

CREATIVE PORTFOLIO



Dreamie Aldridge
Dr. Cobb-Walgren
MK 4300/Sp 2018

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Media Kit

Home Garden and Television, better known as HGTV has set its target market for the everyday homeowner. Attractive to those who like DIY projects and looking for fresh ideas. It has a large span of viewers, mainly women ages 18-49.

Demographics

	COMP %
Women	76.0
Men	24.0
Readers per Copy	7.3
Median Age	46.7
Age 18-49	56.7
Age 25-54	54.6
Age 35-44	17.7
Age 35-54	37.2
Median HHI+	\$77,083
HHI \$75,000+	51.5
HHI \$100,000+	33.6
HHI \$150,000+	17.3
Married	56.7
Parent	38.7
Attended College	64.8
Professional/Managerial	26.7
Home Owned	72.6

CPM Calculation

\$87,035

$\$1,300,000 \times 1000 = \66.95

Advertising Rates

RATE BASE: 1,300,000 | EFFECTIVE JAN/FEB 2018 ISSUE | ALL RATES ARE GROSS

VOLUME DISCOUNT PAGE EQUIVALENT	1 PAGE	5% 3 PAGES	7% 6 PAGES	10% 9 PAGES
four color				
1 page	\$87,035	\$82,683	\$80,943	\$78,332
¾ page	73,985	70,286	68,806	66,587
½ page	56,580	53,751	52,619	50,922
¼ page	43,520	41,344	40,474	39,168
b&w				
1 page	\$69,630	\$66,149	\$64,756	\$62,667
¾ page	59,185	56,226	55,042	53,267
½ page	45,260	42,997	42,092	40,734
¼ page	34,815	33,074	32,378	31,334
covers				
Cover 2	\$108,800	103,360	\$101,184	97,920
Cover 3	91,390	86,821	84,993	82,251
Cover 4	108,800	103,360	101,184	97,920

HGTV

magazine



CHIP & JOANNA
GAINES

BEST OF
FIXER UPPER

Style ♥



cutest-
ever
kitchen
finds

Yay! It's spring!
50 colorful ideas

game-
changing
cleaning
tips

bright, happy
living rooms

Time for a MeTime Run



Get low prices on
thousands of items,
today and every day.




Run
and
Done

Tagline: Run and Done

Media Vehicle & Publish Date: HGTV April 2018

Primary Target: 21-35 women with busy lives

Primary Benefit: Shop at Target for all your wind down needs



TARGET

Strategy: To my knowledge, this ad uses positioning as the strategy. Women love Target. Target wants you to think of them when you go to grab goodies.

Creativity: Uses products young women like; such as wine, movies, facials and bath bombs to remind those women that they need "me time" too

Execution

Stopping Power vs. Clarity: Stopping power seems good. The ad acts a reminder to slow down and remind the target to take some time off every now and again. the ad is clear and straight to the point.

Style of Layout: Poster

Design Principles: the poster style layout with the copy as the main focus gets the point across well. The products of a girls night along with the headline and slogan creates good balance. there is minimal white space because the entire ad is red


Type of Headline: Command/Imperative- subject is implied, encourages the consumer to do something

Analysis of Body Copy: The body copy is short and simple (KISS) "Run and Done" use of assonance. Has a headline and a tagline. White on red gives it a nice "pop" to catch the eye. Features a Z-pattern visual path

Evaluation of Tagline: Follows the headline very well. Reminding its target that you can get all your needs at this retail store

Highlights from External Validation: According to morthery.com, women are obsessed with Target, and this ad is a great captivator for ladies

B

- 
- 3 Bedrooms
 - 2 Bathrooms
 - 1 Spacious living room where your daughter can soar like an eagle.
An eagle that wears footed pajamas and snorts when tickled.



Everything you need to buy, sell or rent, with ease. | Find your way home.®

©2018 Zillow Group. All rights reserved.

Tagline: Find your way home

Media Vehicle & Publish Date: HGTV April 2018

Primary Target: Parents looking for a new home

Primary Benefit: House hunting help in one place



Strategy: Zillow is a known website for finding new places to live. They use the emotional appeal to lifestyle image here. The child glaring over the ad makes the target market think, "Maybe I do need more space."

Creativity: It is very creative to use a poster layout as a child to capture buyers. The ad focuses on simplicity and ease of use with Zillow

Execution

Stopping Power vs. Clarity: Visual has great stopping power (even for those who don't have kids) and the message is immediately clear

Style of Layout: Poster

Design Principles: Definitely engages its target market using narrative transportation to make them think about their own kids and lives and what kind of home they need. Great use of dominance with the layout image of the toddler. Although she is the center of attention, the copy is placed slightly to the left to offset the visual path. This ad was simplistic and sent out a good message

Type of Headline: Benefit

Analysis of Body Copy: Short and simple. Offset to the left with the tagline and logo at the bottom. Nice tone; sounds like an actual person talking to you

Evaluation of Tagline: "Find your way home" is catchy. Zillow has many competitors. The tagline makes them stand out using narrative transportation. It makes the consumer feel as if they were really following the story

Highlights from External Validation: Zillow is infamous for using sadvertising or emotional appeals to engage their audience. Apparently it's working, according to Creativity-online.com



Where will color take you?*

Ask Sherwin-Williams and discover a whole new world of color with the very best paint. Your neighborhood store is just around the corner.



SHERWIN
WILLIAMS.



Download our ColorSnap®
app for color inspiration
in the palm of your hand.

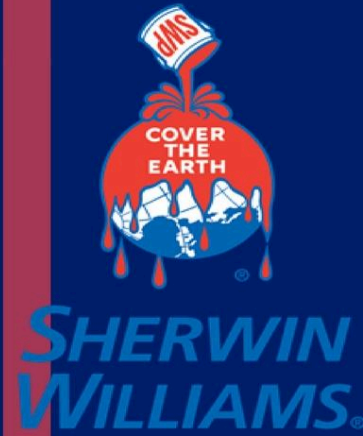
© 2014 The Sherwin-Williams Company

Tagline: Where will color take you?

Media Vehicle & Publish Date: HGTV April 2018

Primary Target: People in need of new paint or looking to paint

Primary Benefit: Good variety



Strategy: Sherwin Williams uses a Unique Selling Proposition. They are poised to be the global market leader in the paint business. Thus, using the USP to attract consumers and B2B transactions

Creativity: Nice use of nostalgic character from Disney movie The Lion King.

Execution

Stopping Power vs. Clarity: Visual has high stopping power and the message is immediately clear and shows character

Style of Layout: Poster

Design Principles: Attracts its target market using nostalgia to make them think Disney and all the creative things you did as a child. Great use of dominance with the layout image. The paint samples in the shape the monkey executed the demonstration style well. Visual dominates verbal

Type of Headline: Question

Analysis of Body Copy: Short and simple. Tagline acts as the headline in this ad. Logo and body copy at the top slightly positioned to the right. I like the sans serif font that keeps the ad clean

Evaluation of Tagline: Tagline is great. "Where will color take you?" poses a rhetorical question- SHERWIN WILLIAMS, of course

Highlights from External Validation: Adweek.com says, "the paint brand isn't so much getting us excited about a chore as it is showing us the future." That speaks for itself

B

BunnyLand

We're not here
for a photo

The best holiday for chocolate.

Depending on who you ask.

Tagline: M&M's, no tagline

Media Vehicle & Publish Date:

HGTV April 2018 edition

Primary Target: People shopping for easter candy

Primary Benefit: Get in the holiday spirit



Strategy: This ad uses Unique Selling Proposition as well. M&M's are most known for "Melt in your mouth, not your hand." This ad is a spin off for holiday purposes

Creativity: Great visual. Cute and witty

Execution

Stopping Power vs. Clarity: Stopping power catches attention with the use of humor. The message is clear-buy M&M's

Style of Layout: Poster

Design Principles: The visual is the main point of contact-dominance. Unity is good because the M&M's stand out in bold red and yellow, while the majority of the picture is soft, subtle, spring tones. Uses humor to execute it's point. You see the brand image with the M&M characters positioned with real people. Has a symmetrical balance and visual path is straight-vertical

Type of Headline: Pun if anything

Analysis of Body Copy: Very short and to the point. The pun is at the end when you read "Depending on who you ask."

Evaluation of Tagline: This ad is predominately visual so there is not much to discuss.

Highlights from External Validation: Adweek.com praises M&M's ads all the time. The brand has a credible reputation for creating great ads

A

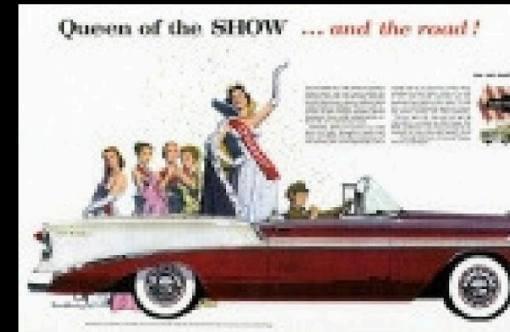
Part 99

100 YEARS OF CHEVROLET

Radio as a medium, urged listeners to drive a new Chevy priced as low as \$445. Reached its highest sales peak

Chevy starting to conform to consumer culture. The use of women in campaigns to show that it is not only a mans car.

Beginning of an empire



1910's

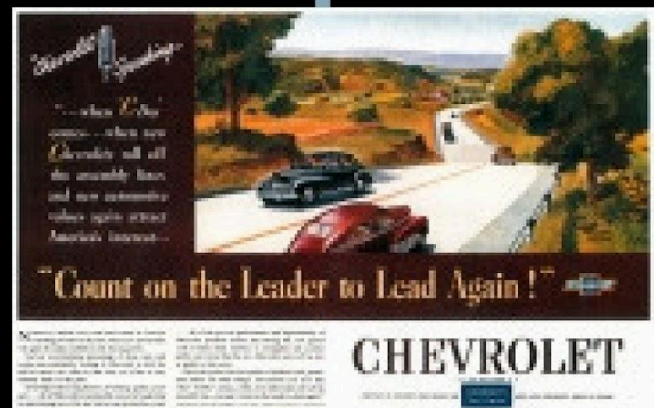
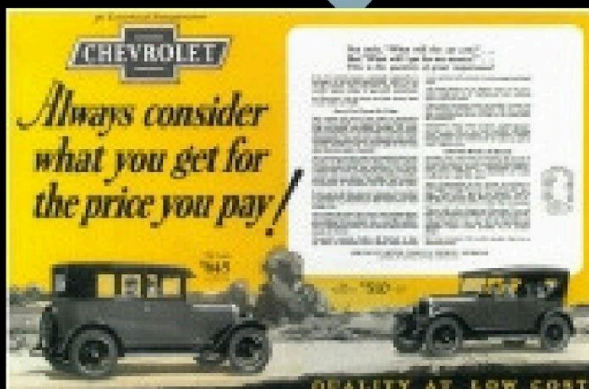
1920's

1930's

1940's

1950's

Emphasis on visuals

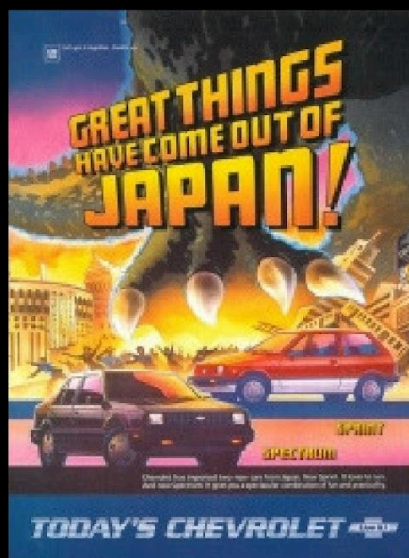


Production stopped due to WWII, but Chevy still aimed for sales after the fact. When production for cars started again, they wanted people to remember who was the leader

Sexual revolution- this ad was aimed at women to determine attitudes toward automobile styling and what women like



Return to creativity in ads



Clear and concise



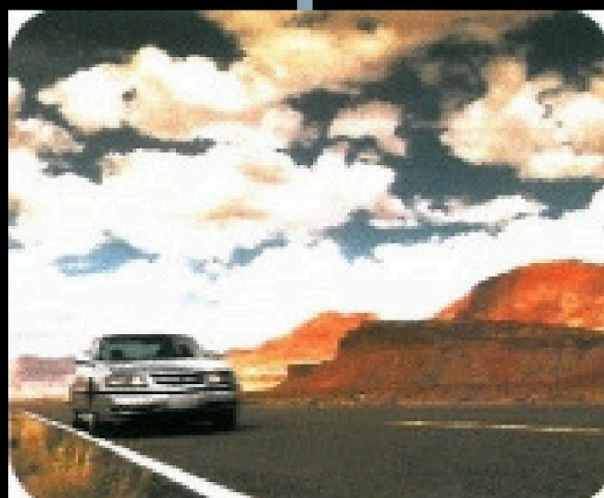
1960's

1970's

1980's

1990's

2000's



Good use of position with the
new jingle.

Sales reached what would be
their all-time peak

Continuing emphasis on the visual

The background of the slide features a grayscale image of a spiral-bound notebook on the left and a ruler on the right. The notebook's spiral binding is visible on the left edge. The ruler is positioned vertically on the right side, with markings from 6 to 42. The title text is centered over the notebook page.

Before Putting Pen to Paper...

- First, understand the brand/product, then competition, then the consumer
- Look at the current positioning of your product. Is it in the top 3 brands? If not you must displace another competitor to take its place
- Develop an understanding of your client's business. You need to know the ins and outs of the product
- What is your brand's adjective? (word or phrase naming an attribute)
- Try your competition's product.. Know every alternative there is to yours
- Ask yourself: what would make me want to buy this product?
- Get real creative and really immerse yourself in a day in the life of your consumer.
- Your customer only really cares about what is in it for them!
- Always listen for feedback. Listen to what customers are saying and take it. Find every way possible to see what consumers are saying. Internet blogs, focus groups.

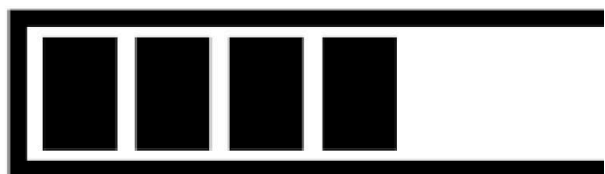
How to Get Ideas

- Let your subconscious mind run wild
- Stare at pictures that share the same emotion of the ad you want to create
 - Write down every idea you have, good or bad
- Allow terrible ideas to be the foundation for good ones
 - Put all ideas on a wall, then decipher which ones to trash
- When you hit a mental block, take a break and come back later



- Have fun!

LOAD



PLEASE

STRATEGY

What do we want
to happen?



TACTIC

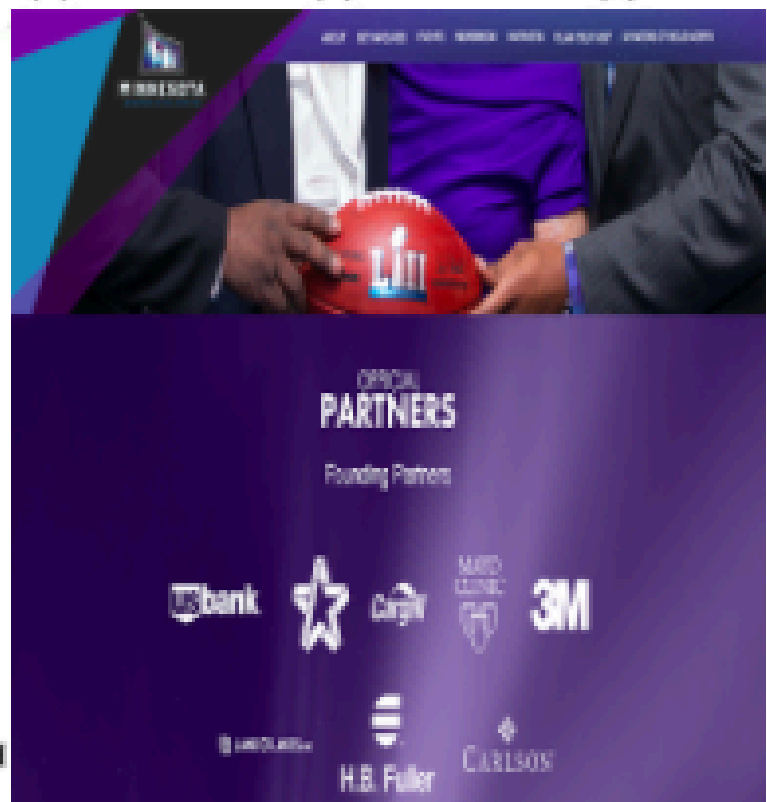
How will we do it?

Tactical Approaches To Keep In Mind

ENDORSEMENTS



SPONSORSHIP



A vibrant red rose is positioned on the left side of the frame, its petals tightly curled. To its right, a red scarf with a white geometric pattern, including triangles, diamonds, and a central circular motif, is draped and flowing. The background is a bright blue sky filled with soft, white clouds. The overall composition is clean and visually appealing, emphasizing the textures and colors of the rose and the scarf.

SOFT AS A ROSE,
SHARP IN STYLE

PENDLETON®

Virtues of **SIMPLICITY**

High stopping power

Easy to remember

*Go Big or go home on
the visual*

*Break through
clutter!*

What makes good body copy?

“You (cough) look good”

Make sure good news sounds like good news.



Ricola nailed it In this whimsical ad (1 of 3). Sullivan stressed the importance of perspective when writing body copy. When I read it, it sounded exactly like an actual person would say.

Ricola shows just how easily the delivery of a message can be drastically altered by a pesky cough. This ad hit every point on the checklist, exceeding body-copy expectations.

BRAIN MANIFESTO

THE STATEMENT IN WHICH A BRAND STANDS FOR.

THE PURPOSE IT ABIDES BY.

THE FOOTSTEPS IT WILL FOLLOW.

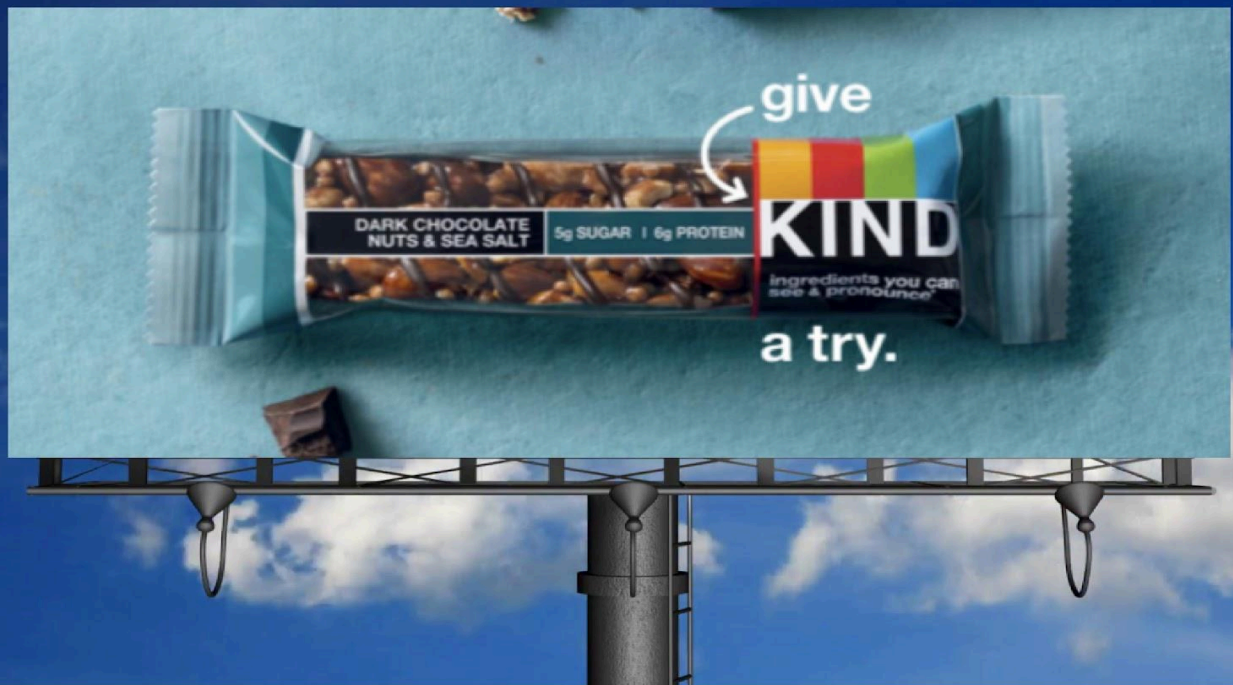


SPROUT, *verb*.

The freshest of the fresh. The vibrant, captivating one. The one who you can depend on for all of your local produce and meat selection needs. I believe in farm fresh. I know America struggles with healthy eating habits, and I am here to help. I'm the encouragement whispering in your ear when you go to write your grocery list. From only using products within a 500 mile radius, to ensuring you great taste and satisfaction; I, SPROUTS Farmers Market, look forward to seeing you at the dinner table.



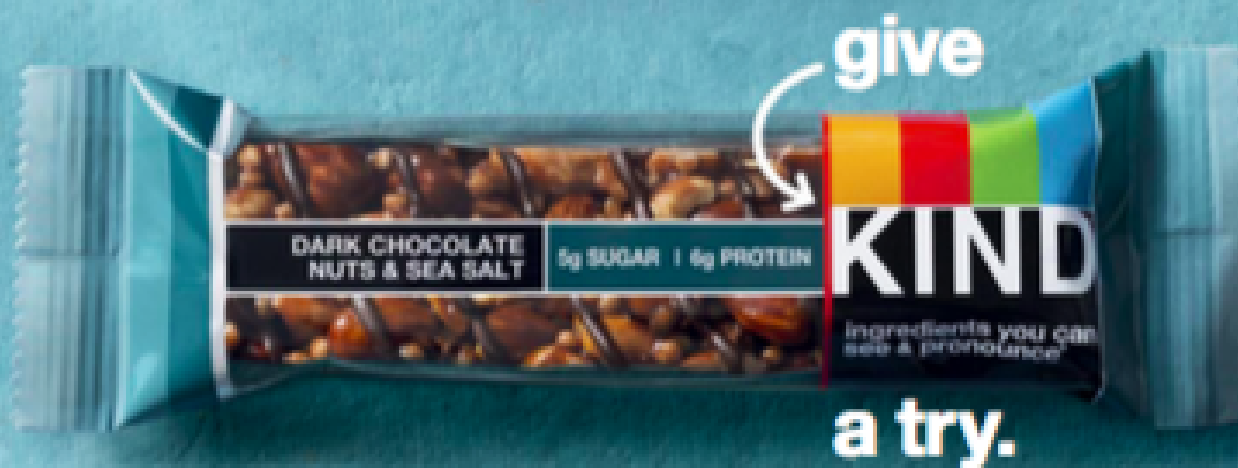
"New and Improved"





intensely delicious meets nutritionally dense*

*in tastier terms: our first ingredient is whole almonds



GOOD AD THAT'S "WRONG"



Today 4:37 PM

Back, sry caught off guard
Seems complicated.

It is and it isn't

So what...he's just cool with you
doing what you want?

We don't tell each other
everything but mostly yes.

Did you tell him about me?

Not yet. I will if you give me
a story worth telling

tonight? promise i'll give you a
reeeeal good one.

go on...

Today 6:53 PM

soooooo?

I like making you wait.

Calvin Klein Jeans

raw texts, real stories*
meet us #mycalvins calvinklein.com

This ad by Calvin Klein is one out of many others in a series. We all know Klein is known for his sexual, sometimes controversial advertisements. This ad is good as far as sex appeal, however, it is bad because it is not selling the product. The text conversation on the side is pointless and is not captivating consumers to purchase the jeans. Marketing rule #1: IT IS NOT CREATIVE UNLESS IT SELLS.



SPIKE YOUR
BEST FRIEND'S
EGGNOG WHEN THEY'RE
NOT LOOKING.

IT LOOKS LIKE SANTA DID NOT COME TO TOWN IN THIS 2015 HOLIDAY AD CAMPAIGN FOR BLOOMINGDALES. THIS AD FEATURED A WOMEN SMILING AT ANOTHER MAN TO THE LEFT OF HER (NOT SHOWN) AND ANOTHER MAN WHO HAD HIS EYE ON HER TO THE RIGHT. THE BODY-COPY, "SPIKE YOUR BEST FRIEND'S EGGNOG WHEN THEY'RE NOT LOOKING" IMPLIED THAT THE RETAIL STORE CONDONED DATE RAPE. IN AN ATTEMPT TO STAND OUT, BLOOMINGDALES'S LAPSE IN JUDGMENT RESULTED IN AN AD THAT POSSIBLY WAS SUPPOSED TO BE QUIRKY OR FUNNY, BUT ENDED UP BEING CREEPY AND OUTRAGEOUSLY OFFENSIVE. "FOR WOMEN? IT'S FRIGHTENING. FOR MEN? IT'S EMBARRASSING. AND FOR VICTIMS OF DATE RAPE? ABSOLUTELY HORRIFYING." - MAISON PIEDFORT, OF WORKZONE.COM.



BAD AD THAT'S "STUPID"

PLATFORM

**Post-it. It's the
message that
sticks!**

Post-it®
Brand

"DIGITAL ISN'T A MEDIUM, IT'S A WAY OF LIFE"

WHAT MAKES FOR SUCCESSFUL ADVERTISING IS KNOWING HOW TO REACH YOUR TARGET MARKET. KNOWING YOUR CONSUMERS AND WHAT SOCIAL SITES THEY USE CAN INCREASE YOUR AWARENESS.

WHAT SEPARATES IT FROM TRADITIONAL ADVERTISING IS THAT IT IS MORE FEASIBLE. IT'S 2018, PEOPLE ARE ON THE GO AND ARE ALWAYS ON THEIR PHONES. TRADITIONAL ADVERTISEMENT HAS GOTTEN US FAR, BUT WE NOW LIVE IN A DIGITAL ERA.

When your girl doesn't notice your new watch



AWARENESS RAISING-

BREAST CANCER

WHAT BREAST CANCER CAN LOOK & FEEL LIKE

Recognize something? Don't panic, some changes are normal. But if it stays around be smart—show a doctor.



If you find new changes like this that stay around, show your doctor.

knowyourlemons.com



GUCCI- USED HUMOR HERE
WITH ITS IMITATION OF THE
AUTHUR MEME

SEPHORA- USE OF
HASHTAGS



TELL ME WHAT'S YOUR FLAVOR?



Walgreens

BUY 1, GET 1 FREE

Snapple®

Buy (1) 16oz. bottle of
SNAPPLE® STRAIGHT UP™
TEA & Get (1) 16 oz. bottle of
SNAPPLE® STRAIGHT U ...

Three Bad Agency Types



The Hack: This client talks way too much for their own good and talks about how they could have created something better and how they are gonna totally change things up in the company



The Prima Donna: This agency is the type that thinks they are the best at everything they do. Their ego is so big they believe they are GOD-LIKE. They don't give any chance for any other creative ideas to flow in the room unless they come from their mouth.



The Whiner: This is the agency that will complain about absolutely everything with no real suggestions on how to fix a problem or issue.



PECKED TO DEATH BY DUCKS

Presenting:

- Study your client's culture and get to know them
- When you present your work don't memorize it because it will sound too robotic
- Don't give out anything before and don't take too many risks
- Make sure you're ready and relevant
- Be ready to defend your work
- Make sure you listen to feedback and take criticism well

Protecting:

- Be nice and educate your client about the ideas that are behind the ads you present
- Let your client know that only one product can be focused on at a time or it takes away the holistic message
- Ensure your clients to forget about the small minor details
- No time is wasted so don't let your client rush you
- Try to understand the client's perspective of the ad
- Be prepared to explain how your ad works to the client
- Be persistent and don't give up

LOADING...



PLEASE WAIT

Three Bad Client Types



The Meat Puppet: No No No NO! That is a meat puppets favorite word. This client will have no feedback on why they think your creative is bad but they just say its bad.



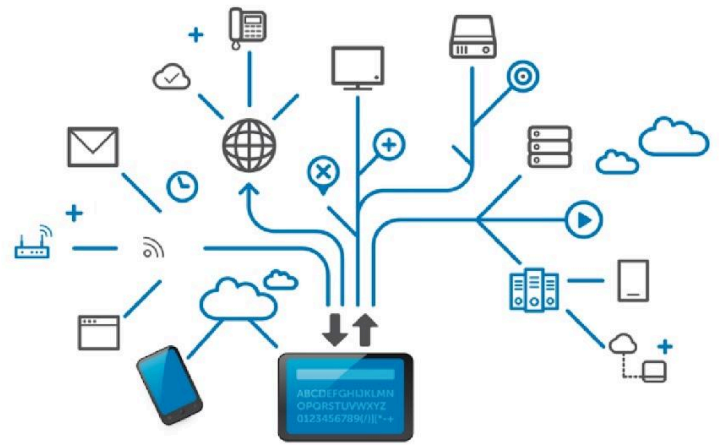
The Pablum Park: This person has absolutely nothing to say that has substance. This is typically the caption obvious client and doesn't add value to the brain storming.



The Bully: This client has no knowledge on the subject but continues to be a "know-it-all" because they have authority.

Do you have...

As we all know, the advertising industry is **cut throat**. You can be here today and gone tomorrow, that's just how partnerships work.



Going into this industry Sullivan notes that you need to be prepared for any and everything. Have your previous work on hand in order for you to show off your then and now skills.

NETWORKING IS KEY! It's all about who you know. Be prepared to get out there and mingle to you don't feel like talking anymore.

It takes **ambition, courage and assertiveness** to make it in this business. Think about that before you decide on advertising as a career.



VISUAL AD FOR



U B E R

**Never have to flag a ride
down again**

U B E R

EVERYONE'S PRIVATE DRIVER™



YOU ARE NOW TUNED IN...

Effective Radio Ad

A Valentine's Day ad ran by Kit Kat in 2017 was voted top 10 by CampaignUS.com. The ad featured a man with a British accent who went on to list a bunch of pet names you would call your significant other using a very monotone voice. He concluded with a sigh and said, "Have a break from Valentines, have a Kit Kat." The ad was meant to use humor and target those who are single on that holiday.

According to Sullivan in order to use humor, you must have an idea, not just be a cliché'.

The ad caught my attention because it used its slogan as the punchline. The message then became clear. We all know chocolate sells best around the holidays. Kit Kat chose the right agency with this project. Opening up their target market to those who would not usually partake is what made this an effective radio ad.

Ineffective Radio Ad

It's unfortunate to say that Sprite, (made by Coca-Cola) dropped the ball with a 2016 radio ad. The ad was 30 seconds long and started out with a popping noise. That noise went on for 16 seconds, until a man's voice came on and uttered the words, "Have a Sprite." Sullivan expresses that if your ad isn't interrupting the music, it's not good. You have to catch the audience in the first 5 seconds before they turn the dial.

Sullivan does say that a sound effect can lead to a concept... however, this ad failed to execute. I did not want to drink a Sprite after listening to this ad. Lack of entertainment is why this ad is ineffective.



Search the skies no more..

Senior: Marketing Major
Concentration in Legal
Studies

Dreamie Aldridge

Ready to reach new horizons
with your company!

Now that's a dream come true