



By Richard D. Czerniawski

ADVERTISING THAT MATTERS – PART 1: THE PURPOSE OF ADVERTISING - SUMMARY

Here's a summary of key points from my discussion with Bill Weintraub on the purpose of advertising.

1. ***The purpose of advertising is not advertainment.*** First, the purpose of advertising is not advertainment nor entertainment for that matter. We are not in the entertainment business.
2. ***Instead, the purpose of advertising is to sell.*** It is to build our brands and to build our businesses.
3. ***As David Ogilvy stated, "It's not creative unless it sells."*** Sells, sells, sells.
4. ***Advertising is not limited to the classical or traditional forms, TV, and print.*** Instead it encompasses all the vehicles that we use to convey our brand message.
5. ***Whatever form we use, advertising should inspire and motivate the customer to purchase, use, or prescribe our brand.***
6. ***Awareness is not the objective of advertising.*** It is a media objective.
7. ***Effective advertising is transformational.*** It leads to "creating brand loyalty." Effective advertising is not merely about stimulating a transaction but, instead, it should be transformational in nature, in other words it should lead to creating brand loyalty.
8. ***Telling isn't selling.*** Get beyond telling and, even, selling to make your advertising compelling.
That is to get them to do something. Namely purchase, use, prescribe our brands.
9. ***Dramatizing helps make your advertising compelling.*** So, dramatize, dramatize, dramatize.
10. ***The principles of effective advertising are universal.*** It doesn't matter what sector you are in, category, brand, or whatever part of the world you are advertising. Instead proven principles are universal and we encourage you to use them.
11. ***Using proven principles improves the likelihood that your advertising will be effective.*** It won't guarantee success. We cannot guarantee you success. Instead what we can say is that

by using the proven principles you will improve the likelihood that your advertising will be effective.

12. ***Effective advertising requires a Campaign Idea with a Core Dramatization and Key Copy Words.*** The Campaign Idea has 3 parts: The first part is the Creative Concept or what we refer is a “Naked Idea”. It is “how” the strategic benefit will be communicated. The second part is a Core Dramatization, something that we will see and experience and the third part is the Key Copy Words. All three of these must come together to deliver a single-minded message. If they are right you will find that they are compelling.
13. ***The use of humor is not a Campaign Idea.*** Not at all. Instead this is the tonality of the advertising and should never be substituted for the Campaign Idea.
14. ***Humor is the “tonality” of the advertising.***
15. ***Don’t let the cart pull the horse.*** Remember tonality is not a Campaign Idea. You need a Campaign Idea to improve the likelihood of creating impactful advertising.

I hope you found this session helpful. I’ll be following-up with more from my discussion with Bill Weintraub on making your advertising matter more!

“NINETY-NINE PERCENT OF ADVERTISING DOESN’T SELL MUCH OF ANYTHING.” David Ogilvy

Is your advertising among the ninety-nine percent? Read Chapter 9, Brand Communications that Suck, in **AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing**. It will identify those critical errors and, importantly, point the way to developing advertising in the Top 1%. Learn more here: <http://bdn-intl.com/avoiding-critical-marketing-errors>

Peace and best wishes,

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