
CASE 6 PROJECT CLEAR (C): FORMULATING CREATIVE AND MEDIA STRATEGY

Objectives

Following the discussions with Sangeeta Sharma, marketing manager of Domestic Products Pvt. Ltd., the Account Executive, Mr. Harsh Chopra of DPPL's advertising agency worked with his creative director for many days. Finally, they prepared four different possible routes for creative and media strategy for DPPL's new product launch CLEAR, a household liquid spray cleaner.

The objective of this case is to develop an appreciation of the last stage of the campaign planning process, i.e., to formulate effective creation and media strategy arising out of the advertising and positioning strategy.

Structure

- 6.1 Introduction
- 6.2 Agency Efforts
- 6.3 Discussion Questions
 - Exhibit 1
 - Exhibit 2
 - Exhibit 3
 - Exhibit 4
 - Exhibit 5

6.1 INTRODUCTION

DPPL was a new company set up by two young MBA entrepreneurs in Bombay with the plans to launch a general purpose household liquid spray cleaner. They faced the competition directly from Colin and Swipe the two similar products already established in the market and indirectly from all other different type of cleaners.

Sangeeta Sharma, the marketing manager of DPPL and who was responsible for launching CLEAR, had prepared an overall advertising strategy for CLEAR after a careful analysis of market research conducted by her and their (DPPL's) advertising agency. (For market research details, please refer Project CLEAR (A)).

She discussed the advertising strategy with the Account Executive from agency (Refer Project CLEAR. (B) for advertising strategy). By using the background developed by her, the agency had now developed four different routes to creative and media strategy. (The • background document appears in Exhibit - 1).

6.2 AGENCY EFFORTS

Four creative approaches had been developed - which took off from the characteristics that could be used to distinguish this brand from the others. Some were purely rational benefit approaches while the others were emotional. The "Background to the-Creative and media brief" was a common document to all the four creative brief. The four creative briefs appear as Exhibit 2, 3, 4 & 5 with this case.



6.3 DISCUSSION QUESTIONS

1. How will you evaluate the four creative briefs and which one do you select for advertising execution?
2. What are the areas where these creative briefs can be improved?



PROJECT CLEAR (C)

Background to Creative and Media Brief

JOB TITLE

CLEAR Launch

KEY CHARACTERISTICS OF BRAND

Physical & Emotional

Clear is a new brand in the liquid general purpose cleaner category. It comes in a transparent bottle and has a spray mechanism. The cleaner is seagreen in colour and has a fresh lime perfume.

Usage is simple - it has to be sprayed on the surface and wiped off with a duster/cloth to leave the surface bright and sparkling. It can be used on a number of surfaces - glass panes, windows, metal, sunmica doors, telephone, appliances, enamel painted window, wooden surfaces, chrome surfaces etc.

It saves effort and is convenient to use and is in line with today's rushed life. We offer an emotional benefit of appreciation for a clean and spotless home which does not require much effort.

Market and Brand Performance

CLEAR will compete directly against liquid spray cleaners in the market namely Colin and Swipe. It will indirectly compete against existing methods and products for cleaning the above surfaces e.g. soap and water solution, wet dusters etc. The market is large and diverse.

Competitive Analysis

Who are they? How are they positioned? How are they different?

Direct competition that exists from the brands Colin and Swipe is restricted mainly to the Western Region - there is no brand as direct competition at the national level.

Colin has a transparent bottle and blue liquid detergent and has a pleasant perfume. It's claim is 'Glass and household cleaner'. Swipe comes in a yellow opaque bottle with a trigger spray.

Previous Advertising Activity

Where, when, how much - for us and competitors. No advertisement for CLEAR before this. We are launching it.

Colin has been advertising on television but intermittently. Some press advertisements have also been released. Swipe has not been advertising. on TV/Press. So far Advertising/ Promotion budgets for these brands are not known.

What Should CLEAR say?

We can say that CLEAR is an effective, convenient liquid spray cleaner with a fresh lime fragrance. We cannot say that it is more attractive than other liquid/spray cleaners, however, we can say that CLEAR is the only convenient liquid cleaner with a lime fragrance. We want to imply that we are better than spray cleaners and more convenient than other cleaning methods.



PROJECT CLEAR (C)

Approach – 1

CREATIVE BRIEF

<i>Client</i>	<i>Brand</i>	<i>SWO No</i>	
DPPL	CLEAR	Date	
<i>Account Group</i>	<i>Creative Group</i>	<i>Media Group</i>	<i>Controller</i>
AG	CG	MG	CR
Job Title	Production Budget		
CLEAR Launch	-xxx-		

Campaign Requirement

We need a TV commercial for the launch and a press advertisement. These can be later developed into an ongoing campaign.

We need a visual and an end-line which should also appear on the pack and local POP material.

The Target Audience

Demographics, lifestyle, product usage attitudes.

TYPE I/II

What is advertising intended to Achieve?

1. To generate awareness, trial of this new brand.
2. To convey to the target audience that our brand is the only convenient and complete liquid spray with the freshness of lime.

Single minded Proposition

CLEAR is the only convenient household spray cleaner with a refreshing lime fragrance.

Substantiation for the Proposition

- The product can be used on all kinds of surfaces of mirrors, photographs, appliances, window, chrome plated surfaces, jewellery etc.
- It is available in an attractive package with a spray mechanism for easy usage,
- Usage is a simple routine of spraying and then wiping off with a cloth.
- Our brand is the only liquid spray cleaner with a fresh lime fragrance.

Mandatory Inclusions

- 1 Company's reputation and past experience.
- 2 Availability -- grocers/chemists/retail outlets.
- 3 Convey the 'spray' method of usage.

Desired Brand Image

- Modern, convenient, useful.
- Dependable.
- Doing the right thing for your home - keeping it clean and spotless.

Timing of Creative Work

Group Account
Director Signature

To Account Group

To Client



PROJECT CLEAR (C)

Approach – II

CREATIVE BRIEF

Client	Brand	SWO No.	
DPPL	Clear	Date	
Account Group	Creative Group	Media Group	Controller
AG	CG	MG	CR
Job Title	Product Budget		
Clear Launch	- XXX		

Campaign Requirement

Campaign, one off ad vs. no. of ads.

A launch TV commercial which may later can be developed into ongoing campaign. It needs an end line and a visual which can also appear on the pack - a mnemonic may prove extremely catchy.

Target Audience

Demographics, life style, product usage attitudes.

Type I/II

1. What is Advertising Intended to Achieve?
2. To generate awareness, trial of this new brand.
3. To position it as a different brand - a new time saving cleaner.
4. To occupy the "convenient spray cleaner" position, ahead of anyone else.

The Single Minded Proposition

Clear is the only liquid cleaner that offers the most precious thing on earth.... Your time!

Substantiation of the Proposition

1. The product offers convenience in domestic cleaning. Most chores which are tedious and time consuming are relatively easily and effectively done by our product.
2. It is available in a convenient packing with a spray mechanism for easy usage.
3. The product involves merely spraying and wiping clean.
4. The product can be used on all kinds of surfaces mirrors, photoframes, windows, appliances etc. but is especially effective on glass surface.

Mandatory inclusions

Stockists, logos, phone nos. etc.

1. Name and reputation of company.
2. Availability of product at nearest grocer/supermarket/chemists etc.
3. Need to emphasise/demonstrate visually the easy spray and wipe method.
4. Need to educate consumer that it will not harm appliances/precious items.
Desired Brand Image

Friendly, sophisticated, contemporary etc.

Modern, convenient, useful keeps your home looking clean and spotless - effortlessly and easily.

Timing of Creative Works	Group Account
	Director Signature
To Account Group	To Client



PROJECT CLEAR (C)

Approach - III

CREATIVE BRIEF

Client	Brand	SWO No.
DPPL	Clear	Date
Account Group	Creative Group	Media Group
AG	CG	MG
Job Title		Product Budget

Clear Launch

Campaign Requirement

Campaign/one off. vs.no.of ads

We need a. TV commercial for launch purposes which can later be developed into an ongoing campaign. We need an end-line and visual (also a mnemonic) which will appear on the pack and all POP material.

The Target Audience

Demographics, lifestyle, product usage attitudes.

Type I/II

What is Advertising Intended to Achieve?

1. To generate awareness and trial for the new brand.
2. To position CLEAR as a convenient, modern 'spray' cleaner.
3. To occupy the 'versatile and convenient position' ahead of anybody else.

The Single Minded Proposition

There are very few things in your house that can't be made spotless and clean in a jiffy by clear.

They are All living things and their clothes.

Substantiation for the Proposition

CLEAR is a very versatile product - cleans right from windows, walls and polished surfaces to chrome polished surfaces, appliances and jewellery.

It cleans well in relatively lesser time and effort - the method for cleaning is also convenient - just spray and wipe.

Mandatory Inclusions

Stockists, logos, phone, nos. etc.

1. Reassure that the product has been tested and does not harm appliances/precious items/jewellery.
2. Using testimonial advertising may be able to effectively reduce credibility problems that our "versatility stance" might have.
3. Use company name and reputation.
4. Stress the easy availability factor - at nearest supermarket/grocer/chemist etc.

Desired Brand Image

It is a convenient, versatile and friendly aid for the modern housewife.

