

MARKETING *Club* 139th

139th Marketing Club
98th Business Club
1st Qatar Club



CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR

Crafting the Marketing Message



LIVE WEBINAR

JOIN FREE

Date	Time	Time	Time	Place
28-5-24 Tuesday	9.30 pm EGY	9.30 pm KSA	10.30 pm UAE	Online Zoom



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Crafting the marketing campaigns

How to talk to your target audiences

By:

Mohammed Saad



Agenda

1. What is a campaign
2. Steps of campaign development
 - Mind readiness
 - Message decisions
 - Means- End conceptualization

workshop

4. IMC mix
- Workshop*
5. Generating the tactical plan
6. Budget allocation
7. Implementation
8. Evaluation



What is a campaign

- A series of activities sharing a single theme to communicate the marketing message to the target audience via different communication channels



Steps of developing a campaign

To construct a campaign, you need to go through the following steps:

1. Identify the readiness stage of your target audiences (Response hierarchy models)

- AIDA model
- Hierarchy of effects model

2. Message decisions:

- Theme, strategy, appeal, executional framework , source and slogan/tagline

3. Develop means-end conceptualization:

- Product features, benefits, personal values and leverage point.



Steps of developing a campaign

4. Optimizing the IMC mix/ selecting the media

- Based on target audience, desired reach and frequency and budget
- This point is much relevant to the optimization of the IMC mix

5. Budget allocation

6. Production

7. Implementation

8. Evaluation



Readiness stages of minds



Readiness stages of minds

1. AIDA model:

- Attention
- Interest
- Desire
- Action

2. Hierarchy of effects model:

- Awareness
- Knowledge
- Liking
- Preference
- Conviction
- Purchasing decision



Message decisions



Message decisions

1. Theme (the central idea)
2. Strategy (the primary approach)
3. Appeal (the vehicle)
4. Executional framework (the story)
5. Source/spokes person
6. Slogan/tagline



THEME

(THE CENTRAL IDEA)

Strategy Appeal Executional Framework Source / Spokes person

Cognitive	Humor	Slice of life	Fantasy	Typical person (Lifestyle matching)
Affective	Emotions	Dramatization	Animation	Celebrity endorsement/ influencers
Conative	Rational	Testimonials	Character	Expert
	Music	Authoritative	Music and song	CEOs (Internal stakeholder)
	Sex	Informative	Mindset building	
	Scarcity	Demonstration	Mindset change	
	Fear			

Slogan / tagline



Message theme

- The central idea intended to be communicated to the target audiences

Theme = main idea

- Unless your campaign has a theme, it will pass like a ship in the dark



Message Strategies

- Message is the primary approach used to deliver the message theme
- **There are 3 types of message strategies:**
 - 1. Cognitive**
 - Logic rationalized info about the product
 - 2. Affective**
 - Depends on evoking feelings and emotions and link them with the product
 - 3. Conative (behavioral)**
 - Message aims to motivate an intended type of customer action



Message strategies

1. Cognitive:

- Generic messages >>>>> focus on features and benefits without claiming superiority
- Preemptive messages >>>> claiming superiority
- Unique selling proposition >>>> testable claim of uniqueness
- Hyperbole >>>>> un testable claim of superiority
- Comparative >>>> direct comparison between 2 brands



Message Strategies

2. **Affective:**

- Evokes certain type of feelings/emotions and link it to the product.

3. **Conative:**

- Give incentive
- Limited time offers



Message Appeals

- The particular approach which seeks to develop a direct link between the product and the viewers' needs and wants.
 1. Humor
 2. Emotional (present emotions, resonance ads)
 3. Rational
 4. Music
 5. Sex
 6. Scarcity
 7. Fear



Types of Emotions

- In 1972, Paul Eckman described six types of emotions named them “Basic emotions” which can be encoded through facial expressions
- Happiness
- Sadness
- Disgust
- Fear
- Surprise
- Anger



Types of Emotions

- In 1999, Eckman expanded his list to include other types of emotions which aren't necessarily encoded by facial expressions like **Shame, Pride, Excitement.....**
- The much more recent theory described emotions as 27 basic types and stated that people experience these emotions along gradient rather than distinct ones.
- The 27 types described by this theory are:



Types of Emotions

- | | | |
|---------------------------|---------------------|-------------------|
| 1. Admiration | 10. Confusion | 18. Horror |
| 2. Adoration | 11. Craving | 19. Interest |
| 3. Aesthetic appreciation | 12. Disgust | 20. Joy |
| 4. Amusement | 13. Empathetic pain | 21. Nostalgia |
| 5. Anxiety | 14. Entrancement | 22. Romance |
| 6. Awe | 15. Envy | 23. Sadness |
| 7. Awkwardness | 16. Excitement | 24. Satisfaction |
| 8. Boredom | 17. Fear | 25. Sexual desire |
| 9. Calmness | | 26. Sympathy |
| | | 27. Triumph |



Executional Framework

The tactic/ the frame through which the appeal will be presented to the audiences

1. Slice of life
2. Dramatization
3. Testimonials
4. Authoritative
5. Informative
6. Demonstration
7. Fantasy
8. Animation
9. Character
10. Music and song
11. Mindset building/change



Source/spokesperson

1. Typical person (Lifestyle matching)
2. Celebrity endorsement/ influencers
3. Expert
4. CEOs (internal stakeholder)



Slogan/tagline

is there a difference?

- **Slogan:**

- Slogan is memorable phrase or sentence used in advertising campaigns to convey the the theme of the campaign.
- It is usually short term and changes from one campaign to another.

- **Tagline:**

- Tagline is a concise, **enduring** phrase that encapsulates the core values or mission of the brand and reflect the brand personality.
- It is long-term and used consistently across all marketing materials & marketing campaigns.



Means-end conceptualization



Means-end conceptualization

- It is an algorithm for developing ad based on “Means-end theory” which suggest that a buyer doesn’t buy features or even benefits of a product. Features and benefits are only part of the story. A buyer actually buys a benefit which is relevant to his own values
- According to that ad should contain 5 components:
 1. Product features
 2. Benefits
 3. Leverage point/personal values
 4. Tagline
 5. Executional framework

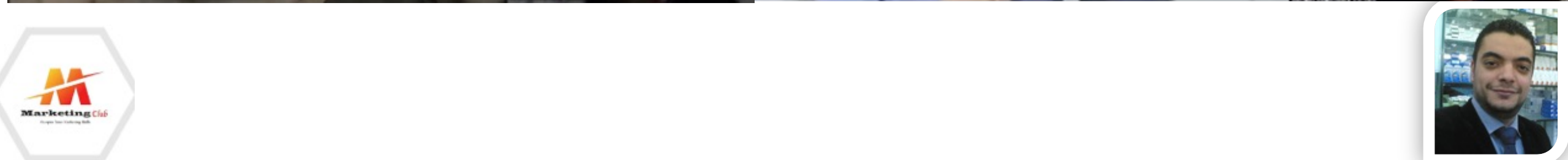
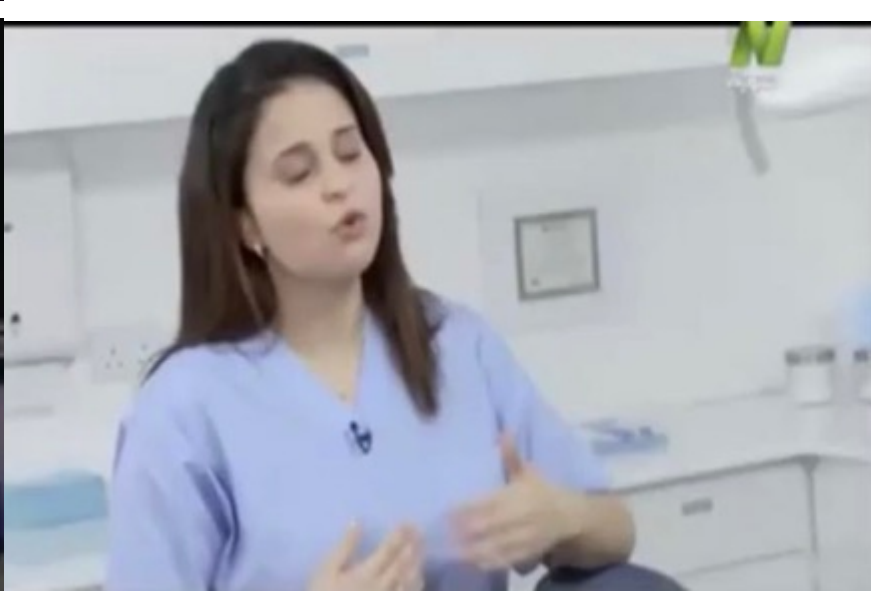


Workshop

- Watch the following ads & describe the message decisions for each of them







Crafting the Positioning Statement



The 5 components of the Positioning Statement

- Target Customers
- Brand Name
- Reference Group
- General Benefit
- Competitive Edge



The 3 components of the **strategy statement**

- Objective
- Scope
- Business competitive edge



Thank you



Sharpen Your Skills

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