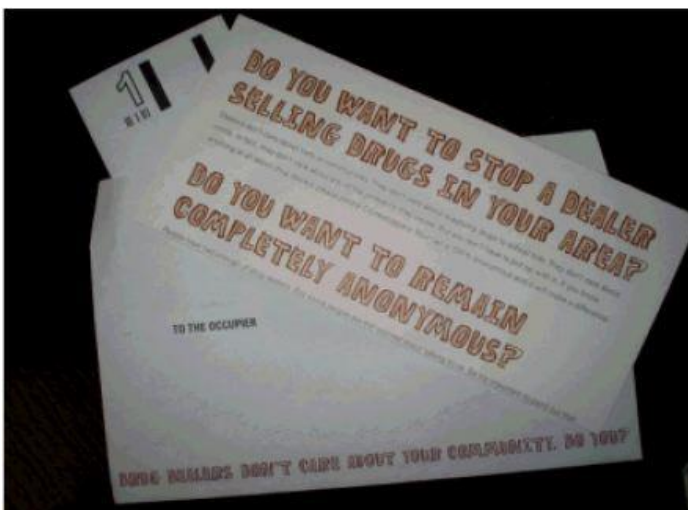
Male, Aberdeen, The Leith Agency Qualitative Research, January 2005

The final and often the biggest barrier was a fear of being found out and of reprisals. Although we anticipated that reassuring people about anonymity would be difficult, our research revealed that concern was even greater than we had envisaged. Many people, despite reassurances in the focus groups, were very reluctant to pick up the phone due to fears about being found out.

*"I don't believe it will be anonymous... they'll be able to trace my call... there's no way I'd phone".*

*"Everyone knows people's business round here. They'd be able to work out who phoned".*

The Leith Agency Qualitative Research, January 2005



Direct mail



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**It was clear that reinforcing anonymity was going to be a major challenge.**

### Creative Solution

Our research identified that it was the "Drug Dealers Don't Care" route which showed the most potential to:

- unleash latent anger and frustration about drug dealing, the necessary first step towards taking action
- tackle the key barriers head on

Four key research findings helped us maximise the potential of this route.

#### *1. Address Doubts about Anonymity Head On*

Doubts about anonymity were so extensive and deep-seated that we could not, as we initially thought, relegate messages about anonymity to a sign off in the print work. There was a need for a separate strand to the campaign. We chose radio advertising as a supporting medium to focus single-mindedly on this issue.

But even an anonymous phone line wasn't sufficient reassurance for some. Our research also led us to recommend using direct mail in the hardest hit communities featuring a blank, reply-paid envelope and questionnaire. Research showed that whilst some people would never pick up a phone to speak to an operator, they would consider providing information via the post.

Understandably, Crimestoppers were initially against the idea. To them it was vital that they got people on the phone so that a skilled operator could extract the relevant information. Nevertheless, as recommended, Crimestoppers ran a direct mail campaign (for the first time in their fifteen year history) sending 220,000 leaflets to fifteen priority areas.

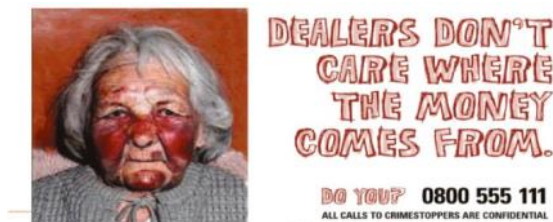
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### 2. Shock Tactics Are Not Necessary

The second key research insight related to the use of graphic "shock horror" imagery. The initial "Drug Dealers Don't Care" executions were very hard hitting.

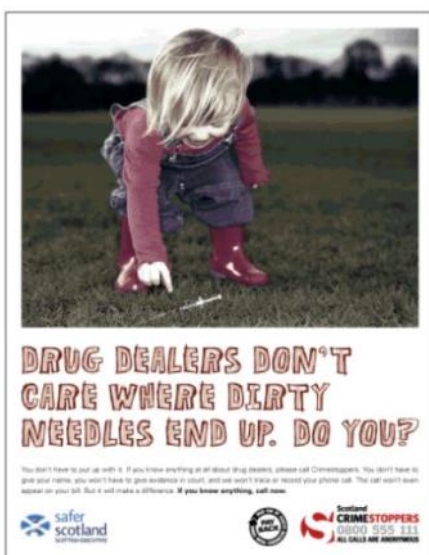
Used



Not used



Research highlighted how people felt particularly strongly about the future generation suffering from drug misuse. The vulnerability of the young unleashed considerable hatred towards drug dealers. Halfway through the research, we briefed our creative teams to develop an ad encapsulating the threat that drug dealers pose to young people's lives.



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### 3. Keep People Informed

People doubted that their information would be of value. Research confirmed that it was important to keep people updated on the progress of the campaign to reassure them that they weren't the only ones calling and that the police were taking action as a result.

PR was used as the main channel for this information but we also ran an advert midway through the campaign in local papers to provide people with the feedback they needed:



Whilst this was a national campaign, it was weighted towards the hardest hit communities. For this reason we ruled out TV as a medium in favour of activity infiltrating the local communities at street level. We wanted the media to generate a street level 'buzz' by touching the audience at multiple points in their daily lives.

The campaign therefore consisted of local and national press, bus sides, 48 sheets, 6 sheets, underground posters, bus ticket media, beer mats and washroom posters. It had a total media and production budget of £735,000.

Bus side panel



Return ticket



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### 7. Evaluating the campaign

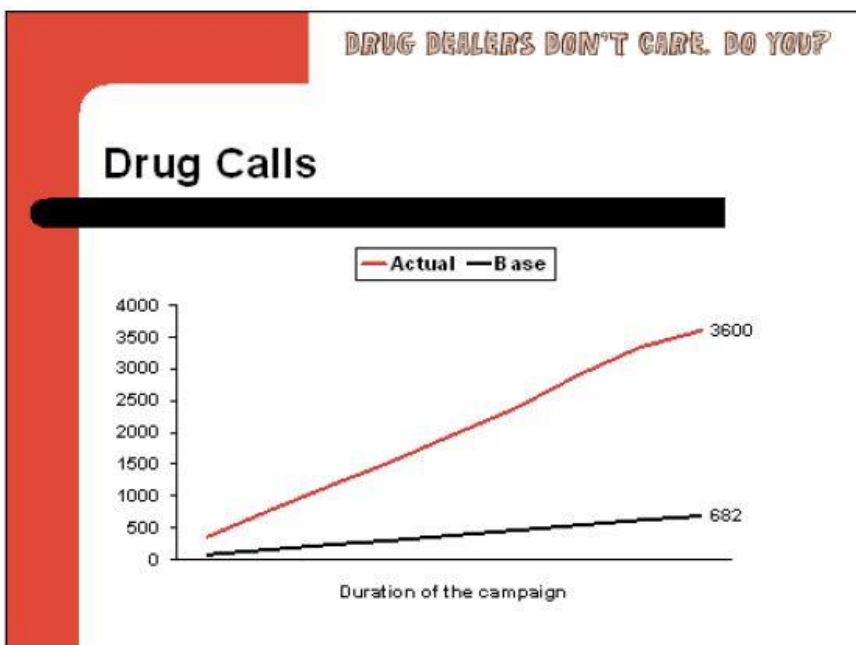
A number of techniques were employed to measure the success of each of the campaigns. Look at the following case study extracts and consider why the communications strategy was successful.

What Happened: The Scottish Executive "Drug Dealers Don't Care" campaign

The results were astonishing and exceeded everybody's expectations.

When planning the initial campaign and the call-handling capacity required, we anticipated an increase in calls of 20%–30% based on responses to previous Crimestoppers campaigns.

Actual call volume increased by a staggering 430% over the initial six week period of the campaign. Fortunately this was manageable but it did leave resources stretched to the limits, especially as the average call length was 31 minutes!



Call volume: source SCRO 2004

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This surge resulted in a total of 3,600 "actionable" calls, averaging over 60 a day.

The campaign gave people the courage they needed to take action. Central Police Assistant Chief Constable Norman Graham commented:

*"Community intelligence is the lifeblood of our operations against drug dealers. We have many examples of drug dealers being brought to justice because local people have had the courage to pick up the phone and tell us what they know about local drug dealers in their area."*

The recommendation to use Direct Mail proved to be a sound one. There were 1,120 responses to the direct mail, 585 of which were "actionable", an impressive response rate given the nature of the information required. Intelligence gathered through these responses led to:

- The seizure of £1.5 million of drugs
- The seizure of £61,000 in cash
- The arrest of over 600 drug dealers

### **The Advertising Tracking**

Independent tracking research highlighted how effectively the advertising reached its audience.

- 26% spontaneous recall and 73% prompted recall
- 82% stated it was clear and easy to understand
- 36% said it sticks in your mind

*Reactions to the "Drug Dealers Don't Care" advertising (source: Scott Porter April 2005).*

This is a particularly high cut-through given that no TV was used for the campaign. They highlight the impact of the creative and the media information strategy. The main messages came through loud and clear.

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### Changing Behaviour

From the outset, we wanted this campaign to affect the way people felt and to encourage people to provide information.

The tracking results showed a positive shift in this respect.

- Preparedness to inform the police about drug dealers went from 33% pre-campaign to 43% post-campaign
- Fears about remaining anonymous decreased from 33% pre-campaign to 22% post campaign.

*(source: Scott Porter April 2005)*

Independent research revealed that those who were aware of the campaign were less worried about anonymity and reprisals as a result. A secondary effect of the campaign was the added boost it gave Crimestoppers. Awareness of Crimestoppers as a way that the public could provide information about drug dealing jumped from 18% pre-campaign to 57% post. Overall calls to Crimestoppers for crimes in general also escalated in the campaign period.

### Activity

Consider the following questions:

- How did perceptions of the brand / issue change?
- What was the impact on sales / attitudes to the issue?

How might you use these campaigns to get students to identify the key elements of a successful strategy? Consider how they will evaluate their own campaign strategies at the planning stage.

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### **8. Moving Forward Classroom Activity**

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

- 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.
- 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:
  - o 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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### **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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