

GLOSSARY OF ADVERTISING TERMS

Brand

A brand is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers (Wikipedia)

"A product is something made in a factory; a brand is something bought by a consumer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand, properly managed, can be timeless."

Stephen King, JWT

"If every one of our factories burnt down tomorrow, I could walk across the road to the bank and secure instant finance [to rebuild them] – only because of the strength of our brand."

Former Coca Cola Executive

"Like people, brands have body language; and it's a language we understand. Every time we encounter a brand, we make an infinitesimal and subconscious adjustment to our personally constructed brand picture."

Jeremy Bullmore, 2001, JWT

Picasso usually paid for everything he bought with a cheque. He saved a lot of money because he knew his signature made it more valuable for them to keep the cheque rather than cash it. That's a brand."

Dave Trott

Target Audience

A target audience is a group of people most likely to want your brand, and therefore ought to see your advertising. Target audience can be defined in many ways e.g. gender, age, ethnicity, earning power, geography, lifestyle, mindset, their relationship to the category or the brand....etc.

"Don't just create content to get credit for being clever — create content that will be helpful, insightful, or interesting for your target audience."

David Ogilvy

The brief

The brief should be directional but not dictatorial. It should inspire the team without forcing them down a particular path. 'Get me across the river' rather than 'build me a bridge' is more likely to inspire interesting ideas without excluding a bridge. It is an important distinction which forces us to think about the purpose of the brief and what we want the creative idea to do. (Institute of Practitioners in Advertising)

"The creative brief is the single most important document we produce. Without it, we are nothing"

Charles Saatchi

Tagline/Slogan

A tagline is a short memorable phrase designed to sum up what the advertising says about the brand that makes you want to buy it. These can be so powerful as to enter popular culture – such as 'Should've Gone To Specsavers' or 'Red Bull Gives You Wings'

"Simplicity is the ultimate sophistication."

Leonardo Da Vinci

"The most powerful element in advertising is the truth."

Bill Bernbach

Bernbach wrote a house ad years ago that featured as the headline a quote from the agency's first client, N. M. Orbach: 'I've got a great gimmick, let's tell the truth.'

"Dishonesty in advertising has proved very unprofitable."

Leo Burnett