

Creative Strategy and Ads Brief

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Strategi Kreatif Periklanan

Pendekatan Komunikasi

Ideologi- Sosial- Politik-Budaya-Agama-
Gaya Hidup-Psikologi- Seni

Pertimbangkan Khalayak Sasaran

Verbal & Visual

Verbal: protokol/bahasa pengantar yang digunakan (Indonesia/inggris/daerah) bahasa formal-informal.

Visual: berkaitan dengan gambar apa yang akan ditampilkan pada iklan.
(grafis/gambar/animasi/shooting/teks)

Gaya Bahasa

Majas?

Pertimbangkan Khalayak Sasaran
(Demografis, Geografis, Psikografis)

Strategi Distribusi

Tempat
Waktu
Event

Berdasar *consumer journey* khalayak sasaran

Walaupun iklan hadir sangat sederhana dalam segi visual maupun verbal, dalam prosesnya iklan dirancang melalui serangkaian tahapan yang cukup kompleks.

Pembuatan iklan melibatkan serangkaian tahapan dan beberapa profesi terkait.

Pra Produksi: mempersiapkan *creative brief*-naskah-*storyline-storyboard*

Ada penyesuaian istilah dalam prosesnya yakni menggunakan *director's treatment* yaitu konsep visualisasi cerita sebagai hasil penerjemahan sutradara atas skenario yang dipelajari.

Produksi: *Shooting*

Pasca Produksi: Editing dan Distribusi

Advertising Brief

Document confirming understanding between a client and an advertising agency on (1) objectives of an advertising campaign, (2) identification of the targeted audience, (3) strategies to be adopted in reaching the audience, (4) the timeframe of the campaign, and (5) its total estimated cost.

(businessdictionary, 2020)

Reebok

Company Background

Reebok is an American made company that has expanded worldwide. They specialize in sport and lifestyle products. They have a strong heritage and authenticity in sports and fitness. The brand is committed to designing products that reflect creativity and change/ growth.

Objective

Create awareness of demo and 25% off discount while removing stigma of men wearing EasyTone.

Target

<ul style="list-style-type: none">•Men•35 – 50 years old•Married with children•\$70K - \$90K•Career is very important to them•They spend a lot of hours at work•When they aren't working they are spending time with their families•They like to exercise but there are not enough hours in the day	<ul style="list-style-type: none">•No one likes being out of shape but it is hard to stay in shape while managing a career and family life•They're good employees who work hard and when they get home they work hard to keep their marriage on track and to make sure their kids are growing up properly•They are definitely not lazy, if they had the time to exercise they would but unfortunately they don't
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Brand Voice

Compassionate/ Understanding

Insight

Most men like to be in shape but don't have time because of work and family life.

Single Minded Thought

Reebok EasyTones are for men who don't have enough time in the day to exercise.

Execution Requirements

Print

Definisi

Sekumpulan dokumen yang berisi kesepakatan antara klien (produsen barang/jasa) serta *advertising* (biro iklan) yang dibuat melalui serangkaian proses penelitian, *brainstorming* serta audiensi kedua belah pihak untuk menentukan tujuan iklan, budjeting, khalayak sasaran, strategi komunikasi, strategi kreatif, strategi media, strategi distribusinya meliputi pilihan waktu, media, dan distribusinya sebagai acuan dalam membuat iklan

Terimakasih