

Marketers Are From Mars, Creatives Are From Venus and How to Solve Your Earthly Problems.

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Lance & Jeff Woll, “The Little Blue Book of Advertising.”

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Marketing Is...

Linear, Literal And Logical

The background features a vibrant, multi-colored nebula in shades of blue, purple, and red, set against a dark starry sky. A light blue grid is overlaid on the lower portion of the image. On the left side, there is a vertical blue line with a small blue icon resembling a compass or a stylized 'G' at the top.

Creative Is...

Non-Linear, Illogical And Emotional



You Need Both To Create Great Advertising

10 Signs You Have A Mars/Venus Issue In Your Organization

1. Your approval process schedule is longer than the creative development & production schedule.
2. There is an atmosphere of distrust or disrespect between the creative & marketing teams.
3. Important assignments are given to outside vendors.
4. Creative teams don't ask hard questions of the marketing groups during the strategy and creative development processes.
5. Your marketing & creative teams have an "agency/client" rather than a partnership relationship.

10 Signs You Have A Mars/Venus Issue In Your Organization

6. Your creative teams ignore early drafts of the marketing document and do what they think feels right.
7. Your marketers or client let the first round of creative work do their strategic thinking for them
8. Creative work is presented “up the line.” Junior and mid-level marketing people have to approve the work before it’s shown to senior marketing people.
9. Good ideas from the marketing team or the client are rejected with a “not invented here” attitude.
10. When creative work is presented to marketing, the marketing team starts to muck about in the “area of solution” and starts playing creative director.



Process Can Bridge The Language Gap

Defining The Process Is Critical

- ◆ Agree on the measurements
- ◆ Agree on the measurement process
- ◆ Bring everyone into the conversation

Defining The Process Is Critical

- ◆ One process
- ◆ One language
- ◆ Measured effectiveness

The Foundation Of The Process

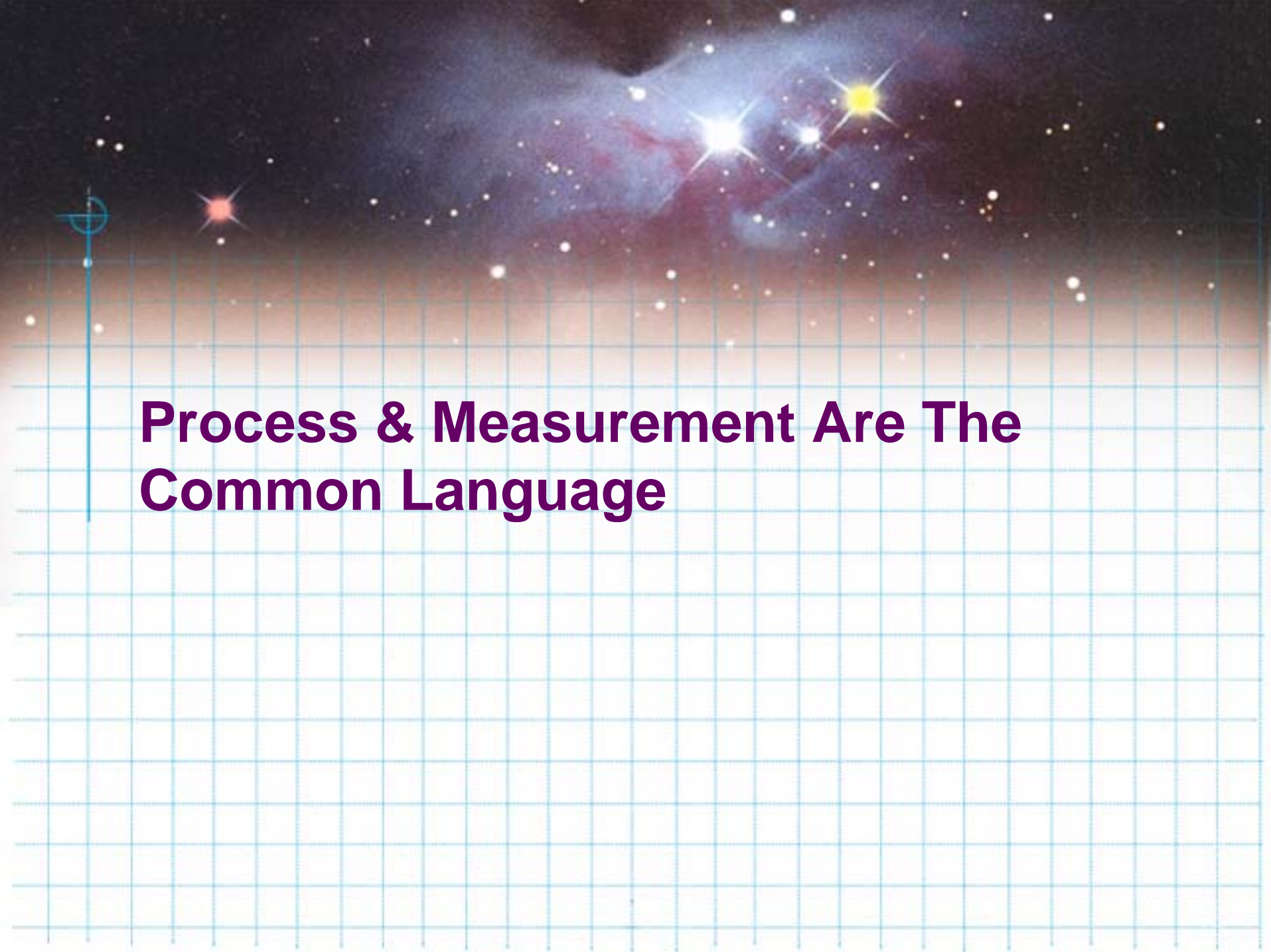
- ◆ Actionable Research
- ◆ Competitive Positioning
- ◆ Supportable Strategy Development
- ◆ A Specific Strategy Document

Coordination Improves Timing

- ◆ Bring creatives in earlier
 - ◆ Creatives must understand their job starts before there's an approved strategy
- ◆ Get marketers out sooner
 - ◆ Marketers must understand their job is to evaluate, not solve, the creative issues
- ◆ Bring “stakeholders” in at key decision points

The Strategy Document

- Actionable
- Simple
- One way
- No exceptions
- One format
- One understood language
- Leading to measurement



**Process & Measurement Are The
Common Language**

The background features a dark, star-filled sky with a prominent nebula in shades of blue and purple. A light blue grid is overlaid on the lower portion of the image. On the left side, there is a vertical blue line with a small circular icon at the top. The text "It All Starts With The Basics" is centered in a bold, purple font.

It All Starts With The Basics

The Strategy Document

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Specific Is Terrific

- ◆ Give me the freedom of a well-defined strategy



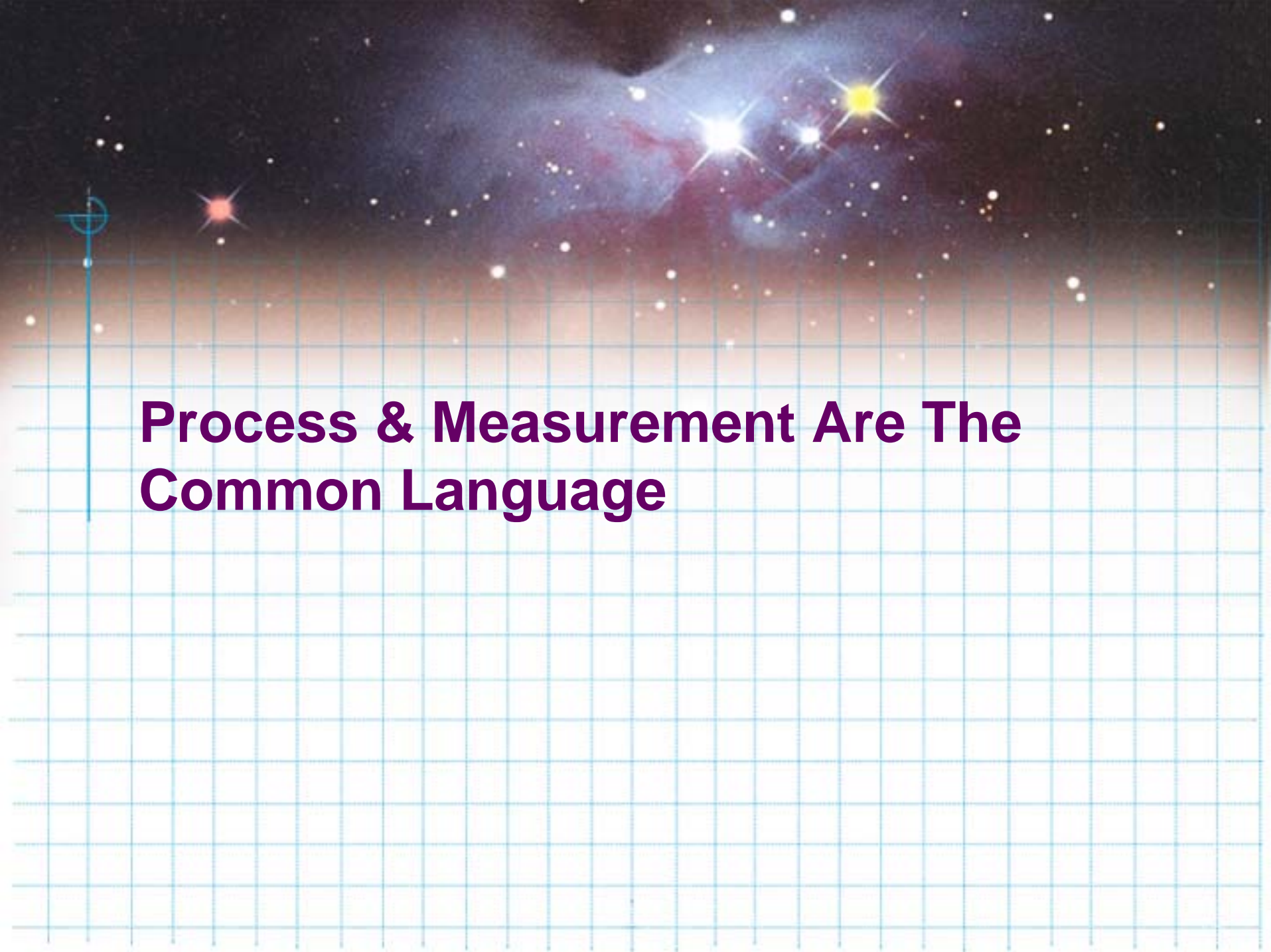
Great Creative Is All About Process

Creatives Hate Process...

- ◆ “Spare me another reorganization”
- ◆ “Don’t worry, I know what I’m doing”
- ◆ “More S.O.B. (Same Old Bullshit)”

Creatives Hate Process... Until They See It Works

- ◆ When process leads to good creative work being sold the first time out, creatives become the biggest champions
- ◆ The process then leads to great creative work

The background of the slide features a deep space scene with a nebula in shades of blue and purple, and several bright stars with starburst effects. A light blue grid is overlaid on the entire image. On the left side, there is a vertical blue line with a small blue circle at the top, resembling a crosshair or a coordinate marker.

**Process & Measurement Are The
Common Language**



Support For The Process

What's Your Strategy Review Process?

- ◆ Do you review all research, strategy & creative documents twice a year?
- ◆ Are your creative and marketing people in agreement?

What's Your Stewardship Process?

- ◆ Do you keep a brand history file & print file?
- ◆ Does it coordinate with the research trends?
- ◆ Has everyone in your organization seen it?
- ◆ Do you review all your creative on a quarterly basis?

What's Your Competitive Review Process?

- ◆ Do you keep a competitive brand history – file and print file?
- ◆ Has everyone in your organization seen it?
- ◆ Who tracks your competitors on the Web?
- ◆ Do you review your competitors' creative on a quarterly basis?

What's Your Post-Mortem Process?

- ◆ What worked this year?
- ◆ Why?
- ◆ What can we do better/different next year?
- ◆ Do you review both immediately after event or ad runs and immediately before next year's campaign?

What's Your Review Methodology?

- ◆ Are these reviews conducted over pizza, sodas and in a loose, no-holds-barred environment?

What's Your Learning Process?

- ◆ Do your creatives and marketers attend the same seminars?
- ◆ Do you bring in brand & creative trainers on a monthly basis?

What's Your Internet Development Process?

- ◆ Does it coordinate with current Web developments?
- ◆ Does it have firm goals?
- ◆ Do your technology teams meet with your creative teams?
- ◆ Do good ideas flow among the team? Especially between technology and creative?

Think Internet, Think Content

- ◆ Web 2.0 is well under way
- ◆ Own the content and you control your brand destiny
- ◆ Build an irresistible relationship with the consumer




**When It's Right, Process Becomes
Your Competitive Advantage**

When It's Right, Process Becomes Your Competitive Advantage

- ◆ Better work environment
- ◆ Better people
- ◆ Better ads
- ◆ Better results
- ◆ More corporate support
- ◆ And most of all...

The background features a dark space scene with a nebula in shades of purple and blue at the top. A light blue grid covers the lower two-thirds of the image. On the left side, a vertical blue line with a small circular icon at the top is present. Several bright stars with starburst effects are scattered across the scene, including a prominent red star on the left and a bright yellow star in the upper right.

...MORE FUN!



Steve Lance & Jeff Woll

The Little Blue Book of Advertising

www.thelittlebluebookofadvertising.com

