



## Guidelines for Developing Effective Advertising

Preliminary audit questions to assess the importance and status of our advertising:

What is the sales & growth of our promotion & advertising ?

- **Advertising** spend - mass media = \$.....
- specialised print / direct mail = \$ .....
- what % are these above / below the previous year ?
- are these amounts higher / lower than our competitors costs?
- To what extent does our ad agency recommend strategy?
- Who is the director in charge of our account ?
- What are the key *measures* of success we use for our agency ?

### Checklist items when reviewing advertising operations and effectiveness:

<b>Is there an agreed to, and systematic, advertising development process being adhered to?</b>
Define communications objectives & target audience
Establish the desired brand positioning that is credible and achievable
Prepare draft advertising brief for internal appraisal
Approval by Segment / Brand Manager
Endorsement by Sales Manager - where applicable
Input from Legal - where applicable
<b>Do we receive adequate ad agency proposals /concepts and check them against our brief ?</b>
Rework concepts with agency as necessary
Obtain input on proposal from Segment / Brand Manager
Obtain endorsement to proceed from Marketing Manager
<b>Do we effectively inform other branches and stakeholders ?</b>
Notify Corporate Affairs of campaign
Notify Sales and other relevant branches
Obtain input from Sales Manager



## How do we know which aspect of our advertising needs improvement ?

It is difficult to ascertain which component/s of our specific advertising campaign or execution are the strongest and which are the weakest. Market research can be helpful in diagnosing the specific effectiveness of some components (eg: is the message potentially clear) however it is ad agencies are often sceptical of it as a tool for assessing the impactfulness and memorability of advertising.

Some market research suppliers specialise in this subject and have good techniques and methods for testing the potential strengths and weaknesses of an advertisement, however the cost of such evaluation is not always warranted vs. trialling the ads for customer responses in the real world.

The next diagram aims to illustrate that there are many factors in addition to the level of ad expenditure, that should not be overlooked by the advertising buyer when discussing advertising needs with their ad agency. Research studies have identified that in general, three of the most significant factors that contribute to maximising the chance of an ads overall success are:-

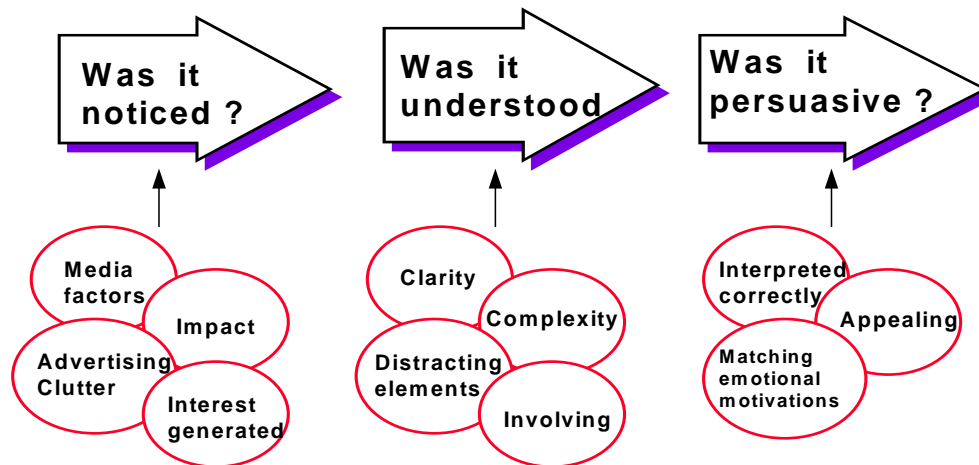
1. for the advertisement to cut through the clutter of other ads in the market;
2. or the advertisement to be highly relevant to the target audience – in its message and it's delivery; and
3. for the advertisement to exclude any distracting elements.

In my experience as market research manager at Telstra, I saw examples of how large cost ad campaigns did not achieve their potential effectiveness, simply because there had been insufficient scrutiny of the need for the advertising to be well branded; different; interesting; stimulating; entertaining and memorable.

Not all these elements may be necessary or appropriate for every single campaign, however to achieve these qualities is advisable and requires careful design and a degree of creativity. Without them, a high expenditure media plan is only part of the formula for effectiveness, and media money can be wasted.



## WAS OUR ADVERTISING EFFECTIVE ?



Cliff Howard

**Do we need to commission concept / pre-testing research ?**  
(depending primarily on the costs involved, this is an optional stage in the audit)

**Stages to consider and action:**

- |                                                      |
|------------------------------------------------------|
| Internal briefing and objectives of campaign         |
| Preparation and submission of written research brief |
| Obtain endorsement on brief from Segment Manager     |
| Obtain endorsement on brief from Advertising Manager |
| Receive quotation and proposal from research agency  |



Check recommended methodology & fees are acceptable
Obtain approval to proceed from Marketing Manager
Pre-book research agency fieldwork / focus group dates
Brief ad agency for stimulus materials needed eg; storyboards
Check stimulus materials &/ copy content are acceptable
Research agency conducts interviews and debriefs stakeholders
Internal briefing of proposed changes to Mktg Mgr and G.Mgr
Rebrief ad agency on needed changes to ad concepts / copy
<b>Is there a formal process re the media arrangements and scheduling?</b>
Are we notified by the agency of all relevant media options and costs
How well does our agency negotiate and pre-book final media scheduling
Is our agency notifying us of big variations to the actual TARPS achieved
Do we regularly inform Corporate Affairs of campaign dates
<b>Is there a process for final preparation of ad content / copy for print (eg brochures) ?</b>
<b>Steps to consider and action:</b>
Preparation of revised concepts / content of copy as briefed
Check and proof read revised layout & copy against roughs
Sign-off of revised ad copy from Product Manager
Sign-off of final copy from Marketing Manager
Sign-off of final copy layout / fonts /colours / etc
Approval to proceed by General Manager - Marketing and Sales
Approval for ad agency to start production
Supervise & observe ad production as required ( eg; casting )
Present final TVC to Seg't Mgr and Mkt Mgr for approval
Present final TVC to General Manager for approval



## ADVERTISING RESEARCH

