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CRITERIA FOR DEVELOPING EFFECTIVE ADVERTISING ACCORDING TO ChatGPT

Advertising funding is precious. It's not unlimited. Moreover, allocating funds for advertising reduces funding of other marketing mix elements—some of which might generate more favorable business growth.

With Super Bowl LVII approaching, the stakes for ad effectiveness are unusually high. A 30-second commercial will run \$7 million. That's a huge investment or gamble.

Advertising needs to pay off spending with incremental sales and a favorable ROI (return on investment) to qualify as an investment. OK, so the purpose of advertising and the mark of its effectiveness is growing sales, market share, and profits. Nothing else!

But what criteria do we need to meet to get the desired business results? With all the recent talk about AI (artificial intelligence) and ChatGPT, I decided to pose this question to it: What are the criteria for developing effective advertising?

Here's the answer according to ChatGPT:

1. **Clarity:** The ad should clearly communicate its message to the target audience.
2. **Relevance:** The ad should be relevant to the target audience and address their needs, wants, and interests.
3. **Originality:** The ad should be unique and stand out from other advertisements in the market.
4. **Emotional Appeal:** The ad should evoke an emotional response from the target audience, making them more likely to remember it and act on it.
5. **Consistency:** The ad should be consistent with the brand's image and values, as well as its overall marketing strategy.
6. **Call to Action:** The ad should include a clear and compelling call to action, encouraging the target audience to take a specific action.
7. **Measurable:** The ad should have clear and measurable goals and methods to evaluate its success.
8. **Adaptability:** The ad should be flexible and adaptable to changes in the market, target audience, and technology.

I doubt many would argue against these criteria. Perhaps, you might add, modify, or eliminate one or more. However, these undoubtedly are representative of the opinions of many prominent advertisers.

But what does it take to meet these criteria? I want to offer a couple of suggestions that will drive ad effectiveness for those advertising during the Super Bowl and for all advertisers.

1. **Point-of-Preference Message:** The strategic message (specified in the Creative Brief) must contain a point-of-preference promise for the selected target customer. The promise needs to offer a benefit that is better or different from competitors' promises. Additionally, it must be relevant and sufficiently different such that the target customer can appreciate it when s/he engages with the brand.

Without a point-of-preference promise, it will be difficult for the advertising to trigger the target customer behavior objective (e.g., adoption, switching, increased usage, etc.) critical to growing the business.

2. **A Compelling Campaign Idea:** The Campaign Idea translates strategy talk into compelling customer language. It consists of the Naked Idea (the creative concept—how it will deliver the promise), Core Dramatization (key visual that brings home the strategic benefit), and, finally, the Key Copy Words (provocative customer language). The Core Dramatization and Key Copy Words communicate the strategic benefit and capture the Naked Idea. In other words, all three components work in harmony.

The Campaign Idea brings the point-of-preference promise to life, plucking a responsive emotional chord in the target customer. Thus, the target customer can appreciate the promise at the cellular level, significantly increasing the likelihood that they will act on it (i.e., take action consistent with the targeted behavior objective).

A campaign is more than one ad in a row. It supports many executions across a wide range of media vehicles for many years. For example, the MasterCard "Priceless" Campaign Idea generated thousands of ad executions worldwide across a wide range of mediums for a 20-year period. That's priceless!

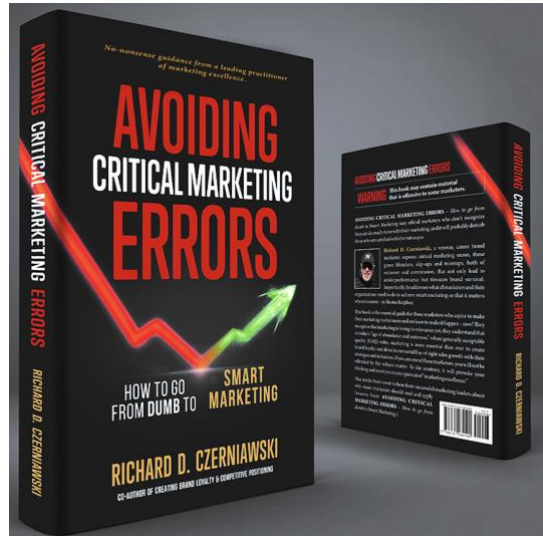
Advertising that advances a point-of-preference promise with a compelling Campaign Idea is essential for effective advertising.

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Take your marketing to the next level

Peace best wishes,

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