Marketing is all about perceptions. And so is advertising. As a part of the marketing process, advertisement aims to create or modify perceptions in the consumers mind. But how do we get to do it? Knowing your purpose and objectives, analyzing the competitive environment and defining a clear communication goal are key to come up with great advertising. Communication strategy comes next and needs to start from the consumer’s (SVC) attitudinal and behavioral profile. What message do we build? It is important to know when you need to focus on notoriety or persuasion, when to choose one tool/vehicle or the other, when to move from tangibles to intangibles. There is much information and models around that will help you take the right decision. In the science industry messages tend to be more rational to call on persuasion, but is it the most effective position? The use of tools such as the Benefit Ladder and the measurement of previous campaigns are key to optimize the communication process. In conclusion you can be effective, but for being efficient you advertisement needs to go through (1) understanding the consumer and their habits, (2) analyze the competitive environment, (3) builds a meaningful message with a clear USP, (4) focus your resources, (5) measure the results and (6) always use 5-10% for testing new ways and routes. Remember than less is more, use your resources wisely and that great and effective campaign does not need to spend millions of dollars.

Biography
Simón Fusté Coetzee has a Degree in Biotechnology from the University of Barcelona and has completed an Msc in Marketing at Napier Edinburgh University plus an MBA at ESADE Business School. He has 10 years of practical experience as international marketer in big multinationals such as Kraft Foods, Granini and Affinity Petcare. He is currently an Entrepreneur working as General Manager at ImProved Professional Veterinarians and as Executive Manager of African Tastes, a new company that manufactures and sells biltong (cured beef). He has been a conference speaker at several universities such as Barcelona Pompeu Fabra or ESERP.

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