

Creative Marketing

Creative

cre_a_tive [kree-ey-tiv]—adjective

1. having the quality or power of creating.
2. resulting from originality of thought, expression, etc.; imaginative: creative writing.
3. originative; productive (usually fol. by of).

“I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it 'creative'. I want you to find it so interesting that you buy the product.”

David M. Ogilvy



Remember the Smash men? Drunk Guinness after seeing surfers chased by horses come alive from waves? Or even sung along to the Honda ads...?

Why? Because creative that makes you react lasts a lifetime! Period.

But the question has to be, what makes the creative treatment so good on these adverts that people reacted and went out and made those brands so popular? That's what Commence Creative call the 'Creative Formula', a systemic approach to understanding you and how best the creative can deliver results!

So what does make you react? Well it's a variety of things; it starts with

researching your product/service, understanding; your brand, your market place, your target audience and the mediums.

It comes from the right tonality, treatment and execution? 'Do these words all seem like a game of Scrabble to you?' Well, getting it right isn't easy, making people react to an advert in a newspaper, to opening a letter on their doorstep, listening to the radio driving home...well that's creative. Positioning – “what the product does and who is it for”? Personality – brands have personality too! Just like people they convey certain emotions in people through

their personality it comes from the name, packaging, price lead to the creative used for the advertisements and marketing.

At Commence Group, we understand the importance of getting people to react, through our systematic approach: Well in the region of 100 questions to get the understanding on how the creative will drive the following;

Getting their attention – make them an offer – let them have information – give them call to action – a way to respond... that either makes them smile or think and you're on your way to Creative that lasts a lifetime!

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Case Study

Client:
Natural Magic

scented candles and take on the likes
of Jo Malone.

established luxury brand.

Background:
Natural Magic came to us as a start
up. They wanted to sell luxury organic

Brief:
Create an Identity, website and
packaging which make us look like an

Execution:
See below.



Commence Group Hall of Fame links

<http://www.youtube.com/watch?v=uKt-KR1TsRg>

<http://www.youtube.com/watch?v=zcdDg30VBgo>

http://www.youtube.com/watch?v=FGngcQb_0qq

<http://www.youtube.com/watch?v=tFWY2Qt4qd8>

<http://www.youtube.com/watch?v=IKusrMJOYNg>

<http://www.youtube.com/watch?v=DXPa5A11TeA>

<http://www.youtube.com/watch?v=VUSpjZEhNU8>

<http://www.youtube.com/watch?v=CFLBvLxLJMI>

<http://www.youtube.com/watch?v=ICmjZXf3lto>

<http://www.youtube.com/watch?v=X0SbVFxl64A&feature=related>

http://www.youtube.com/watch?v=bEcHmT-_WDU&feature=related

<http://www.youtube.com/watch?v=gK7n1Q-fDeA&feature=related>

<http://www.youtube.com/watch?v=U-V-KCY7SMU&feature=related>

<http://www.youtube.com/watch?v=jaL4meTWVGo&feature=related>

<http://www.youtube.com/watch?v=vdhvp-iYR3s>

http://www.youtube.com/watch?v=0l_-9mnnkqc&feature=related

<http://www.youtube.com/watch?v=350tD8E7htM>

http://www.youtube.com/watch?v=Dvn_led9t4M