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## CREATIVE ADVERTISING STRATEGIES: IMPROVING CAMPAIGN EFFECTIVENESS THROUGH SCAMPER, BRAINSTORMING AND LATERAL THINKING

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**Abstract:** This scientific article addresses creative methods in Advertising, highlighting the importance of techniques such as Brainstorming, SCAMPER and Lateral Thinking in developing effective campaigns. The research emphasizes the creation of impactful slogans, guided by the target audience and specific campaign objectives, exploring the relationship between tone of voice and emotional, rational, moral and social appeals in advertising writing. Additionally, the article analyzes successful campaigns such as Dove's "Real Beauty" and American Express's "Small Business Saturday," illustrating how creative choices can be effectively applied to engage audiences. Additionally, the differences between sketches, scripts and storyboards in the preparation of audiovisual advertising materials are discussed, with practical examples of each format. The article also explores diverse creative executions across media such as social, television and print, exemplified by Coca-Cola's "Share a Coke" campaign. This investigation provides valuable insights for professionals and students seeking to improve their skills in creating effective and emotionally resonant advertising.

**Keywords:** Advertising and Marketing, Creative Methods, Brainstorming, SCAMPER, Lateral Thinking, Advertising Writing, Tone of Voice, Emotional and Rational Appeals, Successful Campaigns, Media Strategies.

## ADVERTISING CREATION STRATEGIES

Different creative methods are used in advertising such as brainstorming, SCAMPER and lateral thinking. Practical examples might include iconic campaigns like Nike's "Just Do It," Apple's "Think Different," and Absolut Vodka's "Absolut Vodka."

Creativity in advertising is essential to generate memorable and effective campaigns.

Different creative methods can be employed to generate innovative ideas. I will explain three of these methods: brainstorming, SCAMPER and lateral thinking, using iconic campaigns as examples.

**Brainstorming** is one of the most common and effective methods for generating ideas in groups. The goal is to produce as many ideas as possible in a short period of time, without judgment or criticism during the initial process. This encourages free association, which can lead to innovative and out-of-the-ordinary ideas.

A practical example is Nike's campaign - "Just Do It". Nike's famous "Just Do It" campaign is an example of how a simple idea can turn into an iconic slogan. This slogan was conceived during a brainstorming session where the creators sought a phrase that captured the essence of sport and self-improvement. "Just Do It" resonates with a wide range of athletes and non-athletes, encouraging everyone to overcome procrastination and challenges.

**SCAMPER** is an acronym for seven techniques that help you think creatively about developing a new product or improving an existing one. These techniques are: **Substitute, Combine, Adapt, Modify, put to another use, Eliminate and Rearrange.**

A practical example is Apple's campaign - "Think Different", although "Think Different" may not be a direct product of the SCAMPER method, the concept behind this campaign reflects the essence of "Modify" and "Reorganize". Apple adopted the conventional concept of computers and technology, but modified and reorganized these ideas to emphasize innovation and creativity, positioning the brand as a tool for people who think differently and want to change the world.

SCAMPER is a creativity method developed by Bob Eberle that serves as a useful tool for thinking differently about an existing product or service or for innovating

and creating new products. Each letter in the SCAMPER acronym represents a different approach to stimulating innovative thinking. Below, we will explore each of these techniques with practical examples.

The (**Substitute**) technique is defined by replacing parts of the product or process with others to improve or create something new. A practical example can be observed in the manufacture of breakfast cereals, according to Keller (2013), the replacement of sugary ingredients with healthier alternatives such as whole grains or natural sweeteners reflects a response to demands for healthier products.

The (**Combine**) technique is defined by the combination of two or more parts of existing products to create something new. A practical example, according to Christensen (1997), can be identified in the combination of the camera and the telephone. The smartphone is the result of combining a cell phone and a digital camera, allowing users dual functionality in a single device.

The adaptation technique is defined by altering or using something existing to fit a new use. A practical example, according to Moore (1991), are roller skate wheels adapted to create *hoverboards*, this case shows how existing components can be reused for innovations in new fields.

The (**Modify**) technique is defined by changing the shape, color, movement, sound, odor, flavor or any other attribute of the product. A practical example, according to Trout (2001), is the case of M&Ms, which modified their chocolate formula by introducing varieties with peanut, hazelnut, and caramel fillings, changing both the flavor and the consumption experience.

The **Put to another use** technique is defined by considering how a product or service can be used in ways that were not originally intended. A practical example is vacuum cleaners, which, according to Kim &

Mauborgne (2005), were originally designed to clean carpets, now come with accessories that allow you to clean everything from computer keyboards to car interiors.

The **Eliminate** technique is defined as simplifying the product by eliminating unnecessary components. A practical example is Netflix's business model, which eliminated the need for physical video rental stores, and which, according to Christensen, Raynor & McDonald (2015), simplified access to entertainment through streaming.

The (**Rearrange**) method is defined by changing the order, arrangement or process of the product. A practical example is the case of Ikea, which reorganized the furniture shopping experience by having customers select and collect products from warehouses, in addition to assembling them at home, which, according to Norman (2002), transformed the furniture retail process.

These examples illustrate how the application of SCAMPER techniques can lead to significant innovations in products and services, offering new perspectives and creative solutions in different fields of activity.

**Lateral Thinking** is a method developed by Edward de Bono, lateral thinking is a way of solving problems through an indirect and creative approach. This method involves looking at problems from new angles rather than facing them head on.

A practical example is the "Absolut Vodka" campaign, the Absolut Vodka campaign with the ads showing the bottle in different "disguises" and scenarios is an excellent example of lateral thinking. Instead of focusing only on the product's qualities, the campaign created a series of advertising pieces that transformed the bottle into a piece of art. This not only highlighted the product in a creative and visually appealing way, but also established a strong and easily recognizable brand identity.

These creative methods are vital in the

advertising industry, where originality and innovation are crucial to capturing consumer attention and delivering messages effectively. Each method has its own strengths and can be adapted depending on the specific campaign objective and target audience.

## **THE MAIN SHOWCASE OF ADVERTISING WRITING IS THE SLOGAN**

A slogan is a short, catchy phrase used in marketing and advertising to express the identity, purpose or appeal of a brand, product or campaign. It is designed to be easily remembered and recognized by the public, helping to create a positive and lasting association in the minds of consumers. Here are some fundamental aspects that define a slogan:

One of the main objectives of a slogan is to be memorable (Kotler & Keller, 2016). This is often achieved through the use of rhyme, repetition, or phrases that are concise and easy to remember. A good slogan stays in the audience's mind long after they have seen or heard the advertising.

Effective slogans capture the essence of the brand or product they represent. Slogans are one of the main expressions of the brand. They reflect the brand's values, mission, or distinctive characteristics, encapsulating its core message in a way that resonates with the target audience.

Slogans can make emotional appeals, seeking to awaken feelings in the consumer, or they can make rational appeals, highlighting specific benefits or characteristics of the product. Depending on the approach, a slogan can incite enthusiasm, comfort, confidence or curiosity.

In competitive markets, a good slogan can differentiate a brand from its competitors by highlighting unique elements that make it special or superior. This is crucial for

establishing a strong market position and attracting customer loyalty.

Examples of Famous Slogans:

Nike: "Just Do It" – A motivational slogan that encourages people to overcome procrastination and challenges.

McDonald's: "I'm Lovin' It" – A slogan that evokes positive feelings about the experience of eating at the fast food chain.

L'Oréal: "Because You're Worth It" – An appeal to self-worth and self-esteem, associating the use of the brand's products with self-acceptance and personal care.

Slogans are a powerful marketing tool, used to strengthen brand identity, increase product visibility and influence purchasing decisions. They are a vital element in advertising campaigns and are often accompanied by logos, jingles and other promotional tactics to strengthen the brand's presence in the market.

## **HOW TO APPLY CREATIVE METHODS IN CREATING SLOGANS**

We chose a fictional electric bicycle brand called "Eco Ride" to demonstrate how to create slogans using the different creative methods mentioned: Brainstorming, Lateral Thinking and SCREM - Replace, Combine, Adapt, Modify, put to other uses, Eliminate and Reorganize.

Let's detail how each method was applied in creating the slogans for the electric bicycle brand "Eco Ride".

With **Brainstorming**, the method that aims to quickly generate ideas in groups or individually, without initial censorship, we created the Slogan: "Pedal to the Future with Eco Ride". This slogan was the result of a brainstorm that focused on associating the electric bicycle with the idea of progress and the future, suggesting an advanced and improved journey through the use of technology.

With **Lateral Thinking**, the method that aims to solve problems through non-obvious approaches, thinking “outside the box”, we created the Slogan: “Don’t just pedal, boost your adventures”. In this case, lateral thinking was used to go beyond the traditional concept of pedaling, introducing the idea of “boosting” to emphasize the motorized assistance that the electric bicycle offers.

Using the (**Substitute**) technique of the SCAMPER method, which aims to replace elements of the slogan with synonyms or related concepts that change its focus, we created the Slogan “Energize your journey, don’t just transport yourself”. This slogan replaces the common idea of “travel” or “move” with “energize”, which brings a sense of vigor and efficiency, reinforcing the benefits of the electric motor.

Using the (**Combine**) technique of the SCAMPER method, which aims to bring together two distinct concepts in a single sentence, we created the Slogan: “Green and Fast: A Double Dose of Eco Ride”. The slogan combines environmental concern (“green”) and performance (“fast”), highlighting two key advantages of the product.

With the technique (**Adapt**), the SCAMPER method, which aims to use an existing format or idea and adapt it to the context of the new product, we created the Slogan “Eco Ride: For a Greener Planet, One Pedal at a Time”. In this case, we adapted a common motivational appeal about gradually making a difference, applying it to electric bicycle use as a contribution to a more sustainable planet.

With the technique (**Modify**), of the SCAMPER method, which aims to change the shape, style or characteristics of a common slogan, we created the Slogan “Silent, Smooth, Eco Ride”. We modified the product description style by focusing on sensory qualities (“quiet” and “smooth”) that are desirable in the context of electric bicycles.

Using the (**Put to another use**) technique, the SCAMPER method, which aims to think about how the product can be used in innovative or unexpected ways, we created the Slogan “Transform your Path with Eco Ride”. In this case, we suggest that the use of an electric bicycle can transform not only the means of transport, but also the user’s lifestyle.

Using the **Eliminate** technique, from the SCAMPER method, which aims to simplify the slogan by removing words or concepts that are considered standard or obvious, we created the Slogan “Eco Ride: Simply Revolutionary”. We eliminate specific details about the product to focus on a bold statement of its impact and innovation.

Using the **Rearrange** technique, from the SCAMPER method, which aims to change the order of words or concepts to create a new meaning or emphasis, we created the Slogan “With Eco Ride, Your Journey Transforms the World”. We reframe the idea of personal and global impact, suggesting that product use has beneficial effects not only for the user, but for the world at large.

Each of these methods offers a distinct way of approaching slogan creation, each focusing on a different aspect of the product or brand to highlight its unique characteristics and appeal to the consumer in creative and effective ways.

## TARGET AUDIENCE AND CAMPAIGN OBJECTIVES DRIVE CREATIVE CHOICES

Advertising practice teaches us to choose a **theme** and justify the creative choices we make based on the target audience. When choosing a theme for an advertising campaign, we start by clearly defining who our target audience is. This step is crucial because the demographic, psychographic and behavioral characteristics of the audience drive the topic selection and creative approach.

Targeting is not just about knowing who the campaign is aimed at, but also understanding their needs, wants, and how they interact with the media.

After establishing a clear understanding of the target audience, we explore themes that resonate with that group. For example, if your target audience consists of young adults interested in sustainability, a theme focused on eco-friendly practices or green innovation could be effective. This choice can be justified by increased environmental awareness among young consumers, who prefer brands that demonstrate ecological responsibility (Smith, 2019).

The creative choice must then align with the chosen theme and the profile of the target audience. If we continue with the sustainability example, creative choices could include the use of natural visuals, earthy colors, and a narrative that highlights the brand's commitment to sustainable environmental practices. The decision to use these specific elements can be justified by **market research** that indicates that such visuals and narratives are more likely to generate a positive emotional response in this demographic (Johnson, 2021).

Additionally, when justifying our creative choices, we consider how they will help achieve the **campaign's marketing objectives**. If the goal is to raise awareness, choosing an impactful theme and striking visual executions can be essential. If the goal is conversion, then choices can include clear calls to action and visible offers.

Finally, to validate our choices, we often conduct **A/B tests or focus groups**. This allows us to measure the effectiveness of different creative approaches and adjust our campaign as needed before the official launch. This step ensures that we not only choose a topic that we believe will be effective, but that we have data to support that decision (Williams, 2020).

In short, choosing a topic and justifying creative choices based on target audience involves a deep understanding of who consumers are, what their values are, and how they receive information. Every step of the process is backed by **research** and often validated by direct audience **feedback** to maximize campaign relevance and impact.

## THE TONE OF VOICE IN AUDIOVISUAL ADVERTISING WRITING

“Tone of voice” in advertising refers to the consistent expression of a brand's personality through word choice, the rhythm of language, and the communication style used in its advertising messages. This tone is essential for establishing an emotional connection with the public and differentiating the brand from its competitors. Here are some key elements that define tone of voice in advertising:

The tone of voice must reflect the brand's personality. If a brand is youthful and relaxed, the tone of voice can be informal and playful. If the brand is more sophisticated and aimed at a high-end audience, the tone can be more formal and polished.

The tone of voice must be consistent at all points of contact with the public. This includes advertising, social media communications, website content, packaging and any other marketing material. Consistency helps build a strong and recognizable brand image.

Tone of voice is a crucial tool for establishing an emotional connection with your audience. It can be used to awaken specific feelings, such as trust, joy, security or nostalgia, depending on what the brand wants to evoke in its consumers.

The tone of voice is shaped by the brand's target audience. Elements such as age, gender, geographic location, and audience interests directly influence the chosen communication style. For example, a brand that targets executive professionals will have a different

tone than one that aims to reach teenagers.

In competitive markets, tone of voice can be a crucial differentiator. It can help the brand stand out in consumers' minds and be remembered more easily. The unique tone of voice helps to consolidate the brand's market position and reinforce its value proposition.

Tone of voice in advertising is not just about how the brand speaks, but about how it uses its voice to express its personality, connect emotionally with consumers, maintain consistency in its communication, meet target audience expectations, and differentiate up on the market. It is a vital element in building a strong and effective brand.

## **EMOTIONAL, RATIONAL, MORAL AND SOCIAL APPEALS**

In advertising, we employ different types of appeals to influence consumers' purchasing decisions. These appeals are generally categorized as emotional, rational, moral and social, each acting in a unique way on consumer behavior and emotions.

**Emotional Appeals** are designed to evoke an emotional response from the target audience. They are effective because emotions play a significant role in decision making. For example, a perfume advertising campaign might focus on evoking feelings of desire or love, suggesting that the perfume will make the wearer more attractive or desirable. According to Damasio (1994) in his work on the neurology of emotions, decisions often have a deep emotional basis, even when we believe they are rational.

**Rational Appeals** appeal to the consumer's logic and reasoning. They are commonly used in products that require careful consideration and comparison, such as automobiles or household appliances. These appeals provide factual information or highlight specific attributes of the product, such as durability, economy, or effectiveness. A classic example

would be a campaign for a hybrid car that focuses on fuel economy and environmental benefits, aspects that require a rational assessment by the consumer.

**Moral Appeals** are used to tap into the audience's sense of right and wrong. They are effective in campaigns involving social or environmental causes. For example, a campaign that promotes sustainable products can appeal to the consumer's responsibility to protect the environment. According to Kotler and Keller (2016), moral appeals are powerful for brands that position themselves around ethical values and seek to create a connection with consumers who share these values.

**Social Appeals** relate to the impact that the purchase or use of a product will have on the consumer's social position. They can focus on aspects such as status, social acceptance or belonging to a group. An example is a campaign for a clothing brand that shows popular and successful people wearing its products, suggesting that using the same brand can elevate the consumer's social status.

When creating campaigns, we carefully analyze which type of appeal will resonate most with our target audience, depending on the campaign objectives and the characteristics of the product or service offered. Choosing appropriate appeals is crucial to ensuring that the message not only reaches, but also motivates and influences consumer behavior effectively.

## **THE ROLE OF TONE OF VOICE AND APPEAL IN ADVERTISING**

In advertising, the concepts of "tone of voice" and "appeal" are both crucial to developing effective communications, but they serve distinct purposes and operate at different levels of the advertising message. Understanding these differences is essential to creating campaigns that not only capture audience attention, but also motivate action and brand loyalty.

Tone of voice refers to the consistent style and personality a brand uses when communicating with its audience. It is shaped by the brand's personality and is reflected through the choice of words, pace of speech, level of formality, and emotions it conveys. Tone of voice is an aspect of brand identity that helps create a consistent and distinctive impression about the brand in the minds of consumers. It is applied uniformly across all marketing channels and content types to ensure the brand is perceived coherently and trustworthy, regardless of the medium.

Appeal in advertising refers to the strategy used to influence and persuade audiences by appealing to specific needs, desires, or values. Appeals can be emotional, rational, moral or social, depending on what the campaign aims to evoke in consumers. For example:

**Emotional Appeals:** They try to evoke an emotional response from the audience to create a connection with the brand. For example, an advertisement that uses an emotional appeal may focus on feelings of happiness, fear, love, or pride.

**Rational Appeals:** Are based on logic or reason, often using data, facts, or the effectiveness of the product as the main selling point. This type of appeal is common in products that require careful consideration, such as cars or electronics.

**Moral Appeals:** Focus on issues of right and wrong, often used in campaigns that promote socially desirable behaviors or awareness of social or environmental causes.

**Social Appeals:** Related to social influence, such as popularity, status or the desire to belong to a group or community.

## FUNDAMENTAL DIFFERENCES BETWEEN TONE OF VOICE AND APPEAL IN ADVERTISING

**Consistency versus Specific Campaign:** The tone of voice must be consistent over time, while appeals can vary from campaign to campaign depending on the specific objectives and target audience.

**Identity vs. Tactic:** Tone of voice reflects brand identity and values, while appeals are tactics used to motivate a specific response or action from an ad or campaign.

**Emotional vs. Rational:** While tone of voice can be emotional or rational, it is about how the brand consistently presents itself, while appeals are about how the brand wants consumers to respond to a specific message.

When developing advertising campaigns, it is crucial that marketers understand and effectively implement both the appropriate tone of voice and the correct appeals to ensure that communication not only resonates with the audience but also reinforces the brand image in a cohesive and persuasive manner.

## SUCCESSFUL EXAMPLE OF A CREATIVE CHOICE THAT BET ON A TONE OF VOICE THAT APPEALS TO MORALS AND EMOTIONS, AN ANALYSIS OF DOVE'S "REAL BEAUTY" CAMPAIGN

Dove's "Real Beauty" campaign, launched by Unilever in 2004, is a paradigmatic example of how a brand can use **moral and emotional appeals** to create a deep connection with its audience. We note that this campaign was designed to **challenge conventional beauty standards** imposed by the fashion and advertising industry, promoting a more inclusive and accessible view of female beauty.

The campaign's starting point was a global study carried out by Dove, which revealed that only **2% of women considered themselves**



**beautiful.** This alarming statistic served as a strong rational argument for the need for a change in the perception of beauty, which Dove skillfully turned into an emotional and moral appeal, positioning the brand as an advocate for female self-esteem.

The campaign utilized multiple marketing strategies, including print ads, television commercials, workshops, and a significant digital presence to spread its message. One of the most impactful ads was the “Evolution” video, which shows a woman’s transformation through makeup and digital retouching, culminating in an image that appears on a billboard. **The video highlights how images of beauty in the media are highly manipulated,** challenging the authenticity of promoted beauty standards.

This use of **real, relatable images** has proven to be extremely effective. According to research from Dove, the **campaign helped significantly increase the self-esteem** of many women and changed the conversation surrounding female beauty. The choice of ordinary women over models, the diversity of body types and ages represented all helped to strengthen the emotional and moral appeal of the campaign.

Furthermore, the campaign also benefited Dove in terms of brand image and sales. **Reports** indicate that there was a substantial increase in the brand’s revenue in the years following the campaign’s launch. This success is often cited as a case study on the positive impact of socially responsible campaigns on business performance (Keller & Fay, 2012).

Therefore, we conclude that Dove’s “Real Beauty” campaign not only effectively challenged social norms, but also redefined marketing within the cosmetics industry, setting a new standard for how brands can engage **with social issues**, a way that authentically resonates with your audience.

## **SUCCESSFUL EXAMPLE OF A CREATIVE CHOICE THAT BET ON A TONE OF VOICE THAT APPEALS TO THE RATIONAL AND SOCIAL, AN ANALYSIS OF AMERICAN EXPRESS’ “SMALL BUSINESS SATURDAY” CAMPAIGN**

A notable example of an advertising campaign that effectively relied on a tone of voice that appeals to both the rational and the social is American Express’s “Small Business Saturday” campaign. Launched in 2010, this initiative was designed to **support small local businesses and stimulate the local economy**, encouraging consumers to shop at small businesses on the Saturday after Thanksgiving in the United States, known as “Black Friday”.

The Strategy and Execution of this campaign stand out. The “Small Business Saturday” campaign was designed to fill a gap in consumer purchasing habits by promoting the value and importance of small businesses to the community and local economy. American Express **created a campaign** that not only **encouraged consumers to spend money at small businesses**, but also offered tangible incentives like statement credits to customers who used their AmEx cards at those stores.

The campaign **appealed to the rational** by highlighting the direct economic benefits for consumers and the community. By shopping locally, consumers could see their money making an immediate impact in their area, with the added bonus of financial benefits through American Express incentives. The message was clear: supporting small businesses helps keep the local economy strong and diverse.

The campaign also had a **strong social appeal**. Buying from small businesses was presented not just as an economic choice, but as a commitment to the community. The campaign emphasized the concept of

community and the importance of supporting each other, especially in times of economic crisis, which resonated emotionally with many consumers who valued solidarity and social responsibility.

“Small Business Saturday” **quickly became an annual event**, with growing participation from both consumers and small businesses. The campaign gained support from local and state governments, as well as **other organizations** that saw the value in **supporting the local economy**. According to reports, billions of dollars are spent by consumers at small businesses during this day, highlighting the significant impact of the campaign.

American Express’ “Small Business Saturday” campaign is an excellent example of how marketing strategies that use a tone of voice that combines rational and social appeals can not only change consumer behaviors, but also strengthen local communities and economies. It shows that, when well executed, an advertising campaign generates **impact**, offers excellent **results** and can bring lasting benefits to everyone involved, reinforcing the brand as a thinking and socially responsible leader.

### **EXAMPLE OF WRITING TO USE IN THE CAMPAIGN PROPOSAL, CHOOSING A THEME, DEFINING THE TONE OF VOICE AND JUSTIFYING CREATIVE CHOICES**

To exemplify the creation of an advertising campaign proposal, we chose the fictitious brand “Green Cycle”, a new line of eco-friendly electric bicycles. The **central theme of the campaign will be “Move with Purpose”**, aiming not only to promote a sustainable means of transport, but also to emphasize an active and environmentally conscious lifestyle.

We chose this theme to align the Green Cycle brand with the values of sustainability and environmental responsibility. This theme resonates with the growing number

of consumers seeking greener and healthier alternatives for daily transportation. According to research, there is a significant increase in interest in sustainable products and services, especially among millennials and generation Z, who are highly aware of the environmental impacts of their consumption choices.

**The campaign’s tone of voice will be inspiring and empowering.** We want consumers to feel motivated and empowered to make a positive change in their lives and the world around them. Using an inspirational tone will help create an emotional connection with your audience, encouraging them to adopt a greener lifestyle. Empowering our audience through positive and affirming messages also reinforces the idea that choosing Green Cycle is an important and beneficial step towards a sustainable future.

**The justification for these choices** is anchored in understanding the motivations and values of our target audience. Studies indicate that messages that appeal to consumers’ personal values, such as making a difference in the world, have a more significant impact on their purchasing decisions. Additionally, using an inspiring and empowering tone is supported by research that suggests positive campaigns tend to increase social sharing and engagement.

The campaign will run across multiple platforms, including social media, where short, impactful videos will highlight individuals from different backgrounds using Green Cycle in their daily routines. We also plan partnerships with digital influencers who are known for their sustainable lifestyles, thus expanding our reach and authenticity. Thus, we defined the campaign dissemination channels.

With this campaign, we aim to not only increase awareness and sales for Green Cycle, but also contribute to a broader movement towards sustainability and global well-being.

## **CREATIVE EXECUTIONS IN ADVERTISING USING SOCIAL MEDIA, TELEVISION, BILLBOARDS, PRINT, EVENTS AND WORKSHOPS**

One idea can be transformed into multiple creative executions in different media. When we transform a core idea into creative executions across different media, our goal is to adapt the message so that it effectively resonates with the audience on each specific channel, while maintaining the cohesion of the brand identity and campaign. Let's use as an example the idea of promoting awareness about plastic waste, using the slogan "Less Plastic, More Planet".

On social media, the execution could include a series of posts with animated infographics that show shocking statistics about plastic waste and its effects on the environment. These posts can be designed to be highly shareable, using bright colors and striking images that instantly grab attention. Additionally, we could organize challenges or hashtags, such as: ``#Plastic Free Challenge``, where we encourage followers to post photos of their actions to reduce plastic use, creating an interactive and community campaign.

For television, the idea would be turned into an emotional commercial, showing scenes of how plastic affects marine life, interspersed with scenes of individuals and communities taking steps to reduce their use of plastic. The narrative would be accompanied by a touching soundtrack, reinforcing the emotional message. Powerful visual and auditory appeal is essential here to capture viewers' attention in a short period of time.

On billboards and print, we would opt for strong, minimalist visual images, with very little text other than the slogan. A powerful image, such as a sea turtle entangled in plastic, alongside the slogan "Less Plastic, More Planet" could be enough to provoke

thought. This approach aims to capture the attention of passers-by quickly, leaving a lasting impression.

On radio, the campaign would focus on creating a direct listening appeal, with a narrator sharing information about the negative impact of plastic and inviting listeners to join the cause. We could include testimonials from people who are already engaged in reducing plastic use, as well as mentioning easy ways to participate in the initiative.

Finally, at events and workshops, the idea would be brought to life through personal interactions, with demonstrations on how to replace everyday plastic items with sustainable alternatives. These events may also include talks from sustainability experts and workshops for all ages.

Each of these executions is tailored to maximize the impact of the message in the medium in which it is presented, considering the strengths and limitations of each platform. By keeping the central theme consistent, but adjusting the execution for each channel, we ensure the message is effective and cohesive, increasing the likelihood of a positive response from the general public.

### **EXAMPLE OF DIFFERENT CREATIVE EXECUTIONS IN COCA-COLA'S "SHARE A COKE" CAMPAIGN**

Coca-Cola's "Share a Coke" campaign, initially launched in Australia in 2011 and later extended globally, is a classic example of how a brand can revitalize its image and connect with audiences in a personal and innovative way. We observed that the campaign transformed the consumption experience of a common product into a personalized and shareable experience, reinforcing Coca-Cola's positioning as an inclusive and community-oriented brand.

The Campaign Concept was simple: replace the traditional Coca-Cola logo on packaging with 150 of the most popular names in the country where the campaign was being executed. In addition to names, expressions such as “Friends”, “Family” and “Star” were used to expand reach and inclusion. The goal was to encourage consumers to find a bottle with their name or a friend’s name on it, and then share the experience on social media.

The execution of the campaign had an impact, including not only packaging customization, but also a strong presence on social media and print and digital advertisements that encouraged sharing and interaction. For example, Coca-Cola used hashtags like #Share a coke to engage consumers, which generated millions of interactions on social media. According to Coca-Cola, the campaign generated a significant increase in consumption among young adults, revitalizing the brand and increasing global sales after several years of declining revenues.

Strategic analysis brought originality to the project. The genius of this campaign lies in its ability to create a deep emotional connection with consumers. By personalizing bottles with names, Coca-Cola didn’t just sell a product, they sold a personalized experience that celebrated individuality. Additionally, the campaign effectively utilized the power of social media to transform each personalized bottle into a user-generated marketing tool, expanding the campaign’s organic reach.

Despite its success, the campaign also faced criticism, mainly related to the choice of names. Some consumers felt left out because they didn’t find their unique or unusual names on the bottles. This led Coca-Cola to adapt the campaign to allow consumers to order personalized bottles online with any name.

“Share a Coke” is an example of innovative marketing that combines personalization,

consumer experience and effective use of digital media to create a viral campaign. The strategy not only reinforced Coca-Cola’s image as a drink for all occasions and for all individuals, but also highlighted the potential of large-scale personalized campaigns to drive engagement and brand loyalty.

## **SKETCHES SCRIPT AND STORYBOARD IN AUDIOVISUAL ADVERTISING WRITING**

Transforming abstract concepts into concrete visuals is an essential process in the production of visual and advertising content. We employ various techniques like Sketches, Script and Storyboards to visualize and plan campaigns effectively. These tools help us communicate ideas, explore different creative approaches, and ensure everyone involved in production is aligned with the project vision.

Sketches, is the first step in visualizing ideas. In this process, we create quick and simple drawings that capture the essence of an idea. The goal is to visually explore creative possibilities without worrying about technical or aesthetic details. These Sketches are powerful tools for visual brainstorming and help your team quickly identify concepts that work or need tweaking. For example, when creating an ad campaign, we might sketch multiple versions of an ad to visualize how different design elements, such as images, text, and layout, might interact.

After selecting the most promising ideas in the Sketches, the next step is to develop a Script. The Script is a document that describes what will happen in each scene of a video or commercial, including dialogue, actions, transitions and detailed visual descriptions. It serves as a guide for everyone involved in production, ensuring that the final content is aligned with the campaign’s message and objectives. For example, a Script for a television commercial will not only detail

the actors' dialogue and actions, but will also include instructions for the production team on lighting, camera angles, and special effects.

Finally, we transform the Script into Storyboards, which are a series of illustrated panels that show each scene or sequence in the Script visually. Each panel represents a specific shot and includes notes on camera movement, timing, and important visual details. Storyboard is essential for planning video execution, helping directors, cameramen and editors visualize and organize production efficiently. For example, in a commercial that involves a complex sequence of actions, such as a car chase, Storyboard will detail each movement, explosion, or scene change to ensure that all technical and artistic aspects are captured as planned.

These visualization tools — Sketches, Script and Storyboards — are crucial not only for creating advertising, but for any type of audiovisual production. They allow us, as content creators, to transform intangible ideas into tangible, coherent visual products, ensuring that the creative vision is realized clearly and effectively.

### **KEY DIFFERENCES BETWEEN SKETCHES SCRIPT AND STORYBOARD**

It is the initial, freest and most artistic tool, focused on capturing visual ideas quickly; less detailed and more about exploring possibilities.

The Script is the detailed textual document, essential for production, which includes dialogues and exact descriptions of actions and context; serves as a complete guide to filming.

The Storyboard is visual and structured, it combines elements of the Script in illustrated form to show how the scene will look visually; focuses on camera shots and visual sequence.

Each of these tools plays a unique role in the visual content development and production process, allowing creators to visualize, plan

and execute their ideas in an effective and coordinated way.

### **DEFINITION AND USE OF SKETCHES WITH EXAMPLE OF AUDIOVISUAL ADVERTISING WRITING**

Sketches, Scripts and Storyboards are three fundamental tools in the development of visual content, especially in advertising campaigns and audiovisual productions.

Sketches are preliminary sketches used to visually explore concepts and compositions. They are fast-paced and generally non-technical, focused on capturing raw ideas and experimenting with layouts and visual interactions.

Sketches: freehand drawings, basic notes about the content, and perhaps some pointers about colors or lighting, but no specific camera or audio details.

Arrangement of elements in a Sketches: they are generally drawn on paper or digitally in free form, without a fixed structure, allowing quick modification and adaptation.

Sketches, are initial sketches that visualize each scene before moving into detailed production. They help the team understand the visual composition, positioning of elements, and character interactions before filming.

### **EXAMPLE OF AUDIOVISUAL ADVERTISING WRITING BY A SKETCHES FOR A 30-SECOND COMMERCIAL**

Scene 1: Dawn in the City

Sketch of a young man in the foreground, tying his sneakers with the buildings and the rising sun in the background. The soft light of dawn illuminates the scene.

Scene 2: Energy at Work

Drawing of a woman at an office desk, drinking "Boost Energy", with computer

screens showing graphics in the background. Colleagues working around in a dynamic environment.

#### Scene 3: Recharge in Daily Activities

Illustration of a park with a father playing with his children. The children's joy and movement are captured, with trees and a park bench in the background.

#### Scene 4: Preparation for Performance

Sketch of an athlete drinking "Boost Energy", concentrated and ready to start the race, highlighting her focused expression and ready posture.

#### Scene 5: Conquest and Celebration

Sketch of the athlete crossing the finish line, with her arms raised in victory. The crowd in the background is excited and cheering.

#### Scene 6: Call to Action

Montage of all the characters from the previous scenes holding the drink and smiling, with the "Boost Energy" logo prominently centered.

### **DEFINITION AND USE OF THE SCRIPT WITH EXEMPLIFICATION OF AUDIOVISUAL ADVERTISING WRITING**

Scripts are detailed textual documents that describe what happens in each scene of a film, video, or commercial, including dialogue, actions, and technical information essential to actors, directors, and technical staff.

Main Script Elements: Structured text including scene headings (interior/exterior, location, time), action description, dialogue, specific production instructions, and sometimes camera and lighting suggestions.

Arrangement of the elements of a Script (Script): Formally structured in script format, with margins and specific formatting that separates dialogues from descriptions and actions.

### **EXAMPLE OF AUDIOVISUAL ADVERTISING WRITING OF A SCRIPT FOR A 30-SECOND COMMERCIAL**

The Script details each element of the production, including dialogue, camera instructions, sound effects and audio specifications.

#### Scene 1: Dawn in the City

INT. CITY - DAWN

Visual: Young man, dressed to run, tying his sneakers.

Audio: Sounds of the city waking up, birds.

Voice-over: "Start your day with energy."

#### Scene 2: Energy at Work

INT. OFFICE - DAY

Visual: Woman drinking "Boost Energy", looking at computer.

Audio: Office environment, keyboards, conversations.

Voice-over: "Stay focused. Keep the pace."

#### Scene 3: Recharge in Daily Activities

EXT. PARK - DAY

Visual: Father playing with children, laughing.

Audio: Children's laughter, park atmosphere.

Voice over: "Recharge anywhere."

#### Scene 4: Preparation for Performance

EXT. RACE TRACK - DAY

Visual: Athlete drinking "Boost Energy", focused.

Audio: Heavy breathing, heart beating.

Voice-over: "Ready to conquer."

#### Scene 5: Conquest and Celebration

EXT. RACE TRACK - DAY

Visual: Athlete crossing the finish line, celebrating.

Audio: Crowd cheering, energetic music.

Voice-over: "Reach new heights."

#### Scene 6: Call to Action

INT. VARIOUS LOCATIONS - ASSEMBLY

Visual: Montage of smiling characters with drinks.

Audio: Music reaches climax, voice-over.

Voice over: "Boost Energy, for every moment of your day. Discover the flavor of energy. Available now."

Each step of this writing helps the team visualize and prepare the commercial for production, ensuring the creative vision translates effectively on screen.

## **DEFINITION AND USE OF STORYBOARD WITH EXAMPLE OF AUDIOVISUAL ADVERTISING WRITING**

Storyboards are sequences of illustrated panels that visually represent each scene or shot in a video or film. They are used to plan cinematography, including shot composition, camera movements, and transitions.

Key Elements: Illustrated panels that show each important scene with notes on camera, movement, audio and dialogue. They often include arrows or instructions on camera and character movement.

Arrangement of the elements of a Storyboard: organized in sequence, each panel represents a specific part of the Script and is generally accompanied by short textual descriptions.

## **AUDIOVISUAL ADVERTISING WRITING EXAMPLE OF A STORYBOARD FOR A 30-SECOND COMMERCIAL**

To create a Storyboard for a 30-second commercial, we'll break down the process step by step, using as an example a fictional campaign for a new energy drink called "Boost Energy." The central theme of the commercial is to show how "Boost Energy" helps people from different walks of life re-energize their daily routines.

Scene 1 (Seconds 1-5): Dawn in the City  
Visual: The first scene shows the city at dawn, with the sun rising between the buildings. The camera focuses on a young man in running gear, lacing up his sneakers.  
Audio: Soft sounds of the city waking up, birds singing.

Text: "Start your day with energy".

Scene 2 (Seconds 6-10): Energy at Work  
Visual: The scene changes to a busy office. A businesswoman drinks "Boost Energy" while looking at a computer with performance graphs.

Audio: Ambient office sound, keyboards, low conversations.

Text: "Stay focused. Keep the pace."

Scene 3 (Seconds 11-15): Recharge in Daily Activities

Visual: Cut to a father playing with his children in the park, all laughing. He takes a sip of the drink.

Audio: Children's laughter, sound of a park (birds, wind in the trees).

Text: "Recharge anywhere."

Scene 4 (Seconds 16-20): Preparation for Performance

Visual: The scene changes to an athlete preparing for a race, drinking "Boost Energy".

Audio: Heavy breathing, focus, the sound of accelerating heartbeats.

Text: "Ready to conquer."

Scene 5 (Seconds 21-25): Conquest and Celebration

Visual: The athlete crosses the finish line, arms raised in victory.

Audio: Crowd applauding, energetic music starts playing.

Text: "Reach new heights."

Scene 6 (Seconds 26-30): Call to Action

Visual: A quick montage of all the people from the previous scenes holding drinks

and smiling. “Boost Energy” logo appears in full screen.

Audio: The song reaches its climax, voice-over: “Boost Energy, for every moment of your day.”

Text: “Discover the taste of energy. Available now.”

Each scene is designed to connect visually and emotionally with the viewer, highlighting the different uses and benefits of “Boost Energy”. Storyboard not only helps you visualize each shot, but also helps you plan the transition and emotional flow of the commercial. This careful planning ensures that the commercial’s central message is conveyed clearly and impactfully, keeping the viewer engaged from start to finish.

Each of these stages of the production process serves different purposes in the development of an audiovisual advertising campaign.

## **DEFINITION AND USE OF THE SCALE (OUTLINE OR BEAT SHEET) WITH EXEMPLIFICATION IN AUDIOVISUAL ADVERTISING WRITING**

The Scale, also known as Outline or Beat Sheet in English, is a pre-production tool used in writing scripts for cinema, television or theater. It is essentially a decomposition of the story into its main events or scenes, described succinctly. Let’s see the elements of a melodica and how it differs from other tools such as raphe, script and storyboard.

The scale is a more concise tool focused on narrative structure, used in the initial phases of developing a project, while the rap, script and storyboard are later developments that add progressively more specific and visual details to the preparation of a work. audio-visual.

The scale usually includes the following elements:

Scene Title: Brief description of the location or situation.

Scene Number: Each scene is numbered for easy reference.

Action Description: Brief summary of what happens in the scene.

Scene Purpose: What the scene needs to accomplish in the narrative.

Characters Involved: Who is in the scene and possibly a brief summary of their actions or important dialogue.

The elements are arranged in the form of a list or table, generally organized in chronological order of the narrative. Each point on the scale represents a scene or key moment in the story.

Differentiation from Other Tools:

The raphe is an initial script, more detailed than a melodica, but it is not yet the final script. It contains more developed dialogue and scene descriptions, but may still undergo major changes.

The script is a much more detailed version of the story, including specific dialogue, detailed character actions, and complete scene descriptions. It is the final document that will be used for the production of the film, TV show or play.

The storyboard is a visual representation of the script. It consists of a series of drawings or illustrations that show how each scene will be visually represented, including camera angles, character movement, and sequence of actions. It is mainly used by directors and production teams to visualize and plan the execution of scenes.

The scale serves to organize the narrative structure of a work, detailing the main events, scenes or “beats” that make up the story.

Scaleta Functions (Outline or Beat Sheet):

The scale organizes the narrative. The scale helps the screenwriter visualize the sequence and progression of events in the story. It is used to plan the flow of the plot, ensuring that there is a coherent and engaging development of narrative elements.



The scale helps to identify the development of characters and plots. By structuring the ladder, the screenwriter can identify how the characters evolve throughout the story and how the various subplots intertwine and contribute to the main narrative arc.

The scale makes revisions easier. With a melodica, it is easier to review and modify the story without having to rewrite the entire script. It allows you to make structural adjustments, add or remove scenes, and refine the pacing and impact of the narrative before finalizing the detailed script.

The melodica is a means of communication with the team. The scale can also be shared with other members of the production team (directors, producers, etc.) to give a clear view of the structure of the work. This facilitates discussion and common understanding of the project.

Melodica structure: A typical melodica is made up of a list of key scenes or events in the story, usually organized by acts (in the case of classic three-act structures). Each item on the scale briefly describes what happens in each scene, who is involved, and what the dramatic goals or important information are that need to be revealed to the audience.

For example, a melodica for a film might include entries such as:

Scene 1: Introduction of the protagonist into his work environment; initial conflict with the boss.

Scene 2: Casual encounter with the secondary character who introduces the central problem.

Scene 3: The protagonist's decision to face the challenge presented.

And so on, until the climax and resolution of the story.

The scale is a flexible tool and can be adapted according to the specific needs of each screenwriter or type of production. It

is essential to ensure that all elements of the story are aligned and that the final result is cohesive and effective in conveying the desired message.

### **EXAMPLE OF AUDIOVISUAL ADVERTISING WRITING OF A SCALE (OUTLINE OR BEAT SHEET) FOR A 30-SECOND COMMERCIAL.**

To transform the provided script into a scale, we organized the main events of each scene in a summarized way, focusing on the key points of the narrative that drive the story. Here is the scale based on the script described:

Scene 1: Dawn in the City

Event: Young man prepares to run at dawn.

Location: Inner city at dawn.

Main Action: Young man ties his sneakers.

Audio: Sounds of the city waking up, birds singing.

Message: "Start your day with energy."

Scene 2: Energy at Work

Event: Woman at work drinks "Boost Energy".

Location: Inside an office during the day.

Main Action: Woman drinks while working on the computer.

Audio: Typical office sounds.

Message: "Stay focused. Keep the momentum going."

Scene 3: Recharge in Daily Activities

Event: Father plays with children in the park.

Location: Outdoor park during the day.

Main Action: Father interacts happily with his children.

Audio: Children's laughter, sounds from the park.

Message: "Recharge anywhere."

Scene 4: Preparation for Performance

Event: Athlete prepares for the race.

Location: Outdoor running track during the day.

Main Action: Athlete drinking “Boost Energy”, concentrated.

Audio: Heavy breathing, heartbeat.

Message: “Ready to conquer.”

Scene 5: Conquest and Celebration

Event: Athlete wins the race.

Location: Running track during the day.

Main Action: Athlete crossing the finish line and celebrating.

Audio: Crowd applause, energetic music.

Message: “Reach new heights.”

Scene 6: Call to Action

Event: Montage of all characters smiling and holding drinks.

Location: Various indoor locations.

Main Action: Quick character assembly.

Audio: Music reaches climax, voice-over.

Message: “Boost Energy, for every moment of your day. Discover the taste of energy. Available now.”

This scale summarizes the structure and critical elements of each scene, offering a clear view of the commercial’s narrative flow and key messages. It serves as a practical guide for subsequent project development, ensuring that each part of the roadmap contributes to the overall impact and objectives of the campaign.

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