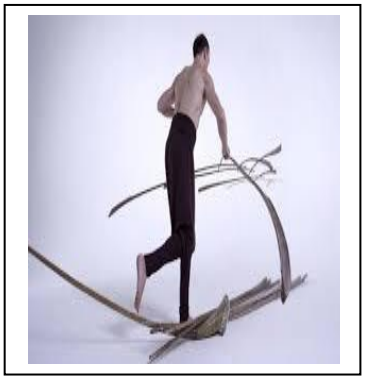
Design-Driven Advertising Message

Developing advertising message is necessary for connecting customer with the product

The creative ad speaks the true brand story and connects the chord of the customer. Titan Edge is the slimmest-designed watch in the universe, which is communicated in its new ad campaign 'mastery beyond belief'. The ad showcases a Swiss balance artist, Maedir Eugster, who balances a dynamic structure of sticks with a '*feather*' that defies all laws of gravity. The ad is the visual metaphor of well-crafted design involved in Titan Edge slimmest watch.



Many ads fail to create any impact on customers because they focus more on laundry list of product features or price. What entices customers is creative message which connects the ad with the product.

Developing the advertising message is the heart of advertising campaign. The message should be developed considering the characteristics of target audience such as their age, gender, habits, education, income, occupation, etc. The message should be meaningful, distinctive and believable.

The design –driven marketing considers the following:

- Visual presentation of distinguishing point of design as done by Titan, Montblanc and Coke
- Design should have an interesting stories like Sony Walkman
- Design should enhance external appearance as Gucci focuses on external appearance while designing brands.
- Customer interface should be simplified by design such as ease of use, and ease of repair. A woman buys a kitchen grinder based on ease of use.

Topic	Course
Developing advertising message: Advertising, sales promotion and public relations: Unit 20.4	Marketing Management

Source: *Bhat, H (2013), The Marketing of Design, Business Line, Sep 12, 2013*