



GREAT ADVERTISING CAMPAIGNS

**WHAT DO YOU THINK
MAKES A GOOD ADVERT?**



JOHN LEWIS INSURANCE – TINY DANCER



<https://www.youtube.com/watch?v=YqgoUWPx4eE>

Conversation Points:

Advertising something quite boring / difficult to really see value in – insurance

So shows the ‘human’ side of insurance – why do you actually want to insure your house – so you don’t have to tiptoe around everything making sure it won’t break

There’s a ‘surprise’ element to the ad – you’re not expecting it to be for insurance...

Really bucked the trend – most insurance ads show the % rates / what’s covered / lots of text – they go for the logical argument, this went emotional

‘If it matters to you, it matters to us’ – idea that things in home (of which JL hopes lots are their products...) are important to people – they pride themselves on the quality / meaning behind their products so it makes sense that they would offer insurance for them.

**HOW DOES THIS COMPARE
TO OTHER INSURANCE
ADVERTS?**



NIKE – DA DA DING



<https://www.youtube.com/watch?v=1UvPZ8fD4B8>

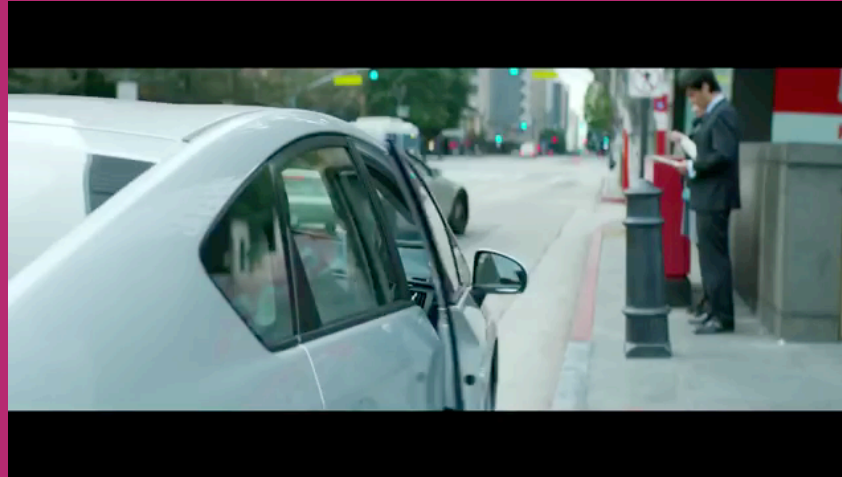
Conversation Points:

Looks more like a music video than an ad – playing to emotions, female empowerment in a country where the track record for womens' rights is bleak, makes you want to go out and do something – going for inspiration and a breadth of 'uses' of their products. Doesn't feel like they are trying to sell you a product but rather a feeling.

**WHAT SORT OF EMOTIONS
WERE NIKE WANTING YOU TO
FEEL?**



MONEYSUPERMARKET – EPIC STRUT



<https://www.youtube.com/watch?v=DaP9sN67QKI>

Conversation Points:

All about conveying the 'epic' feeling you get when you save money

Whatever you think of the ad (and it's been controversial among audience members) – it is certainly memorable

When you are searching for insurance online, you probably don't know where to start, so they were all about being front of mind

Very unexpected

Competitors are GoCompare – who have the opera singer, and Compare the Market – with the meerket. So there was competition to be more ridiculous and be more memorable.

**THIS IS ONE OF THE MOST
COMPLAINED ABOUT
ADVERTS.**

**DO YOU AGREE? DO YOU 
THINK IT'S GOOD TO START A
CONVERSATION LIKE THIS?**

ALWAYS – LIKE A GIRL

GIRLS EXPERIENCE THEIR BIGGEST
DROP IN CONFIDENCE DURING PUBERTY

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

Emotional in that it makes you think about something so simple but the far-reaching effects that it has

Has an empowering feeling for women watching

Went down the route of getting people to care about something bigger than the brand

Makes sense for the brand as Always products allow girls (and women) to continue with their everyday lives without interruption

**WHAT OTHER BRANDS HAVE
CHOSEN TO BE SOCIALLY
RESPONSIBLE IN THEIR
ADVERTISING?**



PEPSI – UNBELIEVABLE



<https://www.youtube.com/watch?v=MBAb0KxSWu0>

Conversation Points:

Idea that Pepsi can be 'not unhealthy' and 'tasty' was something people didn't believe so they wouldn't bother buying Pepsi Max

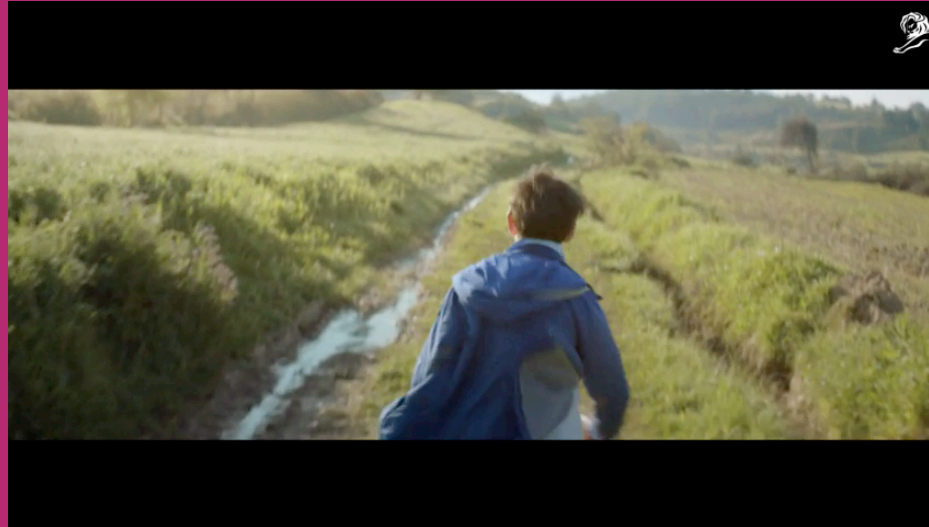
Focused on creating content people actually wanted to watch – wasn't an ad any more, but more of a YouTube video. Channel subscription went through the roof

Plan was to get people to simply think better of the brand and of the product through entertainment

**WHO DO YOU THINK THIS
ADVERT WAS TARGETED AT?**



PERSIL – FREE THE KIDS



<https://www.youtube.com/watch?v=8Q2WnCbBTw0>


Conversation Points:

Great example of integrated campaign across several channels, using each in terms of their strengths

Good insight in terms of 'kids spend less time outside than prisoners' - seems unbelievable

Kids are people we want to protect so the idea of 'free the kids' is an emotional one

Great use of content hub aligning with the campaign

**THINK ABOUT ALL THE
CHANNELS USED IN THIS
CAMPAIGN – WHICH DO YOU
THINK WERE MOST 
EFFECTIVE?**

LOCKHEED MARTIN – FIELD TRIP TO MARS



https://www.youtube.com/watch?v=X5JTb_7qv78

Conversation points:

Great stunt using future technology – a common theme for brands to use as a PR tool
Lockheed Martin are a company that make advanced technology solutions which many would struggle to understand / see as something that is relevant for them if they don't work in a big tech/science company.

Tied the work that they do (satellite applications / machines / software that ultimately will be used in the future for space applications) to the idea that the people who will actually get to use this technology when it reaches the main market in 20/30 years time are currently children – so it makes sense to inspire them and visualise what the technology will actually do for them for real in the future.

**WHAT OTHER BRANDS HAVE
USED FUTURE
TECHNOLOGIES IN THEIR
ADVERTISING?**



O2 – BE MORE DOG



<https://www.youtube.com/watch?v=xIQV9fcUhHw>

Conversation Points:

Idea that your phone allows you to do so much more – internet / connecting with people / O2 priority which gets you deals for food, entertainment etc.

Wanted to play on the idea of O2 allowing you to BE more than you currently are

Internet loves a cat meme / video, and people are always striving to do more / make the most of life – used those 2 insights together to create a campaign which not only made people laugh, but was a commentary on the idea of ‘getting out and doing more’

Coupled the campaign with various product additions (O2 priority / launched a service for calling people over wifi (was new at the time!), other things that basically allowed you to do more)

**O2 PLAYED ON THE 'CAT
VIDEO' CULTURE OF THE
INTERNET – WHAT OTHER
MEMES HAVE BEEN USED IN
ADVERTISING?**



CHANNEL 4 – MEET THE SUPERHUMANS



<https://www.youtube.com/watch?v=tuAPPeRg3Nw>

Conversation Points:

Rebranding disability as a whole is no mean feat.

Getting people to totally rethink 'dis'ability and instead look at these people who are able to overcome things as 'super'human.

Mix of inspirational sports training montage etc with the emotional reasons why people are disabled – touching hearts and minds

Showing Paralympians as powerful warriors rather than people to pity was a striking break with convention.

Used the real people, as why bother with actors when you have the real superhumans to feature

Craft of the film was highly praised – music/edit etc

It also tied in with a whole series Channel 4 had been doing on disability programming across the whole year – so kept with the same 'brand' as such

**WHAT'S YOUR FAVOURITE
ADVERTISING CAMPAIGN?**

AND WHY?



THANK YOU

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CREDITS

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