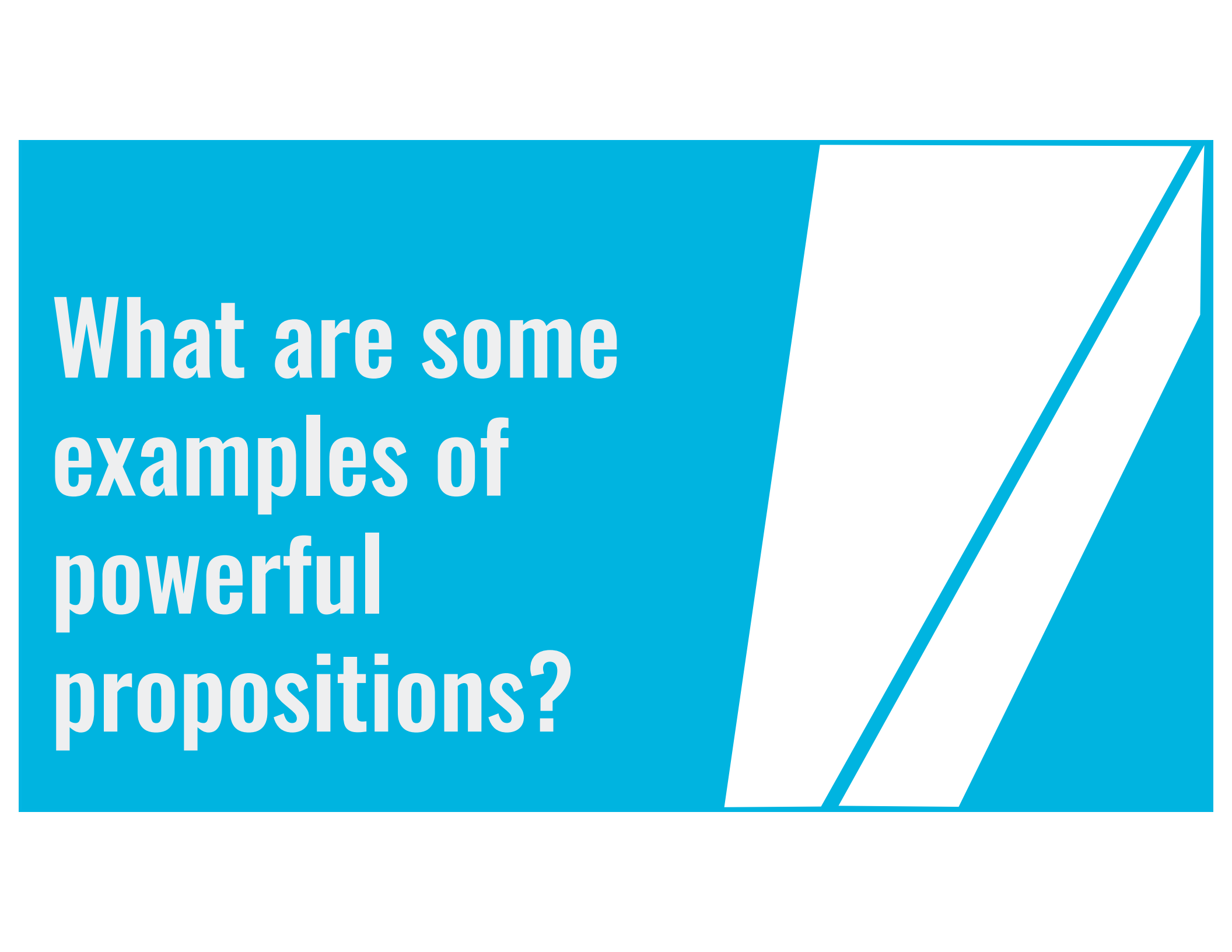


POWERFUL PROPOSITIONS

GENIUS/STEALS

**What are some
examples of
powerful
propositions?**

The image features a solid blue background. On the right side, there is a white diagonal stripe that runs from the top-right corner towards the bottom-left, creating a sense of depth and movement. The text is positioned on the left side of the image, set against the blue background.



HUSH PUPPIES BRIEF
ADT/001/JMC
Group-5(M2)

BRAND STATEMENT

The Hush Puppies is a lifestyle brand that provides shoes, eyewear, watches and clothing for both men and women.

PROJECT BACKGROUND

Hush Puppies history is rooted in innovation from inventing the first truly casual shoes to developing technologies that make the shoes more comfortable, lightweight and worry free. The brand strives to constantly evolve Hush Puppies world renowned comfort, bringing customers the most advanced technologies available in footwear today. The project consists in developing an advertising marketing campaign of the Hush Puppies shoes that provide comfort and relaxation just by wearing them, because these characteristics are invaluable and enables them to find one more reason to relax.

TARGET AUDIENCE

Males and Females between 20 - 40 years where the audience should be belonging to ClassA, ClassB and chunk of ClassC whose rate of life requires: comfort, functionality and style. People wearing these shoes should need to feel natural, relaxed, authentic, with a young spirit, free, simple and healthy.

ADVERTISING OBJECTIVE

New campaign to increase brand awareness and demand of the Hush Puppies shoes.

CONSUMER MESSAGE

Shoes made as per your lifestyle and choices.

KEY CONSUMER BENEFIT

Provides comfort, functionality and style that touches the lives and imaginations.

BENEFIT SUPPORT

- Whether it is water, stain and scuff resistant *WorryFreeSuede*, or the newest exclusive technology, *WaveReflex* featuring extreme flexibility and technologies like *Zero G*, *Bounce*, etc. Hush Puppies strives to provide benefits that enables to find one more reason to relax.
- Dual-density foam footbed with contoured arch for better grip and elegant shoe designs.
- Handstitched and Environmental aware products.

COMPETITION

AllenCooper, LeeCooper, Blanca, NavyFont, RedTape, Adidas, Nike, Puma and others(as well as other premium Bata product lines too is a setback).

ADVERTISING TONE

Trustworthy, Comfortable, Durable, Modern, Innovative

ADVERTISING MEDIUM

In-store & Outdoor Advertising, Magazines Advertisement and Social Network Advertisements.

MANDATORY ELEMENTS

Hush Puppies Logo, Real Product Image, Attention drawing Text or TagLines, Price and Technology(s), Values and Benefits, Availability(retailers,online & physical stores), Company Website.

BUT IT'S A CREATIVE ACT

“Consumer Message”

Shoes made as per
your lifestyle and
choices

Hmmmm

THE RICHARDS GROUP CREATIVE BRIEF

People don't like ads. People don't trust ads.
People don't remember ads.
What will make this one different?

Why are we advertising?

To encourage men to think more about the state of their shoes and what that says about them.

Whom are we talking to?

Men who take pride in their look and feel that their appearance is a direct reflection on themselves.

What do they currently think?

"It's important to look my best on special occasions, but I can get by on a day-to-day basis without my shoes looking great."

What would we like them to think?

"I never realized the statement my shoes make about me. If others are going to judge me by my shoes, I need to do something about it."

What is the single most persuasive idea we can convey?

Though you might not be looking down, others are.

Why should they believe it?

Shoes are a detail that says a lot about you. Kiwi shoe polish helps ensure that your shoes are saying something good.

Are there any creative guidelines?

Brand personality: fun and a bit irreverent.

BUT IT'S A CREATIVE ACT

**"Single most persuasive
idea we can convey"**

*Though you might not be
looking down, others are.*

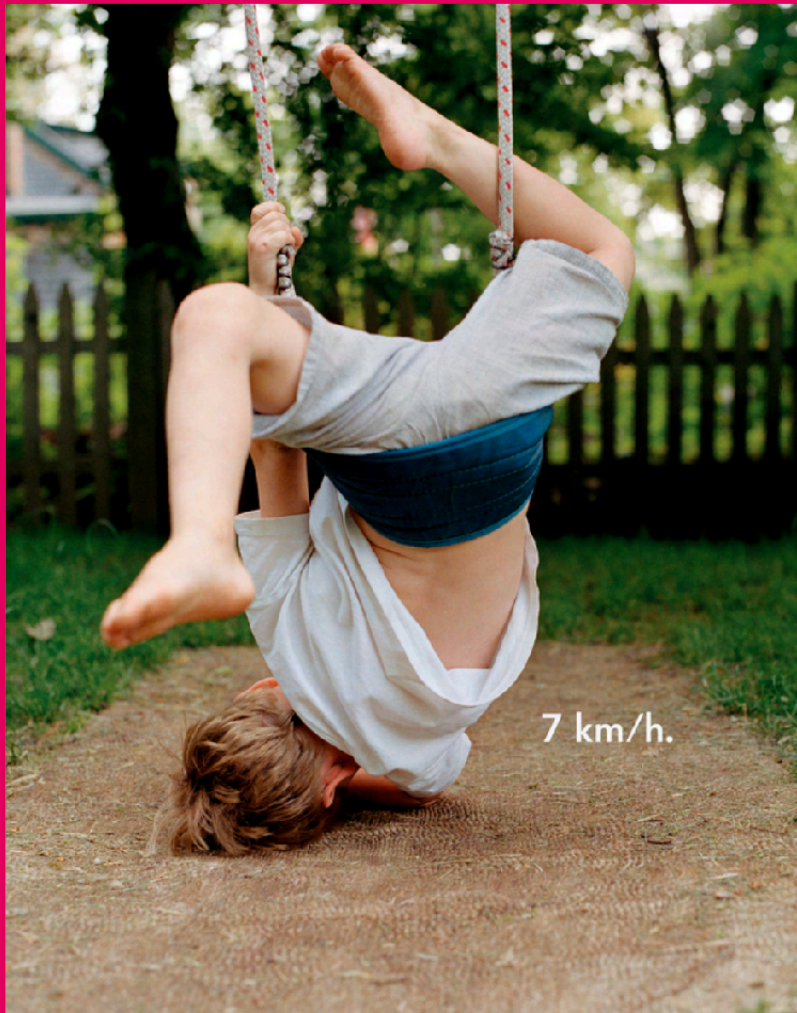
SWISS ARMY KNIFE

**Essential equipment for
life's daily adventures**



VOLKSWAGEN

**Low speed crashes hurt
more than you realize**

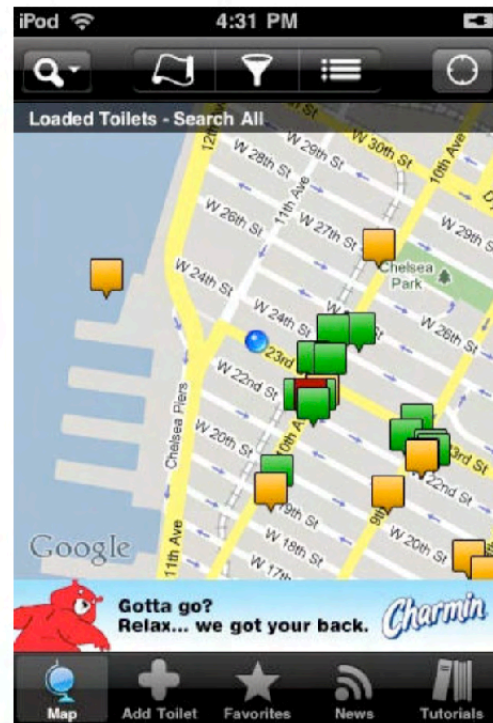


Drive carefully.



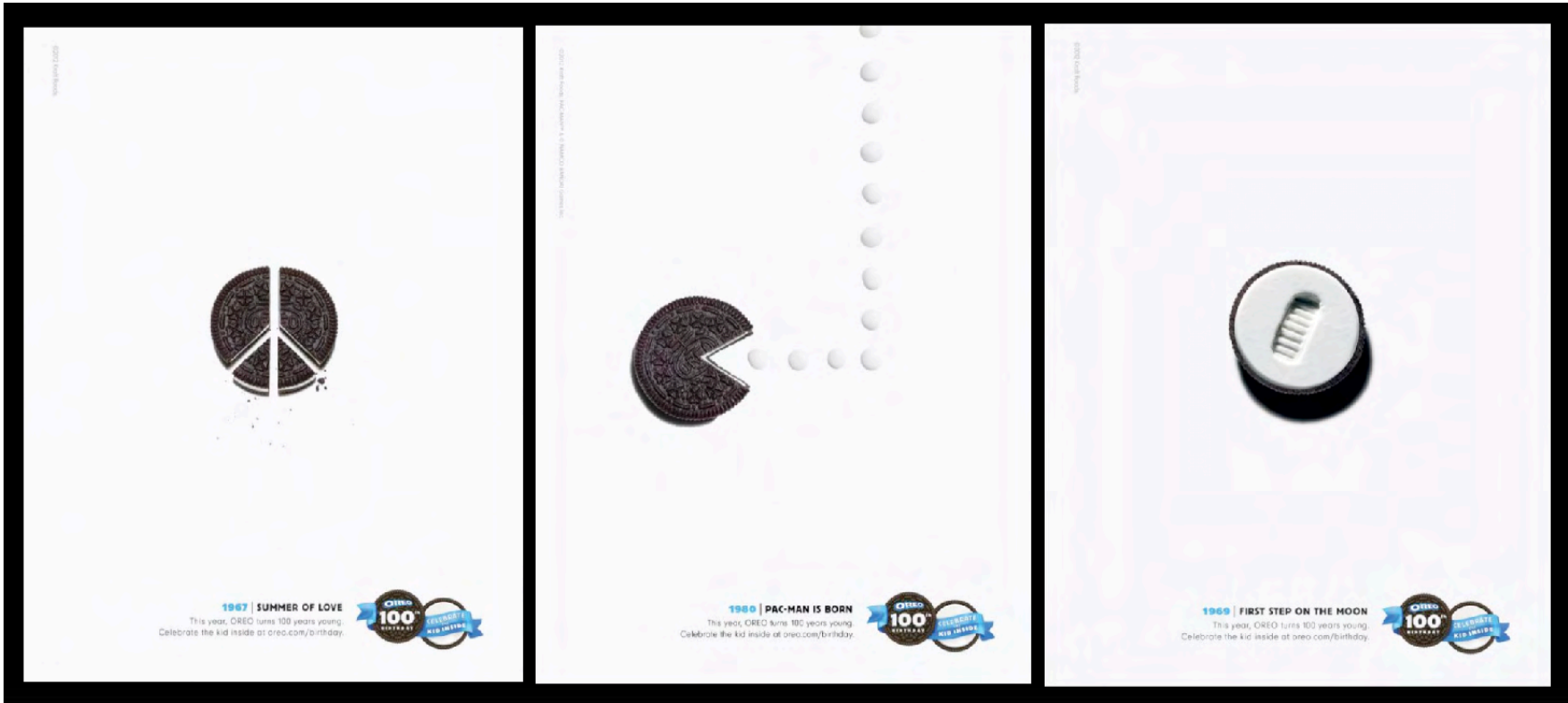
Source: Edward Boches

CHARMIN



Charmin makes your
bathroom experience
more comfortable

Oreo is celebrating being 100 years old – but we're still young at heart



Weetabix can be enjoyed any which way

WEETABIX



‘Any-Which-Way-a-Bix’

Weetabix’s ‘Beanz on Bix’ crowned your campaign of 2021

The cereal brand defeated Boots in the final to take home the coveted prize.

By Marketing Week Reporters | 22 Dec 2021

Share this article



“cost less than £5,000 to execute”

“one of the most talked about brand campaigns of the year”

spontaneous brand awareness increased by 40% compared to last year + the brand saw a 15% increase in sales”

GET / TO / BY : AIRBNB EXA

Insight: Travelers want to feel like a local—the stay is only half the journey.

Get: Travelers who are underwhelmed with hotel packaged experiences

To: See Airbnb Adventures as a way to turn every destination into a local raw experience

By: Showing that local experts give way to unusual adventures and communities.

GET / TO / BY : SPOTIFY EXA

GET: Gen Xers music lovers

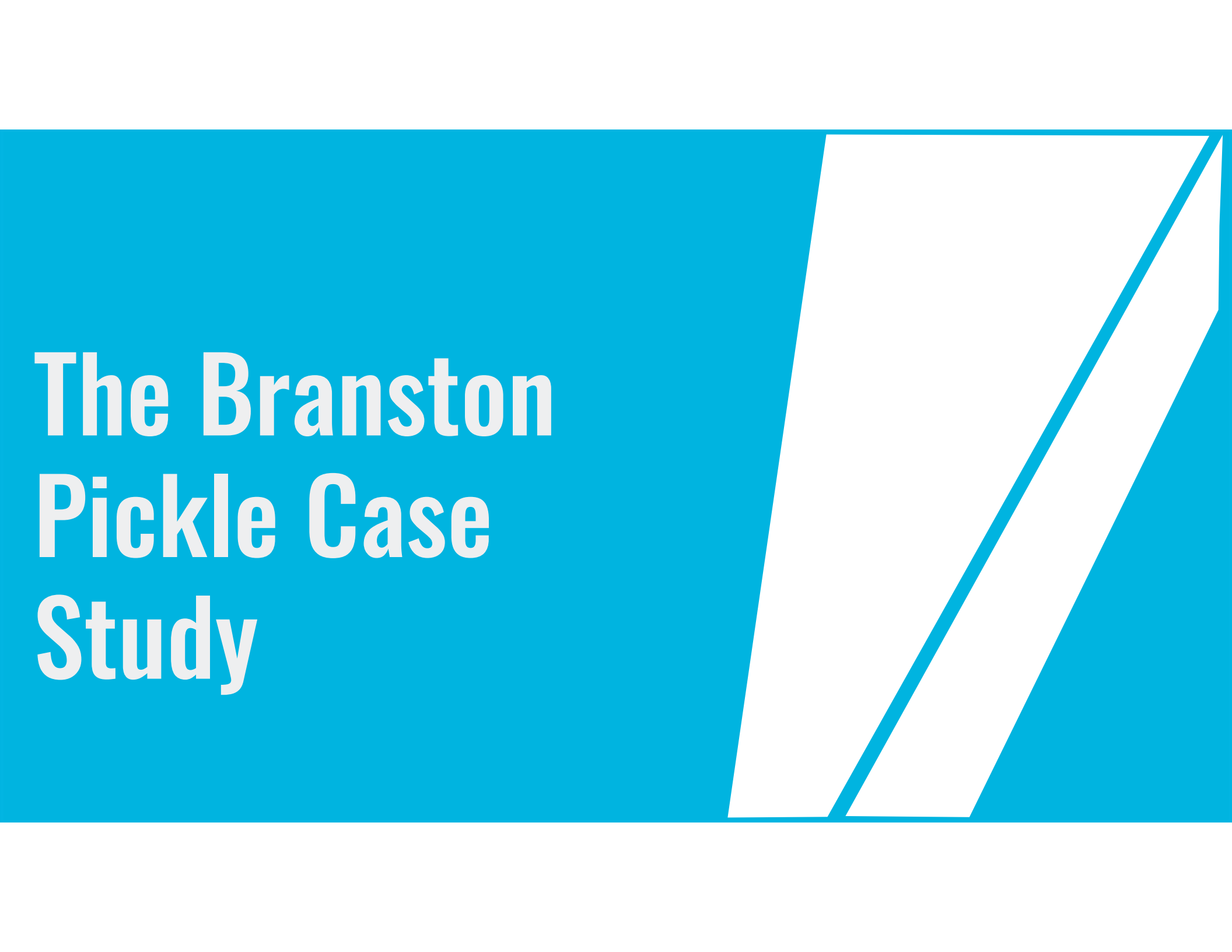
WHO: think Spotify is a music streaming platform designed for the youth

TO: Reconsider Spotify as a song library for all music listeners, including them

BY: Showing that Spotify allows them to reconnect with good times no matter how much the world may have changed






The Branston Pickle Case Study



BRANSTON PICKLE: A FORGOTTEN ICON

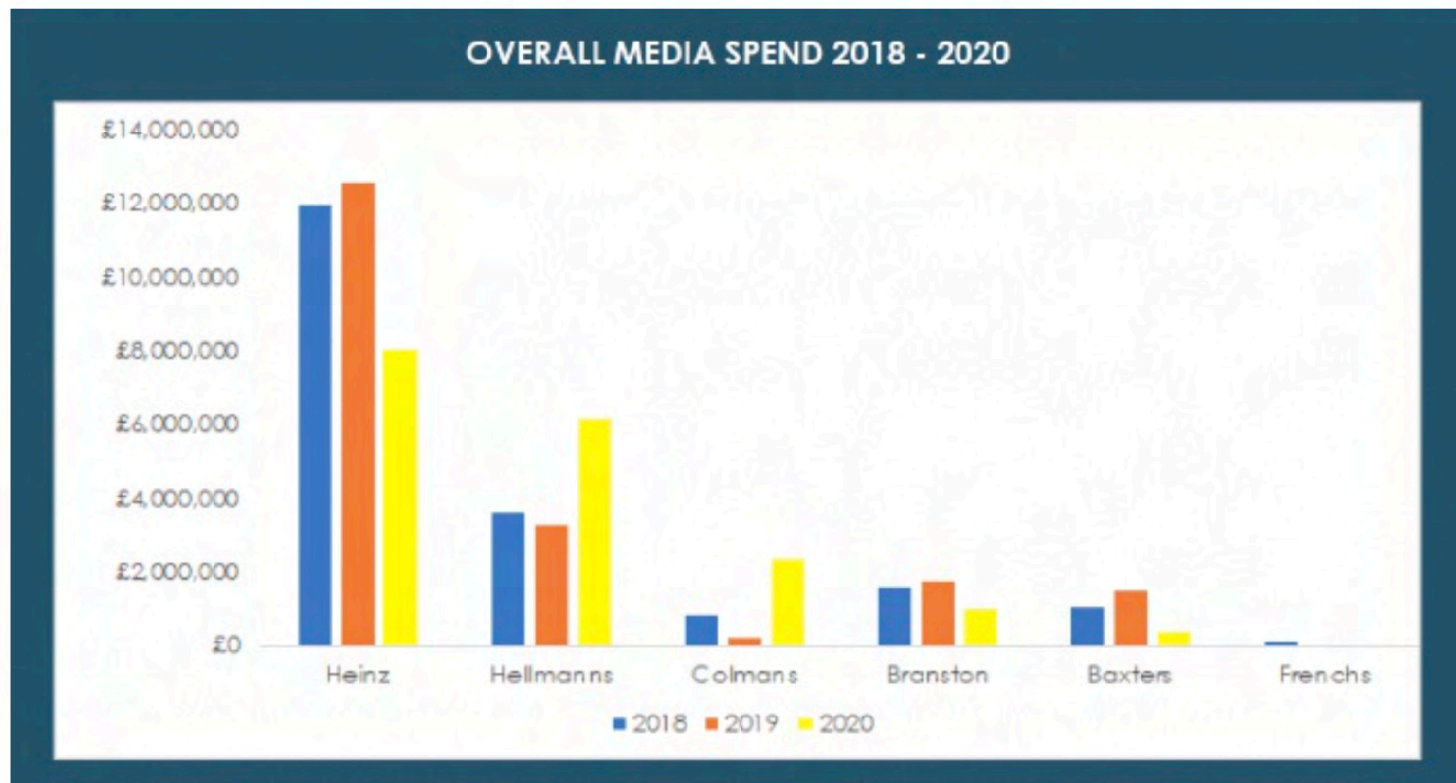


42	 BRAND Branston ▲ 66% The 42nd most popular and the 63rd most famous food & snack brand
43	 BRAND Müller ▲ 66% The 43rd most popular and the 21st most famous food & snack brand
44	 BRAND Tic Tac ▲ 65% The 44th most popular and the 31st most famous food & snack brand

Outdated & Old-Fashioned

Qualitative research confirmed lapsed buyers⁶ hadn't rejected the product on grounds of taste – people had fond memories of it - they had simply forgotten it.

OUTSPENT & STRUGGLING FOR SALIENCE



PREVIOUS CAMPAIGNS WERE INCONSISTENT & PRODUCT FOCUSED



These campaigns sought to modernise and grow the appeal of Branston in different ways. But creatively and strategically, Branston's advertising had been inconsistent and overly focused on product and usage occasions.

Consequently, it had failed to reverse Branston's long-term decline in both salience and sales.

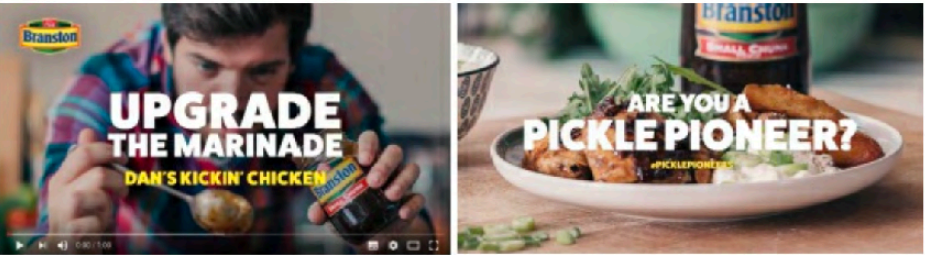
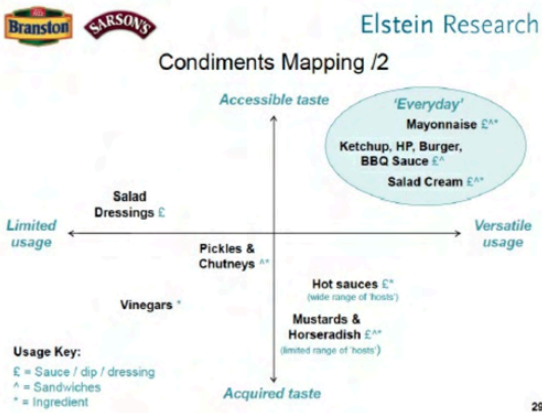
Reactivating old memory structures can be more powerful than inventing new ones

Sandwiches account for 65% of Branston usage occasions.¹² More specifically, cheese, ham, and cheese & ham sandwiches. But that's just 3% of all sandwich occasions to unlock¹³.

By comparison, mayonnaise, Ketchup and other condiments are seen as versatile and more 'everyday' than Branston¹⁴.

While Branston was seen as having limited usage, other condiments were "high volume, in constant use, staples, standards, essentials."¹⁵

It was tempting to turn Branston's existing stream of social content demonstrating its versatility and usage beyond sandwiches and cheeseboards into a bigger campaign.



This content had been successful with Branston loyalists, and strategic approaches to broaden product usage had been successful for brands like Baileys.¹⁶

But we didn't think a platform built on versatility was true to the product, nor would it provide a big enough emotional and cultural hook to really revitalise Branston.

Sometimes the most powerful USP isn't rooted in the product

Source: WARC Case Study

Why We Love Branston: A Unique Insight

Research described Branston's taste "as *'tangy', 'oomph', 'zing'... but also familiar... comforting..like comfort food.*" When asked why the product felt so familiar and comforting, it was because Branston almost universally reminds people of home and childhood. ¹⁹

Branston was described as "*traditional, homely... a bit nostalgic – something passed down*" ²⁰

This comforting connection to home, family and childhood was reflected in 1000's of conversations online. ²¹



Revealingly, rather than view Branston as stuck in the past or old-fashioned, these 'lapsed, latent lovers' used more positive terms: "*established, reliable, trusted, familiar...defined by its tradition and longevity, seen as 'classic' and 'old school.'*" ²²

A FORGOTTEN ICON > AN EMOTIONAL THROWBACK





Hit of Home Hampers

To amplify our campaign beyond TV, we created hampers to purchase or give away in a competition to those in need of home comforts that Christmas, when lockdown meant many couldn't be with their families.

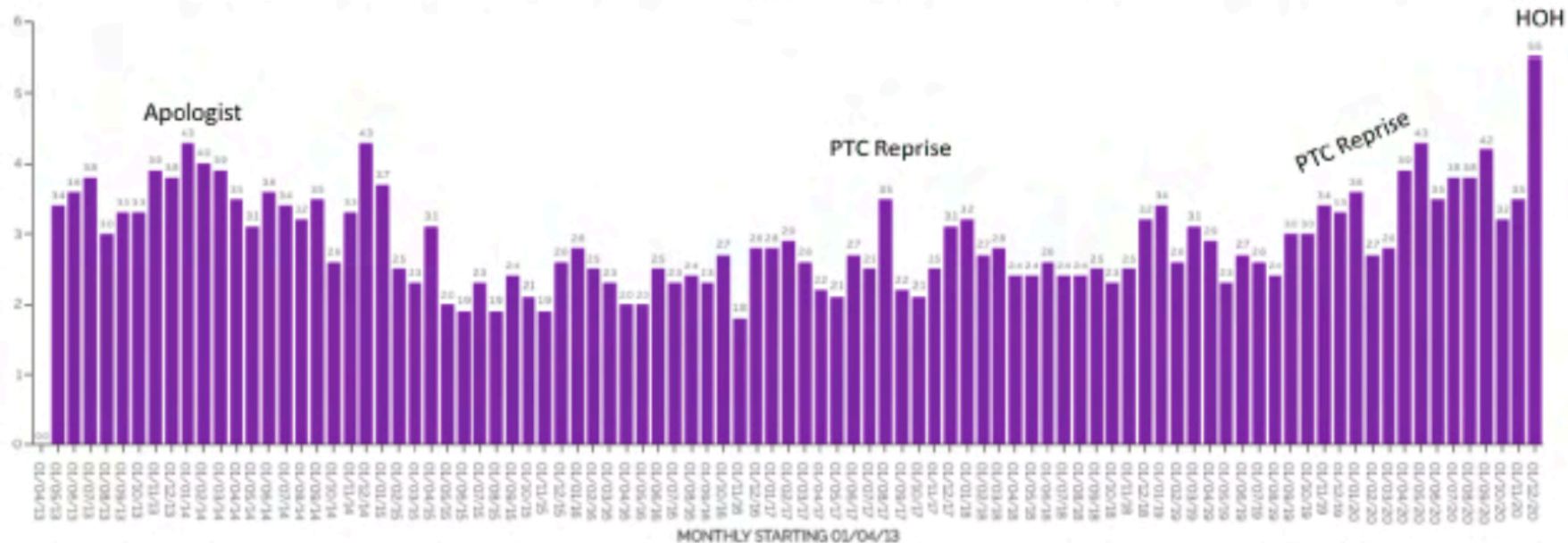
The hampers included a comforting onesie, warming socks, cheeseboard and, of course, a jar of Branston.



Highest ever levels of word of mouth

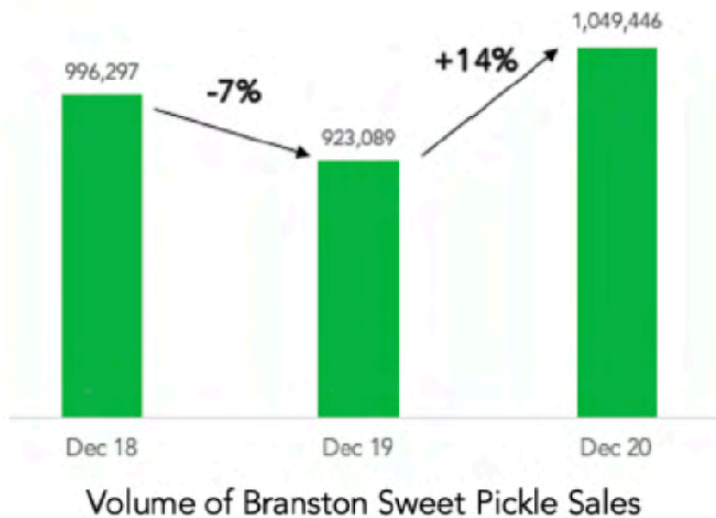


Which of the following food or drink brands have you talked about with friends and family in the PAST TWO WEEKS (whether in-person, online, or through social media)?




Sales Impact

In December 2020, Branston sold over 3 million jars of pickle, equating to £3.6 million value sales revenue. This was the highest recorded number of value sales since they joined their new measurement company in April 2018. It marked a 50% month-on-month (November-December 2020) uplift and an 11% yoy value sales uplift. What's more we reversed the 7% volume decline of the previous year, 2018- 2019, to a 14% uplift in December 2020.

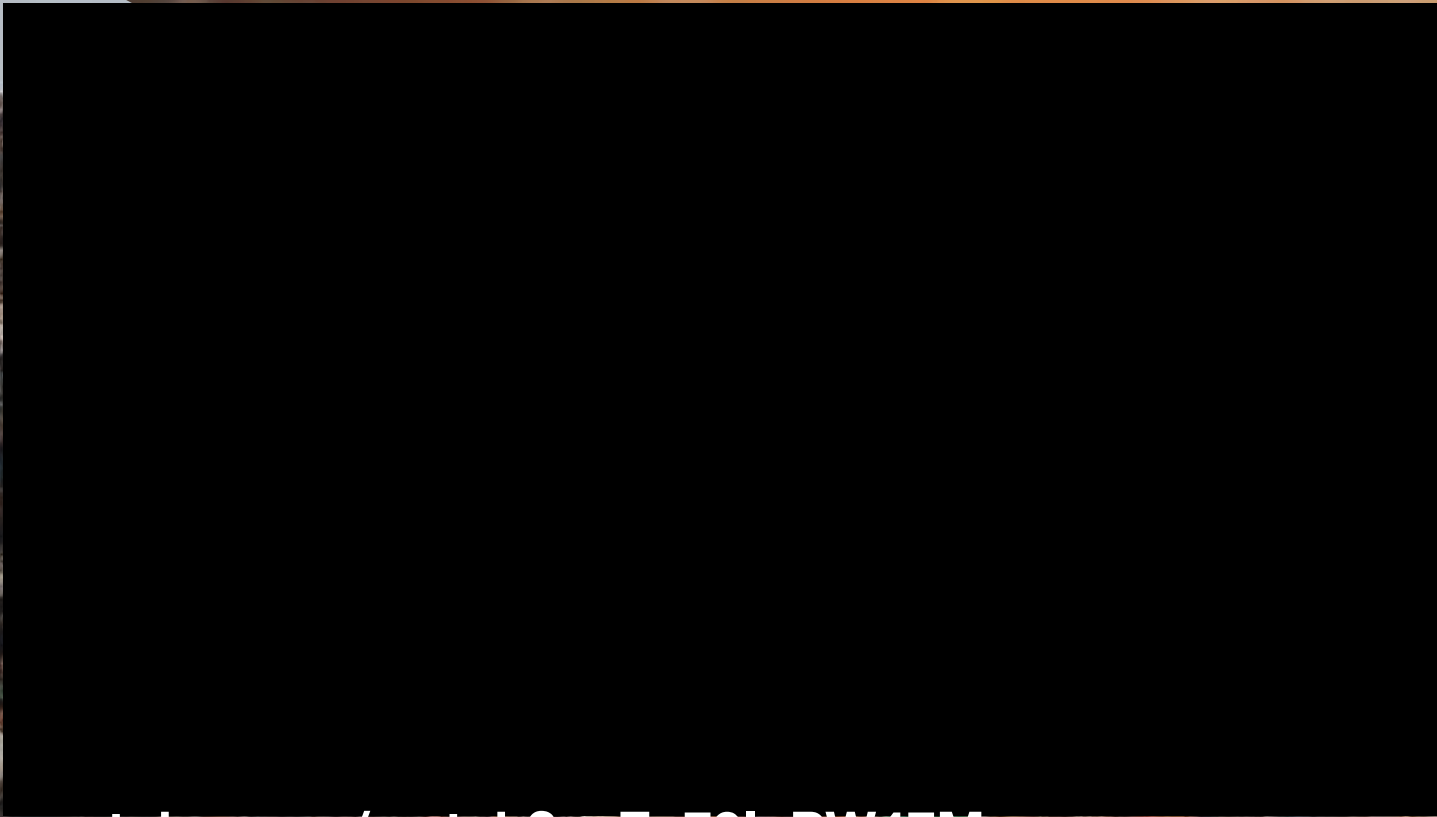


The campaign finished on 22nd December, but the long-tail helped drive an 18% yoy volume uplift and a 20% yoy value sales uplift in January.

Video Examples

The image features a solid blue background. On the right side, there is a white diagonal stripe that runs from the top right corner towards the bottom left, creating a sense of depth and movement. The stripe is bordered by thin blue lines, giving it a three-dimensional appearance as if it were a piece of paper or a ribbon.

Febreze



<https://www.youtube.com/watch?v=Ea79lcPW47M>

GeniusSteals.co



Febreze

what's the proposition?

Febreze: breathe happy

proposition FROM THE BRIEF

With Febreze, all you'll notice is the freshness/scent....so you will breathe happy no matter

style:
pure messaging



Febreze

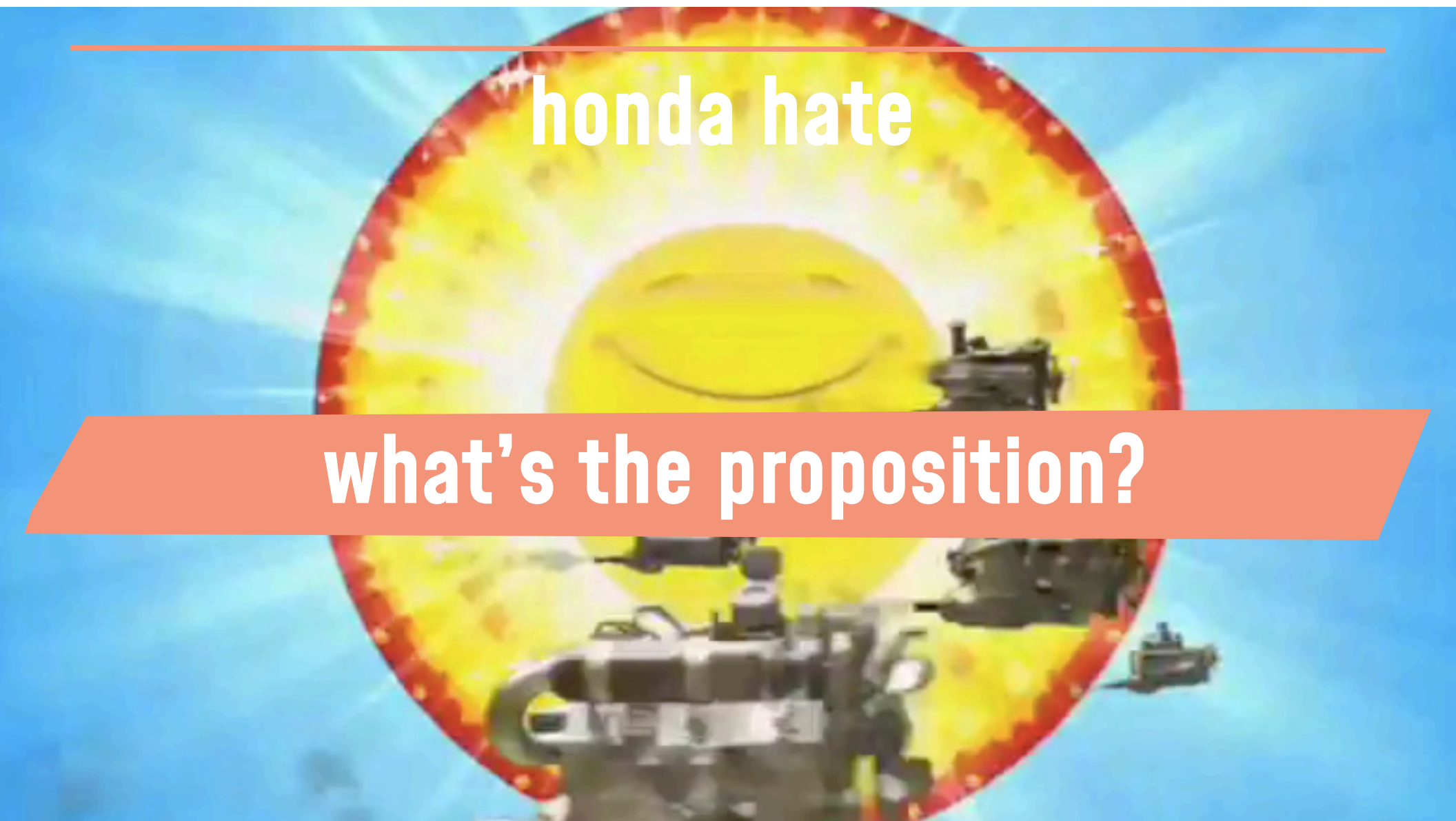
BREATHE HAPPY



https://www.youtube.com/watch?v=63dl_IIPM7k

honda hate

what's the proposition?





honda hate

THE PROPOSITION

positive hate
(why hate doesn't always suck)

STYLE

tension

Creative brief

Background

Honda have realised the growing importance of diesels in the European market, so they've finally built one., Being Honda, they decided it would have to be the best in the world. So, they got the master engine builder, Kenichi Nagahiro (the creator of the VTEC engine) to build it.

Nagahiro always hated diesels. He felt them to be smelly, slow, dirty and noisy. He decided to start with a totally blank sheet of paper and design a diesel engine that was none of these things. He invented manufacturing materials and processes like Semi-Solid casting for the aluminium engine block, intelligent combustion control and pendulum cradles. In all, Honda applied for over 100 patents for the creation of this engine. The result is a 2.2i engine that is almost vibration free and very quiet. It's also very powerful, delivering a long range of torque over 2000 rpm and a 0-100kph of 9.3 seconds, with very low emissions. It already conforms to strict 2004 legislation. It is just like a petrol engine, in fact.

It seems that Nagahiro's dream for the best diesel engine in the world has come true. The journalists in the trade press are in love with this new diesel from Honda, and praise it for the revolutionary engine it is.

Audience

People considering a diesel. The corporate audience is particularly important; diesels do well as company cars. However, this campaign is aimed at everyone who has ever been sceptical about diesel engines (see mood board) and, moreover, everyone who doesn't know just how revolutionary Honda is in its engine production.

Business challenge

To generate interest in Honda's new diesel engine, whilst further building the brand.

Creative challenge

To dramatise the fact that this is a diesel engine from the company that hated diesel engines. Honda used this hatred positively.

Support

Kenichi Nagahiro hated diesels so much that he only agreed to make one if he could start from scratch. It's like when you see people bringing down symbols of hatred, like The Berlin Wall or Saddam statues. Like Kenichi, they used their hatred positively; to change things.



<https://www.youtube.com/watch?v=EIGrM8AwUHc>

skoda

what's the proposition?

skoda MAKES HAPPY DRIVERS

THE PROPOSITION

beautifully made cars

STYLE

classic advertising

The new Fabia. Full of lovely stuff.

Škoda Fabia. The new Fabia. Full of lovely stuff.





[https://www.youtube.com/watch?v= ve4M4UsJQo](https://www.youtube.com/watch?v=ve4M4UsJQo)

A mechanical contraption is set up on a wooden floor. It features a red hydraulic jack on the right, a black ring on the floor on the left, and a thin black rod that curves upwards and connects to a complex metal assembly. The background is a white wall with decorative molding.

cog

what's the proposition?

BONUS: CREATIVE LINE

'Isn't it great when things just work?'



messages aren't always key

THE PROPOSITION

To create the feeling you get when you open the drawer on a really expensive compact disc player

STYLE

feeling



https://www.youtube.com/watch?v=0_bx8bnCoiU

A street scene in San Francisco, likely during a festival or celebration. The street is covered in a dense layer of colorful balloons in various colors including red, yellow, blue, green, and purple. The balloons are scattered across the pavement and are also visible in the air, suggesting they have just been released. In the background, there are multi-story buildings, utility poles with power lines, and a clear blue sky. A red car is partially visible on the right side of the street. The overall atmosphere is festive and celebratory.

sony bravia: balls

what's the proposition?

A vibrant street scene filled with colorful balloons in shades of red, yellow, blue, and green. The balloons are scattered across the street and around parked cars, including a prominent red car in the foreground. The background shows a clear blue sky, utility poles with power lines, and buildings. The overall atmosphere is festive and bright.

sony bravia balls

THE PROPOSITION

**“Sony Bravia Brings Incredible
Colour Into Your Life”**

STYLE

question/challenge

Additional Examples



Propositions

Which one is better?

**Heinz makes everyday
food so much more
exciting**



**Heinz is a good compliment
to your food that adds
great flavor**

Heinz

makes
everyday
food so much
more
exciting



#BallsyBrands

Adapted from Doug Kessler, Rob Campbell & Arjan Kapteijns

Propositions

Which one is better?

Tonka toys are indestructible

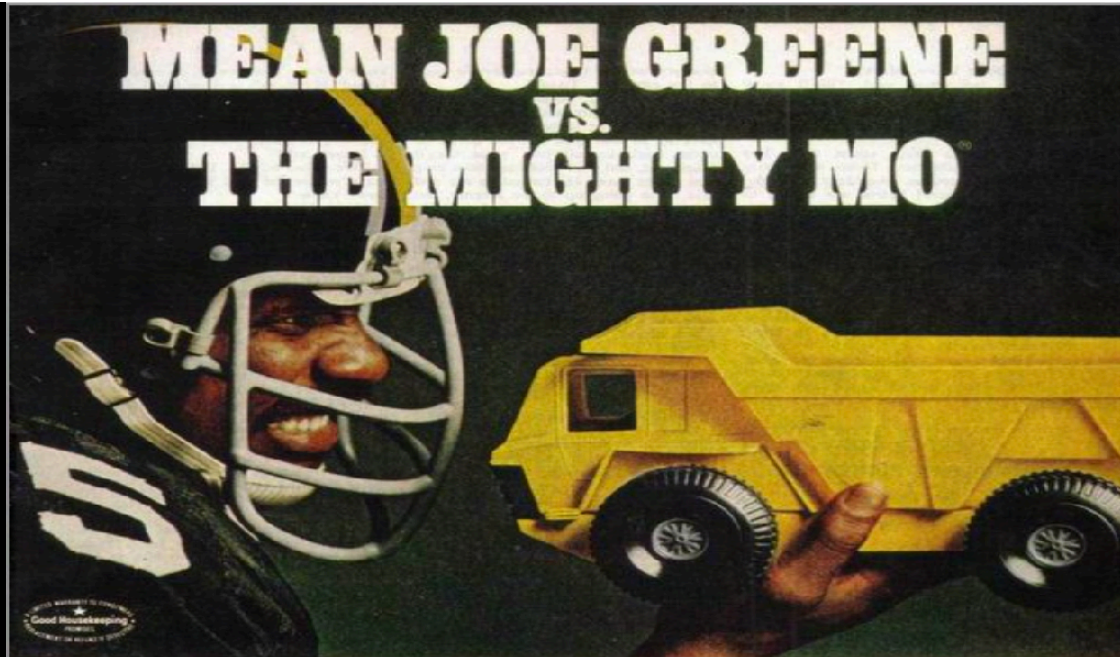


Tonka toys last a long time

#BallsyBrands

Tonka toys

Are
indestructible



We put Mean Joe Greene, star defensive tackle of the Pittsburgh Steelers, against the Mighty Mo Dump Truck. And told him to call the plays. He dropped it. Blocked it. Pushed it. Even smashed it into a wall. But the Mighty Mo took it all and kept right on trucking—right down a flight of stairs. That's because it's made of durable polypropylene, tough enough to take the roughest punishment, yet safe for your child and your furniture. And its unique flywheel motor operates without batteries, so just one push sends it on its way. The Mighty Mo. Built for the one person who's as tough on a toy as Mean Joe Greene: your own kid.

Win a trip to The Super Bowl compliments of Mean Joe Greene. Enter the Mighty Mo Sweepstakes and you and your family (up to 5 persons) can win an expense paid trip to the Super Bowl. First prize includes round trip air travel, hotel accommodations, 5 tickets to the Super Bowl, plus \$500 expense money. Or \$2,500 cash. Hundreds of other prizes include color television sets, portable radios, camera outfits and footballs. Details and entry blanks are available at participating toy stores. No purchase necessary.



THE MIGHTY MO
TOUGHER THAN MEAN

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Propositions

Which one is better?

**Lego stimulates your
child's left brain**



**Lego allows your children
to be creative**

#BallsyBrands

Lego

Fuels a child's
imagination



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Thanks!

