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1. M&M's - Melts in Your Mouth not in Your Hand

This is the advertising word created by Rother Reeves for Mars M&M's Chocolate Bean in 1954 (the first advertisement in the US by the Advertising Weekly). This newly developed chocolate bean has always been a no-cost, so I invited Reeves of the advertising company to create a promotional advertisement for it.

Reeves noticed that M&M's was the only chocolate bean in the United States that was coated with sugar coating. It has the characteristics of high temperature resistance and not easy to dissolve. It is the unique advantage of any other brand of chocolate beans. This cuts into the creative idea, conceives the golden sentence of "only dissolve in the mouth, does not dissolve in the hand", and puts the advertisement through TV. During the period, Mars also specially invited two people to write two jokes to promote the propaganda. The two-pronged approach made M&M's quickly become a household name. candy.

The slogan "Melts in Your Mouth not in Your Hand" is also simple, clear and catchy. On the one hand, it shows Mars's excellent temperature recovery technology, chocolate craftsmanship and production; on the other hand, consumers do not have to worry about soiling their hands when eating chocolate beans, so that M&M's not stick to the characteristics People's hearts have created unique product features.

<https://zh.wikipedia.org/wiki/Wikipedia>

2. Where's the beef? - Wendy's

Wendy's bravely focused his advertising on its competitors – a simple question: “Where is the beef?” Directly pointing out the lack of meat in the burger of the competitor, this sentence quickly became a consumer To all the lack of life in the spit.

<https://zh.wikipedia.org/wiki/Wikipedia>

3. The man your man could smell like - Old Spice

The first Old Spice shower gel "smell like a man, man." was born in 2010, and it was like a virus overnight.

As of this writing, the ad has 51 million plays. A few months after the release of the first ad, in June 2010, Oushi sent a second advertisement by the same actor. Actor Isaiah Mustafa quickly got a "Mr. Ou Shipai" The name, the advertiser also let him publish short video and consumer interaction on Facebook, Twitter in the name of "Mr. Ou Shipai".

<http://wemedia.ifeng.com/71685912/wemedia.shtml>

4. A Diamond Is Forever - De Beers

In 1999, AdAge, a well-known business magazine, will present De Beers: "Diamonds are long-lasting, a eternal rumor" is listed as the most iconic slogan of the 20th century.

However, this advertisement and the values it conveys—that is, marriages without

diamonds—are incomplete—not to take advantage of the diamond industry. Instead, we said that this advertisement has made the diamond industry. It expresses the view that diamonds are a necessity in luxury goods. Advertising can make a relatively less valuable product extravagant and timeless

<http://wemedia.ifeng.com/71685912/wemedia.shtml>

5. Think small - Volkswagen beetle

Many marketing and advertising professionals like to use the popular "think small" as a gold standard. This advertisement, created by the well-known advertising company DDB in 1960, answers this question: not only for your products, how to change people to other people. the opinion of?

We know that Americans have a preference for buying American-style cars. Even after 15 years of World War II, most Americans still won't buy smaller German cars. How does the public's advertising work? He hit the consumer's psychological expectations - do you think I am small? Yes, I am really small. The public has never tried to become a non-self.

<https://www.baidu.com>

6. Whassup! - Budweiser

This series of advertisements appeared in 1999 and described a scene where a group of friends were watching a game and chatting while drinking beer. The beginning is a very normal conversation: "What are you doing?" Answer: "Look at the game, drink Budweiser";

afterwards, more friends pick up the phone, followed by a happy call "WHASSUP?" . Then this advert has become a long-lasting "drinking wine" in sports fans in the next few years.

7. Share a coke - coke cola

Usually, after a large brand reaches a certain size, it is difficult to pay for a subversive change. And what did Coca-Cola do to satisfy the public, they chose to satisfy each individual customer – print their name on the Cola can. The Share a Coke campaign began in Australia in 2011, and Coca-Cola Australia printed the most common 150 names on Coke cans, followed by the United States. These names are printed in Coca-Cola trademark fonts, and you can even customize your Coke cans on the official website, plus elements such as nicknames or school badges. This movement has become a blockbuster in the advertising marketing industry - many consumers have been touched by it, but some consumers are confused, is it necessary to personalize a jar that is still used up? Pepsi has even created a corresponding advertisement for this. In any case, Coca-Cola caused great concern at the time. Coca-Cola customers are long-term customers, and the company does its utmost to cultivate customers' desire for product personalization. It is a stimulating experience to guess what name Coke will be missing from the vending machine. Even if it is not your name, it prompts you to share this bottle of cola with the owner of the name.

<http://wemedia.ifeng.com/71685912/wemedia.shtml>

8. Just do it - NIKE

In the late 1980s, Nike launched the "Just Do It" campaign and achieved great success.

In 1988, Nike had sales of \$800 million, and by 1998 it had grown to \$9.2 billion. “Just Do It” is a short, loud slogan that condenses all the feelings that people can experience during intense exercise – this feeling will never be outdated. The meaning of this slogan is that it always motivates us to go beyond our limits.

<https://zh.wikipedia.org/wiki/Wikipedia>

Step 2

Because people get information from advertising and they know what kind of product should they buy in their life.

David Mackenzie Ogilvy

Ancient advertising was purely based on words of mouth. The first ad. outside of words of mouth historians generally believe that it is an ad, found in the site of Pompeii. When the publishing industry began to develop in the 15th to 16th centuries by the begun to appear, in the following century ad developed very well.

Try to refine the slogan, rhyme or spoken or straightforward, so that the audience is easy to remember, willing to accept and actively spend.

Famous people or movie stars Because be good at borrowing the celebrity effect so as to attract attention, form topics and expand the influence of advertising in a short time.

Step 3

The main message is introduce advantage of product

They don't have same message

No constrains

Costomers

Yes, because different product

Concise and short

Step 4

M&M's - Melts in Your Mouth not in Your Hand

Rother Reeves

Reflecting the characteristics of chocolate, it will not melt in the hands, only melt in the mouth, the goal is to make consumers interested in buying

No directed audience

Step 5

Bitter in mouth not in work - coffee