



Komunikasi Teks, Session 09

THE CREATIVE CATALOGUE OF ADS

1. What's the creative catalogue?
2. Without Words
3. Mixing and Matching
4. Paradoxes and Optical Illusions
5. Provocation and shock tactics
6. Playing with Time
7. Symbols and Signs
8. Telling Stories, etc.

Komunikasi Teks, Session 09. Prepared by Z. Hidayat, MM, MSi.

1

WHAT'S THE CREATIVE CATALOGUE

- **This catalogue contains a compilation** of over 200 questions which will inject excitement into meetings.
- **There is no discussion within the catalogue** itself about what is good or bad advertising, nor are there tips on how to improve layout or copy.
- **What the catalogue does have to offer** are strategies likely to promote great ideas for campaigns.
- **The result enables you to try out effective communication models** and brilliant strategies for yourself. At the same time, the catalogue provides tools you can use systematically to expand and improve the methods and techniques that people in your agency work with every day.

Komunikasi Teks, Session 09. Prepared by Z. Hidayat, MM, MSi.

2

WITHOUT WORDS

- **How could the USP be depicted without words?**
- **Are there scenes or situations** in which the product benefit could be conveyed without words?
- **How can the benefit be portrayed** in one picture?
- **How might the USP be communicated** in a silent film?
- **How can the benefit be summed up without words** in a simple picture?
- **How could a story be told in simple sign** language?

MIXING AND MATCHING

- **How can the product be combined** with something else in order to make the USP clearer?
 - **Mix the two together?**
 - **Collage?**
 - **Selection?**
 - **Rearrangement?**
 - **Combine several objects to make one?**
- **How can the problem and solution** be combined to make the product message unambiguously clear in a single picture?

COMPARATIVE JUXTAPOSITION

- **What before-and-after comparison** could underline the product benefit?
- **What can the product be compared with**, to make the benefit obvious at a glance?
- **What kind of juxtaposition could represent** both the problem and the solution in surprising, provocative or humorous terms?
- **How can the benefit be communicated** by comparing the product with something from a completely unrelated context?

REPETITION AND ACCUMULATION

- **How can the product benefit be emphasized** by repetition?
- **How can repetition attract attention**, and represent the problem situation in a witty, provocative or exaggerated way?
- **How can the benefit be reinforced** by an accumulation of problem situation?



EXAGGERATION

- **What exaggeration could represent** the benefit more forcefully?
 - What can be added?
 - Make it bigger? Longer? Heavier? Thicker?
 - Give it added value?
 - Increase the number of components?
 - Multiply by two? By twenty?
 - The sky's the limit?

Komunikasi teks, Session 09. Prepared by Z. Hidayat, MM, MSi.

7

- **What reduction, no matter how extreme,** could represent the USP more forcefully?
 - What can it do without?
 - Make it more compact?
 - Smaller? Shorter? Flatter?
 - More aerodynamic? Lighter?
 - Can the parts be shown separately?



Komunikasi teks, Session 09. Prepared by Z. Hidayat, MM, MSi.

8

OMISSION AND SUGGESTION

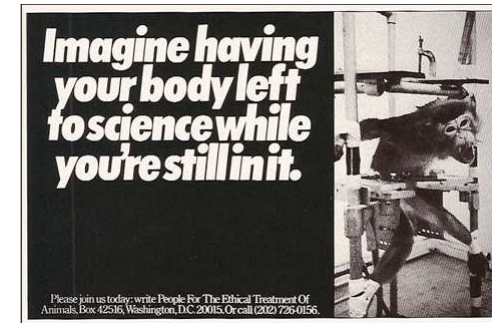
- **What could replace the product?**
Who or what could take its place in order to focus on the USP?
- **How can attention be attracted by omission** in headlines, copy, spoken dialogue or TV spots?
- **What can be the product be reduced** to its essentials?
- **How can the product, packaging or benefit** be represented, or replaced, by suggestion?

Komunikasi teks, Session 09. Prepared by Z. Hidayat, MM, MSi.

9

PARADOXES AND OPTICAL ILLUSIONS

- **How can a paradoxical or contradictory statement** emphasize the benefit of a product or service?
- **How could an optical illusion represent a product** feature visually?
- **How can an optical illusion attract attention** by making the target group play a game?



Komunikasi teks, Session 09. Prepared by Z. Hidayat, MM, MSi.

10

PROVOCATION AND SHOCK TACTICS

- **How can the product or its benefit** be depicted provocatively?
- **What has no one else ever associated** with this product?
- **What would no one dare to say about the product?**
- **Can you break a taboo, or provoke the target group** by other means, to draw attention to the product message?
- **How can you use a provocative allusion or double meaning** to make the target group think?

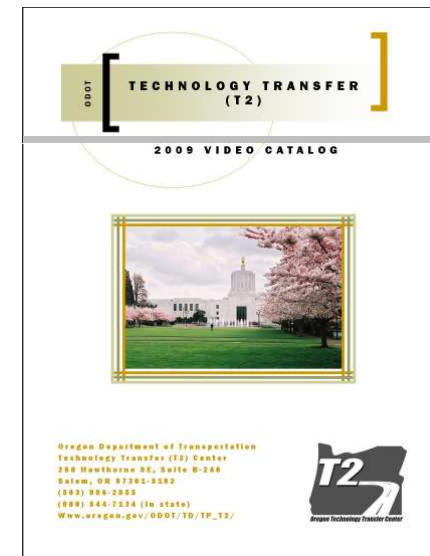
- **How could the product be depicted** to have an especially horrifying or funny effect?
- **How could it be made to scandalize** or provoke?
- **How can shock be used to dramatize** the product benefit?



PLAYING WITH TIME

- **What effects does time have on the product** or the user?
- **How will the product change the user's future?**
- **What possibilities does it open up?** How will it affect the way the user now views the past?
- **How might the user have had to solve problems** previously without the product?
- **Where does the new product take the user?**
- **What can be used from anywhere** in history to throw positive light on the USP?

- **How can the product be associated with historical** events in a way that emphasizes its benefit?
- **What vision of the future or futuristic image** can help to make a product feature visible at a glance?



A CHANGE OF PERSPECTIVE

- **How can the product be presented** from the viewpoint of other creatures, things or events associated with it?
- **How can playing with extreme close-up** or extreme distance communicate something about the product or service?
- **How can the product reveal new perspectives** to the target group?
- **How can the benefit be presented** from the viewpoint of things or creatures affected by it?

SPOOFS AND PARODIES

- **What opportunities for spoofing or parody** does the product offer?

1. **Spoofs: What legends, stories, fairy tales, movie plots,** other ads, TV shows etc. can be spoofed by changes of time, place and tone, to put across an idea?

2. **Parodies: What stereotypes, clichés or behavior patterns** can be parodied in connection with the product?



SYMBOLS AND SIGNS

- **How can the product benefit be represented** more simply by symbols or signs?
- **How can symbols and signs convey** a complete message without words?
- **Are there signs or symbols** which will communicate a message if inverted or altered?
- **What symbols and signs can be combined** to generate a new meaning, representing the product advantage?
- **What sign language can be used** to convey the product message without words?

COME AND PLAY

- **What kinds of games can you use** to get your target group involved riddles, DIY instructions, something to make (fold/roll up/glue together/look for/draw); quizzes, board games, optical illusions, party games, anything else you can think of?
- **What could you do to the medium** (press, poster, direct mail, banner etc.) to turn it into a toy?
- **What witty, provocative or intriguing instructions** could you use to get you target group to play?

TELLING STORIES

- **What everyday situations** could you develop around the product to show its advantages in the best light?
- **What sort of story could involve** the product as best friend or partner?
- **In what everyday situation** could it attract attention in a provocative way?
- **In what situation could** it become a star, a lifesaver or a helper?
- **In what everyday story** could it make people laugh?

- **Which of the following dramatic styles** would be best for presenting the product strength in an everyday situation or story?

- **Horror**
- **Thriller**
- **Adventure**
- **Slapstick**
- **Comedy**
- **Action**
- **Costume**
- **Love story**
- **Drama**
- **Soap opera**
- **Documentary**
- **News**
- **Chat show**

TAKE IT LITERALLY

- **What images do you get** if you take descriptions of the product benefit literally?
- **What ideas or statements** about the product can be taken literally in order to generate witty, satirical or flippant visual images?
- **What idioms or verbal metaphors** can be taken literally?
- **How can slogans, common expressions**, keywords or text associated with the product be converted literally into pictures?
- **What slang phrases, metaphors** or turns of phrase could be translated literally into a visual image that will get the product or service noticed?
- **Are there any names, acronyms, slogans** or other verbal concepts that can have a double meaning if taken literally?

Komunikasi Teks, Session 09. Prepared by Z. Hidayat, MM, MSi. 21

ALTER THE PRODUCT

- **How could the product be depicted** differently to best communicate its benefits?
 - **Change its shape?**
 - **Change its use?**
 - **Change its location?**
 - **Combine it with things from nature or technology?**
 - **Alter the way it looks, moves, sounds, smells?**
 - **Can you change anything else?**

Komunikasi Teks, Session 09. Prepared by Z. Hidayat, MM, MSi. 22

- **How could the product be altered** to communicate the benefit at a metaphorical level?
- **How could the product be altered to communicate** particular feature by overstatement?
- **How could the product itself** represent its benefit or the problem situation?
- **What unorthodox ways of using the product** would give a striking demonstration of its USP?



Komunikasi Teks, Session 09. Prepared by Z. Hidayat, MM, MSi.

23

DOUBLE MEANINGS

- **What opportunities for ambiguity**, double meanings or wordplay are there in the words you use to describe the benefit?
- **How can the benefit be illustrated** in a picture with a double meaning?
- **What verbal ambiguities emerge** from the brief, in slogans or taglines, product descriptions, or from discussion in meeting?



Komunikasi Teks, Session 09. Prepared by Z. Hidayat, MM, MSi.

24

IN THE BEGINNING WAS THE WORD

- **With the following these** catalogue questions, get help from reference book: dictionaries of quotations, popular idioms, sayings, proverbs or graffiti.
- **What sayings or proverbs does** the product or its USP make you think of?
- **What sayings might other people** think of your grandparents, politicians, housewives, etc?
- **Can you make these sayings** or proverbs seem unfamiliar, or take on a new meaning that involves the USP? For example: Truth will pout; Where there's a will, I'm away; Every crowd has a silver lining.
- **Can the proverb be turned into** its opposite? For example, 'The early bird catches the worm' could be 'The early bird misses the worm'.

Komunikasi Teks, Session 09. Prepared by Z. Hidayat, MM, MSi. 27

- **What quotations does the product suggest to you?** What quotations from other areas: politics, art, everyday life, the media? What quotations from current celebrities might be borrowed?
- **Can you think of any appropriate graffiti?** Are there any famous passages of dialogue from films, plays or novels, or well-known running gags from TV series that you could use?



Komunikasi Teks, Session 09. Prepared by Z. Hidayat, MM, MSi. 28

Everyday language

- **Listen to how people talk:** what common jargon, dialect or slang phrases would be describe the product perfectly?
- **How would the ordinary man** in the street describe the USP? Or someone cool? What slang does it suggest to you? Run through the following examples:

- An old lady
- A lawyer
- A child
- One of the target group, etc.



Tagline

- **What tagline can you develop around your goal** or the product? Formulate the tagline like a book title and try to derive ideas from it. Sample 'titles' could include:

- 'The Art of Travel'
- '100 Ways to Build a House'
- 'The Shortest Route to Money'
- 'Make your Home a Castle'



Wordplay

- **Can you construct rhymes, puns or other kinds** of wordplay from the product or brand, which will underline the USP? Collect terms relating to the products or its benefit and try them out as answers to the following questions.
- **What sounds like the terms that describe** the product? Can wordplay, puns, rhymes or other verbal jokes be developed from them? Can they be combined or rhymed with words from foreign language?
- **What contradictions do descriptions of the product** provoke? What images occur to you if you think about oxymoron like 'eloquent silence', 'bittersweet'?
- **Can compound terms be split up and used** in meaningful new combinations with into product descriptions?

REFRAMING

- **How can you alter the frame or context** from within which events are seen, and so change their meaning?
- **Is there a larger or different frame or context** within which the product will acquire a new and positive value?
- **Is there a context in which seemingly negative aspects** acquire a positive meaning?
- **Is there another context within which** the product would be startling or surprising?
- **Can you attach a new label with positive overtones** to forms of behavior, events or objects, in order to reveal new and interesting perspectives?

METAPHOR AND ANALOGY

- **What metaphors or analogies** can be found in nature or technology that will represent the brand or benefit at a glance: *the brand is like X?*
- **What can the product or its USP** be compared with?
 - **What looks like it or works** on a similar principle?
 - **What parallels can be drawn?**
 - **What visual images do these metaphors and analogies suggest?**
 - **What other ideas does the product suggest?**
 - **What could you take as a model?**

- **How can you represent a new product** by comparing it with something familiar, so that the benefit is immediately obvious?
- **How can metaphor or analogy present a problem situation** so that it can be seen at a glance and needs no explanation?



BREAKOUT THE FRAME

- **How can the advertising medium** be actively involved in the message, in order to make the benefit immediately apparent?
- **How can the context of the medium** be integrated into the message in a meaningful way?
- **How can standard media be altered to give** the benefit more impact?
- **How can the medium be involved in the message** in a playful and intelligent way?

ALTERNATIVE MEDIA

- **How could an outside installation be used to tell** a story about a product in the open air or in a large space?
- **How can an outdoor site be used in a fun way** to attract and involve the attention of passers-by?
- **How can an advertising message be integrated into an everyday location** in an attention-grabbing way?
- **What unconventional ad formats could be used to grab** your target group's attention?
- **What familiar places or objects can you use** for your ad to attract attention in a provocative way?