Privilege Promotions reviews 6 creative campaigns that have changed the way we live

Monday 16 March, 2015

With branding having such a huge influence on the way people live and perceive products, Privilege Promotions reviews six of the most creative campaigns that have helped shape society in the last 10 years.

About Privilege Promotions: http://www.privilegepromotions.co.uk/about-us/

To sell to any audience, you have to understand it. Discovering how its members think, act, and purchase is only the first step to finding new opportunities to engage with them. Modern day businesses have many avenues in which they can promote businesses, products or services.With the modern consumer their exposure to products and companies is high and occurs in nearly every daily process, whether it be when we travel in the form of billboards or leaflets, or when we watch movies with strategic product placement and arguably the most influential, the impact of social media advertising and the ability to track consumer movements and the availability of such data allowing businesses to directly expose themselves to the right market.

Ije Nwokorie is the CEO of Wolff Olins, looks at several brands and how they have marketed themselves directly and indirectly over the last few years;

1.Red Bull Stratos (2012) looks like a marketing stunt gone nuts. Yet Ije draws attention to Red Bull's ability to create little noise about themselves. By letting Felix Baumgartner get the plaudits, Red Bull continued its tradition of celebrating the rebellious adventurer in all of us. In our sit-back-and-comment culture, Red Bull challenges us to get-up-and-be.This brand allows itself to build its identity subconsciously without the consumer feeling forced upon and directly marketed.

2.App Store (2008) / Android (2009) two different brands and two different creative approaches, but both have changed our lives in ways unimaginable 10 years ago. Today, one-man "teams" can compete with large organisations for that 120x120px space on your phone ushering in a golden age of creativity and design that is transforming industries across the spectrum.This an extraordinary platform for companies to expose their businesses to millions at a low cost and in a way the consumer can instantly access the product or service, genius really.

3.Netflix, with the arrival of House of Cards, Orange is the New Black and the resuscitation of Arrested Development, Netflix made its most creative move yet, radically changing the role of television in our lives. And while the traditional TV industry clings to viewing schedules and advertising models, Netflix is giving us more control over the what, how and when of our content. Understanding the consumers need for choice on their time constraints is what makes this service priceless and a huge success.

4.The Lego Movie, Its blatant product placement is a subversive commentary on the genre. In making it, Lego flung down the gauntlet before all branded content makers to make content that – in the words of the BBC – not only sells but entertains, educates and informs.A marketing masterpiece to reinvent the brand whilst generating revenue and targeting their most powerful market, Children.

5.M-Pesa, Instead of a slick marketing campaign, mobile-payment service M-Pesa launched in Kenya in 2007 by getting its hands dirty, equipping a national network of small-store owners to offer the service, one agent at a time. Today, 70% of Kenyans use M-Pesa to buy and sell all sorts of things. By doing this in a notoriously difficult market, M-Pesa has shamed banks and mobile phone companies in the West to do the hard work that makes mobile payment work for individuals, not the corporates.Creating the company image as a caring and ethical company, allows them to target businesses by exploiting the flaws indirectly of the large organisations.

6.Dove Campaign for Real Beauty (2004) The Dove Campaign celebrates its 10th anniversary this year. Dove has brilliantly inserted itself into meaningful conversations on beauty, body image and societal perceptions on women and contributed to pop culture colloquy with each execution.With advertisement's being addressed as beauty advice, it allows the brand to build up a reputation as being a staple beauty supply, it is tapping into the market with discretion and credibility.

Businesses can learn from developing indirect strategies for market exposure, Privilege Promotions specialise in out sourced brand management.

Media:



Related Sectors:

Business & Finance :: Leisure & Hobbies :: Media & Marketing :: Men's Interest :: Retail & Fashion :: Travel & Tourism ::

Scan Me:

Company Contact:

Privilege Promotions

E. info@privilegepromotions.co.uk
W. https://www.privilegepromotions.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.privilege-promotions.pressat.co.uk