

Advertising Campaign – Meaning, Types and How to setup an Advertising Campaign with Steps

Lesson Notes

Advertising Campaign

What is an Advertising Campaign?

An advertising campaign is a set of messages sent out for advertising which share a theme and idea. These come together to form an integrated marketing communication (IMC).

Advertising campaigns use diverse media channels over a particular time frame and reach out to audiences they have distinguished. The theme of the campaign is the underlying message which the promotional activities will spell out. It is the main focus of the campaign.

It decides the motif for multiple individual ads and the other marketing channels that will be employed. Advertising campaigns are designed to meet a target or multiple targets.

Examples of such targets can be creating a brand, increasing brand awareness, boosting the rate of sales/conversions.

The rate of failure or success in reaching these target goals is calculated through effectiveness measures.

Steps to set up an Advertising Campaign

1. Decide what the advertising goals are.
2. Conduct Studies.
3. Decided what has to be promoted.
4. Figure out what the target audience is.
5. Decide on a theme.
6. Decide on an advertising budget.
7. Fix campaign timings.

8. Pick advertising outlets.
9. Design the advertising graphics and message.
10. Calculate the effect.

Types of Advertising campaigns

1. Conventional media campaign

A conventional media campaign depends on old media outlets to raise brand awareness and/or market a service or product. Regular media outlets include direct-mail advertising, radio, print advertising, and TV.

2. Campaign for Seasonal Push

Such campaigns advertise for seasonal services, products, or sales. Such campaigns are regularly used by firms that go through a seasonal spike in business. These businesses can be retail chains and restaurants.

3. Campaign for a Product Launch

Releasing a new product requires campaigning. Product awareness has to be created. Consumers should know why they need it. A campaign for a product launch is carried out by the producers and their distribution partners.

4. Campaign for boosting brand awareness

In a brand awareness campaign, the main aim is to create or strengthening the firm's brand awareness. Larger brands may carry out brand awareness campaigns every now and then to keep their popularity high.

5. Campaign for Rebranding

Such campaigns are used when a firm has to advertise a change. This can be a new logo or name or merger with another business. These campaigns are also employed by brands that have become less popular with their audiences or that those that want to return to business.

6. Contest marketing campaign

Contest marketing campaigns have been around for a while. But their popularity soared because of social media. These campaigns boost organic website traffic. They create awareness for a firm and its products.

Advertising Campaign Examples

1. Procter & Gamble: Thank You, Mom (2012)
2. KFC: “FCK” (2018)
3. Old Spice: The Man Your Man Could Smell Like (2010)
4. Apple: Get a Mac (2006)
5. Coke: Share a Coke
6. Nike: Just Do It.
7. Burger King – a whopper
8. Nike – Covid specific
9. Apple Nerds
10. Red Bull: “Stratos” Campaign.
11. Marlboro: “The Marlboro Man” Campaign.
12. Dove: “Real Beauty” Campaign

Campaign – Get a Mac Campaign (2006)

John Hodgman as PC and Justin Long as Mac

One of the most triumphant campaigns ever for Apple was the Mac versus PC debate. These commercials, in an extremely clever manner, give the audience all the information that they need to know about the product.

The objective of this commercial film series was to connect PC users (specifically Windows users) with the cliché of an “unpopular nerd” while at the same time depicting Apple Mac users as creative, young, attractive, and lucky. The success of the commercial can also be owed to the fact that it was done in a tasteful way without being overt.

Result

Media Arts Lab\TBWA created the “Get a Mac” campaign. It was awarded the Grand Effie at the 39th Annual Effie Awards at the Metropolitan Pavilion in New York.

There was an increase of 42% in the market share. It made record sales and had great cultural influence. All of this was the result of the “Get a Mac” campaign.

Advertising Campaign Example – Apple “The Underdogs”

1. Apple tried the long-form storytelling marketing campaign which featured four colleagues that clear underdogs.
2. After a chance run-in with the boss, the team has to prepare an idea and pitch it to her in two days.
3. This fast-paced quirky video show the team creating a prototype, brainstorming branding ideas consulting with other departments, and preparing for the presentation.
4. All the frantic work and the collaboration happens on trusted Apple products
5. The lockdown edition of “Apple at work – the underdogs” humorously captures all the frustrations, video blunders and family responsibilities that come with working from home.
6. It manages to keep us all entertained while flawlessly or articulating Apple’s products like the iPad, iPhone, iMac and MacBook.
7. During the seven minutes of the video, we are shown how the underdogs deal with similar problems just like the rest of us.
8. They deal with the fact that an old project has been resurrected and they need to start to work on it while at home not to mention the budget slash and the timescale changes.

Advertising Campaign Example – Expedia

The travel industry suffered huge losses during the Covid-19 outbreak. Planned holidays were delayed. Instead of disappearing, Expedia took an innovative approach that made use of the customer’s mood at the time. It promised that holiday planning would start the following year again.

‘Let’s take a trip’ shows a couple recreating holiday experiences at home in a beautifully shot stop-motion film directed by Victor Hagelin and developed with agency TeamOne. The final line, ‘Imagine the places we’ll go. Together’ brings out the positive message that normalcy will return. Expedia promised to be around to aid people’s upcoming holiday planning.