BORD BIA
IRISH FOOD BOARD

BRAND FORUM

Be Informed | Be Inspired | Connect

CREATIVITY IN CRISIS

AGENDA

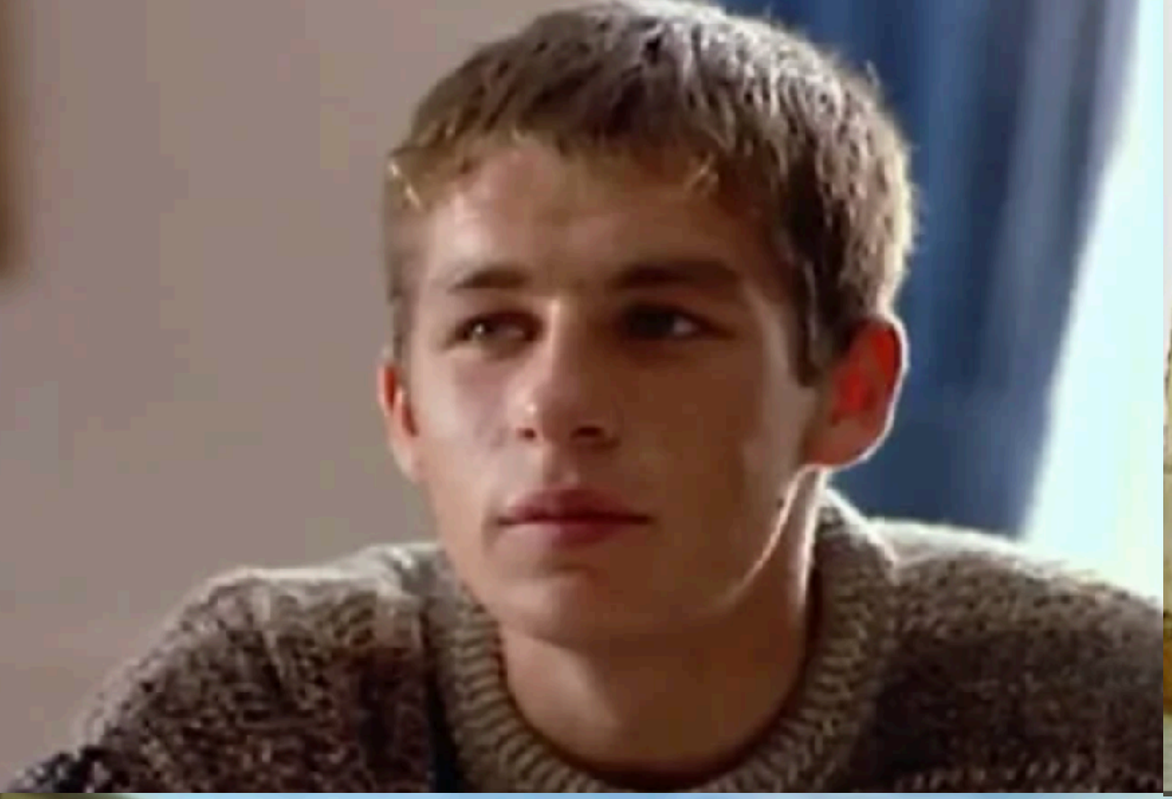
1. THE CREATIVE RECESSION?
2. HOW BRANDS ARE REACTING TO COVID19
3. LEVERAGING LONG-HELD POSITIONS.
4. HOW TO GET BETTER ADVERTISING
5. QUESTIONS?

WHAT WAS YOUR FAVOURITE CAMPAIGN LAST YEAR?

OR WHAT

RECENT IRISH CAMPAIGN

DO YOU REMEMBER?




GUINNESS


GARDA


National
Lottery

THERES

LESS MEMORABLE

WORK AROUND.

IN FACT EVEN BEFORE
THE CURRENT CRISIS
WE WERE FACING
A CREATIVE ONE

91%

OF PEOPLE SAY ADVERTISING IS INTRUSIVE

HUBSPOT RESEARCH, 2017

64%

OF PEOPLE THINK ADVERTISING IS ANNOYING

HUBSPOT RESEARCH, 2017

54%

OBJECT TO BEING TARGETED BASED ON ONLINE ACTIVITY

KANTAR DIMENSION STUDY UK, 2019

GLOBAL AD-BLOCKING ON DESKTOP IS

37.5%

GLOBAL AD-BLOCKING ON MOBILE IS

32.9%

FORBES US, 2019

11%

OF CONSUMERS ACTUALLY ENJOY ADVERTISING

KANTAR DIMENSION STUDY UK, 2019

34%

OF AD'S ARE CLICKED ON BY MISTAKE

HUBSPOT RESEARCH, 2017

PUBLIC OPINION NOW HAS ADVERTISING IN LAST PLACE IN ALL INDUSTRIES WITH A TRUST LEVEL OF

37%

EDELMAN UK, 2019

AD-BLOCKING IS THE LARGEST SINGLE BOYCOTT IN HUMAN HISTORY.

“90% OF ADVERTISING IS IGNORED”

DAVE TROTT



WE'VE FORGOTTEN THE DEAL

WE'RE NOT ADDING ANY SUGAR TO HELP THE MEDICINE GO DOWN



“THE PLAGUE OF INFOBECITY”

ANDREW ESSEX, THE END OF ADVERTISING


IT'S ONLY WAFER-THIN.

WE REMEMBER FEELINGS
LONGER THAN FACTS

IN THESE UNPRECEDENTED TIMEZZZZZZZZZZZZZZ


Firr
@Firr
What absolute dystopian hell world are we living in.
COVID-19
TESTING SITE
NEAR WALMART #908
pepsi
THAT'S WHAT I LIKE
20:01 · 20 May 20 · Twitter for Android
1,541 Retweets 4,545 Likes

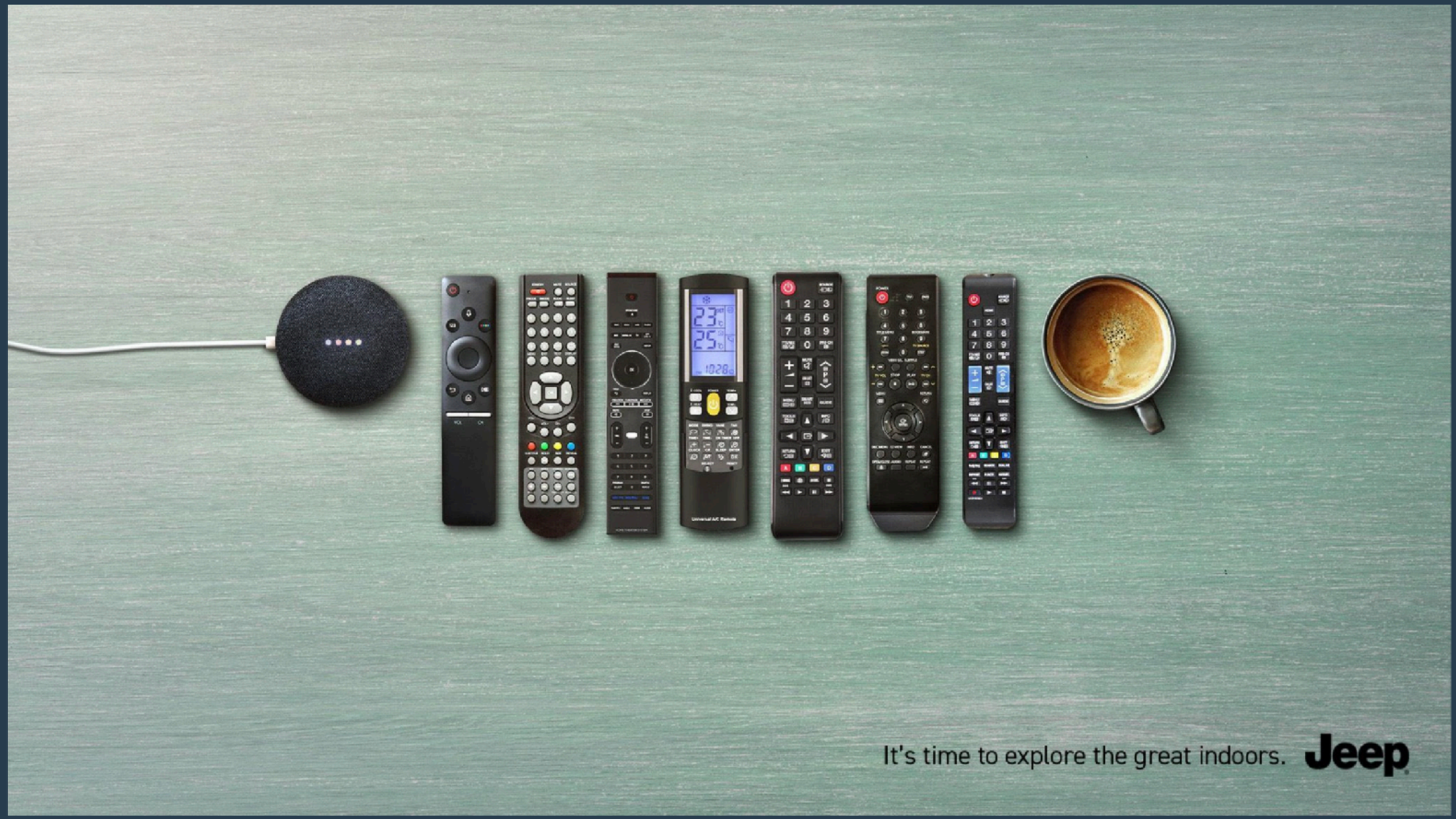

in these uncertain and
unprecedented times
nothing is more important
than people
we are here for you
now more than ever
concerns
new normal
challenging
together
family
NOW ALL WE NEED IS SOME SOMBER PIANO MUSIC AND B-ROLL OF EMPTY STREETS AND WE'LL BE READY TO ADVERTISE... UM... WHATEVER BRAND THIS IS FOR.
TOM FISH BURNE
@marketoonist.com

AS ALWAYS

THE BEST BRANDS

ARE ALL DOING SOMETHING

DIFFERENT


It's time to explore the great indoors.
Jeep


STAY
HOME
OF THE WHOPPER
TM & © 2020 Burger King Corporation.



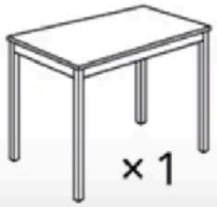
Pennsylvania, United States – September 23, 2015
Photo courtesy of Kirk Neidermeyer


LEAVE IT TO US
BURGER KING® DELIVERY VIA DOORDASH
2 CHEESEBURGERS
ALABAMA, UNITED STATES - JULY 21, 2017
PHOTO COURTESY OF TIMES JOURNAL
TM 2018 Burger King Corporation. Delivery available at participating locations. Terms and restrictions apply.

HÖUSE



ÖLMSTAD

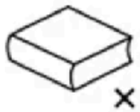


× 1

NATTJASMIN



× 2



× 8



× 10

SOLVINDEN



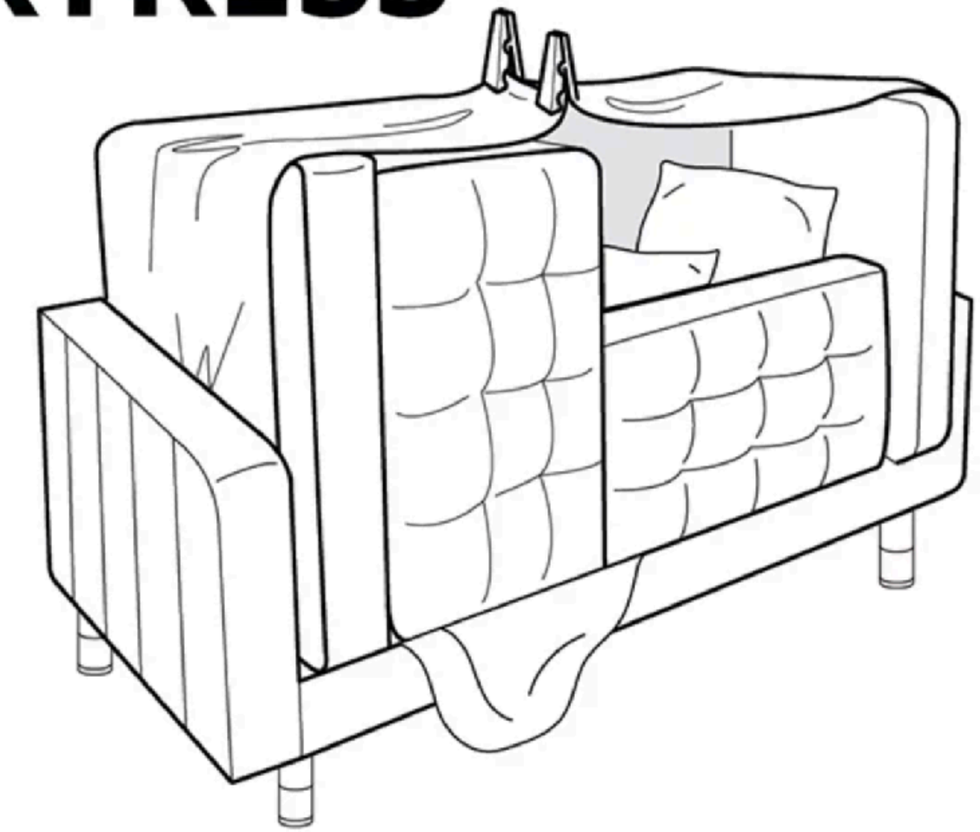
× 1

DJUNGELSKOG



× 1

FÖRTRESS



LANDSKRONA



× 1

NATTJASMIN



× 2



× 10

MIALOTTA



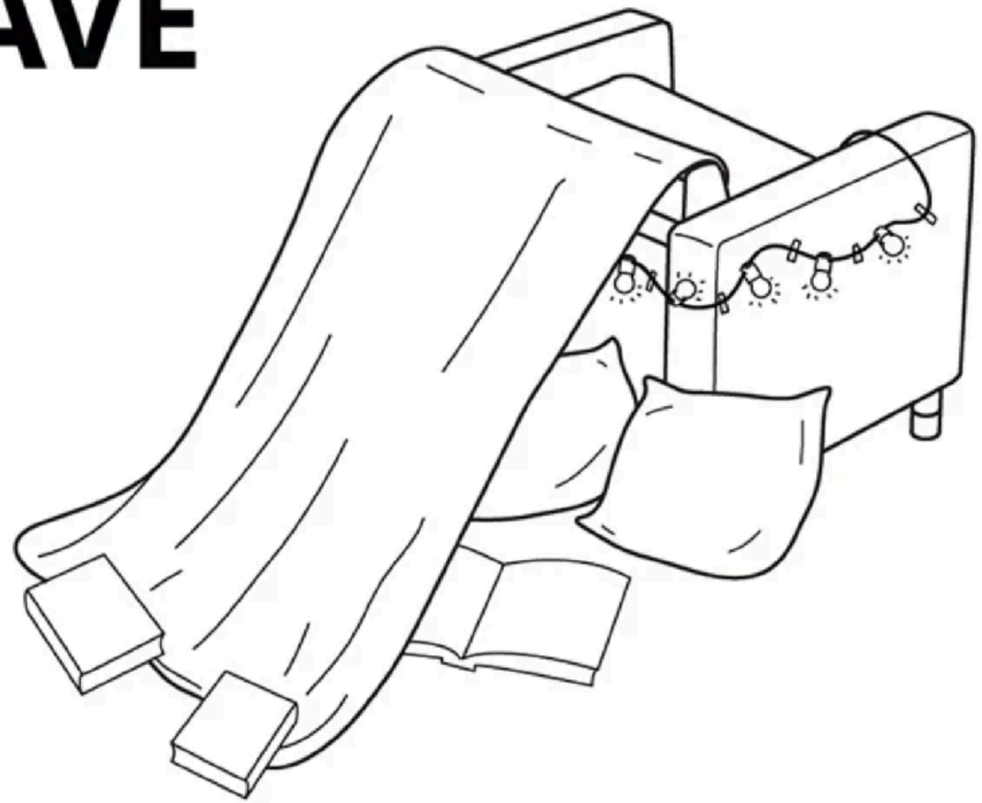
× 1

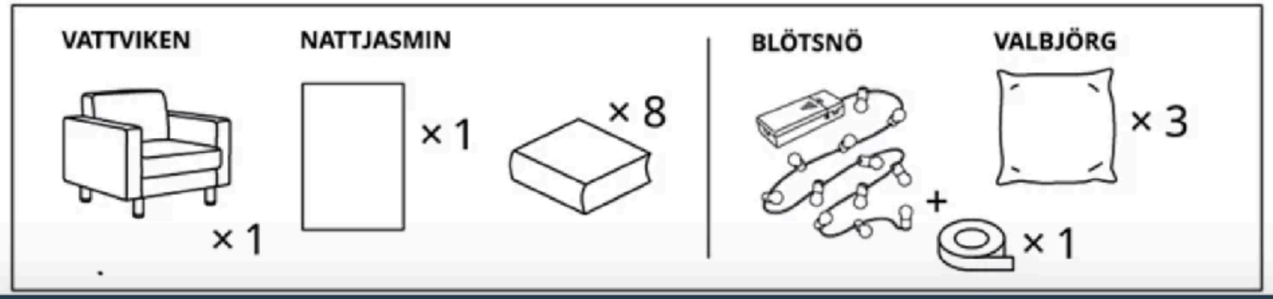
VALBJÖRG



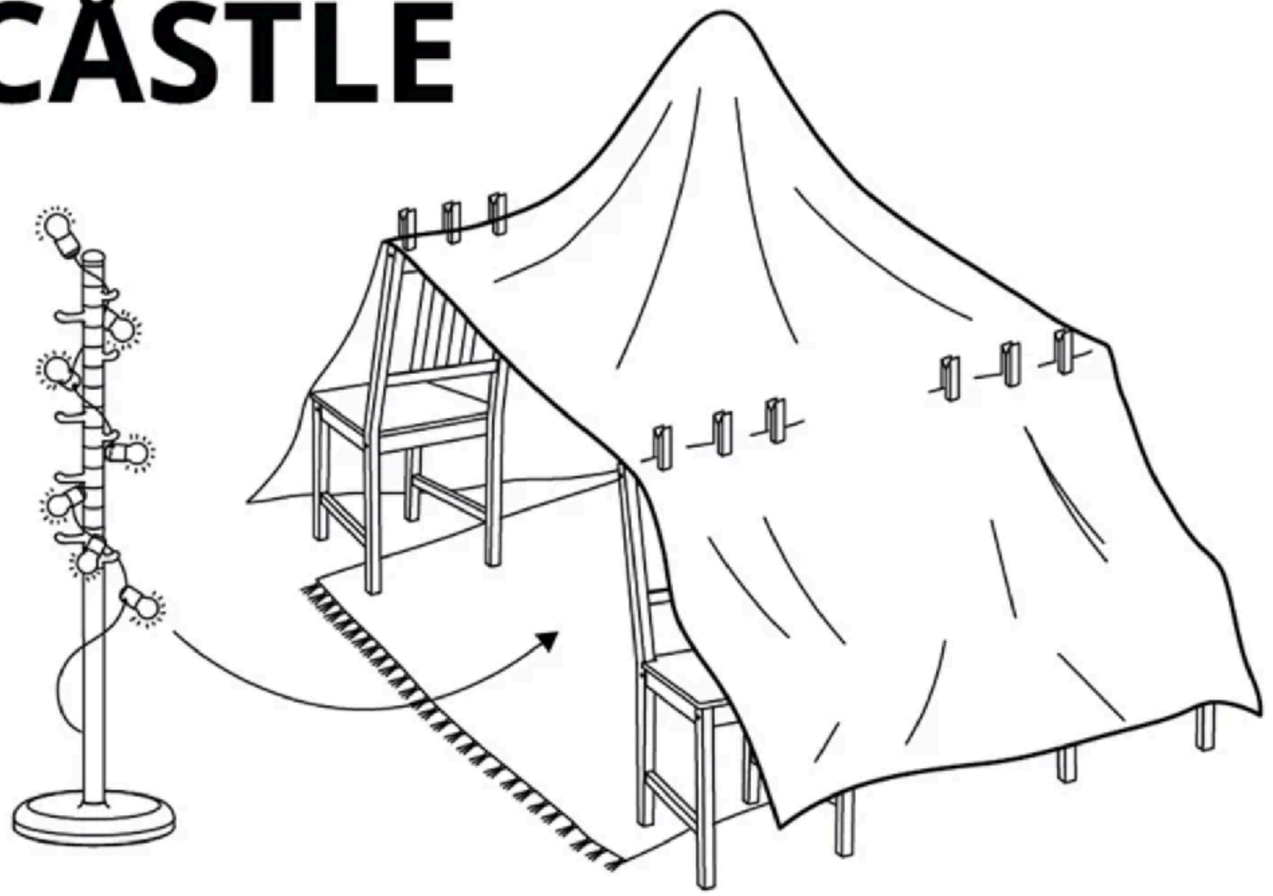
× 3

CÅVE





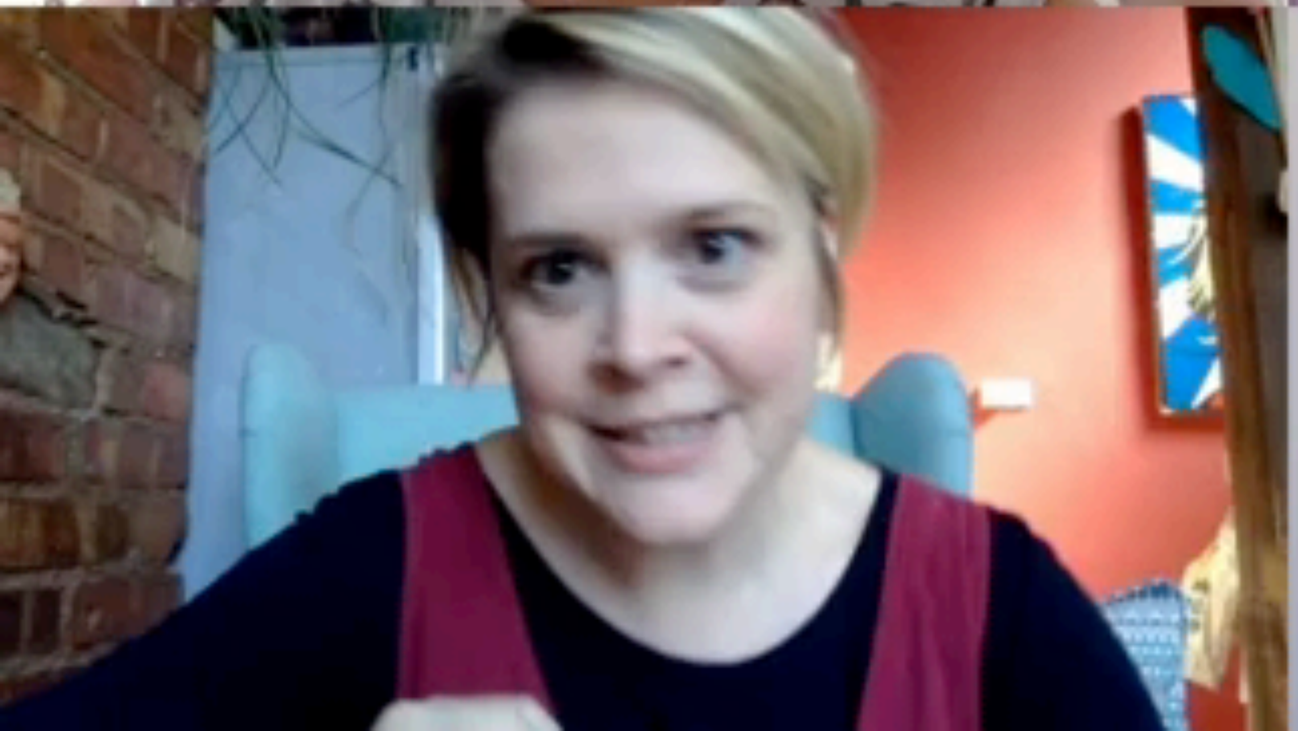
CÅSTLE



STEFAN	KROKIG	NATTJASMIN	BLÖTSNÖ	TAULOV	VALBJÖRG
× 4	× 1	× 2	× 1	× 1	× 3
		× 16			


HAPPY MOTHER'S DAY
N°5
chanel
paris
Parfum
CHANEL
C
N






THE BRANDS THAT ARE

SUCCEEDING

ARE THE ONES

LEVERAGING

A LONG-HELD POSITION

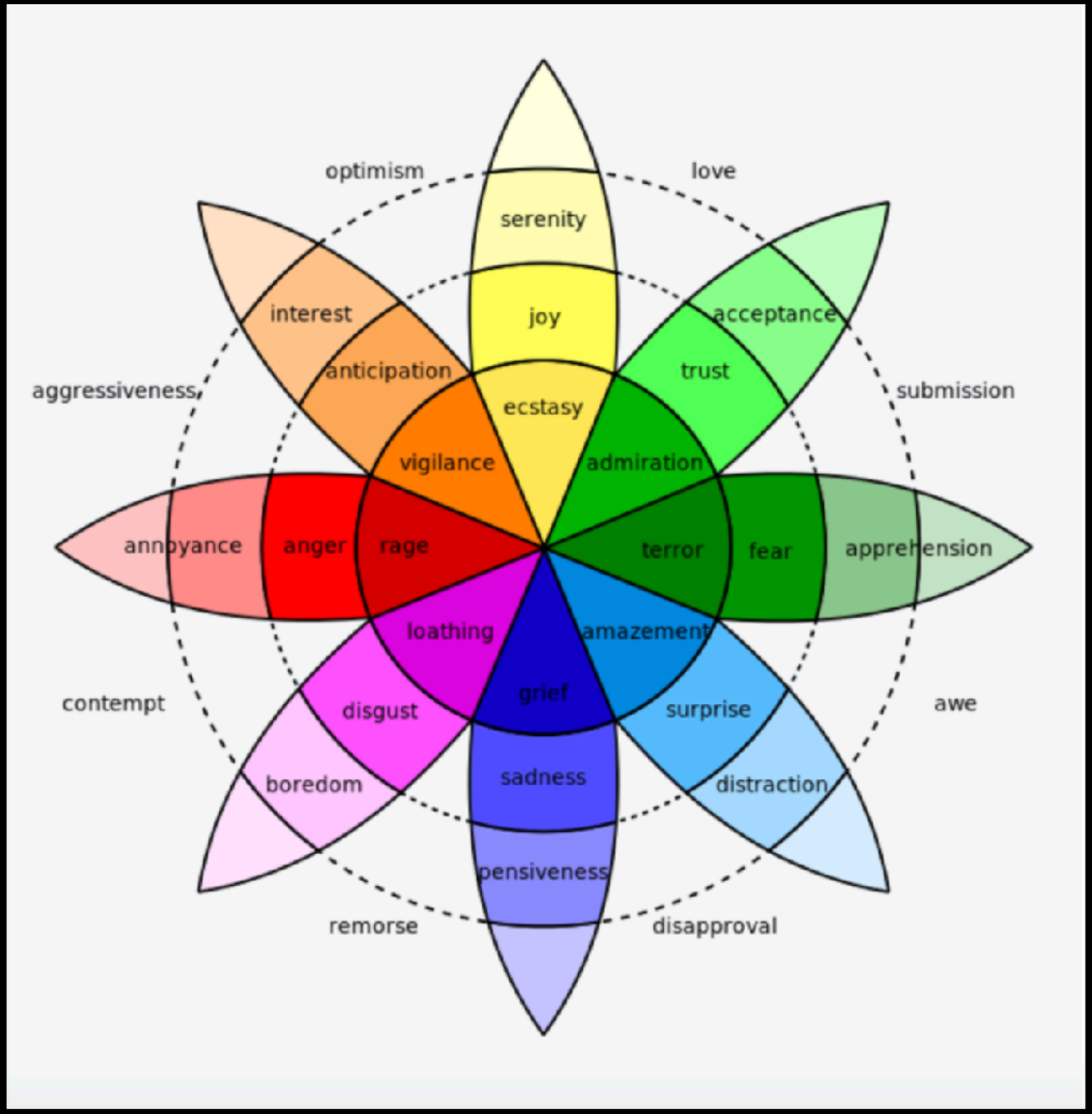
10 STEPS TO GETTING GREAT WORK

1: HAVE AN IDEA.

2: USE IT TO MAKE PEOPLE FEEL SOMETHING.


THE MOST
EFFECTIVE
WORK
TRIGGERS
EMOTION
2016




optimism
love
serenity
interest
joy
acceptance
anticipation
trust
aggressiveness
ecstasy
submission
vigilance
admiration
annoyance
anger
rage
terror
fear
apprehension
loathing
amazement
contempt
grief
awe
disgust
surprise
boredom
sadness
distraction
pensiveness
remorse
disapproval

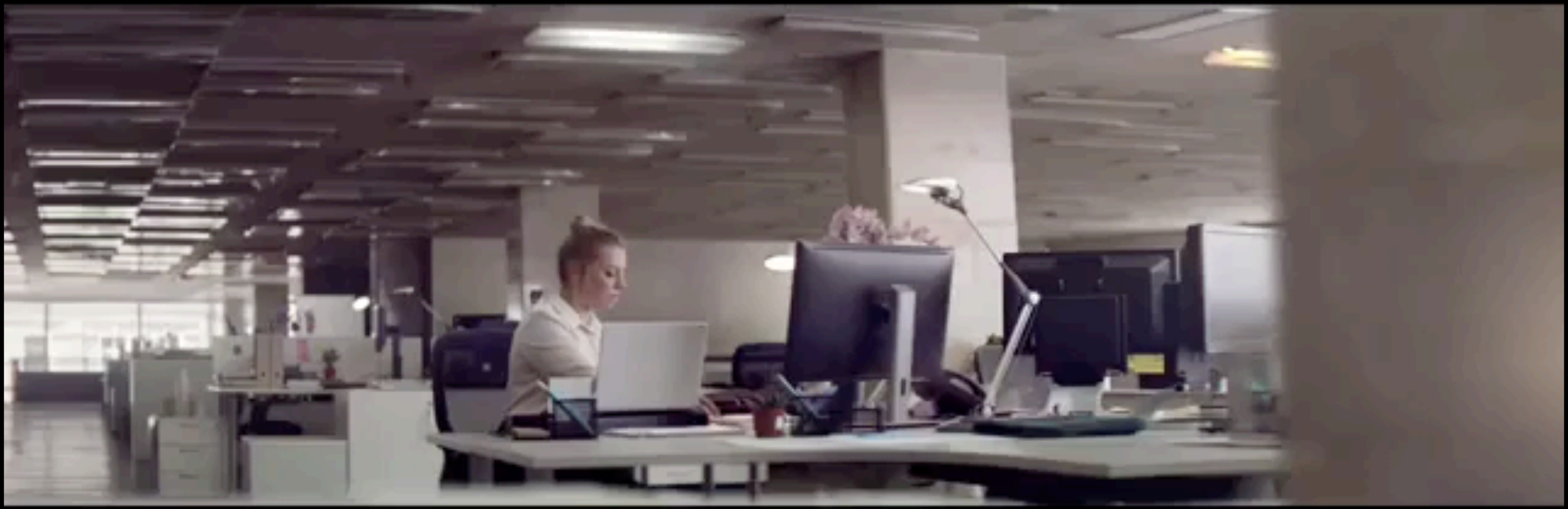

Coca-Cola
light
Lemon


Bazooka


YOU ACTUALLY READ THIS?
TOTAL SUCCESS.
OAT LY!
JCDecaux



3: DON'T BE AFRAID OF USING REAL EXAMPLES.



4: MAKE SURE YOU AIM HIGH ENOUGH.



5: WHEN YOU HAVE AN IDEA, TREAT EVERYTHING AS A BRIEF


John Lewis
5
THIS JACKET BELONGS TO:
1
2
3
4
John Lewis

GLAZENWASSERIJ
LOGCHIES JUNIOR

BoyenMeyer
Weteringschans 98
1017 XS
Amsterdam



GLAZENWASSERIJ
LOGCHIES JUNIOR

BoyenMeyer
Weteringschans 98
1017 XS
Amsterdam




0 81319 82075 6

6: LET HISTORY BE YOUR GUIDE



Chivas Regal is always twelve years old.
Rarely thirteen.



7: DON'T MAKE IT LOOK LIKE AN AD



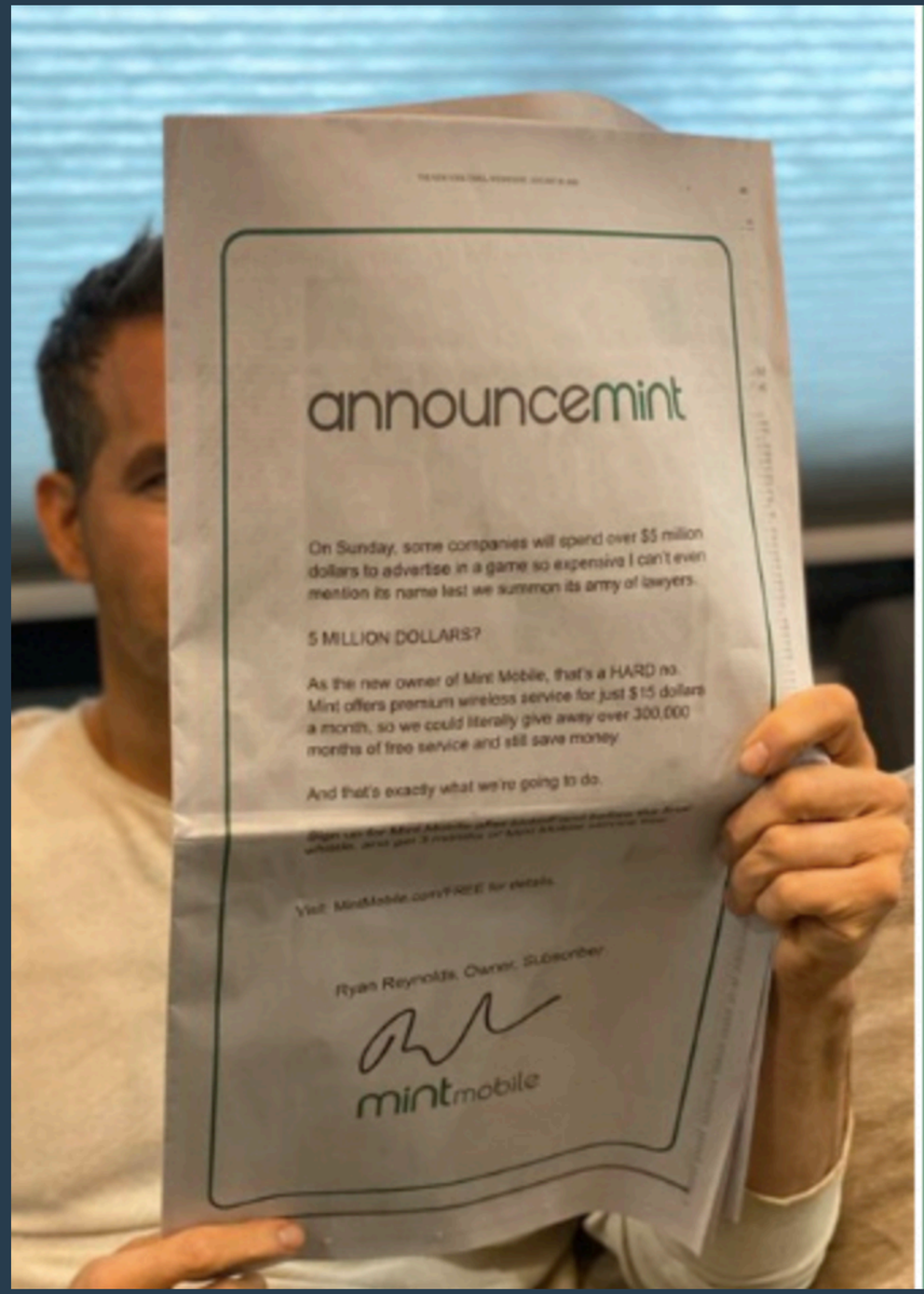


VERX 54 UK 1990

"PROPAGANDA DOESN'T WORK WHEN IT LOOKS LIKE PROPAGANDA...

...TO BE REALLY EFFECTIVE
IT NEEDS TO LOOK LIKE
"CULTURE"
THE CIA

8: USE YOUR CONSTRAINT TO YOUR ADVANTAGE



announcemint

On Sunday, some companies will spend over $5 million dollars to advertise in a game so expensive I can't even mention its name lest we summon its army of lawyers.

5 MILLION DOLLARS?

As the new owner of Mint Mobile, that's a HARD no. Mint offers premium wireless service for just $15 dollars a month, so we could literally give away over 300,000 months of free service and still save money.

And that's exactly what we're going to do.

Sign up for Mint Mobile after kickoff and before the final whistle, and get 3 months of Mint Mobile service free.

Visit: MintMobile.com/FREE for details.

Ryan Reynolds, Owner, Subscriber

mintmobile



9: REMEMBER BRANDS ARE BUILT LONG-TERM


GUESS
jeans
Nestlé
KitKa

10: BRAVERY ALWAYS BEATS BUDGET



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

IN FEBRUARY 2018, DELIVERY PROBLEMS CAUSED HUNDREDS OF KFC RESTAURANTS IN THE UK TO CLOSE.

IT WAS A HUGE NATIONAL NEWS STORY, AND THIS WAS KFC'S RESPONSE, PUBLISHED IN THE METRO AND SUN NEWSPAPERS.

AFTER APPEARING ONLY **ONCE** IN TWO NATIONAL NEWSPAPERS, THE APOLOGY WAS:

SHARED TO
219,138,216
THROUGH SOCIAL

AND REACHED
796,709,795
WITH EDITORIAL COVERAGE

The Guardian · Wired · Financial Times · Forbes · BBC · The New York Times · London Evening Standard · Independent · Daily Mirror · The Sun · NME · ITV · BuzzFeed News · Fox · Huffington Post · CNBC · China Daily · Daily Star · Metro · Mail Online · Sky News · Mashable · The Telegraph · ABC News · USA Today · Lad Bible · Time · The Indian Express

"KFC's genius apology advert makes us want to forgive them for running out of chicken"
JOE

"KFC launches brilliant advert... and people can't get enough of it"
Daily Mirror



TAKE-AWAYS

1. HAVE AN IDEA
2. USE IT TO MAKE PEOPLE FEEL SOMETHING
3. DON'T BE AFRAID OF REAL EXAMPLES
4. AIM HIGH
5. TREAT EVERYTHING AS AN OPPORTUNITY
6. LET HISTORY GUIDE YOU
7. DON'T MAKE IT LOOK LIKE A MARKETING
8. USE CONSTRAINT TO YOUR ADVANTAGE
9. LEAVE ROOM FOR MAGIC
10. BRAVERY ALWAYS BEATS BUDGET

Thank You

Go Raibh Maith Agat

BORD BIA
IRISH FOOD BOARD