

POWERFUL PROPOSITIONS

GENIUS/STEALS

**What is
a proposition?**



WHAT IS A POWERFUL PROPOSITION?

THE IDEA BEHIND THE IDEA

key selling proposition // unique selling proposition
single minded proposition // emotional selling proposition
key message // one memorable thing // tension
// the one essential truth // the promise //
the single most important thing

WHAT IS A POWERFUL PROPOSITION?

Typically, this sentence **combines or results from the five essential ingredients of the creative brief**

Communications objective

Product benefits

Insight

Brand Personality/Character

Target audience

BRAND PROP VS CREATIVE PROP

Brand Proposition

What does the brand promise? What problem are we solving?

Written by: the client / product manager

Written for: the agency partners

Creative Proposition

What is the one thing that the ad needs to communicate?

Written by: the agency strategist / planner

Written for: the creative team

BRAND PROP VS CREATIVE PROP

Let's look at the difference between how the two come to life

Brand Proposition

What does the brand promise? What problem are we solving?

SNICKERS® brand handles your hunger so you can handle, well, anything.

Creative Proposition

What is the one thing that the ad needs to communicate?

You're not you when you're hungry

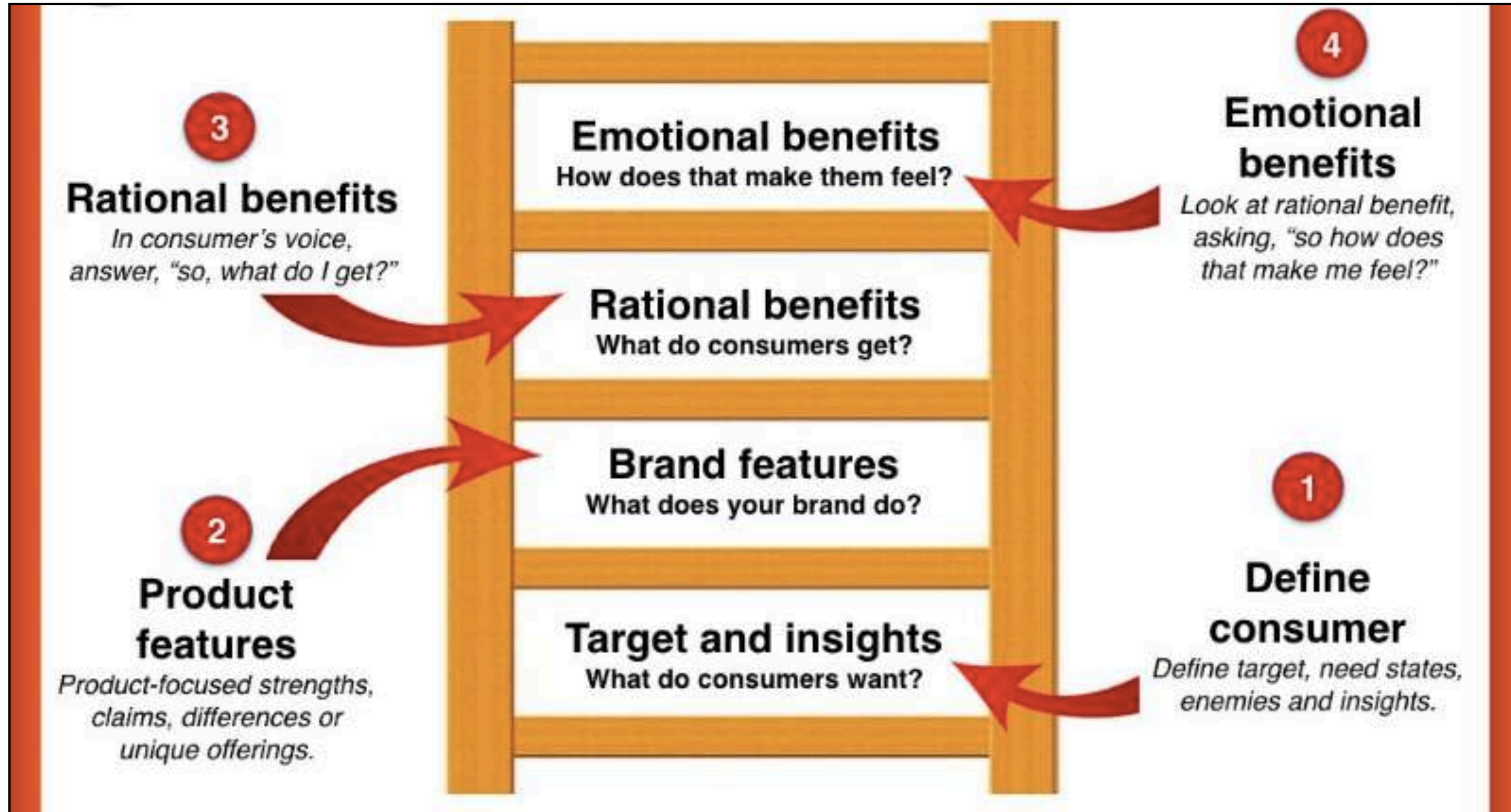
SNICKERS

THE KEY THING IS FOCUS

ONE BRIEF = ONE SINGLE THING

((***one thing*** about the *brand* or the *consumer* or the *culture*))

IN CLASSIC PLANNING, YOU MIGHT START HERE...



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





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

BUT IT'S A CREATIVE ACT

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.

**“Single most persuasive
idea we can convey”**

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

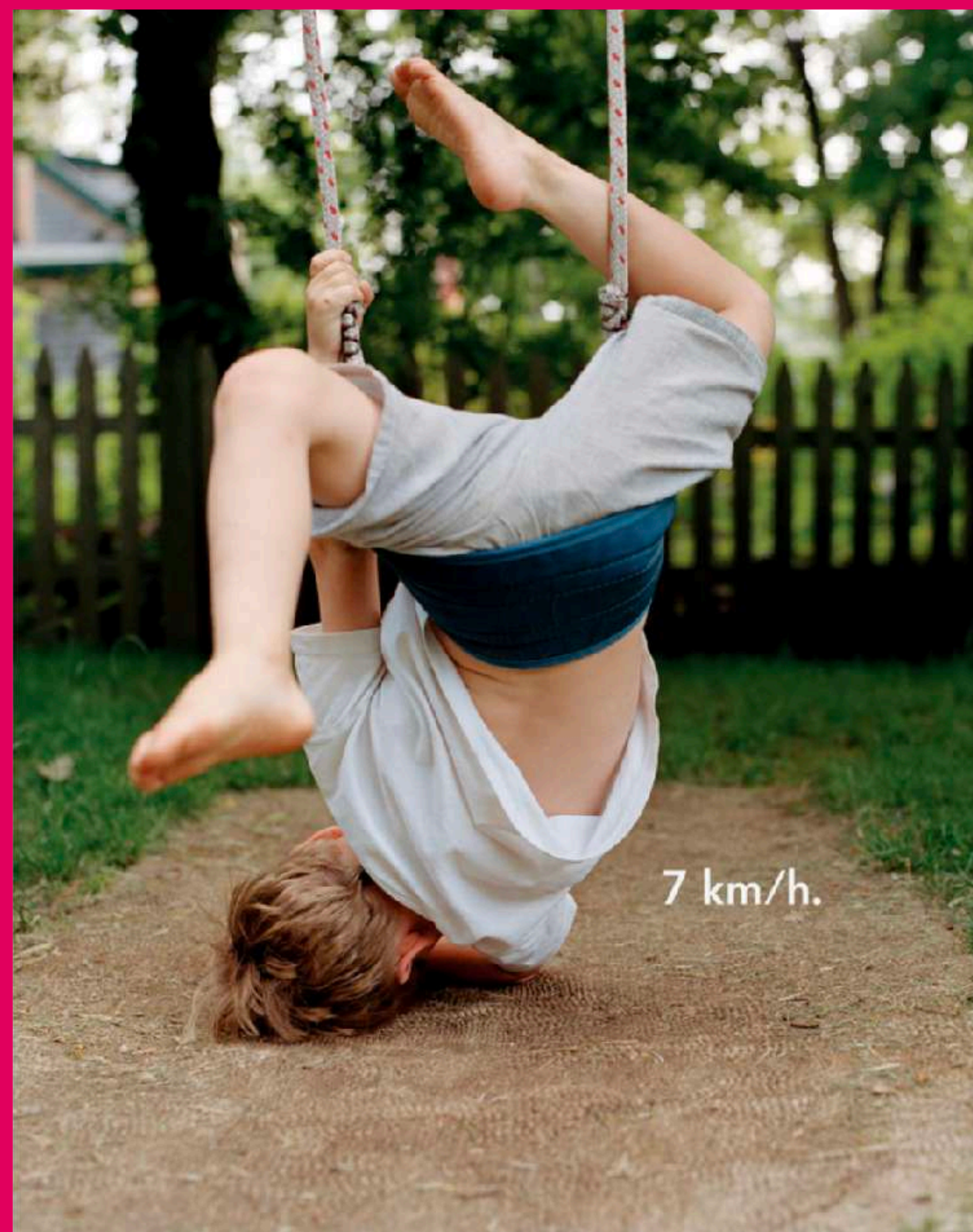
SWISS ARMY KNIFE

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



VOLKSWAGEN

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



7 km/h.

Drive carefully.



Source: Edward Boches

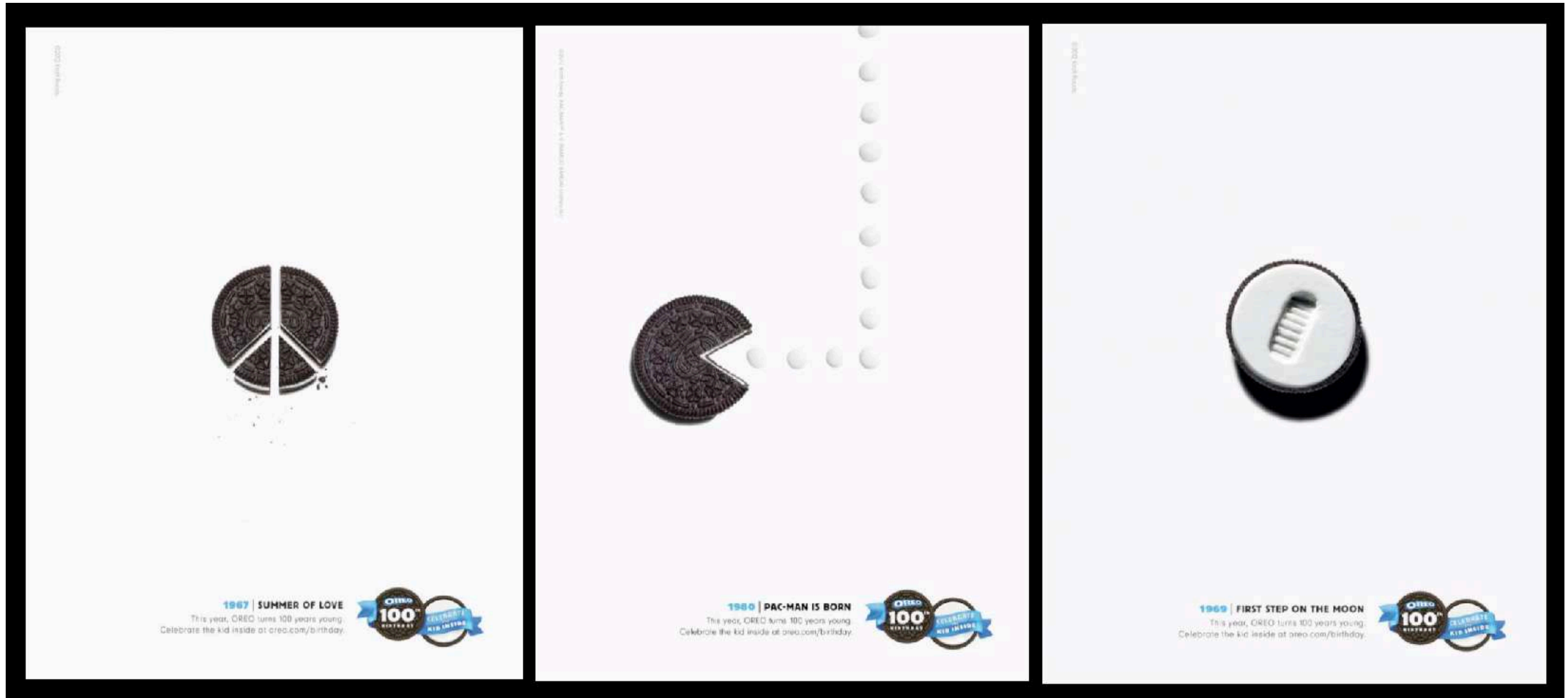
CHARMIN



Charmin makes your
bathroom experience
more comfortable

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

OREO



Weetabix can be enjoyed any which way

WEETABIX



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



'Any-Which-Way-a-Bix'

"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"

**What are some
ways in?**



WHEN PROPS BECOME CONSUMER-FACING

Just do it. (*Consumer*)

We're #2. We try harder. (*Competitive*)

When it absolutely positively has to be there overnight. (*Benefit*)

The milk chocolate that melts in your mouth, not in your hand. (*Benefit*)

A diamond is forever. (*Culture*)

A FEW WAYS IN...

- Summarize your brief in a sentence
- Combine a truth about the company with a human insight
- Write in short words with active verbs
- Surprise people; Write something unexpected
- Get / To / By

GET / TO / BY : EXPLAINED

“Get” is all about who you are trying to win over. “Get... your target audience”.

“To” is all about your business objective, what are you trying to do? “To do what... to commercially impact our brand”.

“By” is all about your marketing objectives. What mindset shift do you want to create from your communication. How do you want to change people’s feelings and thoughts about your brand? This is about getting people to purchase your brand by telling them something that seduces and persuades them.

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



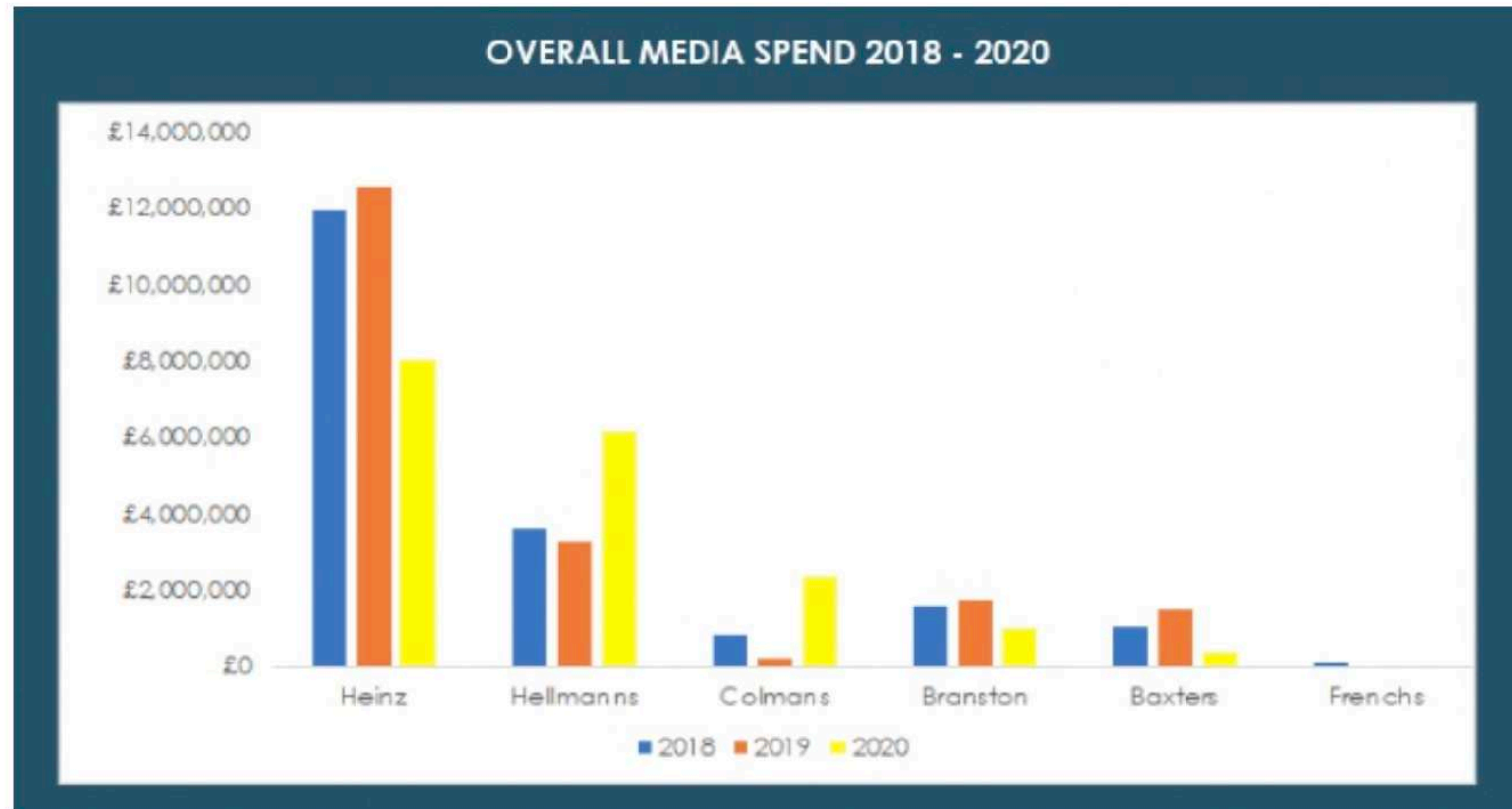
BRANSTON PICKLE: A FORGOTTEN ICON



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.

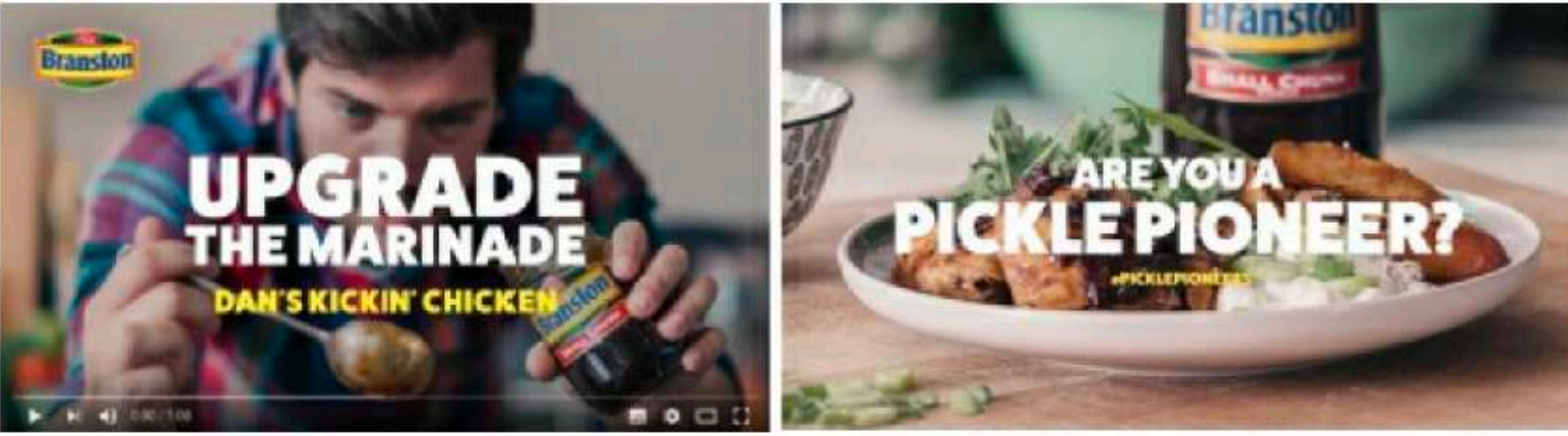
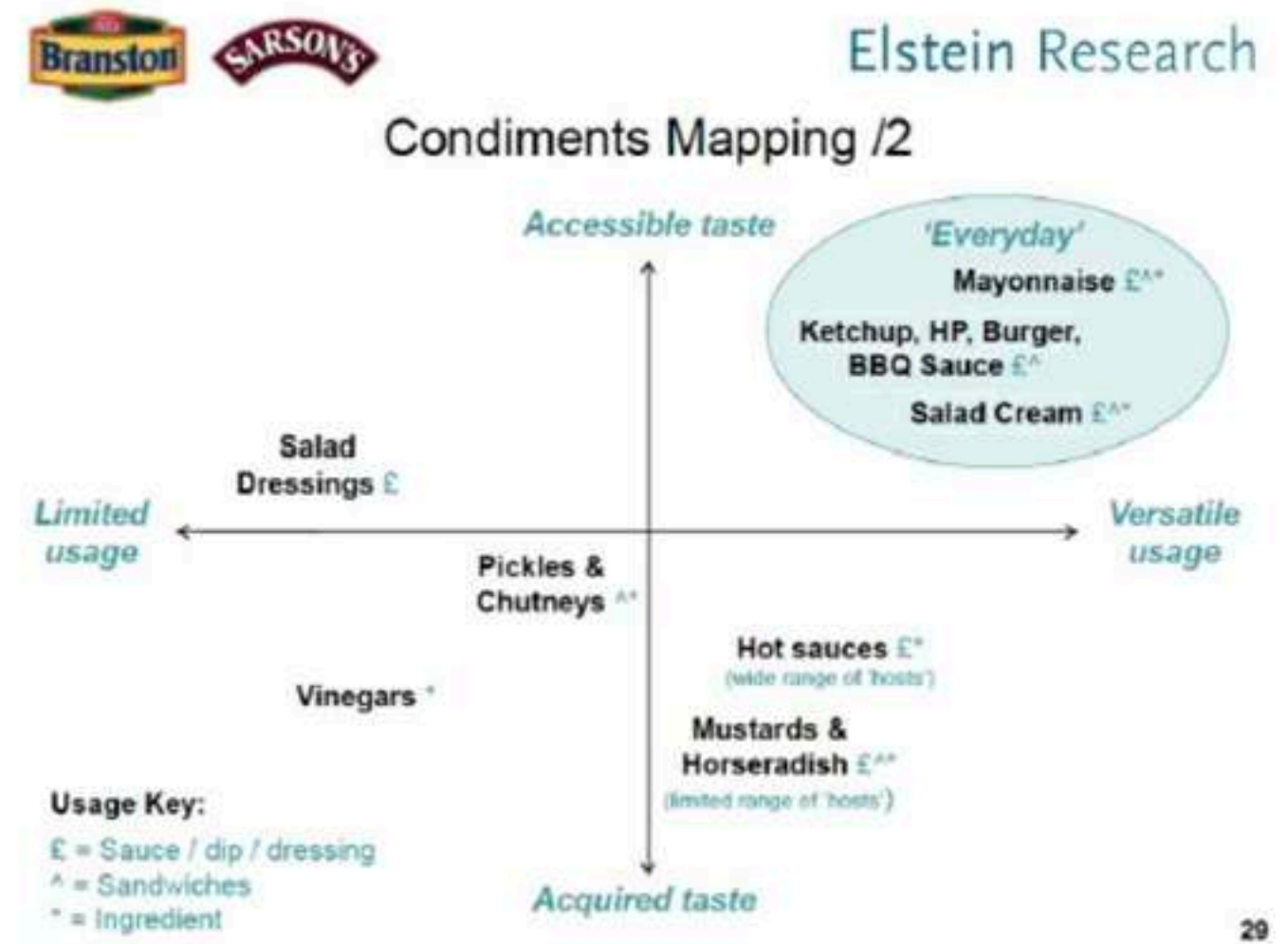
Reactivating old memory structures can be more powerful than inventing new ones

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.

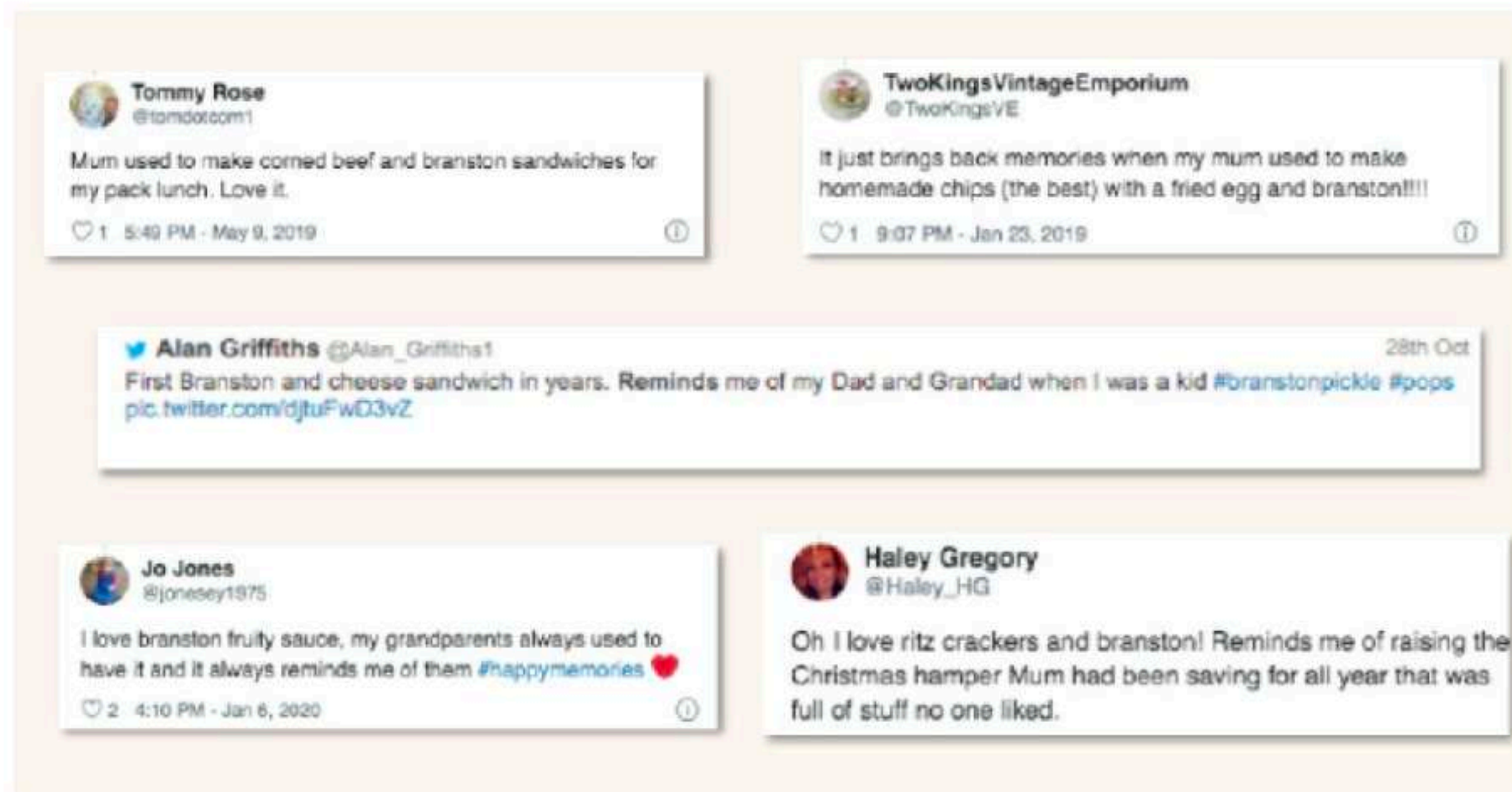
Sometimes the most powerful USP isn't rooted in the product

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.

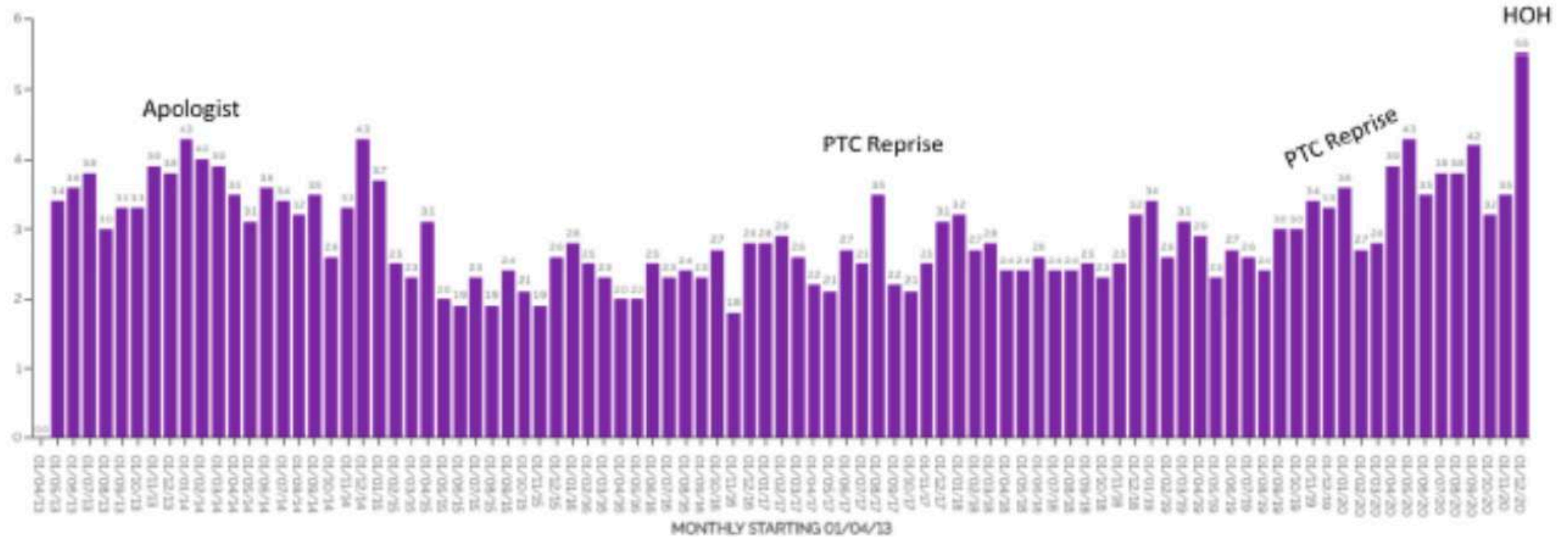
The hampers included a comforting onesie, warming socks, cheeseboard and, of course, a jar of Branston.



Highest ever levels of word of mouth

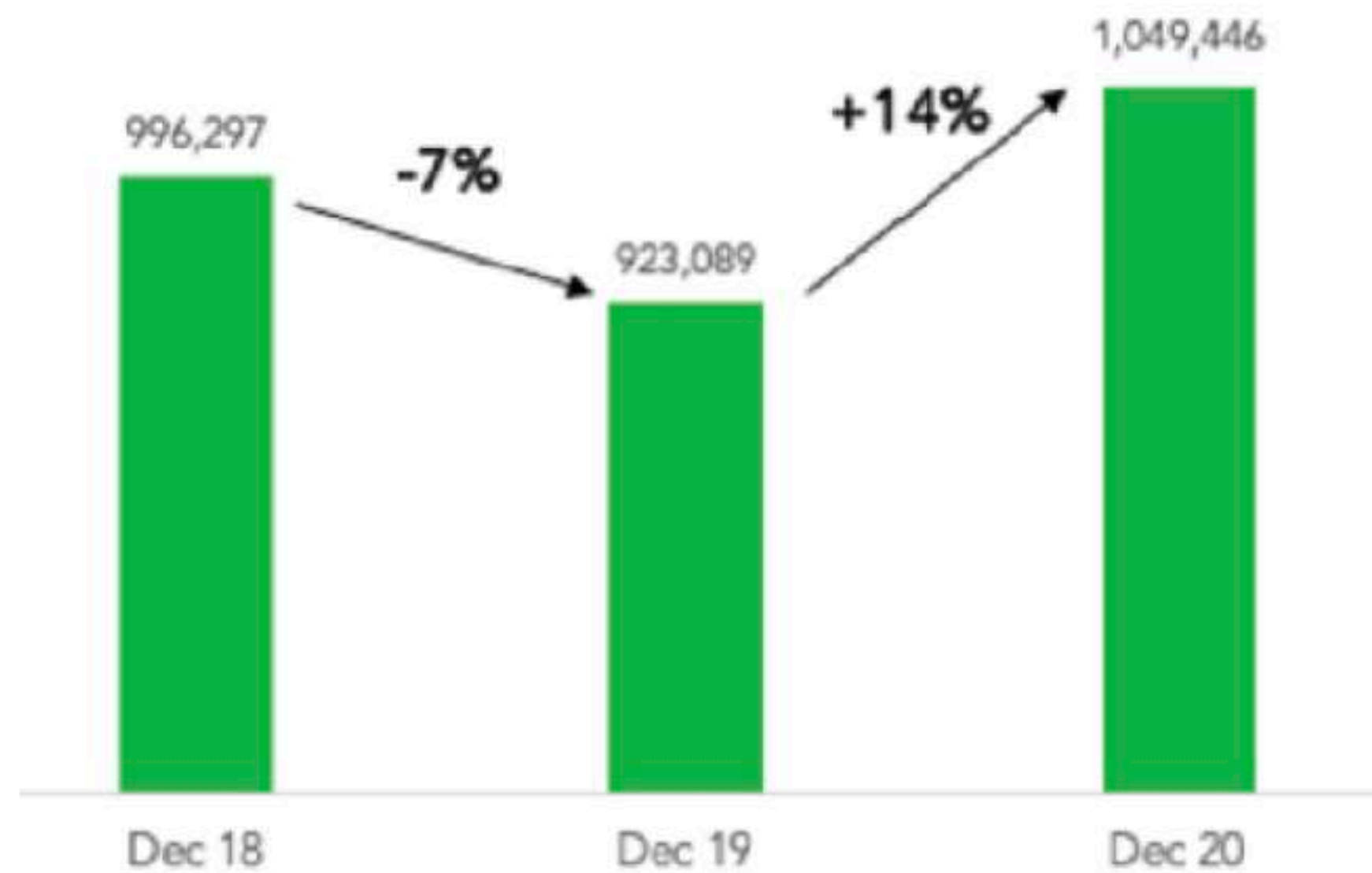


Which of the following food or drink brands have you talked about with friends and family in the PAST TWO WEEKS (whether in-person, online, or through social media)?



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.



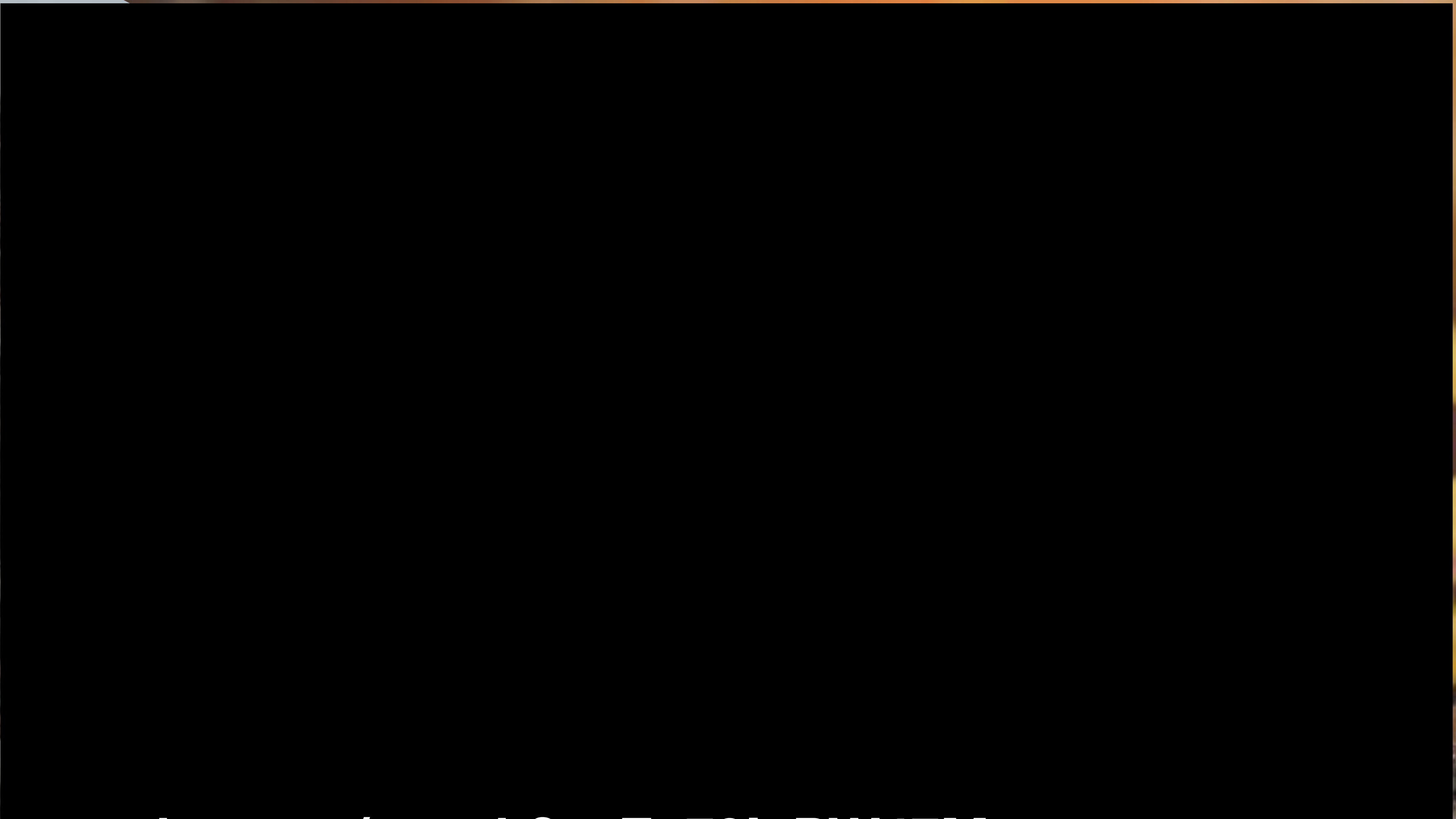
Volume of Branston Sweet Pickle Sales

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



Febreze



<https://www.youtube.com/watch?v=Ea79IcPW47M>



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.

Skoda. Making factories happy drivers





<https://www.youtube.com/watch?v=ve4M4UsJQo>

A mechanical contraption is shown in a room with a white door. A red hydraulic jack is on the floor to the right. A black ring is on the floor to the left. A thin black rod is connected to a door handle and extends across the room. The word 'cog' is written in white text above the rod.

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 with colorful balloons scattered on the ground and in the air, with buildings and utility poles in the background. The balloons are in various colors like red, blue, yellow, and green. The scene is captured from a low angle, looking down the street. There are utility poles and wires overhead. Buildings are visible on both sides of the street. The sky is clear and blue. 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, green, and blue. The balloons are scattered across the street and around parked cars. In the background, there are buildings, utility poles with power lines, and a clear blue sky. The overall atmosphere is festive and celebratory.

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



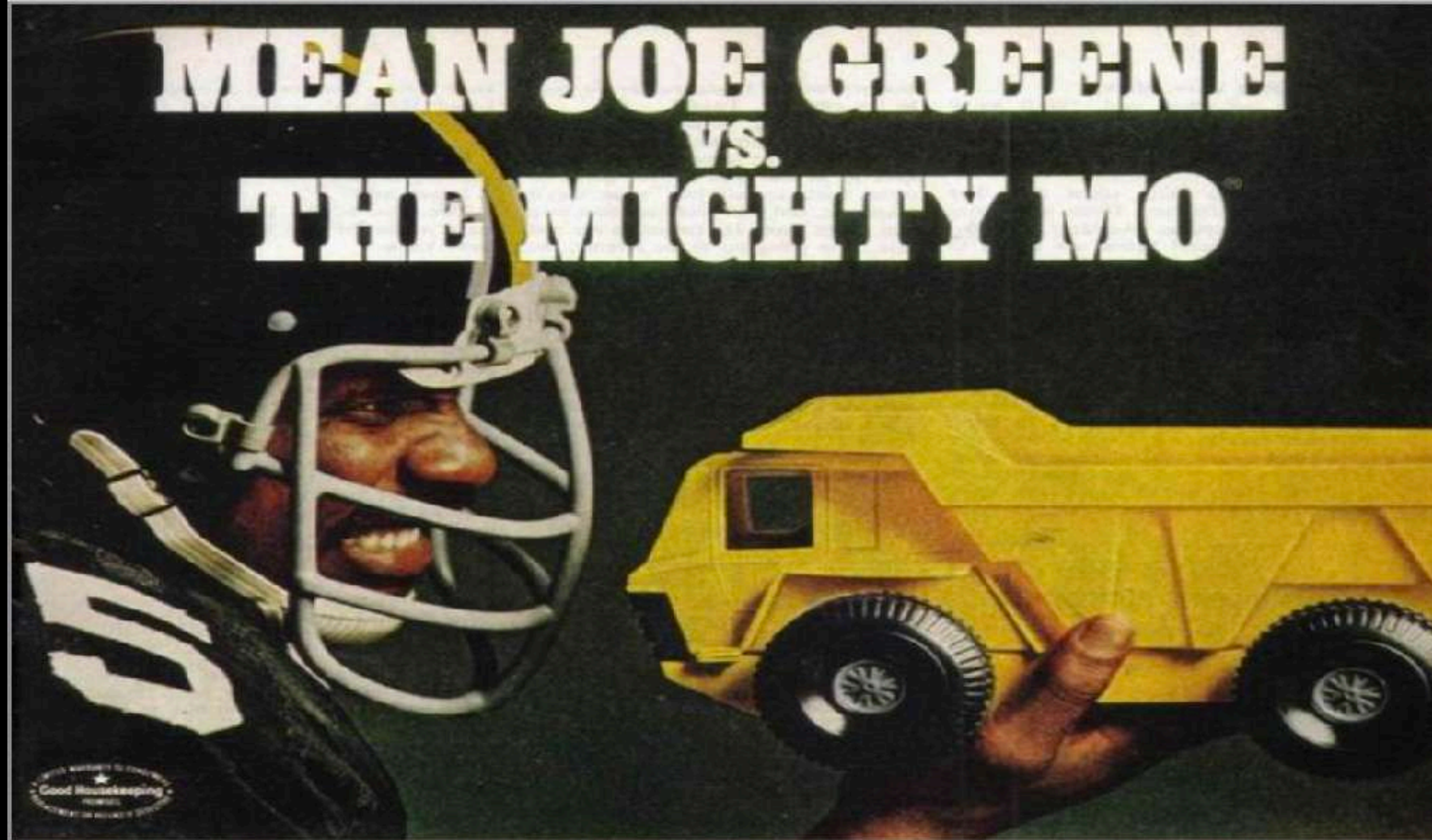
Propositions
Which one is better?

Tonka toys are indestructible



Tonka toys last a long time

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

Propositions
Which one is better?

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



**Lego allows your children
to be creative**

Lego

Fuels a child's
imagination



Replicating & Evaluating



THE ICEBREAKER

First, give participants 30 seconds to pick an item of furniture that they're familiar with.

Then, give participants 4-5 minutes to describe this item to someone who has never seen or experienced it before. They won't be able to share any visuals, instead they only have their words. Acknowledge that for some people this will feel like an especially long amount of time, while others may find that they could keep writing long after the buzzer goes off.

After that writing block, ask participants to sum up their chosen item in a single sentence. This could be their favorite sentence from what they've written, or it might be a culmination of the paragraph/stream of consciousness style writing.

As a large group, share what you picked and your one sentence description. You may choose to discuss what descriptions were more memorable and why, or ask participants to share why they think this was the starting activity of the day.

Now that you know propositions can go by many names, and now that you've seen some examples of how they come to life, it's time to practice. We'll use the following workspace to think through propositions.

NOW WHAT?

1. Pick a brand:
 spend no more than 2 minutes deciding; it should be one you are familiar with

- Coca Cola
- Nike
- Apple
- Google
- McDonalds
- BMW
- Facebook
- Pampers
- Nintendo
- Lego

2. Write your first draft:
 spend 5-8 minutes on this

GET -
 (target consumer and their barrier)

TO -
 (desired mindset or behavior)

BY -
 (message/action the brand can communicate)

3. Now, you're going to re-write your Get / To / By from another perspective -- at least two more times

Re-write your GET / TO / BY as if it were articulated from a celebrity. You can pick your own, or choose from our suggestions below.

- Kanye West
- Katie Perry
- Kylie Jenner
- Roger Federer
- Ellen Degeneres
- Billie Eilish
- Gordon Ramsay
- Ryan Reynolds
- A country leader (Queen of England, Prime Minister, President etc)
- A talk show host (Graham Norton, Jimmy Fallon, Steven Colbert, Oprah, etc)

3A. Write your next version:
 spend 5 minutes on this

CELEBRITY VOICE -

GET - **TO-** **BY-**

3B. Write your next version:
 spend 5 minutes on this

PICK A NEW CELEBRITY VOICE -

GET - **TO-** **BY-**

Remember:

- Direct AND Inspire
- Focus on ONE Thing
- Tension is good (but it's not the only way)
- You can also think about the product benefit, associations
- Consider the problem to be solved
- Have fun, give yourself permission to play

NOW WHAT?

Remember, when you're running this for your team, you may opt to choose other celebrity voices that are more on brand.

Consider what celebrity would represent your brand.

Who would be their celebrity best friend?

Their celebrity mom?

Who would be the talk show host you'd be most excited to see talking about your brand?

Etc

EVALUATING PROPS

“I think a good single-minded proposition is imbued with some sort of energy. It’s loaded language. It’s provocative and evocative.”
- Creative Director

Three questions to consider:

1. Is your proposition more than marketing speak?
2. Is your proposition energetic?
3. Is your proposition evocative?

EVALUATING PROPS

“A good single-minded proposition immediately clarifies AND elevates. It works as a jumping off point. Creatives start riffing. Everyone puts their lens on it and they begin to see how it can be a campaign.”

- Chief Creative Officer

Three questions to consider:

1. Does your proposition provide stimulus for jumping off?
2. Does your proposition include a verb?
3. Does it clarify or convolute what you're trying to do?

EVALUATING PROPS

“A good single minded proposition takes a 12-lane highway down to a one-lane road”
- Group Creative Director

Three questions to consider:

1. Does your proposition act as a summary of the creative brief?
2. Does your proposition imbue the brand personality?
3. Does it give consumers a reason to enter a relationship with you? (Then, try the Socratic method: Why is THAT important to you? Why is THAT important to you? Etc)

“Look to comedy. Comedy is truth and that’s what a good single-minded proposition achieves. The reason you laugh is because you’ve never heard it that way before. The joke is an insight about human nature.”

- Group Creative Director

EVALUATING PROPS

Three questions to consider:

1. Is your proposition memorable?
2. Does your proposition evoke a feeling of “I’ve never heard it said like that before?”
3. What emotions does your proposition evoke?

ASKING THE RIGHT QUESTIONS

When you're evaluating, you might start the questions with **IS**
(**EX:** Is this proposition memorable?)

But when you're discussing, you should reframe/start with **HOW**
(**EX:** How is this proposition memorable?)

Thanks!

