

# BIG IDEA

- ## BIG IDEA
- Explain your campaign to me as if I didn't see or read it.
    - Not its goal, but YOUR campaign. < too broad
    - Not its exact design choices. < too narrow
  - What story are you trying to tell?
    - Then link that to the insight you had to reach your marketing goal.
    - *The more direct your ad is (the hard sell vs. the soft sell), the further away you are from a good Big Idea*

EXAMPLE | COCACOLA

**Brand Big Idea**  
Share the happiness moment

**Communication Big Idea**  
Open Happiness

**Advertising/ Campaign Big Idea**

- The Campaign Big Idea is the single-minded creative idea for a campaign.
- It is the end product of the creative process applied in all executions over a defined period of time with the same objectives.

<https://www.ikegohs.com/young/marketer2/young-marketer-elle-2013-assignment-71-gpu-cuonngpao.com>

**Why you'll love a Mac.**

It just works.

A Mac works right out of the box. Just plug in your digital camera, printer, or iPod, and you're good to go.

I'm a PC. I'm a Mac.

- ## BIG IDEA
- "A creative concept is an overarching 'Big Idea' that captures audience interest, influences their emotional response and inspires them to take action.
  - It is a unifying theme that can be used across all campaign messages, calls to action, communication channels and audiences."
- <http://www.adweek.com/brand-marketing/whats-big-idea-10374/>

ait 3443 | advertising design| spg18

exercise 2 - what's the Big Idea, buddy?

**OBJECTIVE** This exercise is all about finding the One Thing or the Big Idea and linking it to strategy, as well as an introduction to pieces of a Creative Brief.

**PROBLEM** In groups, students will be given three campaigns, each with at least three print ads. For each of the three campaigns (each with three ads), fill in the information below using the provided Information document. This information is for use in a Copy Platform and/or Creative Brief. This also provides students the opportunity to identify the overarching concept in the campaign - the Big Idea.

**STEP 1** As a group, evaluate the first campaign's three ads. To use the ads begins, use the linked images file. Use dependable sources on the internet to research - do not just guess.

**STEP 2** Use the Information document included in the ENG\_Support\_#file ZIP folder to fill in information for the following pieces when it is provided (green boxes). You may use sentences or bullet points. Be brief and to the point.

**Provide a framework for the campaign:**

- What exactly is the Product/Service?
- Who is the Primary Target (the prospect)?
- Who is the main Competitor (the person or company you're trying to beat)?
- What is the desired Action?
- Identify the One Thing that is the most important. What is the ONE BIG IDEA for this campaign?

**STEP 3** Now for each ad in the campaign, explain how this One Thing is supported with believable information. After, it could be positive and benefits that support product claims. For a copy, just use a word or two to describe the word.

- Ad 1 Support
- Ad 2 Support
- Ad 3 Support

**STEPS 4 - 6** Do the same for the second campaign.

**STEPS 7 - 9** Do the same for the third campaign.

**STEP 10** Print all in color for each group member. The size all group members' names are on the first page. Single and/or 3-hole punch is provided as class or your own.

**STEP 11** As a class, we will compare how each student interpreted the messages. (If the concept is right, we'll keep it; if not, we'll change it.)

**SCENARIO** BEE Wild Ape 2006, start of class (see Step 10 and 11).

Exercice 2 ART3443 - Joe Smith



**SET 1 Fight Against Illiteracy**

- *What exactly is the Product/Service?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *What is the Primary Target?*  
300 - 302 L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *What is the main Campaign/Goal?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *What is the desired effect?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *Identify the One Thing that is the most important. What is the ONE BIG IDEA for this campaign?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *At 1/ Design Expert* L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *At 2/ Luxury Report* L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *At 3/ Mascara Expert* L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.

Exercice 2 ART3443 - Joe Smith



**SET 2 McDonald's Book Adverts**

- *What exactly is the Product/Service?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *What is the Primary Target?*  
300 - 302 L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *What is the main Campaign/Goal?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *What is the desired effect?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *Identify the One Thing that is the most important. What is the ONE BIG IDEA for this campaign?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *At 1/ Book - on the wall* Expert L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *At 2/ Design Expert* L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *At 3/ Mascara Expert* L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.

Exercice 2 ART3443 - Joe Smith



**SET 3 Penguin AudioBooks**

- *What exactly is the Product/Service?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *What is the Primary Target?*  
300 - 302 L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *What is the main Campaign/Goal?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
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L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *Identify the One Thing that is the most important. What is the ONE BIG IDEA for this campaign?*  
L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *At 1/ Show - 1/100* Expert L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *At 2/ Show - 1/100* Expert L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.
- *At 3/ Book - 1/100* Expert L'œuvre graphique doit être claire, concise et précise. Elle doit être facile à lire et à comprendre, pour transmettre rapidement des informations. Elle doit être adaptée au support et au public. Elle doit être attractive et engageante.

<http://www.creativestudio.com/computer-art/10-ways-to-kill-pitch-work-every-time-911880>  
<https://www.youtube.com/watch?v=2M1H1T2M>  
<https://www.youtube.com/watch?v=1Y1S4L3p2Aw>  
<https://www.youtube.com/watch?v=mlXQZDkagI>

# The Creative Pitch

ART-3443 Ad Design



**Pitching process in an advertising agency | Lindsey George | Leo Burnett**

People also ask

**What is the meaning of creative pitch?**

A **creative pitch** occurs when a company is looking for an advertising agency to show them that they are **creative, innovative** and the best group to advertise their product or service. It is a formal presentation also known in the industry as a "shootout".



### 10 ways to win pitch work every time

By Creative Bloq Staff September 08, 2011 Graphic design

Always be closing with our guide to nailing those pitches and sealing the deal

• Only 5 will help you for this pitch; however, read through the whole thing to help you in the future.

## 1: Define the pitch

- Pitches come in two flavors: a credentials pitch and a project pitch.
  - The former is a chance for you to run through your portfolio, and explain what you do and why your services are required.
  - The latter is where you present your idea(s) for a specific creative brief. Never muddle the two.
- This is a project pitch.

<https://www.creativebloq.com/computer-art/10-ways-win-pitch-work-every-time-9118380>

## 2: Identify the need

- You have to know what your client needs and make it obvious to everyone in the room that you can deliver exactly what they've asked for.
- Repeat the main goal of the project in your pitch, whether it's 'sell more baked beans' or 'rebrand Samsung Galaxy' together with your idea.
- Link their problem to your solution.

<https://www.creativebloq.com/computer-art/10-ways-win-pitch-work-every-time-9118380>

## 3: Keep it simple

- A study by UCLA in 2004 found that individual points are 'accepted' at an optimum conversation time of just nine minutes.
  - Remember this if you're pitching in person or over the phone.
  - For email, you should always try to work to the rule that anything that takes over 15 seconds to read deserves to be an attachment.

<https://www.creativebloq.com/computer-art/10-ways-win-pitch-work-every-time-9118380>

## 3: Keep it simple

- For this pitch, each team has **NO MORE than 20 minutes.**
- Have a **slide index** that guides the client through your presentation so there is a clear ending and beginning.

<https://www.creativebloq.com/computer-art/10-ways-win-pitch-work-every-time-9118380>

## 4: Ditch the details

- Deadlines and budgets might be key to negotiations, but they don't have to be agreed on at the pitch.
- As long as you communicate what you can offer your client to service the need they have, leave the details until they naturally arise.
  - This causes the client to think about your approach to the job, not your price.

<https://www.creativeblog.com/computer-art/10-ways-win-pitch-work-every-time-9118380>

## 4: Ditch the details

- This project doesn't go into deadlines and budgets, though awareness of timelines and (lack of) costs is beneficial in this case.
  - Just don't linger on these points too long. Lack of a cost emphasized too much may cause concern about overall cost. We are too early in the process to be concerned with budget if none was supplied.

<https://www.creativeblog.com/computer-art/10-ways-win-pitch-work-every-time-9118380>

## 5: Make it personal

- As creepy as it might seem, **human interaction** is based on responsiveness – you're more likely to react positively to your name being called than someone yelling 'hey you'.
- The same works in a pitch. Look at who you're pitching to and address each person by name.
  - **Ms.** (not Mrs. or Miss) or **Mr.** unless they tell you otherwise.
  - Our clients should both be addressed as **Dr.**

<https://www.creativeblog.com/computer-art/10-ways-win-pitch-work-every-time-9118380>

## 5: Make it personal

- **Always introduce each member of your team** and explain what he/she will be doing during the presentation or some other point(s).

<https://www.creativeblog.com/computer-art/10-ways-win-pitch-work-every-time-9118380>

## 5 ways to perfect your pitch

by AMBER LEIGH TURNER — Nov 12, 2015 in INSIDER



1,327



## Consider the nature of how the relationship started

"When pitching clients, you have to take into consideration the nature of how the relationship started, because that can dictate your approach.

If the prospective client reached out to you and contacted you, they did so for a reason – they were referred to you, they saw your portfolio or a project you completed and liked it, etc. With this, you've already established yourself and your firm somewhat as a trusted authority figure...

[https://theneatweb.com/insider/2015/11/12/top-creative-pitching-tips-creative-agencies/#\\_h2c\\_3ny8tD](https://theneatweb.com/insider/2015/11/12/top-creative-pitching-tips-creative-agencies/#_h2c_3ny8tD)

## Consider the nature of how the relationship started

"If on the other hand, you've struck up a relationship with them through a cold call, or networking, or some other approach, you have a little bit more of an uphill battle in establishing yourself and your firm **as a trusted figure.**"

- Matt Brown, Founder of 336 Creative

[https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#\\_hwy3h2BND](https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#_hwy3h2BND)

## Make 'em sick, make 'em well

**"First, you make 'em sick:**

We tell our clients the issues they're having with their brands and their websites. Often times, there's too much going on: visual clutter and unclear calls to action are the most common issues websites more than three or four years old face...

[https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#\\_hwy3h2BND](https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#_hwy3h2BND)

## Make 'em sick, make 'em well

"Then we **cure them with our creative.**

It's always a striking difference; our creative tends to be much more minimalistic than what they expect."

- Matt Burch, Content Director of Paramore Digital

[https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#\\_hwy3h2BND](https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#_hwy3h2BND)

## Leave a fun, lasting impression

If you aren't the only one pitching a particular potential client, finding ways to set yourself apart from others can be difficult. However, you can search for ways to leave a lasting impression for when your presentation is done...

[https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#\\_hwy3h2BND](https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#_hwy3h2BND)

## Leave a fun, lasting impression

"Pitch presentations can be daunting, which is why I always like to add in something creative and fun to leave a lasting impression. Most notably at a recent pitch (and even a proposal submission) I concluded the presentation by passing out small bags of green gumballs with a tag inside that says 'Let's chew on some great ideas together!' It was well received!"

- Jill Spaeth, President and Director of Design at Citizen Creativee

[https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#\\_hwy3h2BND](https://thefirstweb.com/insider/2015/11/12/top-creative-pitching-336-creative-agencies/#_hwy3h2BND)

- Dress the part. (Discuss)
- Be a team.
- Be genuinely excited to share your work.
- Have confidence in your team's work. Know it's good. Know it's going to win.
- Make introductions. BE ENGAGING.
- You are knowledgeable. Be sure she knows that you know more than what she told you. RESEARCH.
- Set up the problem. Answer it. Don't just start with "here's our work".
- Consider using visual aspects of your campaign throughout the pitch. Aside from repeating the visuals, you are also demonstrating the growth ability of your campaign.
- **Printed, mounted work?**  
**Leave-behinds aside from the digital file.**

**APR 30 Project 4 PITCH TO PROF. NIKKI**  
Event for AState 3443 8AM SPR18 - Hosted by Nikki Arnell

Invite Add Cover Photo Edit Hostlet ...

Monday, April 30 at 9:45 AM - 10:50 AM  
Next Week

Library : upstairs, room 337

**2 Going - 0 Maybe - 11 Invited**  
Invite your friends to this event

**MON April 30th:**  
(room available at 9:30am)  
9:45-10:15am Only group:  
10:20-10:50am Only group:

**MAY 2 Project 4 PITCH TO CLIENT (AdDesign8am)**  
Event for AState 3443 8AM SPR18 - Hosted by Nikki Arnell

Invite Add Cover Photo Edit Hostlet ...

Wednesday, May 2 at 9:30 AM - 11:15 AM  
Next Week

Library : upstairs, room 337

**6 Going - 0 Maybe - 7 Invited**  
Invite your friends to this event

(room available at 9:30am, both groups in room the whole time)  
10:00-10:20am (10 minutes Q&A) Group: TBD  
10:30-10:50am (10 minutes Q&A) Group: TBD  
Discussion afterwards: 11:00-11:15am (unlikely to have decision at this time)

**APR 30 Projecte 4 PITCH TO PROF NIKKI**  
Event for AState 3443 11AM SPR18 - Hosted by Nikki Arnell

Invite Add Cover Photo Edit Hostlet ...

Monday, April 30 at 11:15 AM - 12:20 PM  
Next Week

Library : upstairs, room 337

**1 Going - 0 Maybe - 11 Invited**  
Invite your friends to this event

**MAY 2 Project 4 PITCH TO CLIENT (AdDesign11am)**  
Event for AState 3443 11AM SPR18 - Hosted by Nikki Arnell

Invite Add Cover Photo Edit Hostlet ...

Wednesday, May 2 at 12:15 PM - 1:45 PM  
Next Week

Library : upstairs, room 337

**8 Going - 1 Maybe - 3 Invited**  
Invite your friends to this event

(room available at 11)  
11:55-11:45am Only group:  
11:50am-12:20pm Only group:

(room available at 12:15pm, both groups in room the whole time)  
12:30-12:50pm (10 minutes Q&A) Group: TBD  
1:00-1:20pm (10 minutes Q&A) Group: TBD  
Discussion afterwards: 1:30-1:45pm (unlikely to have decision at this time)