

WELCOME TO WEEK 4

CREATIVE ADVERTISING

M&CSAATCHI
OPEN HOUSE



HELLO



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HOUSE RULES

You are not able to be seen or heard by the panelists or other participants

Please be respectful of each other when using the communication features

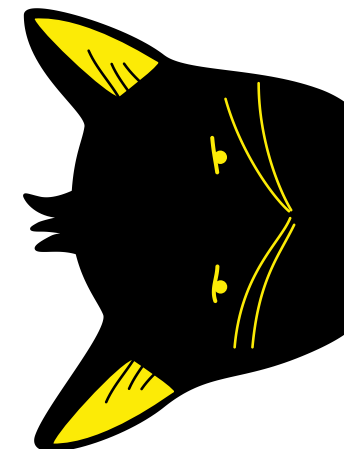
We will disable the chat function shortly after starting the meeting

Please use the Q&A to ask questions and we will answer as many as we can

Please use the Reactions when directed by the Speakers

Please use the auto-transcript function in zoom if you need to

This session will be recorded and on the Open House site tomorrow so don't worry if you miss anything!





WHAT EVEN IS BSOT?

M&C Saatchi's founding principle and current way of operating:

BRUTAL SIMPLICITY OF THOUGHT

It's easier to complicate than simplify.

Simple ideas enter the brain quicker and stay there longer.

Brutal simplicity of thought is therefore a painful necessity.



**BRUTALLY SIMPLE
STRATEGIC
DEVELOPMENT**



Strategy gives the creative a **direction** to go in.

It give it an angle.

It's what creative needs to do or say for it to be **effective**
with the target audience and for the brand.

Creative projects usually begin with a client brief:

CLIENT GOAL:

To promote their brand or specific products and services

TARGET AUDIENCE:

The group of people the creative work needs to speak to

REASONS TO BELIEVE:

Why the brand, or its products and services are good match for the target audience



20G OF WHEY PROTEIN
AVAILABLE IN 4
DELICIOUS FLAVOURS


SHOP NOW



Our customers say **Excellent**



4.4 out of 5 based on 61,276 reviews

 Trustpilot



ENERGY GELS

Truly isotonic formulation with no need for added water



BETA FUEL

Unleash your potential with a scientifically superior fuel.



HYDRO TABLETS

Effervescent tablet that readily dissolves in plain water



RECOVERY POWDERS

Complete recovery product which comes in 4 delicious flavours



CLIENT GOAL:

Increase brand awareness and sales of SiS during the Tour de France

TARGET AUDIENCE:

25-50yr old Tour de France enthusiasts who do regular endurance sports themselves

REASONS TO BELIEVE:

SiS has supported – and tested products with – the Ineos Grenadiers TDF team since 2012.

TIME FOR INSIGHTS

WHAT IS AN INSIGHT?

Insights are unvoiced truths.

A diagram consisting of two black arrows pointing upwards and outwards from a central point towards the underlined words 'unvoiced truths' in the sentence above.

Insights make people see things in a different way or in a new light.

If it doesn't feel new, it's not an insight, it's just an observation.

They are not presumptive or contrived.

They don't just *feel* true, they *are* true.

“An insight is a revelation that makes us look at the world in a different way. An insight is something that provokes a reaction in us.”

Julian Cole

QUICK ACTIVITY:
INSIGHT VS OBSERVATION

Through the eyes
of toddlers, dog
poo looks like an
appetizing
dessert.

Gen Z and
millennials spend
more time online
than generations
before.

Moms are busy
and on-the-go.

Supermarket
express checkout
makes shoppers
do the jobs of
employees for
no pay

Babies brains
grow so fast that if
their bodies
matched that
growth, by the end
of just their first
month they'd be
adult sized.

People are
bombarded with
choice in their
everyday lives.

**INSIGHTS MAKE CREATIVE
WORK MORE BELIEVABLE**

**COMPANY
INSIGHTS?**

**CONSUMER
INSIGHTS?**

Strategists search far and wide for insights, and then filter for the most relevant ones to form a creative brief

**COMPETITOR
INSIGHTS?**

**CULTURAL
INSIGHTS?**

“THREE BOX” AS A FILTER

Customer Truth

Simple truth relating to the consumer or category that is often overlooked

+

Brand Truth

Defining truth about the brand or product, either unique or uniquely expressed

=

Proposition

Catalyst for belief and action



Customer Truth

What makes endurance enthusiasts special is their desire to put themselves through a level of pain that 'normal' people wouldn't.

+

Brand Truth

If SiS products help elite athletes push through the pain of the Tour de France, they can certainly help enthusiasts too

=

Proposition

Celebrate the beautiful pain that Tour de France athletes endure

THREE BOX ✓

PROPOSITION ✓

CREATIVE BRIEF ✓

3

**BRUTALLY SIMPLE
CREATIVE
DEVELOPMENT**

A creative idea can have many forms...



Film Script

Pop Up Event

Poster /
Series of
posters

Social media
challenge

Etc.

Three rules to get to great work:

IS IT DISTINCTIVE?

WILL PEOPLE GIVE A ST?**

DOES IS MAKE US SLIGHTLY NERVOUS?

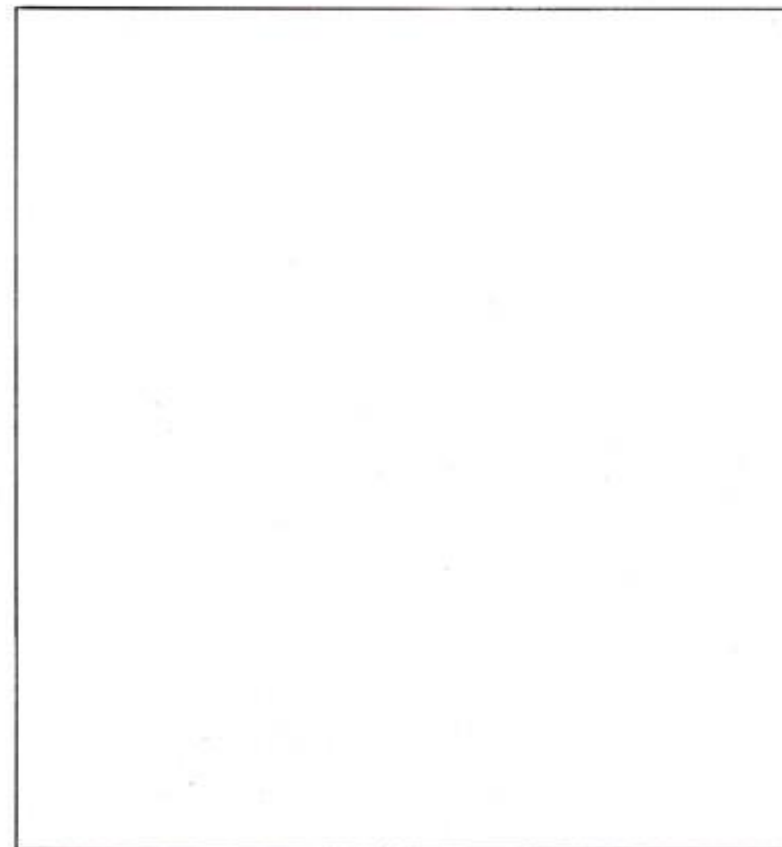
SOME MORE TIPS FOR CREATIVE DEVELOPMENT

1. Don't try and write advertising, talk to people like humans

2. The best ads feel like a one-to-one conversation, not a sell

How to do a Volkswagen ad.

1. Look at the car.
2. Look harder. You'll find enough advantages to fill a lot of ads. Like the air-cooled engine, the economy, the design that never goes out of date.
3. Don't exaggerate. For instance, some people have gotten 50 m.p.g. and more from a VW. But others have only managed 28. Average: 32. Don't promise more.
4. Call a spade a spade. And a suspension a suspension. Not something like "orbital cushioning."
5. Speak to the reader. Don't shout. He can hear you. Especially if you talk sense.
6. Pencil sharp? You're on your own.



(Write headline here.)

(Short copy here.)

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I kick balls. Deal with it.

THIS
GIRL
CAN

3. Make sure the work feels truthful to the audience

Sweating like a pig, feeling like a fox.

THIS
GIRL
CAN

Full-time Mum.
Part-time Mermaid.

THIS
GIRL
CAN



4. The best ads
don't always look
like ads



Do you believe in the power of dreams? When Soichiro Honda was 8 years old he saw his first motor car. It was an early edition Model T Ford. Soichiro couldn't help running after the car. "It leaked oil," he recalled fondly. "I got down on my hands and knees to smell it. It was like perfume."

Getting stuck?

Step away.

Go for a walk.

Build some Lego.

Bake a cake.

Do some knitting.

Have a bath.

Watch Tom & Jerry.

Do ANYTHING.

Then come back to it.

5. You often do
your best
thinking, when
you're not
"thinking"

Last, but not least...

**6. Everything you need
should be in the brief**



Customer Truth

What makes endurance enthusiasts special is their desire to put themselves through a level of pain that 'normal' people wouldn't.

+

Brand Truth

If SiS products help elite athletes push through the pain of the Tour de France, they can certainly help enthusiasts too

=

Proposition

Celebrate the beautiful pain that Tour de France athletes endure



ONE OF THE MOST BEAUTIFUL
DEPICTIONS OF HELL YOU'LL EVER SEE

Developed for INEOS Grenadiers.
Available to all.
Always #fuelledbyscience

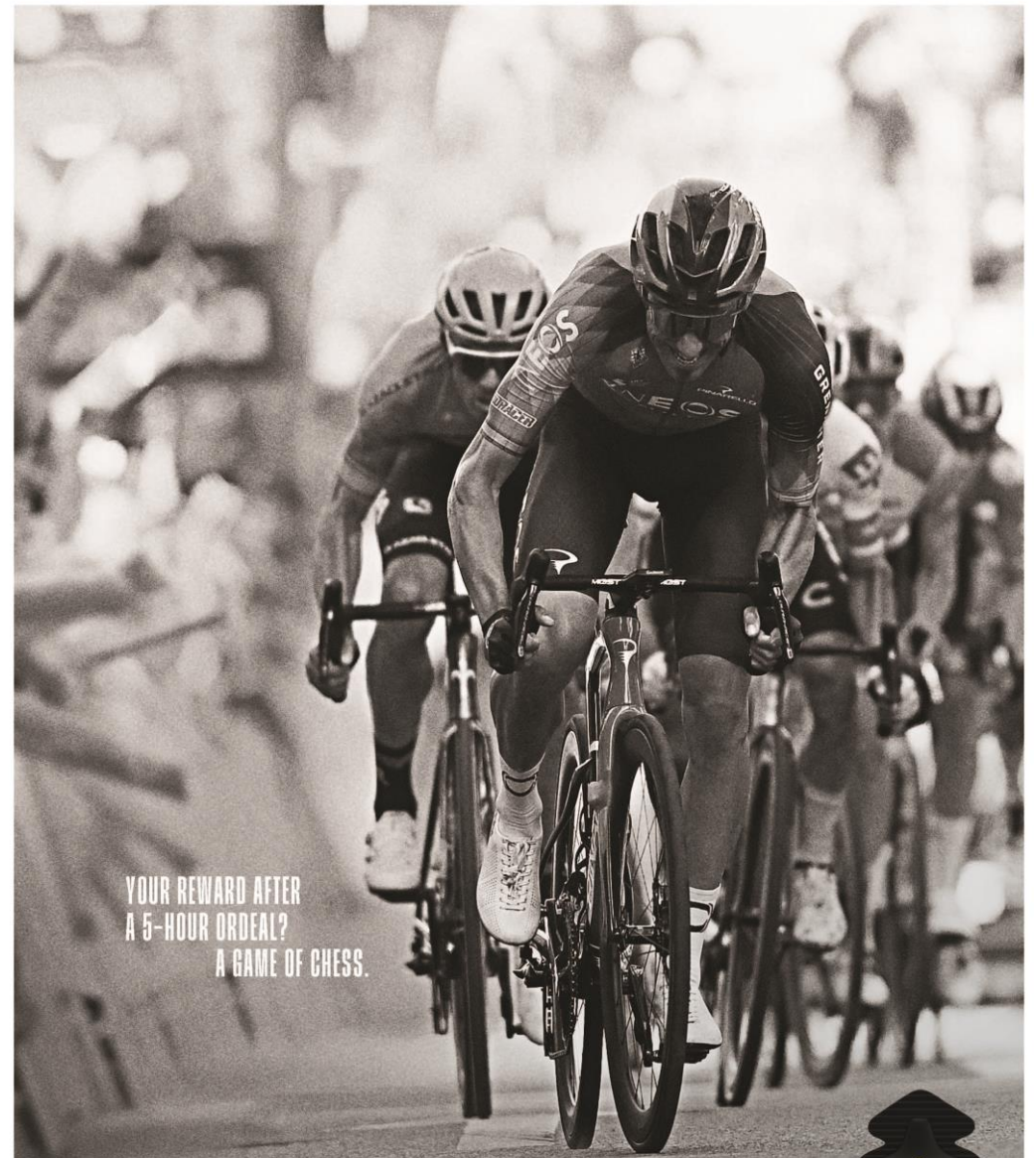


EXTERNAL TEMPERATURE: 30°C



INTERNAL TEMPERATURE: 40°C

Developed for elite athletes.
Available to all.
Always #fuelledbyscience



YOUR REWARD AFTER
A 5-HOUR ORDEAL?
A GAME OF CHESS.

Developed for INEOS Grenadiers.
Available to all.
Always #fuelledbyscience



WELCOME TO THE MOST
INHOSPITABLE PLACE ON EARTH



Developed for elite athletes.
Available to all.
Always #fuelledbyscience



QUICK ACTIVITY:
WHICH CREATIVE IS BETTER?

1

Boss meetings in
front of the boss.

The Economist

2

Lose the ability
to slip out of meetings
unnoticed.

The Economist

1



2



1



MICHAEL JORDAN 1
ISAAC NEWTON 0



2



WHO SAYS YOU CAN'T
BEAT GRAVITY?



Once the idea's finished, we work with producers, directors, photographers, and designers etc to bring it to the world.

***RESULTS FROM
LAST WEEK***

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Spend 5 minutes to think about this.
Pick one. Don't overthink it.

Some questions to prompt your decision.

- The last brand of snack you bought?
- A brand you've always wanted to try but haven't yet?
- A brand you recommended to a friend or family member?
- A brand you've seen an advertisement for that caught your eye?
- A brand that you feel emotionally connected to?

2. FIND SOME NUMBERS

Spend about 20 minutes on this.
Aim for 10 numbers.

Your numbers don't need to come from rigorous data analysis. There will already be lots of published numbers.

You could try looking at:

- YouGov | What the world thinks
- News sites (BBC, Sky, Sun, DailyMail)
- The brand website
- Advanced Google search (*("Brand you picked" AND (statistics OR "annual report" OR percentage OR "market share" OR data OR "financial report" OR survey)) filetype:pdf | filetype:doc | filetype:xls*)

3. MAKE IT MEMORABLE

Spend about 15 minutes on this.
Reframe one or two to make memorable.

Some questions to guide you:

- Round to zero without losing meaning?
- Drop the decimal points?
- Is it big enough to deserve attention?
- Can it be scaled (up or down)?
- Does it 'feel' relatable? (but not suspicious)
- Are the units easy to grasp?
- Is it catchy? Can it use alliteration, rhyme, repetition, or contrast so it becomes a 'soundbite' that sticks in people's memory?

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Prep Kitchen

2. FIND SOME NUMBERS

51 Athletes
4.7 Stars
£6.25
19g
260 Google reviews
3 Minutes
509 kcal
36% Chicken
2 portions
45 meals

3. MAKE IT MEMORABLE

2 portions of veg in under 200 seconds

Annabelle Paterson

Succinct and relatable. It gets across the idea of quick and healthy eating. It's rounded well, easy to understand and catchy due to its simplicity and clarity.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

McDonald's

2. FIND SOME NUMBERS

70% of total McDonald's
restaurants are not based in US

3. MAKE IT MEMORABLE

If McDonald's is a pizza,
America is just a slice of it

Muhammed Afsal

This uses a well known relatable and visual analogy. It's a clear point about the global presence of McDonald's and easy to grasp the larger international presence of the brand.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Whole Earth Peanut Butter

2. FIND SOME NUMBERS

The average serving size of peanut butter is about 32g give or take. Let's use 33g
Per 100g of Whole Earth peanut butter there is 25.6g of protein. Meaning there is 8.5g protein per serving.

The average protein daily intake (according to British Heart Foundation) for a man is 55g, and 45g for a woman.

So let's sit in the middle at rough 50g
This means roughly per serving you could get 17% of your daily protein per serving

3. MAKE IT MEMORABLE

You can't always get what you want. But you could get nearly 20% of your daily protein in 1 serving!

Austin Curtis

Uses a play on a known phrase to emphasise the access to protein in peanut butter. It's easy to understand and doesn't involve any complex units or numbers.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Lime Micromobility

2. FIND SOME NUMBERS

A trip with Lime uses 75% less carbon than a comparable car trip.
Worldwide, one in every 4 Lime trips replaces a car trip.
Since 2013, Lime riders have taken 300 million trips, replaced 75 million car trips and prevented an estimated 30,000 metric tons of CO2 emissions.
Lime provide electric bikes and scooters in more than 200 cities in nearly 30 countries on five continents.
57.4% of Lime riders surveyed had not ridden a bike in the last month, and 26.6% of them hadn't ridden one at all in the last year.

3. MAKE IT MEMORABLE

Lime: Taking you around the world 12,000 times, one ride at a time.
The Proclaimers walked 500 miles, Lime cycled 300 million.
But who's counting?

Chelsea McFarlane

It's a clear compound number and nicely suggests a lot of travel is now being made with Lime and that it is easy to access, one ride at a time.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

KFC (Kentucky Fried Chicken)

2. FIND SOME NUMBERS

They sell 12 million chicken pieces everyday worldwide and chickens have 8 pieces, that gives us 1,5 million chickens daily.
multiplied by 30 days, they are selling 45 million fried chickens every month.

3. MAKE IT MEMORABLE

"45 million fried chickens served to the world"

Daryan Jawdat

This feels impactful, showing the enormous amount of chicken. It has been scaled to make it more relatable - it's actually per month, but the month is omitted - but we feel closer to 45m than to 540m if we rounded it to a year

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Oatly

2. FIND SOME NUMBERS

Packaging is 100% renewable/recycled materials
\$23 BN plant based retail sales, compared to \$631 BN global dairy retail sales, showing opportunity for growth
85 MM reduction in forecasted 2024 overhead expenses
14% Y/Y retail sales growth in Q2 2023, compared to 5% plant based milk growth
\$178.0 to \$196.0 revenue growth (10%)
Global move to vegan diet would lead to 6.6 BN metric tons (49% reduction) in food's annual greenhouse emissions
Stock crashed by 94%
Plant based milk is a \$2.83 BN category in US retail for the 52 weeks to March 26 2023
50,000 locations in more than 20 countries
Total comprehensive loss for the year increased from 284,254 (2021) to 489,564 (2022)

3. MAKE IT MEMORABLE

Unlike your phone (which would be 4 metres long and quite heavy), plant based retail sales could be 25 times bigger.

Francesca Hibbit

Uses a fun and vivid comparison to highlight the market opportunity. We can imagine what a daft thing that massive phone would be - and that helps us all feel why it's daft to have such an unclaimed market gap.

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Toto Bidet Washlet

2. FIND SOME NUMBERS

- *The Toto Bidet cuts your need to use toilet paper, because it's a bidet.
- *Individually, we use an estimated 50-100 rolls of toilet paper a year (75 median). There are an average of 250 individual sheets on every roll of toilet paper. That's an average of 18,750 sheets used per person, each year.
- *The average page count of a paperback book is 250 pages (125 sheets of paper).
- *On average, a sheet of toilet paper is 15gsm, while a paperback book's pages are about 100gsm. The average area of a sheet of toilet paper is 0.014m^2 , while the average area of a page of a paperback book is 0.035m^2 .
- *This works out at around 5,100 grams of paper for the average amount of toilet paper used by an individual per year, while the average paperback book weighs around 435 grams.
- *This works out as one person flushing the equivalent of 11.7 paperback books down the toilet each year. I've rounded this to 12.
- *The UK population is estimated to be 67 million people (2021 UK Census Data - <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2021>)
- *The British Library contains over 13 million printed books (<https://www.britannica.com/topic/British-Library>)
- *If the British public's toilet paper use was equated to paperback books, the approximate equivalent of 800 million paperback books are flushed down the toilet each year. This works out at about 60 British Library's worth of books.
- *60 British Library's worth of books is approximately a British Library's worth of books flushed down the toilet per week (60/52 weeks)

3. MAKE IT MEMORABLE

Don't flush the British Library down the loo this week!
As a nation, we flush more than a British Library's worth of paper down the toilet every week. With the Toto Bidet, you don't need any toilet paper.
Flush less. Read more.

Henry Carruthers

This uses an amusing analogy to convey the enormity of waste paper in a thought-provoking way. It doesn't even have the number in it (but thank you for showing all the workings!)

WEEK 2 TASK: DATA & INSIGHT

1. PICK A BRAND

Marmite

2. FIND SOME NUMBERS

47% love or like Marmite, whereas 34% dislike or hate it, the remainder (19%) indifferent, never tried it or don't know...

Diving into the numbers further:

Love = 29%

Like = 18%

Indifferent = 11%

Never Tried = 6%

Dislike = 14%

Hate = 20%

North vs South. Marmite is most popular in Greater London & South - 6/10 claiming to love/like it.

Popularity declines moving Northwards - 1/3 love or like it in Scotland and the North

3. MAKE IT MEMORABLE

Turns out only 20% of Brits 'hate' our 'beloved' Marmite.

Kulraj Bains

This challenges a public opinion in a catchy way, drawing on the surprising aspect of the like-to-dislike ratio. It's straightforward, easy to grasp, and memorable.

4

**A BRUTALLY SIMPLE
TASK FOR YOU**



Next Generation Deodorant

🔥 As seen on Dragons' Den 🔥

The sustainable deodorant backed by science.

With plastic-free refills and natural, effective ingredients.

[SHOP NOW →](#)



AS SEEN IN





Smell good
Do good
Feel good

With plastic-free compostable refills and a durable outer case that's designed to last a lifetime, smelling good and doing good has never been so easy.

[SHOP NOW →](#)





CLIENT GOAL:

Increase awareness of the Fussy brand and its deodorants

TARGET AUDIENCE:

Young outgoing professionals who also care greatly about the environment.

REASONS TO BELIEVE:

Fussy products are plastic free, planet-friendly and designed to last a lifetime.



Customer Truth

Smelling good can make a big impact, not just on you, but on the planet too.

+

Brand Truth

Fussy makes it easy to smell good and do even better for the world

=

Proposition

Be Fussy about your deodorant

Deliverable:

Poster Idea. One Idea. One Slide. PDF

(Doesn't need to *look* beautiful)

Q&A

*Thank
you*

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