

advertising strategy creativity and media

advertising strategy creativity and media are essential pillars of modern marketing success, shaping how brands connect with audiences, drive engagement, and achieve business objectives. This article offers a comprehensive exploration of how creative advertising strategies are crafted, the vital role of media selection in amplifying messages, and the innovative techniques that make campaigns memorable and effective. Readers will discover the importance of combining strategic planning with creativity, practical steps for developing winning advertising strategies, and ways to leverage various media channels for maximum impact. The discussion covers creative approaches, media planning essentials, measurement of campaign performance, and real-world examples that illustrate best practices. Whether you're a marketing professional, business owner, or student, this guide provides actionable insights and expert knowledge to enhance your advertising strategy, foster creativity, and optimize media usage. Dive into the following sections to unlock the keys to successful advertising in today's dynamic landscape.

- Understanding Advertising Strategy: Foundations and Importance
- The Role of Creativity in Advertising Strategy
- Media Selection: Maximizing Reach and Impact
- Integrating Creativity and Media for Effective Campaigns
- Measurement and Optimization of Advertising Strategies
- Innovative Trends in Advertising Strategy, Creativity, and Media
- Case Studies: Successful Advertising Strategies in Action

Understanding Advertising Strategy: Foundations and Importance

Developing an effective advertising strategy is the cornerstone of successful marketing. An advertising strategy outlines the approach a brand takes to communicate with its target audience, achieve specific objectives, and differentiate itself from competitors. The process involves setting clear goals, identifying key audiences, formulating messages, and selecting appropriate channels. Strategic advertising ensures resources are allocated efficiently and campaigns align with broader business targets. By focusing on audience insights, competitive analysis, and brand positioning, marketers can craft strategies that resonate and deliver measurable results.

Key Elements of a Successful Advertising Strategy

Every advertising strategy relies on several essential elements to deliver desired outcomes. These components guide the direction and execution of campaigns, ensuring consistency and effectiveness.

- Audience Segmentation: Precisely identifying and understanding target groups.
- Objective Setting: Defining clear, measurable goals for the campaign.
- Message Development: Crafting compelling messages that align with brand values.
- Channel Selection: Choosing the media platforms best suited for reaching the audience.
- Budget Allocation: Efficiently distributing resources for maximum impact.
- Performance Tracking: Monitoring and analyzing campaign results.

The Role of Creativity in Advertising Strategy

Creativity is the driving force that transforms advertising from ordinary to extraordinary. It captures attention, evokes emotion, and encourages action, making campaigns memorable and impactful. An inventive creative approach not only differentiates a brand but also enhances message retention and audience engagement. The fusion of strategic thinking and creativity enables marketers to break through cluttered media environments and build lasting brand equity.

Creative Techniques for Advertising Success

Innovative advertising strategies often employ a variety of creative techniques. These methods help brands stand out and foster meaningful connections with their audience.

- Storytelling: Weaving compelling narratives that resonate emotionally.
- Visual Innovation: Utilizing striking graphics, colors, and design elements.
- Humor and Surprise: Engaging viewers through unexpected twists or humor.
- Interactive Content: Encouraging participation through quizzes, polls, or gamification.
- Personalization: Tailoring messages to individual preferences or behaviors.

Balancing Creativity with Strategy

While creativity is vital, it must be anchored in strategic objectives. Effective campaigns strike a balance between imaginative ideas and business goals. This alignment ensures creative concepts support brand messaging, drive desired actions, and contribute to long-term success.

Media Selection: Maximizing Reach and Impact

Media selection is a critical factor in amplifying advertising effectiveness. The choice of channels—whether digital, print, broadcast, or outdoor—determines how and where audiences encounter campaign messages. A strategic media mix can maximize reach, frequency, and engagement, optimizing the overall impact of creative advertising efforts.

Types of Media in Advertising

Brands have access to a diverse array of media platforms, each with unique strengths and considerations. Selecting the right combination depends on campaign objectives, target audience, and budget.

- Digital Media: Includes social media, search engines, websites, and mobile apps.
- Traditional Media: Television, radio, newspapers, and magazines.
- Outdoor Media: Billboards, transit ads, and signage.
- Experiential Media: Events, sponsorships, and interactive installations.

Criteria for Effective Media Planning

Successful media planning involves evaluating several key factors to ensure campaigns reach the intended audience efficiently and effectively.

- Audience Demographics and Behaviors
- Geographic Reach
- Cost Efficiency
- Platform Engagement Rates
- Integration with Creative Messaging

Integrating Creativity and Media for Effective Campaigns

The synergy between creativity and media selection is crucial for campaign success. Creative ideas must be tailored to fit the characteristics of each media channel, ensuring messages are engaging and relevant to the platform's audience. Integration enhances brand consistency, increases visibility, and drives stronger results.

Strategies for Creative Media Integration

To maximize the impact of advertising campaigns, marketers should adopt integrated approaches that leverage both creative elements and media strengths.

- Cross-Channel Storytelling: Delivering a cohesive narrative across multiple platforms.
- Platform-Specific Content: Customizing creative assets for each media channel.
- Real-Time Engagement: Using social media and live events to interact with audiences.
- Consistent Brand Identity: Maintaining visual and messaging consistency throughout.

Measurement and Optimization of Advertising Strategies

Evaluating the effectiveness of advertising strategies is essential for continuous improvement. Measurement involves tracking key performance indicators (KPIs), analyzing audience responses, and refining campaigns based on data insights. Optimization ensures that resources are invested in tactics that deliver the highest return on investment.

Essential Metrics for Advertising Performance

Marketers use a variety of metrics to assess campaign success and inform future decisions.

- Reach and Frequency: Number of people exposed to the message and how often.
- Engagement Rates: Interactions such as likes, shares, comments, and clicks.
- Conversion Metrics: Actions taken, such as purchases or sign-ups.
- Brand Lift: Changes in awareness, perception, or preference.
- Return on Advertising Spend (ROAS): Financial impact relative to investment.

Data-Driven Optimization Techniques

Continuous optimization involves leveraging data to tweak creative content, adjust media placements, and refine targeting strategies. Techniques include A/B testing, audience segmentation analysis, and real-time performance monitoring.

Innovative Trends in Advertising Strategy, Creativity, and Media

The advertising landscape is evolving rapidly, driven by technological advancements and changing consumer behaviors. Staying ahead of emerging trends enables brands to maintain relevance and capture attention in competitive markets.

Current Trends Shaping Advertising

Several key trends are influencing how organizations approach advertising strategy, creativity, and media planning.

- Artificial Intelligence and Automation: Enhancing targeting and content personalization.
- Influencer Collaborations: Leveraging trusted voices to reach niche audiences.
- Interactive and Immersive Experiences: Deploying AR, VR, and gamification.
- Sustainability Messaging: Focusing on environmental and social responsibility.
- Short-Form Video Content: Engaging users with quick, impactful stories.

Case Studies: Successful Advertising Strategies in Action

Examining real-world examples provides valuable insights into the application of creative strategies and effective media choices. These case studies highlight how leading brands have achieved success through innovative advertising approaches and seamless media integration.

Case Study Highlights

Brands across industries have demonstrated the power of combining creativity with strategic media planning.

- A global beverage company launched a multi-channel campaign featuring interactive social media content and experiential events, resulting in significant brand lift and customer engagement.
- A technology brand used storytelling and influencer partnerships on digital platforms to drive product awareness and increase conversions among younger audiences.
- A retail chain implemented data-driven media buying and personalized creative messaging, achieving high ROI and improved customer loyalty.

Frequently Asked Questions: Advertising Strategy Creativity and Media

Q: What is the importance of creativity in advertising strategy?

A: Creativity in advertising strategy is crucial for capturing audience attention, differentiating brands, and fostering emotional connections. It transforms ordinary messages into memorable campaigns that drive engagement and achieve marketing objectives.

Q: How does media selection impact advertising success?

A: Media selection determines how effectively a campaign reaches its target audience. Choosing the right channels and platforms ensures messages are delivered to the right people at the right time, maximizing reach, frequency, and impact.

Q: What are some examples of creative advertising techniques?

A: Creative advertising techniques include storytelling, humor, interactive content, personalization, and visual innovation. These approaches help brands stand out and connect with consumers on a deeper level.

Q: How can advertising strategies be measured and optimized?

A: Advertising strategies are measured using metrics like reach, engagement, conversions, and ROI. Optimization involves analyzing data, conducting A/B tests, refining creative content, and adjusting media placements to improve results.

Q: What are emerging trends in advertising strategy and media?

A: Emerging trends include artificial intelligence, influencer marketing, immersive experiences (AR/VR), sustainability messaging, and short-form video content. These trends reflect shifts in consumer behavior and technological advancements.

Q: How can brands integrate creativity and media for effective

campaigns?

A: Brands can integrate creativity and media by customizing content for each platform, maintaining consistent messaging, and leveraging cross-channel storytelling to create cohesive, engaging campaigns.

Q: What role does audience segmentation play in advertising strategy?

A: Audience segmentation allows advertisers to target specific groups with tailored messages, increasing relevance and effectiveness. It helps maximize campaign impact and resource efficiency.

Q: Why is data-driven optimization important in advertising?

A: Data-driven optimization enables marketers to make informed decisions, refine strategies, and improve campaign performance by analyzing real-time results and audience feedback.

Q: What are the key components of a successful advertising campaign?

A: Key components include clear objectives, audience insights, compelling creative, strategic media selection, efficient budget allocation, and ongoing performance measurement.

Q: How do case studies illustrate effective advertising strategies?

A: Case studies showcase real-world examples of successful advertising campaigns, highlighting best practices in creativity, media integration, and strategic planning that led to measurable business outcomes.

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Advertising Strategy: Creativity and Media - A Winning

Combination

In today's saturated marketplace, simply having a product or service isn't enough. To truly succeed, you need a robust advertising strategy that blends impactful creativity with the right media channels. This isn't just about throwing money at flashy ads; it's about a strategic, nuanced approach that resonates with your target audience and delivers tangible results. This comprehensive guide delves into the critical intersection of advertising strategy, creativity, and media selection, equipping you with the knowledge to build a campaign that not only captures attention but drives conversions.

Understanding the Synergy: Advertising Strategy, Creativity, and Media

The most effective advertising campaigns aren't born from a single brilliant idea; they are the product of a carefully orchestrated strategy. This strategy hinges on three interconnected pillars:

- 1. Advertising Strategy:** This is the backbone of your campaign. It encompasses your overall goals (increased brand awareness, lead generation, sales), your target audience (demographics, psychographics, online behavior), your budget, and your key performance indicators (KPIs). Without a solid strategy, even the most creative ad will fall flat.
- 2. Creativity:** This is the heart of your campaign. It's about crafting compelling messaging and visuals that grab attention, evoke emotion, and leave a lasting impression. Creativity isn't just about being quirky; it's about understanding your audience and crafting messages that resonate with their values, needs, and aspirations. This includes everything from your tagline and visuals to your overall brand voice and tone.
- 3. Media Selection:** This is the delivery system for your message. It involves choosing the right channels to reach your target audience effectively. This could range from traditional media like television and print to digital platforms like social media, search engine marketing (SEM), email marketing, and influencer collaborations. The right media mix is crucial for maximizing your reach and impact.

Developing a Winning Advertising Strategy

A successful advertising strategy requires meticulous planning and execution. Here's a step-by-step approach:

- 1. Define Your Objectives:** What are you hoping to achieve with your campaign? Increased brand awareness? More leads? Higher sales? Clearly defining your objectives is paramount to measuring success.

2. **Identify Your Target Audience:** Who are you trying to reach? Understanding your audience's demographics, psychographics, online behavior, and pain points is crucial for creating resonant messaging. Utilize market research and data analytics to build detailed buyer personas.
3. **Develop Your Creative Brief:** This document outlines the key elements of your campaign, including your objectives, target audience, messaging, and desired tone. It serves as a roadmap for your creative team.
4. **Choose Your Media Mix:** Based on your target audience and budget, select the most effective media channels. Consider the strengths and weaknesses of each platform and how they align with your overall strategy.
5. **Implement and Monitor:** Launch your campaign and closely monitor its performance using relevant KPIs. Analyze the data and make necessary adjustments to optimize your results. A/B testing different creatives and media channels can significantly improve your ROI.

Leveraging Creativity for Maximum Impact

Creativity is not just about "thinking outside the box"; it's about strategic thinking inside the box of your target audience's experience. Consider these points:

1. **Storytelling:** People connect with stories. Craft compelling narratives that resonate with your audience's emotions and values.
2. **Emotional Connection:** Appeal to your audience's emotions – joy, sadness, fear, excitement – to create a deeper connection with your brand.
3. **Unique Selling Proposition (USP):** Clearly communicate what makes your product or service different and better than the competition.
4. **Brand Consistency:** Maintain a consistent brand voice and visual identity across all your marketing materials.

Navigating the Media Landscape

The media landscape is constantly evolving. Staying updated on the latest trends and technologies is crucial for maximizing the effectiveness of your campaigns:

1. **Social Media Marketing:** Utilize platforms like Facebook, Instagram, Twitter, and TikTok to reach your target audience where they spend their time.
2. **Search Engine Marketing (SEM):** Use paid search ads to improve your visibility in search engine results pages (SERPs).

3. Content Marketing: Create high-quality content (blog posts, articles, videos) to attract and engage your audience.
4. Email Marketing: Build an email list and use email to nurture leads and drive conversions.
5. Influencer Marketing: Partner with influencers to reach a wider audience and build credibility.

Conclusion

A successful advertising strategy requires a synergistic blend of strategic planning, creative execution, and shrewd media selection. By focusing on clearly defined objectives, a deep understanding of your target audience, and a well-chosen media mix, you can create campaigns that not only capture attention but also deliver tangible results. Remember, continuous monitoring and adaptation are crucial for maximizing your ROI in the ever-evolving world of advertising.

FAQs

1. What is the most important aspect of an advertising strategy? Defining your clear objectives and understanding your target audience are paramount. Without these, your creative efforts and media spend will be less effective.
2. How can I measure the success of my advertising campaign? Track key performance indicators (KPIs) relevant to your objectives, such as website traffic, lead generation, sales conversions, and brand awareness metrics.
3. What is the role of A/B testing in advertising? A/B testing allows you to compare different versions of your ads (copy, visuals, calls to action) to determine which performs best. This iterative process optimizes your campaign's effectiveness.
4. How do I choose the right media channels for my advertising campaign? Consider your target audience's online behavior and media consumption habits. Research which platforms they frequent and select channels that align with their preferences.
5. Is it better to focus on a single media channel or a multi-channel approach? A multi-channel approach is generally more effective, allowing you to reach a wider audience and increase the chances of your message resonating with potential customers. However, concentrate your resources on the most effective channels based on data analysis.

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creative why throughout their organizations, and it covers what every business expert should fully comprehend about the creative process. To effectively grow a business and reach the right audience or move a brand forward, advertising and branding need to be relevant, engaging, and worth people's time. This book contains what a CEO, CMO, manager, business owner, or client didn't learn about the creative side of advertising and design in business school. Featuring insightful conversations with creative experts, this book will earn a place on the desks of executives, leaders, managers, and middle managers across industries, whose work requires them to understand and execute on branding initiatives, advertising campaigns, social media, and other customer-facing content.

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Now thoroughly revised and updated, this systematically presented coursebook tells you everything you need to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive. Exercises throughout help the reader judge their own work and that of others. By getting to the heart of the creative process in a way that other guides don't, the book can help anyone produce better advertising. This new edition features a thoroughly revised and updated chapter on interactive advertising, with new exercises and some thirty new illustrations. 'Invaluable' Creative Review 'Enormously encouraging, practical and entertaining. If this book could stand in front of a class (of creative students) and talk, I'd be out of a job.' Tony Cullingham, Course Director, The Watford Creative Advertising Course, West Herts College

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2006 Advertising Strategy provides students with the experience of an actively teaching professor at one of the top advertising programs in the country and a working creative director/agency principle. Altstiel and Grow get right to the point by stressing key principles, illustrating them, and then providing practical information students and working professionals can use. Unlike many books that focus on only work created for large consumer accounts by mega agencies, this text also covers business-to-business, in-house, and small agency work. Key Features: - Up-to-date examples: over half were produced in the last two years. - Writing for the Internet/Interactive Marketing: the most comprehensive and up to date general copywriting text that covers the Internet - Diversity discussion: a whole chapter is devoted to these issues, plus examples and case histories related to issues of diversity are woven throughout the text. - War Stories: the authors tracked down some of the hottest professionals in the business and their anecdotes bring real world experience into each chapter. They are part case history, part lessons-to-be-learned and sometimes, very funny. - Words of Wisdom: timely quotes from some of the most influential people in our business, past and present. These quotes bring key points to life in every chapter. - Who's Who: short biographies of people mentioned in the book. Located at the end of each chapter, these blurbs sometimes include very personal information provided directly by these people.

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thinking, you'll be able to think how they think to do what we do. -- Provided by publisher.

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into ten strategic takeaways for your own marketing revolution. Taking inspiration from disruptive campaigns from the likes of Patagonia, Nike, Safaricom, BrewDog, LEGO, Kenco, and dozens more, *The Contagious Commandments* explores how companies fuse creativity, technology and behavioural psychology to achieve truly original marketing ideas that have a positive impact on society and profits - and how your brand can too.

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advertising strategy creativity and media: *Proceedings of the International Conference on Vocational Education Applied Science and Technology (ICVEAST 2023)* Debrina Vita Ferezagia, Karin Amelia Safitri, Nailul Mona, Badra Al Aufa, 2023-10-30 This is an open access book. International Conference on Vocational Education Applied Science and Technology (ICVEAST), formerly known as International Conference on Vocation for Higher Education (ICVHE), is an annual event organized by the Vocational Education Program, Universitas Indonesia, that aims to encourage innovative applied research in vocational higher education. In 2022, we rebranded the conference to focus on being an international forum where scholars and practitioners share their ideas on vocational education, especially within applied science and technology. The rebranding from ICVHE to ICVEAST marks our fifth conference. This year, we present our sixth conference, with the theme, "VOCATIONAL 5.0: Virtuosity Collaboration for Sustainability Development and Innovative Technologies Goals 5.0". Collaboration for sustainability development is a crucial part of achieving a

sustainable future. It involves working with stakeholders, such as governments, businesses, non-governmental organizations, and communities, to develop and implement sustainable solutions. These stakeholders can pool their resources, knowledge, and expertise by working together to create innovative solutions that benefit the environment and society. The collaboration also helps ensure that all stakeholders are on the same page regarding sustainability goals and objectives. By building relationships and trust between stakeholders, collaboration can help to create a more sustainable future. Innovative Technology Goal 5.0 focuses on using technology to improve access to education and foster a culture of innovation and creativity. It seeks to create a more equitable and inclusive learning environment by providing access to digital tools and resources for all students, regardless of background or ability. It also seeks to promote technology to support the development of 21st-century skills, such as critical thinking, problem-solving, and collaboration. Finally, it aims to ensure that technology is used to support the development of a safe and secure learning environment while encouraging responsible and ethical use. VOCATIONAL 5.0 is a collaborative effort to promote sustainable development and innovative technology goals. It is designed to bring together experts from various fields, including business, education, government, and the non-profit sector, to identify and develop innovative solutions to global challenges. Through the use of data-driven decision-making and the application of new technologies, VOCATIONAL 5.0 seeks to create a more sustainable and equitable world. The initiative also aims to foster collaboration between stakeholders, create a platform for knowledge sharing, and promote the use of technology to drive social, economic, and environmental progress. By leveraging the collective expertise of its members, VOCATIONAL 5.0 is committed to achieving its sustainable development and innovative technology goals. This ICVEAST aims to be a respected international forum to discuss the recent improvement and challenges in Vocational Education nowadays and in the future, from the research insight, mainly applied research in the field of administration and business, health science, social humanities, and engineering. The event will gather representatives from different countries, diverse areas of knowledge, and lots of education, research, public institutions, and organizations. The conference is devised as a space to exchange ideas and discuss the challenges that education and manufacturing face in preparing human capabilities to shift into the current trend of automation and the role of advanced technologies in those challenges. We intend to have an interactive conference through these three different sessions: business talks, keynote, and parallel/presentation sessions.

advertising strategy creativity and media: Digital and Social Media Marketing Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

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Advertising dissects this rapid rise of “sponsored content,” a strategy whereby advertisers have become publishers and publishers create advertising—all under the guise of unbiased information. Covert selling, mostly in the form of native advertising and content marketing, has so blurred the lines between editorial content and marketing message that it is next to impossible to tell real news from paid endorsements. In the 21st century, instead of telling us to buy, buy, BUY, marketers “engage” with us so that we share, share, SHARE—the ultimate subtle sell. Why should this concern us? Because personal data, personal relationships, and our very identities are being repackaged in pursuit of corporate profits. Because tracking and manipulation of data make “likes” and tweets and followers the currency of importance, rather than scientific achievement or artistic talent or information the electorate needs to fully function in a democracy. And because we are being manipulated to spend time with technology, to interact with “friends,” to always be on, even when it is to our physical and mental detriment.

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Scotus, Spinoza, Vico, Kant, Schiller, James, Dewey, Schopenhauer, Whitehead, Bataille, Heidegger and Deleuze, the book posits a sensational, process-based, transgressive, lived and embodied approach to thinking about media, aesthetics, creativity and our interaction with advertising. Elaborating an affective account of creativity, McStay assesses creative advertising from Coke, Evian, Google, Sony, Uniqlo and Volkswagen among others, and articulates the ways in which award-winning creative advertising may increasingly be read in terms of co-production, playfulness, ecological conceptions of media, improvisation, and immersion in fields and processes of corporeal affect. Philosophically wide-ranging yet grounded in robust understanding of industry practices, the book will also be of use to scholars with an interest in aesthetics, art, design, media, performance, philosophy and those with a general interest in creativity. Andrew McStay lectures at Bangor University and is author of *Digital Advertising*, and *The Mood of Information: A Critique of Online Behavioural Advertising and Deconstructing Privacy*, the latter forthcoming in 2014.

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University, Emerson College, Florida Institute of Technology, Grand Valley State University, Johnson County Community College, Manchester Business School, McLennan Community College, Michigan State University, North Hennepin Community College, Pierce College, Rochester Institute of Technology, Saint Louis University, Salem State College, South Dakota State University, Texas State University, Texas Tech University, University of New Hampshire, University of North Carolina, University of Notre Dame, University of South Florida, Virginia Tech, Western Kentucky University.

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distribution of advertising budgets resembles concocting a recipe from a number of different ingredients all of which have different features. Agencies do not see it as competition between offline and online, but about finding the right mix of numerous options to reach certain objectives, and they engage in extensive research and complex modelling to do this. Nevertheless, budgets are not expanding currently and there is increased pressure to achieve efficiency and short-term effects, reported against key performance indicators (KPIs). Agencies and advertisers still view TV as crucial for advertising, especially for brand building and awareness, and often TV advertising is the flagship around which the rest of the campaign is designed. TV is trusted because its regulatory framework ensures it is a 'brand safe' environment and a good viewing experience, and because the audited measurement systems provide transparency in terms of where advertiser money is going and what it is getting. For agencies and advertisers, online video advertising is attractive for its efficiency in reaching target audiences, often with significant cost saving and in extreme detail, and for the ability to receive rapid feedback on the response to ads placed. They also value online options for small or experimental campaigns. Despite remaining suspicious of much of the data that is produced and concerned about brand safety, they often need to reach the audiences no longer watching TV and they get excited about the optimisation possibilities available. There are differences in the qualitative rules around advertising and agency respondents reported being able to do things online that they cannot do on TV. Some of these rules have been equalised with the 2018 update to the EU's Audiovisual Media Services Directive (AVMSD). Rules on misleading and comparative advertising are largely harmonised at the EU level and apply to all services, so this area of law was mostly the same in all four jurisdictions studied. A ban on political advertising on AVMSs was also common to all four, with no equivalent for VSPs. Efforts to address political advertising online are nascent, mainly focused on ensuring disclosure, and tied to efforts to combat disinformation. There is also a difference in product placement rules. The 2018 AVMSD includes user generated content (UGC) in the definition of product placement and allows it for the most part, but the exceptions, such as children's and consumer programmes, in which it is prohibited for AVMS providers do not apply to VSPs. RECOMMENDATIONS As they implement the AVMSD, Member states should devise co-regulatory mechanisms that will be effective in enforcing content and advertising standards on VSPs and adhere to the Directive's intention of levelling the playing field. The Commission's guidance as to what qualifies as a VSP and criteria for co-regulatory mechanisms should be designed to maximally even out conditions among advertising-dependent services. Though there is no need to regulate UGC producers such as vloggers and influencers, national regulators should provide disclosure guidelines similar to those for content on AVMSs, and the European Regulators Group (ERGA) should investigate whether there is a need for the AVMSD's product placement exceptions to be extended to VSPs. Industry bodies with support from national regulators should work towards standardisation of measurement within and across channels, including both agreement on a 'common currency' measurement for video and innovative ways in which the need to service KPIs can be addressed by all players. Relationships AVMS providers and VSPs take similar approaches to building relationships with agencies and advertisers. Both nurture long-term relationships with agencies, with personal relationships still being crucial. They also engage directly with larger advertisers to understand their aims and make them aware of the options they provide, particularly when rolling out new ones, such as the 6 second un-skippable ads online or addressable TV options. Whereas the most popular VSPs are global companies able to use that status advantageously for tax purposes and draw on extensive financial and human resources, AVMS providers are often prohibited by national-level rules aimed at protecting media pluralism from collaborating or even combining resources within the same group in ways that might allow them work towards addressing these imbalances. Some AVMS providers are engaged in transnational collaborations. Rebates and discounts based on scale and duration are common practice in how prices are set both for online and offline inventory, except when they are determined by auction in the programmatic systems. These and other contract conditions are subject to negotiations that, for AVMS providers in some jurisdictions, are constrained by trading frameworks. RECOMMENDATIONS Member states should

revisit media plurality measures, including cross-ownership rules, with a view to enabling AVMS providers to co-operate in some areas, in which greater scale or scope may be crucial to allowing them to compete against global VOD and VSP services, without reducing the pluralism of views and content available to citizens. Member states should adopt transparency requirements similar to the French Sapin law in fair trading policy and EU policy makers should consider harmonising EU-level rules. The European Commission should closely monitor the implementation of national-level taxes on the B2B revenues of platforms, such as Italy's 3% "web tax," to assess the effects on the wider ecosystem and other businesses, and consider roll out across the Union. Data Ownership and Use VSPs can leverage the consent that they gather from their vast user base for targeting purposes and for the kind of tracking of an individual's post-exposure journey needed to provide ROI results and make attribution claims. On the other hand, AVMS providers have only recently been requiring registration for users to access their AVOD and this is still giving them a rather limited type and amount of data on their users. The extent to which addressable TV gives AVMS providers useful data depends on the arrangements with the company providing the set top boxes to households. There is also an imbalance in access to online campaign-related data. The agreements that agencies and advertisers have with demand side platforms give them ownership of such data for their own campaigns. However the AVMS providers, or other publishers on the supply side, do not get such data for the campaigns run on their sites or around their content. A parallel might be if BARB, Auditel or Mediametri data was only available to agencies and advertisers. Our evidence indicates that data is an essential element of competition, and inventory holders such as AVMS providers and VSPs must be able to address the need for advertisers to demonstrate performance. Agencies and advertisers have concerns about dominance in the exploitation of data in this ecosystem that merit investigation. Respondents from various categories noted that GDPR appears to have further concentrated power in the hands of global platforms operating in the programmatic systems. Several mentioned the challenges of trying to compare across "walled gardens" of data maintained by those providing online advertising inventory and the lack of choice about what platforms they can use. RECOMMENDATION Competition authorities and data protection authorities should work together to assess possible concentration in the programmatic advertising system and in the wider market for video advertising.

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art direction, design, and media channels for advertising. The book offers principles, theories, step-by-step instructions, and advice from esteemed experts to guide you through the fundamentals of advertising design and the creative process. With a fresh focus on building a coherent brand campaign through storytelling across all media channels, *Advertising by Design* shows you how to conceive ideas based on strategy, build brands with compelling advertising, and encourage social media participation. You'll also get insights from guest essays and interviews with world-leading creatives in the advertising industry. The book is filled with practical case studies that show real-world applications. You'll also benefit from coverage of A quick start guide to advertising A thorough introduction to what advertising is, including its purpose, categories, forms, media channels, social media listening, and its creators Creative thinking strategies and how to generate ideas based on creative briefs Utilizing brand archetypes and creating unique branded content Composition by design, including the parts of an ad, the relationship between images and copy, basic design principles, and points of view How to build a brand narrative in the digital age Copywriting how-to's for art directors and designers Experiential advertising An examination of digital design, including subsections on the basics of mobile and desktop website design, motion, digital branding, and social media design Perfect for students and instructors of advertising design, art direction, graphic design, communication design, and copywriting, *Advertising by Design* also will earn a place in the libraries of business owners, executives, managers, and employees whose work requires them to understand and execute on branding initiatives, advertising campaigns, and other customer-facing content.

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