

Be Wise, Advertise.

AAI
Association of Advertisers in Ireland

ADVERTISER'S
TOOLKIT



The nuts & bolts of advertising

Background

Unless marketing communications can be seen to produce measurable results it will continue to be seen as an expense rather than an investment.





PROFITS



Marketing Communications

An Essential Investment for any Business.



**AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING**

Just about the only thing successful brands (businesses) have in common is fame, fame lends a currency value to things and people, fame gets people talking, advertising makes you famous.

Jeremy Bullmore.



AAI TUESDAYS:
THE NUTS & BOLTS



(1996, 2000, 2006)

AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING



(1998, 2004)

**AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING**



(2010)



(2010)

**AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING**

dyson

(2006)

**AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING**



(2008)



**Bord Gáis
Energy**

(2010)

**AAI TUESDAYS:
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(2012)

**AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING**



(2006 x2, 2008, 2010, 2012, 2014 x2)

**AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING**



(2014)

AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING



(2014)

**AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING**

2014 AdFx: 5 Key Themes

- The Ubiquity of Digital.
- The Erosion of Trust.
- The Sound of Heavy Meitheal.
- The Absence of FMCG.
- The Presence of Retailers.



A large, bold, green letter 'Q' that serves as a visual element for the question.

Is there a successful model of how to guarantee increased profitability from an investment in marketing communications?





But there are guidelines

**AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING**

1) Careful Planning



2) Innovative & Cost Efficient Media Strategy

Including Digital, PR, Sponsorship, Promotions, Sponsorship, Relationship Marketing and Retailer strategy.



3) Creative Strategy

Correlation between creativity and effectiveness.





1) How can we tell the Dancer from the Dance?

Media Strategy and Creative strategy should be simultaneous not separate!



**AAI TUESDAYS:
THE NUTS & BOLTS OF ADVERTISING**

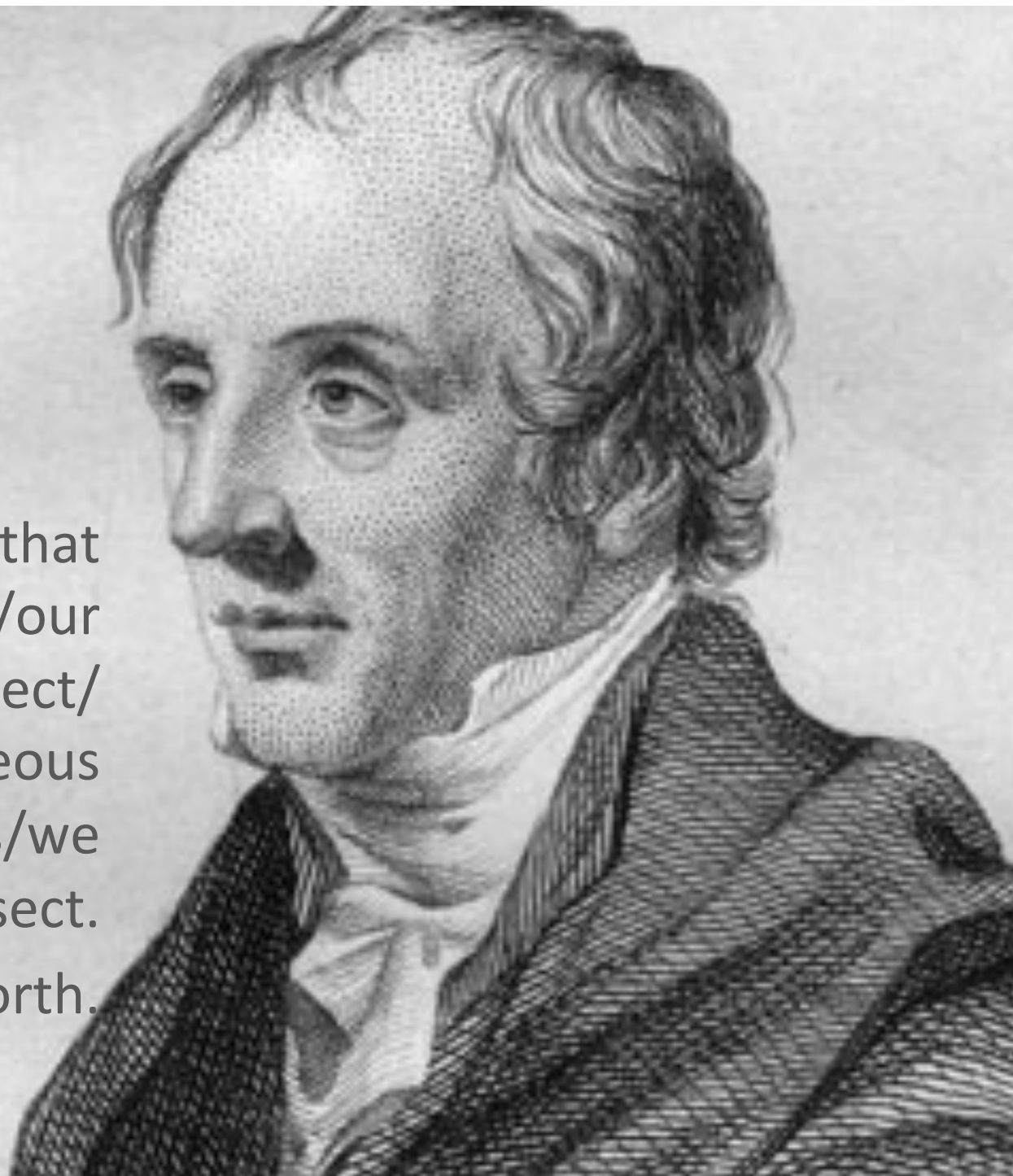


Good marketing decisions have less to do with the intuition of any individual and more to do with the quality of the conversation that is allowed to take place between those who share responsibility for the outcome—the conversation is blocked when people hide behind their roles.

Paul Feldwick.

Sweet is the lore that
nature brings/our
meddling intellect/
disturbs the beauteous
form of things/we
murder to dissect.

William Wordsworth.



2) Mutual Understanding

It is important for marketing people to understand finance but it is equally important for financial people to understand marketing—too few do.



3) The importance of Andrew Ehrenberg:

Penetration not loyalty,
everyone is a repertoire buyer.

Beware brand segmentation,
differences in user profiles
minimal.

Distinctiveness not
Differentiation.

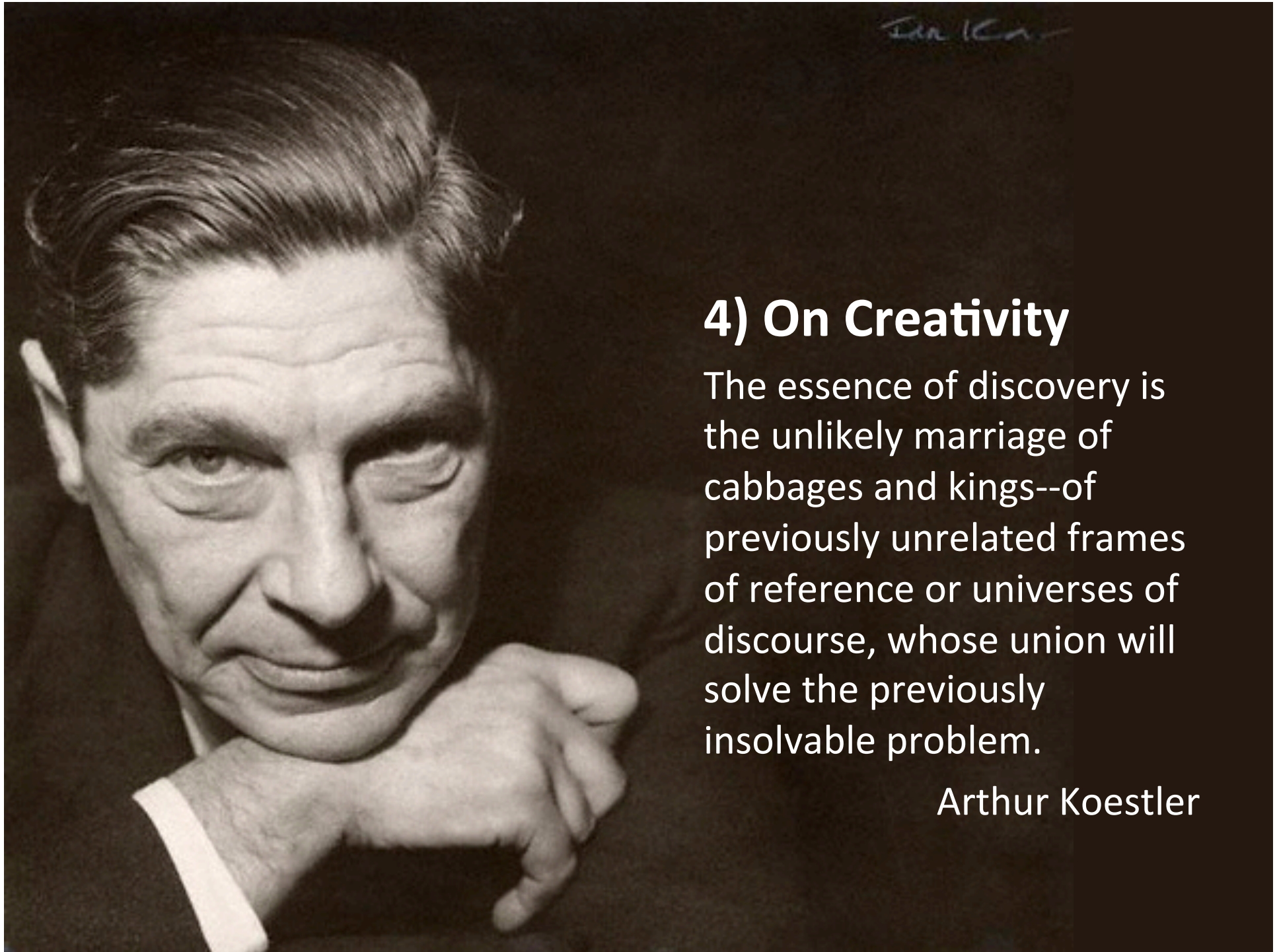
Salience not Positioning.





The primary task of marketing communications is not stoking the fires of passion among fans but of nudging the behaviour of the largely indifferent.

Martin Weigal.



4) On Creativity

The essence of discovery is the unlikely marriage of cabbages and kings--of previously unrelated frames of reference or universes of discourse, whose union will solve the previously insolvable problem.

Arthur Koestler



5) The importance of Seanachai

BROTHEL IN PIMLICO

WANTED: Someone with taste, means and a stomach strong enough to buy this erstwhile house of ill-repute in Pimlico. It is untouched by the 20th Century as far as convenience for even the basic human decencies is concerned. Although it reeks of damp or worse, the plaster is coming off the walls and daylight peeps through a hole in the roof, it is still habitable judging by the bed of rags, fag ends and empty bottles in one corner. Plenty of scope for the socially aspiring to express their decorative taste and get their abode in 'The Glossy' and nothing to stop them putting Westminster on their notepaper. 10 rather unpleasant rooms with slimy back yard. £4,650 Freehold. Tarted up these houses make £15,000.

ROY BROOKS

...our time unless thoroughly
qualified. M. L. Barker. 1408 Chap-
man Bldg.

MEN WANTED

for hazardous journey, small wages,
bitter cold, long months of complete
darkness, constant danger, safe re-
turn doubtful, honor and recognition
in case of success.

Ernest Shackleton 4 Burlington st.

MEN—Neat-appearing young men of
pleasing personality. between 20 and 40 to work

~~SHORT-TERM~~

LONG-TERM

GOAL

6) Recession + Digitalisation + Retailisation

Too Great an Emphasis on Short Term Promotions to the Detriment of Long-Term Brand Building.



It's not about new media, it's about new marketing.

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7) There's no Future without a Past

History is not the past, for the creative industries
it's the future.

John Hegarty





If you're not in.....

