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advertising strategy

is a plan to reach and

persuade a customer

to buy a product or a

service. Your

strategies of

advertising require

creative thinking and

testing. Paid for by

advertisers, free to

end-users, but service

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sure to remain focused on effective communication. It can be lost in the midst of all the planning, but it is critical. The overall goal of any brand strategy is to communicate to the public effectively. What you choose to communicate is up to you. This is where

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creative.

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Develop a creative
idea based on the
selected ‘ action
spur ’ Motivation
Strategies ‘ Utility ’
Strategy: Advertising
as a service –
advertising that adds

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value by helping
people achieve their
goals (value = ability
to meet my goal/cost
(money, time, effort).
e.g. Tesco HomePlus

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Tactics Creative

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Advertising Strategy

Message that

advertiser gives to

solve a

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related problem Is

the idea that

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Strategic message in
a creative way Deals
with Physical forms
of advertisement ...

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Content Marketing.
With content
marketing, more
creative content
usually does better.~~

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advantage of the following creative marketing strategies.

16. Create templates for your audience.

Templates are actionable and they fill an immediate need that your audience has.

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reading is the simplest way for human to derive and constructing meaning in order to gain a particular knowledge from a source.

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created in the form of a document that is the basis for future creative advertising development, impacting on the final version of the ad campaign. Creative strategies are supporting framework for internal communication in advertising agencies.

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professional in

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are a subset of marketing and its related strategies.

With advertising, it is important to find the right “ media mix ” with tactics that may include ...

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