

DES 231:

Advertising

Week 4 Objective:

When the solution isn't an ad-
Ambient

Today in class:

Creative Minute: Team E and F
Lecture

Local Yokel Kick off

4th In Class Exercise due at 2:00

Home work assigned

Small Group Meet Ups 10:30-2-Miro

Creative Minute: Team E

and F

Take over :)

Ambient advertising:

A non-traditional form of media that uses unusual, alternative techniques or places to deliver its message (ambient literally means “surrounding”).

It either uses traditional media in an innovative and interesting way, or it’s creating a new media.

* Pete Barry, The advertising concept book

Ambient advertising AKA:

360 Advertising

Guerilla... (marketing, tactics, adv.)

PR event

live event

non-traditional

under the radar

stunts

Ambient ads work when they are:

Simple

Original

Not annoying or obstructive

Surprising (in a good way)

True to the brand

More than any other type of ad,
ambient ads need to consider:

The physical space where
the consumer will experience
your idea

What their state of mind is
when they see it

Consider the consumers:

Sight lines

Physical space

Safety issues

Legal issues



The "Fearless Girl" statue, a four-foot statue of a young girl, defiantly looks up the iconic Wall Street "Charging Bull" sculpture in New York City, United States on March 29, 2017. "Fearless Girl" statue was installed in front of the bronze "Charging Bull" for International Women's Day earlier this month to draw attention to the gender pay gap and lack of gender diversity on corporate boards in the financial sector. The statue will remain at her post until February 2018. Photo by Volkan Furuncu—Anadolu Agency/Getty Images



WAY

26 BROADWAY

NEW YORK
FILM
ACADEMY

	\$3.63
verage	\$0.18
	\$3.81
e	\$0.00

Closed -----
/2014 10:53 AM

GST: 86585 3535

TREAT RECEIPT IS BACK!

Make a purchase before 2 p.m.
then show this receipt after
2 p.m. today to get any
cold Grande drink for
\$2 + tax.

At Participating Stores.

Cannot be combined
with other offers. No copies.

Teavana® Shaken
Iced Peach Green
Tea Lemonade

[SEE THE FLAVORS »](#)

 **TEAVANA®**
SHAKEN ICED TEAS



fast \$3.25
ano \$2.25
total \$5.50

IN YOUR
G RECEIPT
P.M.
A GRANDE COLD
GE FOR JUST \$2

or Treat receipt to:
an afternoon break
a friend
Teavana®
en Iced Tea

\$2 COLD
GRANDE
DRINKS

AFTER 2PM WITH
YOUR MORNING
RECEIPT





POPEYES

The **WINGSPAN BOX**

YOUR #1 PICK *for* DRAFT NIGHT



POPEYES







KEEP AUSTIN
WEIRD
TEXAS

KEEP AUSTIN

WEIRD



SPRINKLE BAT



100%
NATUR

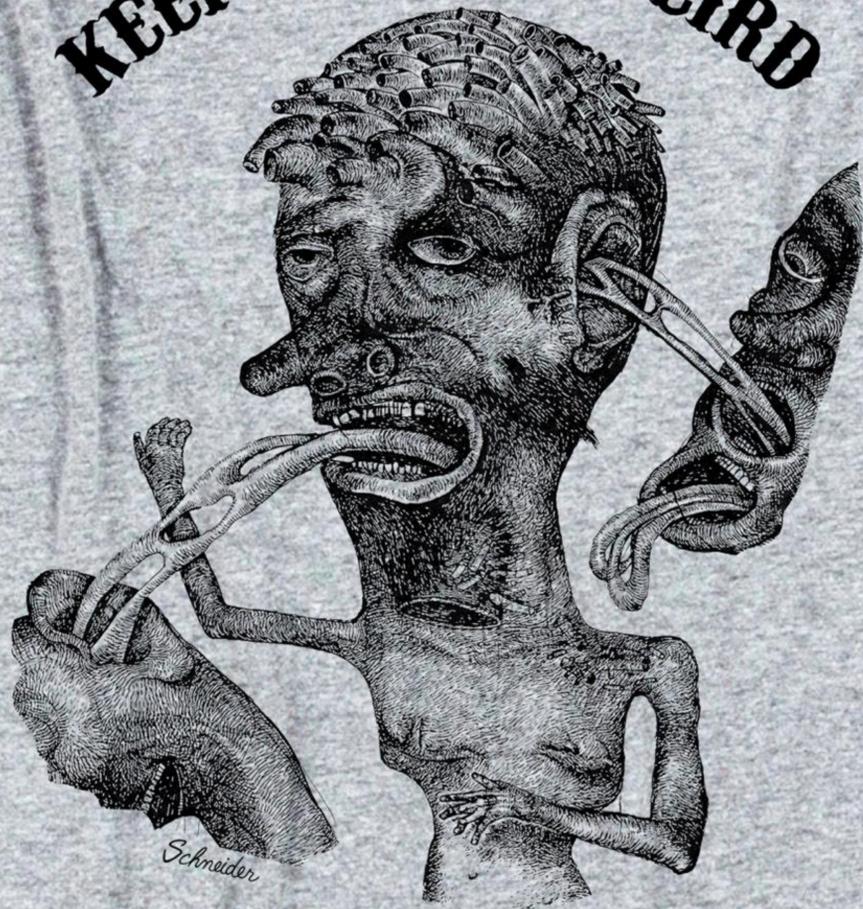


DER NEUE LATTESSO VEGAN.

lattesso.ch

CAFFÈ
LATTESSO
stay awake

KEEP AUSTIN WEIRD





**YOU MAKE
MISTAKES
WHEN YOU'RE
HUNGRY**

#HUNGRYMISTAKES

SNICKERS



YOU MAKE MISTAKES HUNGRY
SNICKERS

**ENTER
HERE**


**YOU MAKE
MISTAKES
WHEN YOU'RE
HUNGRY**
PRUNERYMISTAKES
SNICKERS

**DO NOT
ENTER**





Kit Kat

Kit Kat

Kit Kat

Kit Kat

Have a break have a Kit-Kat







Get them off
your dog.

FRONTLINE
FLEA & TICK SPRAY
available at JAKPETZ



Our potatoes are grown closer
than you may think.



Happiness is simple™

www.lays.com

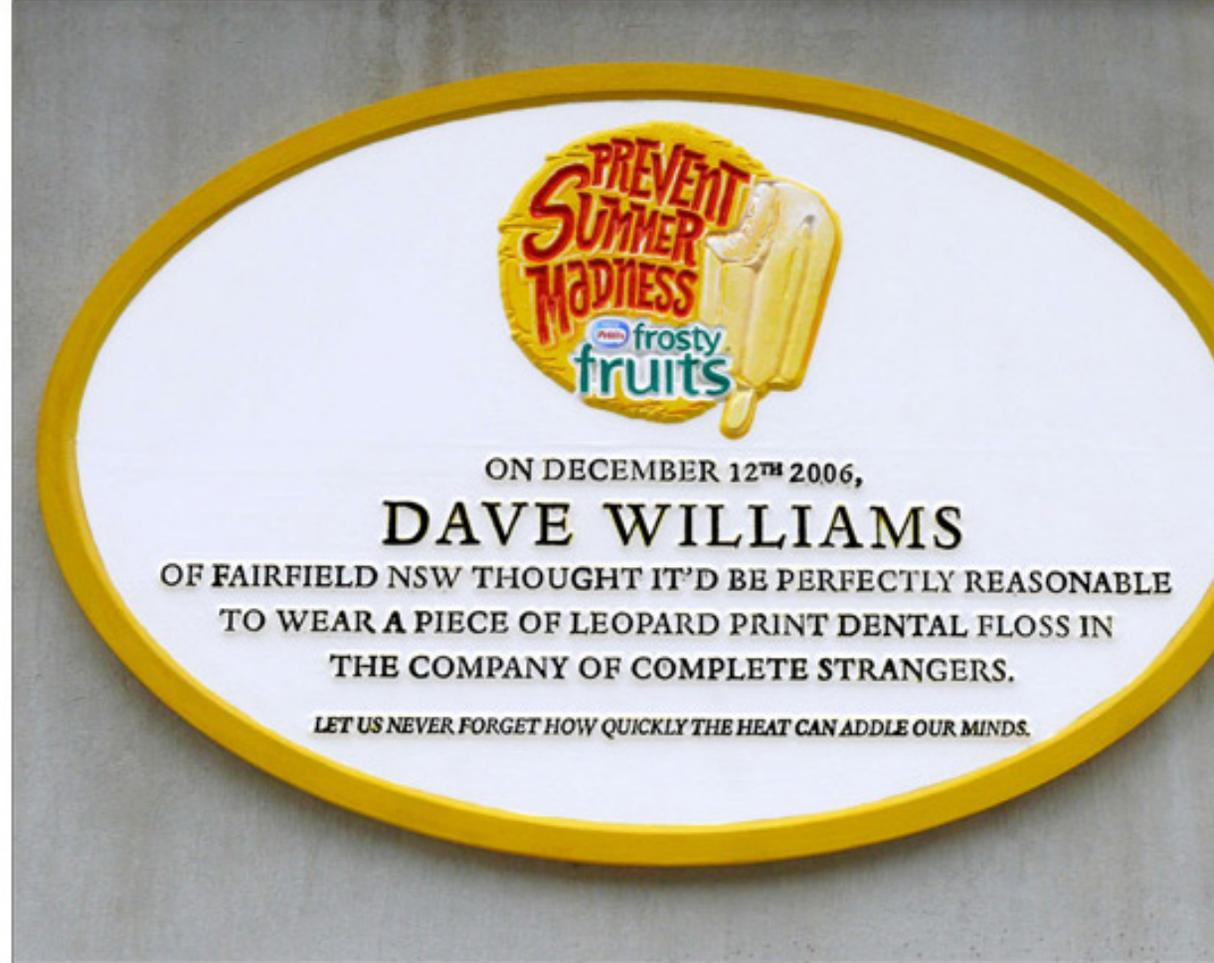
All TMs are owned by Frito-Lay North America, Inc. © 2004





lait

lait
SOURCE
Naturelle
DE RÉCONFORT
lelait.com





37 Helsingør T 3 min
54 Rier brovej 4 min 20 Skuer





Motherhood is a trial by fire.
But try not to take that too literally.



Happy Mother's Day
to a mom who would kill for me.
And probably has.



Illustration by Fortifem

Happy Mother's Day.
Don't ask me where I got
the money for your gift.



Illustration by Robin Eisenberg

You couldn't have been a better mother if you tried. You probably could have tried, though.

Huebsch

OPERATING INSTRUCTIONS

1. Before using, read the instructions carefully. Do not use the machine if the instructions are not followed. The manufacturer is not responsible for damage caused by incorrect use.

2. Do not use the machine for anything other than washing clothes. Do not use the machine for anything other than washing clothes.

3. Do not use the machine for anything other than washing clothes. Do not use the machine for anything other than washing clothes.

4. Do not use the machine for anything other than washing clothes. Do not use the machine for anything other than washing clothes.

5. Do not use the machine for anything other than washing clothes. Do not use the machine for anything other than washing clothes.



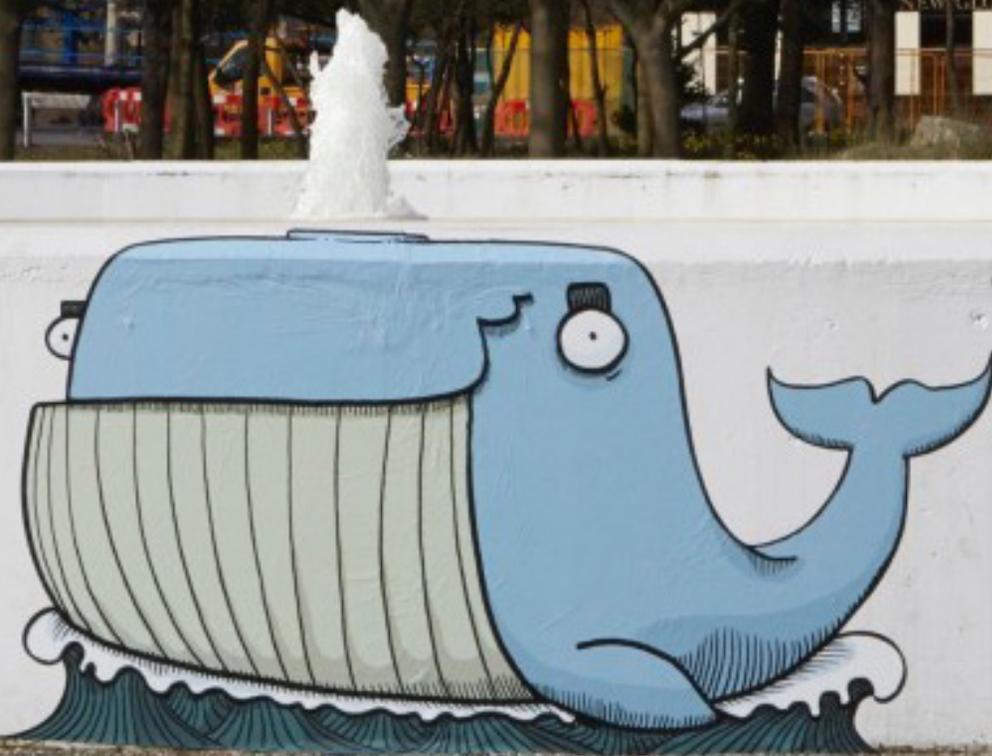
No matter what you throw in your stomach,
Pink's got you covered.

**Pepto-
Bismol**

See the
world through
a child's eyes.

Museum of
Childhood & V&A

© Bethnal Green
museumofchildhood.org.uk





See the world through a child's eyes.
Museum of Childhood *at* V&A
© Bethnal Green
museumofchildhood.org.uk



See the
world through
a child's eyes.

Museum of
Childhood V&A

◆ Bethnal Green
museumofchildhood.org.uk



See the world through a child's eyes.

Museum of Childhood V&A

• Bethnal Green
museumofchildhood.org.uk



Kawasaki

Kawasaki

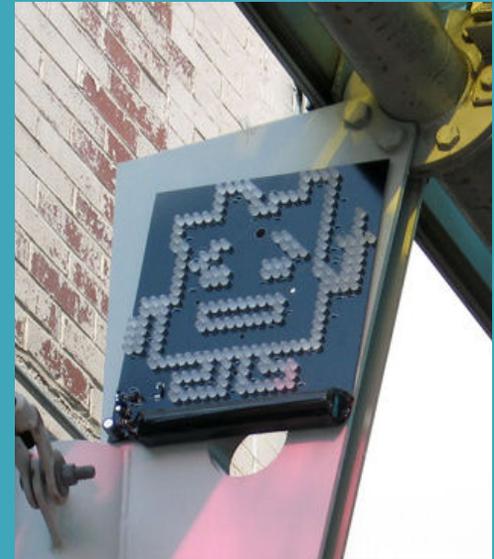


100%
ELECTRIC

Safe
Sound

Fails:

Cartoon Network
Snapple
Trelora



For more examples:

Adsoftheworld.com

Search/Medium/Ambient

and on Pinterest @loripeckseattle
"Use the environment"

In Class Assignment 4: Sell perfume

In Class Exercise 4 Creative Brief: Sell perfume

This exercise is to be done with your teammate/s

In Class Exercises are designed to take a total of 1 hour.

You and your team have created a new perfume. Give your perfume a name and figure out how to sell it. No one is going into department stores, and when they do – they have masks on. How can you market this new perfume you created?

The problem to solve: Sell your perfume without in-person demos in a department store.

Brainstorm for :30 minutes a solution

Take the next :30 and discuss and decide which solution works the best and create an 8.5 x 11 sketch. Write a brief description of your solution.

Local Yokel Kick off!

This assignment focuses on art direction.

The challenge:

Finding compelling visuals that are not
“invisible” in the category

Designing cohesively with different
sized deliverables

Creative Brief: Project 2-Local Yokels Campaign: Focus on Art Direction

Due: Final Document All required items uploaded to Google slides

Wed:

https://docs.google.com/presentation/d/1Yb6_riuLICyVwdRjLC5yg_9cIJ4XKVB1IBscsM_H4Sg/edit?usp=sharing

Friday: https://docs.google.com/presentation/d/1THYxjexxPae_EnWOQC2pfQtD-HOv5QKM0gTbz_jvq0/edit?usp=sharing

Backup emailed to Lori.Peck@seattlecolleges.edu by **9:00 AM Class 8**

Subject line in email: LY_Final/Wed or LY_Final/Fri

Client: Local Yokels

Problem to solve: Convince younger Seattle shoppers to order from Local Yokels because it supports only WA farms and rural communities.

Background: Grocery delivery is common now, but only Local Yokels sources and supports Washington Farms without big business or large corporate brands taking a cut.

Support points:

Local Yokels only sources from WA farms.

95 cents of every dollar spent goes back to farmers.

Target audience: People in Seattle who already order groceries and are comfortable having them delivered to their homes from major brands: Amazon Fresh, Fred Meyer, Instacart.

Deliverables:

1 single page ad in the Seattle Met (8.5 x 11) and **1-3 Digital banner/s:** 300x600, 728x90, 300x250

Two Pacific Northwest Magazine print ads:

Either two ½ horizontal or two ½ vertical full bleed page ad (see Pacific NW Magazine spec sheet)

All executions should share the same solution to the problem to solve and art direction.

Desired Outcome: Increase trial of Local Yokel delivery.

Tonality: Human, friendly, personable, empathetic

Mandatory elements:

Print ads: Local Yokel logo and website

Banner ads: These are static banners with a Call to action button (CTA), Local Yokel logo

Project 2-Local Yokels Local Media Campaign

Bring to class week 5: Your top idea in an 8.5 x 11 sketch, your “back up” ideas, completed 10 research questions

Use Worksheet 2 to brainstorm 15 ideas for Local Yokels- use the “brainstorm squares”
If you don’t find a solution you love-you will have to keep thinking and do more.
Take your top idea that solved the problem (see **Problem to solve** above)
and create one 8.5 x 11 sketch (one sketch per team) of your top idea/solution
Take a snapshot of the teams 15 ideas in the idea pages as your “backup”
Be prepared to pitch your top idea during class two and answer:
How does it fix the **Problem to solve**?

Bring to class Week 6: Four 8.5 x 11 sketches of your top idea expanded out into a campaign.

Take your top idea that fixed the **Problem to solve** (from any of your original 15 ideas)
And then expand that idea into 3 more executions (a campaign)
and make 8.5 x 11 sketches of them (You should have 4 total).
Keep in mind you have multiple aspect ratios in your layouts-
keep it simple and have a flexible art direction plan that accommodates this.

Bring to class Class 7: (no Wed class) 2 different mood boards

Check in times available. Time available for both Wed. and Friday classes.
Your Team’s Goal: Have the final solution and be focusing on Art Direction by this week.

Required Items Due by Class 8 (9 AM) via email to Lori.Peck@seattlecolleges.edu

1. A PDF of your Final Document done to the correct specifications
See Final Doc_example_Local.pdf for specific details
2. A compressed file of your “backup” work (1 per team member)
3. 2 completely different art direction mood boards that you considered- 8.5 x 11

10 Questions to begin the class projects: research

Research is an important part of solving a creative problem. Research the answers to these questions to help develop your projects for Bic 4-color pens, Local Yokels, and Bike Works.

1. Try the product, service, or learn about the non-profit.
Take note of what you like and don't like.
2. Think about reasons why someone would not be interested in the product, service, or non-profit.
3. Research the company or non-profit: is there anything notable about the past, the founders, mantra or philosophy that is of interest?
4. Make a list of 2 competitive products, services, or non-profits in the category.
Look at their websites, social media, or advertising.
5. Look at the advertising, social media, and website of the product, service or non-profit you are working with- note anything you like or don't like.
6. Where do you buy the product, use the service, or who does the non-profit support?
7. Where do you use the product or service?
8. Talk to 2 or more people about their perceptions of the product, service or non-profit, take notes of their perceptions and feelings.
9. Ask if they ever buy, use the service or support the non-profit? Why or why not?
10. Did anything surprise you about the product, service or non-profit?

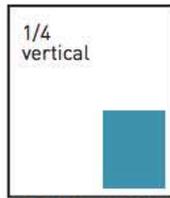
PACIFIC NW MAGAZINE

STANDARD ADS SIZES (NO BLEED)

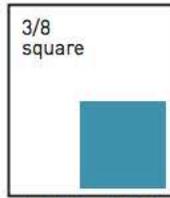
- 1/8 horizontal 3.81" x 2.45"
- 1/4 vertical 3.81" x 4.93"
- 3/8 square 4.85" x 4.93"



3.81" x 2.45"

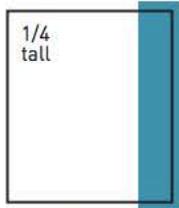


3.81" x 4.93"



4.85" x 4.93"

ADS WITH BLEED



2.1" x 10.5"

1/4 tall

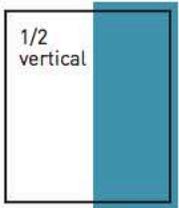
- Ad size 2.1" x 10.5"
- Live area 1.6" x 10"
- Bleed size 2.6" x 11"



8.25" x 5.2"

1/2 horizontal

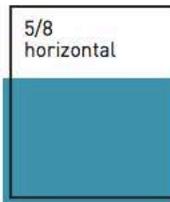
- Ad size 8.25" x 5.2"
- Live area 7.75" x 4.7"
- Bleed size 8.75" x 5.7"



4" x 10.5"

1/2 vertical

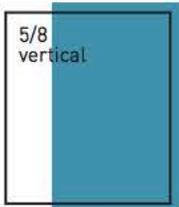
- Ad size 4" x 10.5"
- Live area 3.5" x 10"
- Bleed size 4.5" x 11"



8.25" x 6.5"

5/8 horizontal

- Ad size 8.25" x 6.5"
- Live area 7.75" x 6"
- Bleed size 8.75" x 7"



5" x 10.5"

5/8 vertical

- Ad size 5" x 10.5"
- Live area 4.5" x 10"
- Bleed size 5.5" x 11"



8.25" x 10.5"

Full page

- Ad size 8.25" x 10.5"
- Live area 7.75" x 10"
- Bleed size 8.75" x 11"



Medium Rectangle

300 x 250



Large Rectangle

336 x 280



Leaderboard

728 x 90



Mobile

320 x 50



Large Mobile

320 x 100



Half Page

300 x 600



Wide Skyscraper

160 x 600



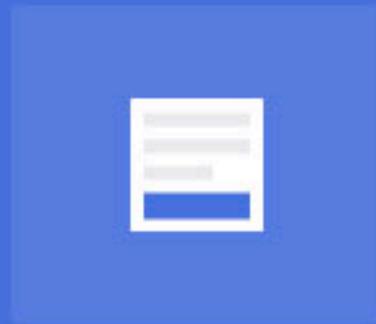
Skyscraper

120 x 600



Square

250 x 250



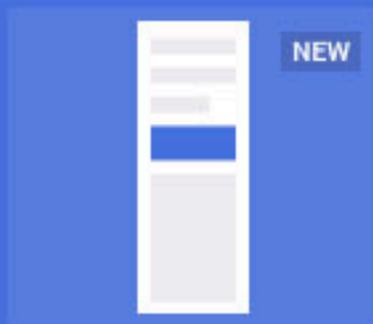
Small Square

200 x 200



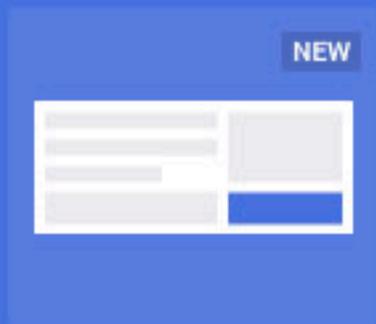
Main Banner

468 x 60



Portrait

300 x 1050



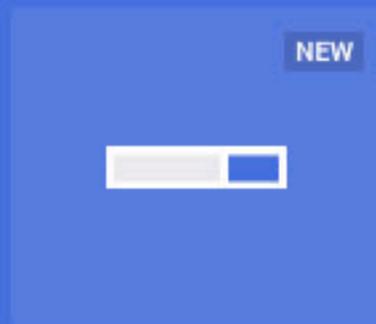
Billboard

970 x 250



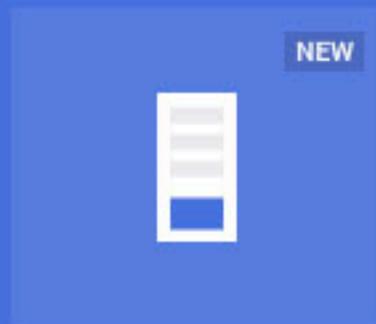
Large Leaderboard

970 x 90



Half Banner

234 x 60



Vertical Banner

120 x 240



Small Rectangle

180 x 150

Team member one name here
Team member two here
Date
Local Yokels Campaign

Final Document Guide Page 1

*** deliverables don't have to be to scale, but must be proportionate to their actual size.**

- show how your campaign looks together (Seattle Met plus your choice of the other 2 print sizes)
- put digital ad/s (you have the option of 1-3) in context
- label all elements

Full Page Ad in Seattle Met



1/2 Page Horizontal Ad in Pacific NW Magazine



1/2 Page Horizontal Ad in Pacific NW Magazine



Problem to solve:

Summarize the "problem to solve" section from the Creative brief in your own words.

Solution: What is your campaign idea or concept?

This is where you talk about any insights, observations, or breakthroughs you had that led to the final concept.

Art direction/design: Describe how your art direction and design supports your concept.



300 x 600

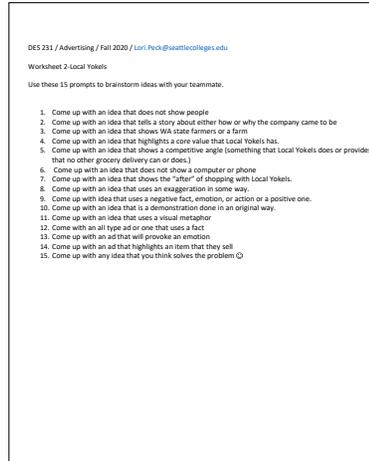
Local Yokel From Start to Finish!

Week 4: Kick off during class Small Groups: Miro Session

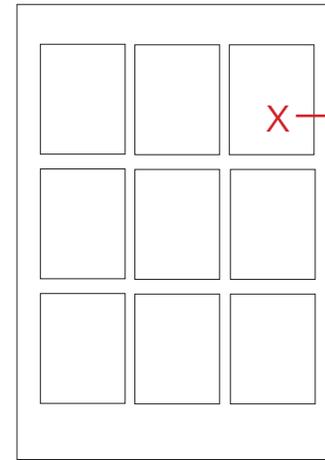
Homework Part 1: Use Worksheet 2 to brainstorm 15 ideas for Local Yokels — use the “brainstorm squares”
If you don’t find a solution you love—you will have to keep thinking and do more.

Part 2: Take your top idea that solved the problem and create one 8.5 x 11 sketch — one sketch per team — of your top idea / solution.

Part 3: Take a snapshot of the team’s 15 ideas in the brainstorm squares and save as your back up. Be prepared to pitch your top idea during Class 5 and answer How does it fix the problem to solve?



Part 1



Part 2

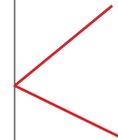
Week 5: Small Groups: Review top idea sketch and review back up ideas.

Homework:

Part 1: Take your top idea that fixed the Problem to Solve — from your original 15 ideas from Work sheet 2-Local Yokels.pdf.

Part 2: Then expand that idea into 3 more executions a campaign, and make 8.5 x 11 sketches of them
You should have 4 total.

Keep in mind you have multiple aspect ratios in your layouts — so keep it simple and have a flexible art direction plan that /accommodates this.

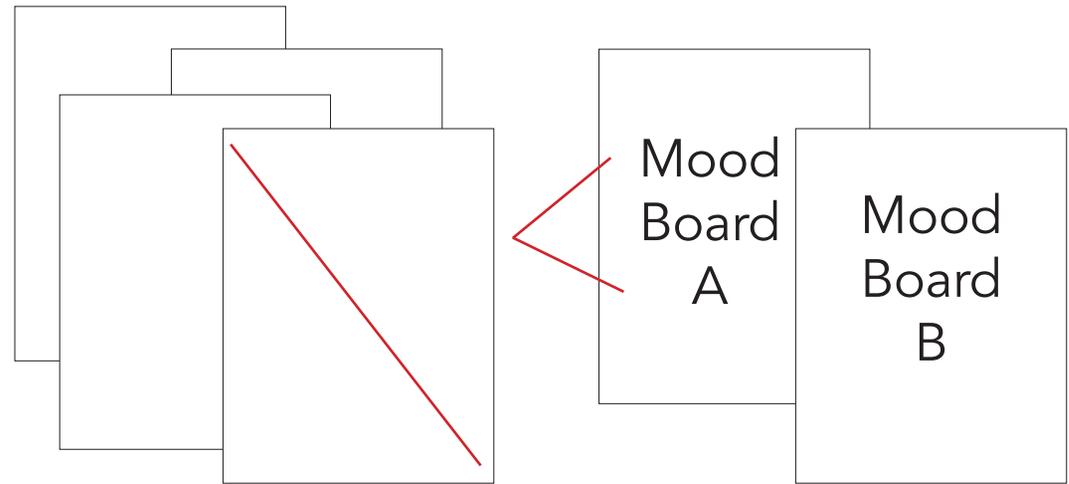


Week 6: Optional Check ins for both Wednesday and Friday classes.

Homework:

Take your campaign and create 2 different art direction mood boards
-typography
-photography and/or illustration styles

You may now eliminate the weakest execution of the four.



Week 7: No Wednesday Class Friday Class: Mandatory Check ins

<https://www.signupgenius.com/go/508054eaaa62da6f85-week1>

Wednesday class has the option to check in on Tuesday 11/10 and Th 11/12 PM's from 3-6.

<https://www.signupgenius.com/go/508054eaaa62da6f85-optional>

During check ins :Check in on progress for Local Yokels.

In your check-in meetings: we'll go over campaign sketches. Bring your back up ideas.

Homework: Part 1: Finalize your Local Yokel project. Follow directions in: Final Doc_example_Local.pdf

Upload to Google Slides by 9 am

Part 2: Compress "back up" work and email it to Lori.Peck@seattlecolleges.edu with your final project. Remember to include your 2 different mood boards.

We're going to do this exercise together as a class, so grab a pen and paper...

Take this insight pulled from target audience research:

"I like shopping at Farmer's Markets, but I don't always have time to go to them."

-Chad age 28

“I like shopping at Farmer’s Markets,
but I don’t always have time to go to them.”
–Chad age 28

Strategy: Local Yokels brings the
farmers market to you.

Using this strategy, we’re going to
spend the next 15 min. brainstorming
visual ways to express this...Go!

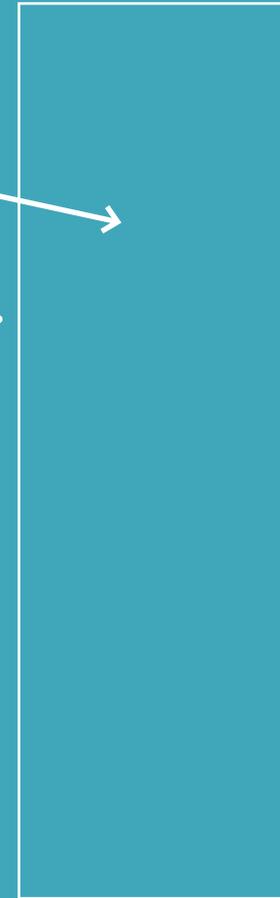
Now, take a look at what you did.

Decide which sketch proved the strategy:

Local Yokels brings the farmers market to you.

Look for the simplest visual solution.

What you'll do next is translate your visual into 3 very different layout sketches in these dimensions:



Do the most challenging ones first.

Take the next 15 min to do this



Share what you did with your partners.

Research

Research the Target
Audience and their habits.
What are their feelings
about the product?
How do they use it?
If they don't, why not?

Research the competition
for a point of difference,
claim of superiority and to make
sure you don't do use the same
strategy or similar
executional elements or style.

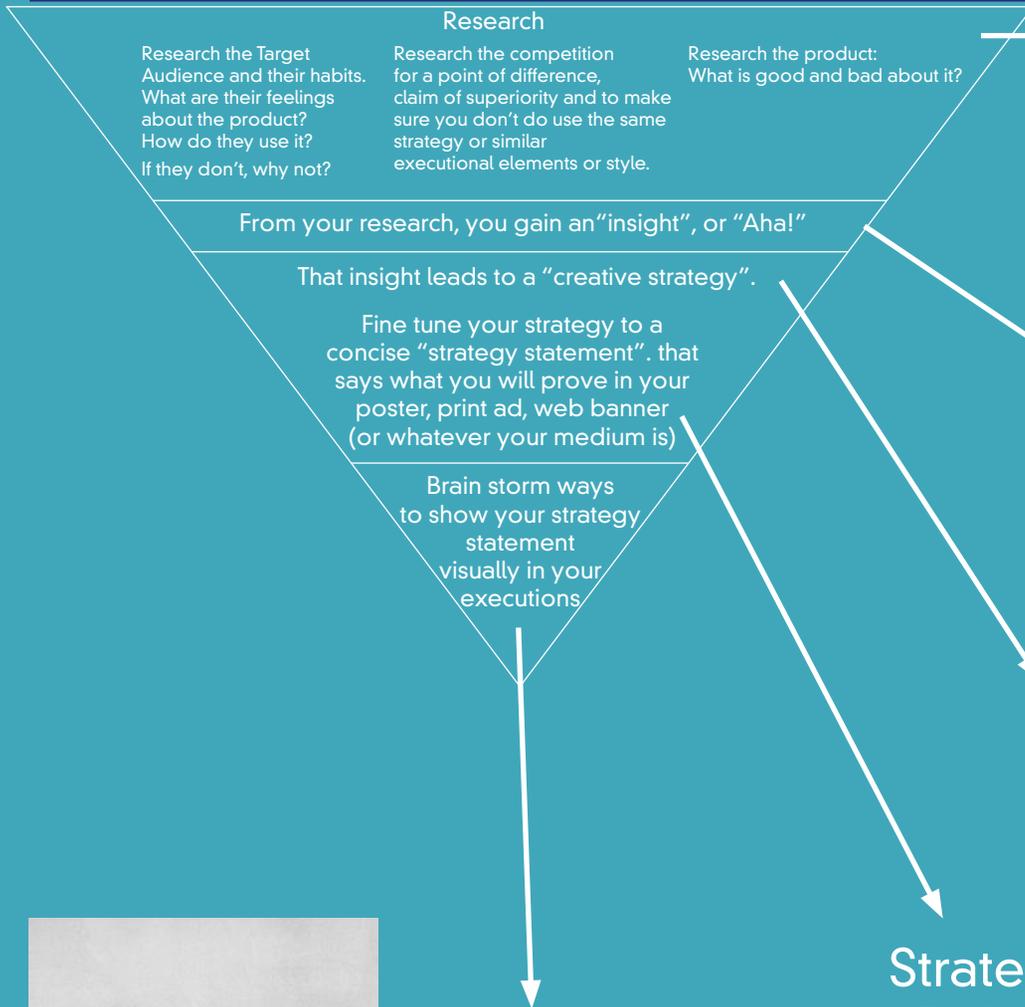
Research the product:
What is good and bad about it?

From your research, you gain an "insight", or "Aha!"

That insight leads to a "creative strategy"

Fine tune your strategy to a
concise "strategy statement" that
says what you will prove in your
executions which can be a
poster, print ad, web banner...

Brain storm ways
to show your strategy
statement
visually in your
executions



Big flashy power cars are a status symbol.

Younger adults are tired of conformity.

The VW Bug is more desirable because it's different.

Strategy Statement
"Different is good and modern."

Show car positioned on the page as if it is on the horizon. simple, clean layout. Headline: Think Small.



Worksheet 3-Local Yokels

The 6 step roadmap:

Use research to discover an **insight**.

Take that insight and create a **strategy**.

Develop **executions** to support the strategy.

Take the execution and build out a **campaign**.

Follow these steps with your partner. Remember to collect the sketches from 5 and 6 for “back up”.

1. List interesting opinions, habits, or facts that you found while researching Local Yokels that may lead to a solution. This may be anything from observing or interviewing the target market, the history of the company, or any surprising nugget of truth that you found about Local Yokels, the competition, or the category. Typically, if you thought it was interesting, so will your audience.
2. List the surprises that you found, or thoughts that could connect something from research to your solution. It's common to uncover several possible insights before finding one that leads to the best solution. For example: With the “Think Small” print ad, the lead insight was *that younger car consumers were tired of conformity*. In class Week 5, the surprise was *“I like shopping at Farmers Markets, but I don't always have time.”*
3. Of that list of surprises, what has the strongest possible path to the solution?
That's your lead **insight**.
In “Think Small”, the insight opened the door as to why younger consumers would want a dramatically different type of car. In class 5, the insight showed the way to make shopping at Local Yokels an answer to the problem of not having time to go to the Farmers Market since Local Yokels carries the same products.
4. Take your strongest insight and write it as a sentence. If you find this challenging, that's ok. That means you are simplifying the thought and making it as concise as possible which means it'll be easier to work with. **When you are done, you have your “strategy”** In “Think Small” the strategy is: Different is good and modern. In Class 5 the strategy was: Local Yokels brings the Farmers Market to you.
5. Brainstorm ways to show or prove your strategy in layouts. These will be your **executions**.
The “Think Small” layout was an execution.
6. Sometimes a train of thought will lead you to a campaign organically. Other times, you have to push yourself and stretch your mind to find multiple executions that support the strategy. When you have a family of 3 executions that share the same idea and visual approach- you have a **campaign**.
“Think Small” was the first execution of the campaign. “It makes your house look bigger” And “If you run out of gas, it's easier to push” followed.
Bring your 4 layout sketches to Week 6 small group meet ups.

Homework:

Part 1: Use Worksheet 2 to brainstorm 15 ideas for Local Yokels — use the “brainstorm squares” If you don’t find a solution you love-you will have to keep thinking and do more.

Part 2: Take your top idea that solved the problem and create one 8.5 x 11 sketch — one sketch per team — of your top idea / solution.

Part 3: Take a snapshot of the team’s 15 ideas in the brainstorm squares and save as your back up.

Be prepared to pitch your top idea during Class 5 and answer How does it fix the problem to solve?

Please keep in mind that even though we have check -ins week 6 and 7, you are still required to upload the homework for Weeks 6 and 7 On Time! :)

Worksheet 2-Local Yokels

Use these 15 prompts to brainstorm ideas with your teammate.

1. Come up with an idea that does not show people
2. Come up with an idea that tells a story about either how or why the company came to be
3. Come up with an idea that shows WA state farmers or a farm
4. Come up with an idea that highlights a core value that Local Yokels has.
5. Come up with an idea that shows a competitive angle (something that Local Yokels does or provides that no other grocery delivery can or does.)
6. Come up with an idea that does not show a computer or phone
7. Come up with an idea that shows the “after” of shopping with Local Yokels.
8. Come up with an idea that uses an exaggeration in some way.
9. Come up with idea that uses a negative fact, emotion, or action or a positive one.
10. Come up with an idea that is a demonstration done in an original way.
11. Come up with an idea that uses a visual metaphor
12. Come with an all type ad or one that uses a fact
13. Come up with an ad that will provoke an emotion
14. Come up with an ad that highlights an item that they sell
15. Come up with any idea that you think solves the problem 😊

Fact: Local Yokels
Brings Food to the
city → Arugala growing in
Denny Square?

visual
metaphore → Car with
onion
Wheels
Delivery?

convince younger
Seattle Shoppers to
order from Local Yokels
Because it supports
only WA Farms +
Rural Communities

After
Shopping:

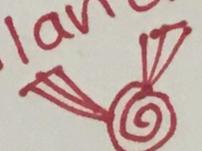
Full belly,
Warmheart?
→ Headline!

#14
(an item they
sell)

Arugala

Tell a story through
Arugala's voice
↳ Romance?

emotion: — Anger:
Sadness:
closed
sign on
a Farm?

Pride:
medal made
w/ an onion


This weeks Learning Objective was:

1. Understanding what ambient advertising is and how to use it successfully.
2. Kick off Local Yokels.

Send me a PRIVATE MESSAGE in the chat and give a rating of 1-3 of your understanding of this week's Learning Objectives:

1. Really confused-I'd like to meet with you to ask questions 1:1
2. Slightly confused, but I can figure it out with the materials provided to the class on my own.
3. I've got it!

Small group schedule: Wed

10:30-11:10 Team A and B

11:10-11:50 Team C and D

12:00-12:40 Team E and F

12:40-1:20 Team G and H

1:20-2:00 Team I and J

Optional Regroup Sesh from 2:30-3:30

Send me a Slack message if you are attending!

Small group schedule: FRI

10:30-11:10 Team A and B

11:10-11:50 Team C and D

12:00-12:40 Team E and F

12:40-1:20 Team G and H

1:20-2:00 Team I and J, K

Optional Regroup Sesh from 2:30-3:30

Send me a Slack message if you are attending

Miro Links for Week 4

Miro/SCCA 2021 Local Yokels, owned by me (Lori Peck_Fall2020) Lori.Peck@seattlecolleges.edu

Wed Team A/B

https://miro.com/app/board/o9J_klaxMFY=/

Wed Team C/D

https://miro.com/app/board/o9J_kla5k9Y=/

Wed Team E/F

https://miro.com/app/board/o9J_kla5kE4=/

Wed Team G/H

https://miro.com/app/board/o9J_kla_b7Y=/

Wed Team I/J

https://miro.com/app/board/o9J_kla_bGw=/

Wed Team K

https://miro.com/app/board/o9J_kla_bBM=/

Friday Team A/B

https://miro.com/app/board/o9J_klaGgRI=/

Friday Team C/D

https://miro.com/app/board/o9J_klaGgfk=/

Friday Team E/F

https://miro.com/app/board/o9J_klaGga8=/

Friday Team G/H

https://miro.com/app/board/o9J_klaGhkw=/

Friday Team I/J

https://miro.com/app/board/o9J_klaGhnk=/

Friday Team K

https://miro.com/app/board/o9J_klaGhig=/