

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

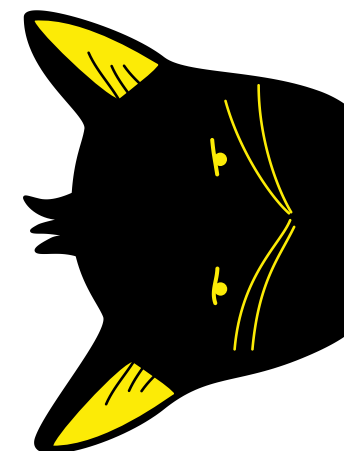
Please be respectful of each other when using the communication features

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

Please use the Reactions and chat function 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.

2

**BRUTALLY SIMPLE
STRATEGIC
DEVELOPMENT**



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

It gives 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





CLIENT GOAL:

Increase brand love
and journeys by LNER
instead of car

TARGET AUDIENCE:

Parents of young
families, business
travellers or retired
leisure travellers who
live near the LNER
route and own a car

REASONS TO BELIEVE:

LNER gets from
London to Edinburgh
in 4 hours with free wifi
and on-board
refreshments

TIME FOR INSIGHTS

WHAT IS AN INSIGHT?

Insights are unvoiced truths.



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

The car gives you a
false sense of
freedom

+

Brand Truth

Travelling by LNER you
are really free to do
whatever you like

=

Proposition

Freedom from the
moment that you step
on board

THREE BOX



PROPOSITION



CREATIVE BRIEF



3

**BRUTALLY SIMPLE
CREATIVE
DEVELOPMENT**

*One of my very first
spec ads ever.*

*Please note
"Le Mans"
is spelled wrong.*



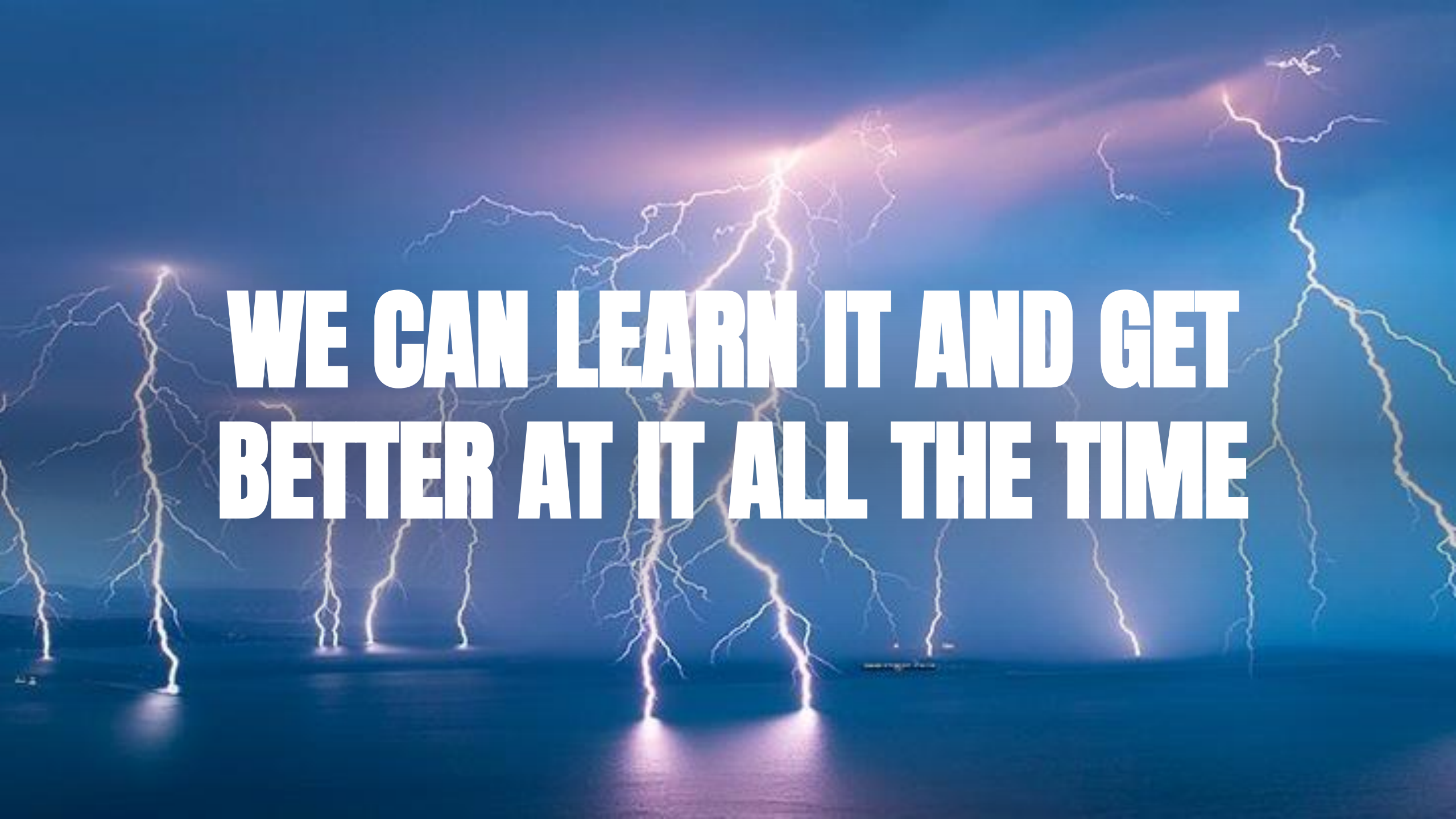
Champagne. A welcome change from all the blood, sweat, and tears.

Here's to racing. Here's to winning the 24-Hour La Mans four consecutive times. Here's to Team Audi.

Audi

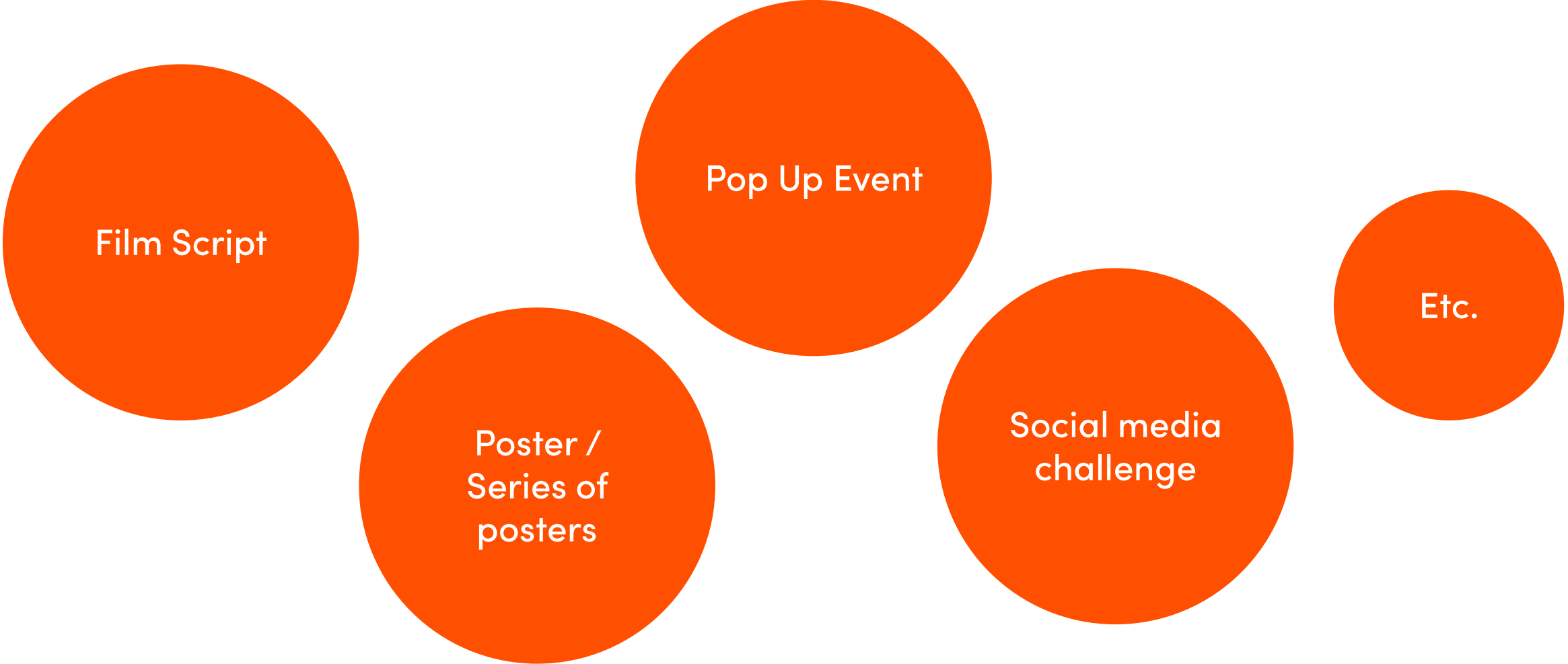


**CREATIVITY IS NOT LUCK OR MAGIC:
IT IS A DISCIPLINE**



**WE CAN LEARN IT AND GET
BETTER AT IT ALL THE TIME**

A creative idea can have many forms...



Film Script

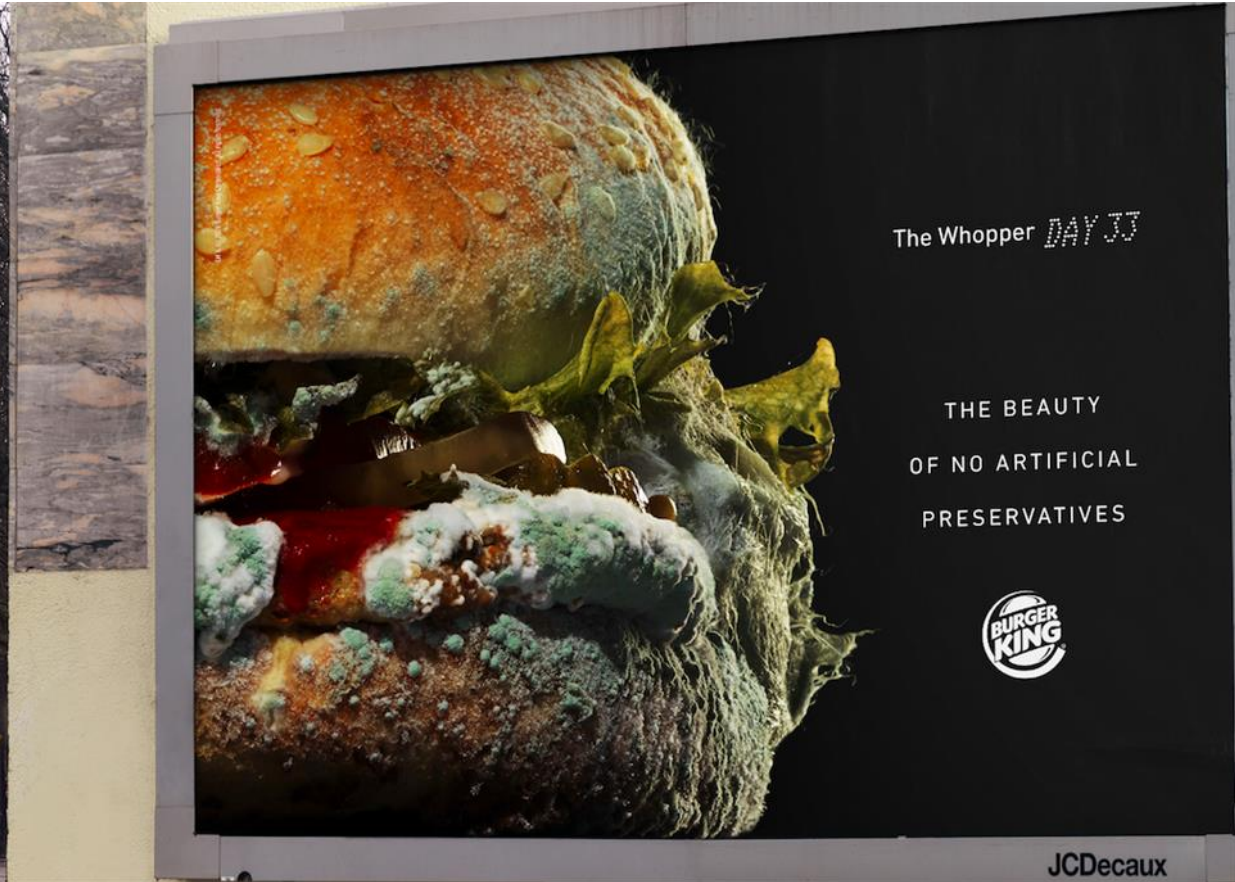
Pop Up Event

Poster /
Series of
posters

Social media
challenge

Etc.

THIS IS AN AD



THIS IS AN AD

Duolingo is offering to check and fix mistranslated tattoos for free

 **Comment**



Lizzie Thomson

Tuesday 15 Mar 2022 12:32 pm



17
SHARES



THIS IS AN AD



THIS IS AN AD



It's only a crazy dream until you do it.



Just do it.

Three rules to get to great work:

IS IT DISTINCTIVE?

WILL PEOPLE GIVE A ST?**

DOES IS MAKE US SLIGHTLY NERVOUS?

12:42



Following

Shop

For You



11.6K



75



431



774



Screen Actors Guild Awards

Lily Tomlin receiving the Life Achievement Award is our mood ... more

Search · lily tomlin lifetime achievement speech



Home



Friends



Inbox



Profile

A medium shot of Tom Hanks sitting on a blue couch, leaning forward with his hand on his chin, looking thoughtful. He is wearing a dark suit jacket over a dark shirt. The background features ornate, carved wooden paneling and a dark red curtain.

WHAT DO YOU REMEMBER?



**1.3 SECONDS
TO MAKE ANYONE CARE**

Gen Z loses active attention for ads after just 1.3 seconds—less time than any other age group, according to a global study by Yahoo and OMD Worldwide. 2022

SOME MORE TIPS FOR CREATIVE DEVELOPMENT

1. Do less.



iPod.
1,000 songs in your pocket.

A person is shown from the chest up, wearing a black devil horn headband with a prominent red feather in the center. Their right hand is raised, with the index finger pointing straight up. The background is dark and out of focus. The word "ONE" is superimposed in large white letters over the center of the image.

ONE

The image is a collage. In the center, a person wearing a black top hat and a white shirt is shown from the chest up, looking directly at the camera with a slight smile. To the left, a hand is raised with the index finger pointing upwards. To the right, another hand is raised with the index finger pointing upwards. In the background, there is a crowd of people, some of whom are also raising their hands. The word "MESSAGE" is overlaid in the center in a large, bold, white, sans-serif font.

MESSAGE



AT



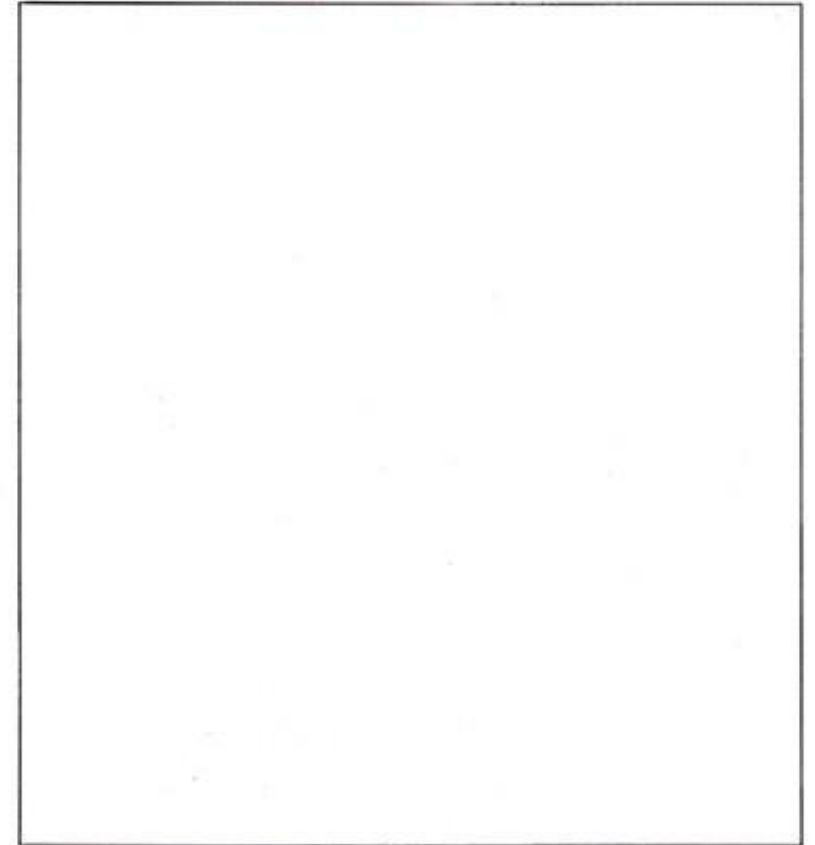
⚽ 17:40  AJX 1 1  NAP

TIME

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

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.

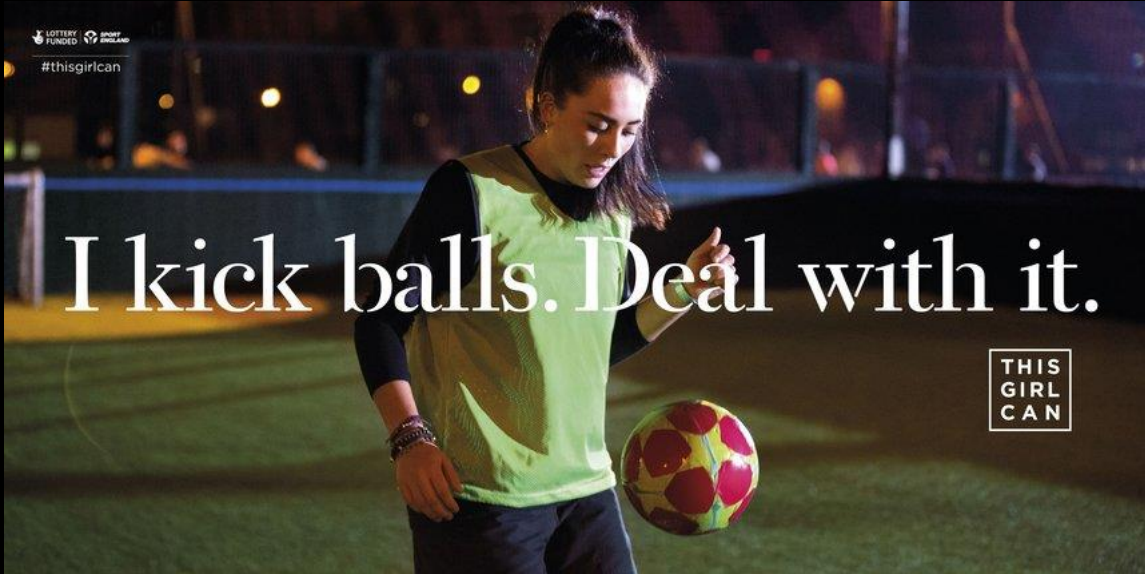


(Picture goes here.)

(Write headline here.)

(Start copy here.)





LOTTERY FUNDED
#thisgirlcan

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



We warrant you. Buy up to 4 Harley-Davidson® Harley-Davidson® Motorcycles from 2014 or newer and you get 1 Year/10,000 Miles. This offer ends when the stock of the new year arrives. You will need to register on Harley.com to be eligible. *Warranty does not cover damage from accidents, misuse, neglect, or other causes. See dealer for details. Harley-Davidson® Motorcycles are not for sale in California. ©2014 Harley-Davidson® Motorcycles. All rights reserved.

SOMEWHERE ON AN AIRPLANE A MAN IS TRYING TO RIP OPEN A SMALL BAG OF PEANUTS.

Give us life at ground level, rolling along the endless highway on a Harley-Davidson! 100% depressurized. Just sunlight on chrome. The voice of a V-Twin ripping the open air. And elbow room, stretching all the

way to the horizon. Maybe you too think this is the way life ought to be lived. Time to spread some wings. 1-800-443-2153 or www.harley-davidson.com. The Legend Rolls On.





4. You don't have
to say what
people can see.



**What it is
is beautiful.**

Have you ever seen anything like it? Not just what she's made, but how proud it's made her. It's a look you'll see whenever children build something all by themselves. No matter what they've created.

Younger children build for fun. LEGO® Universal Building Sets for children ages 3 to 7 have colorful bricks, wheels, and friendly LEGO people for lots and lots of fun.

Older children build for realism. LEGO Universal Building Sets for children 7-12 have more detailed pieces, like gears, rotors, and treaded tires for more realistic building. One set even has a motor.

LEGO Universal Building Sets will help your children discover something very, very special: themselves.

Universal Building Sets

744 110 7-12 years old

3-7 years old

LEGO

LEGO® is a registered trademark of Lego A/S.
© 1998 LEGO Group





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

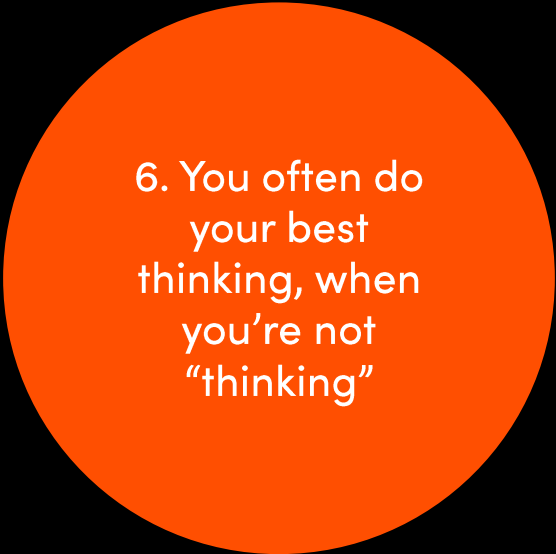


Do you believe in the power of dreams? When Soichiro Honda was 8 years old he saw his first motor car. It was an early edition Model T Ford. Soichiro couldn't help running after the car. "It leaked oil," he recalled fondly. "I got down on my hands and knees to smell it. It was like perfume."



She said She said She said She said She said

The New York Times

A large orange circle on the left side of the slide.

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

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.



Last, but not least...

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



Customer Truth

The car gives you a
false sense of
freedom

+

Brand Truth

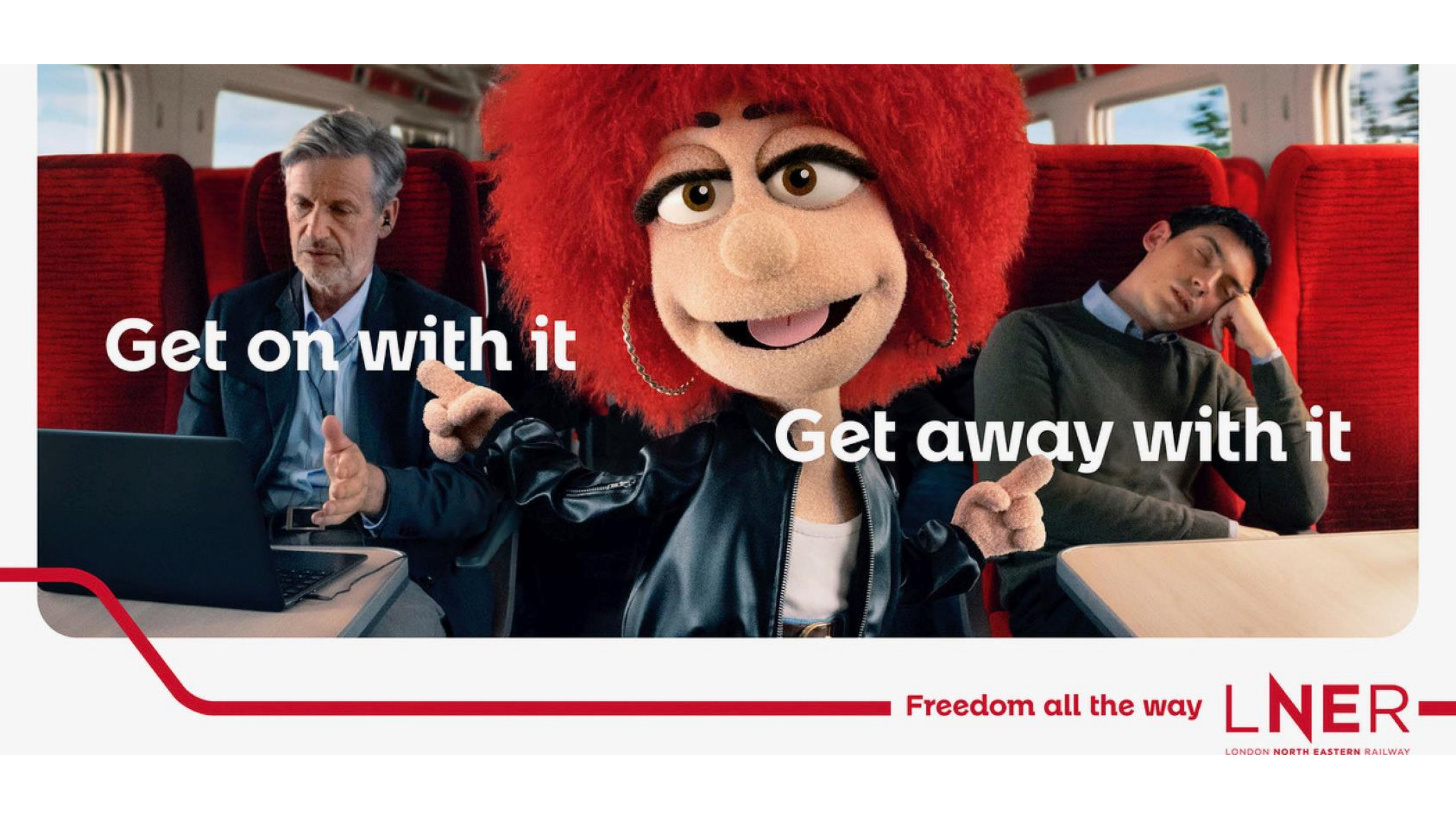
Travelling by LNER you
are really free to do
whatever you like

=

Proposition

Freedom from the
moment that you step
on board





Get on with it

Get away with it

Freedom all the way

LNER
LONDON NORTH EASTERN RAILWAY

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

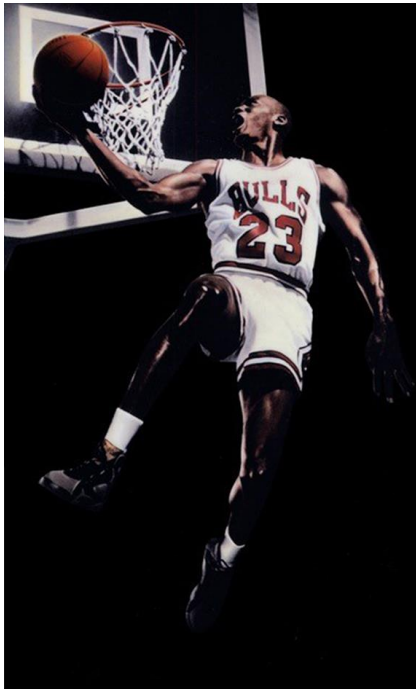
1



2



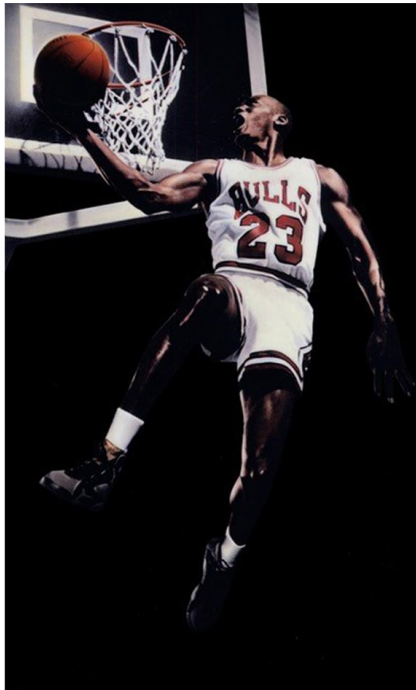
1

A black and white photograph of Michael Jordan in mid-air, performing a dunk. He is wearing a white Chicago Bulls jersey with the number 23. The background is dark, and the basketball hoop is visible in the upper left.

MICHAEL JORDAN 1
ISAAC NEWTON 0

The Nike Air logo, consisting of the word "NIKE" above the word "AIR" inside a red square.

2

A black and white photograph of Michael Jordan in mid-air, performing a dunk. He is wearing a white Chicago Bulls jersey with the number 23. The background is dark, and the basketball hoop is visible in the upper left.

WHO SAYS YOU CAN'T
BEAT GRAVITY?

The Nike Air logo, consisting of the word "NIKE" above the word "AIR" inside a red square.

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 DATA & INSIGHT TASK

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?

Thank you

536 submitted a Data Task

We asked you to...

- Pick a brand
- Find some numbers
- Make it memorable

Here are a few that James
picked out, we will share
them on the Open House
site

Well done everyone!



ANAMIKA BANERJEE

1. PICK A BRAND

Airbnb

2. FIND SOME NUMBERS

Effectively, every second, an average of 6 Airbnb guests check in.

3. MAKE IT MEMORABLE

While you read this sentence, hunched over your laptop, procrastinating your relentless to-do list, 60 people have begun their holidays on Airbnb.

James says...

The reframe takes a simple fact and turns it into something vivid and relatable and uses scaling up from "6 per second" to "60 while reading this" to help make the information more memorable.

GILL WELSH

1. PICK A BRAND

Lily's Kitchen

2. FIND SOME NUMBERS

For decades, scientists have studied how dietary restriction, without malnutrition, can increase life span and delay the onset of multiple age-related diseases in some mammals.

- * A 14-year life span study in Labrador Retrievers showed that when fed to maintain a lean body condition from puppyhood, and throughout life, dogs live better, longer lives.
- * The median life span of lean-fed Labrador Retrievers was extended an average of 1.8 years (15%).
- * Maintaining optimal body condition throughout life can delay the onset, and reduce the severity, of osteoarthritis in dogs.
- * Lean dogs also showed delayed onset of other chronic and age-related diseases.

The average cost for a 12kg bag of kibble from the top 10 UK dog food suppliers is £24 (Source: Battersea Dogs Home)

It cost £97 for a 12kg bag of Lily's Kitchen Chicken & Duck Dry Food, a complete, balanced, grain-free recipe made with freshly prepared chicken with duck, plus vegetables, fruits, Lily's botanical blend and the required vitamins and minerals your dog needs.

A 10kg dog needs 150g dry food a day (535 calories)
12kg = food for 80 days
 $£24/80 = £0.30$ a day for average kibble
 $£97/80 = £1.21$ a day for Lily's Kitchen kibble
 $£1.21 - £0.30 = £0.91$

3. MAKE IT MEMORABLE

If you love your dog, you'd probably give anything for more years with them. Turns out, giving your best friend a longer, healthier life costs less than £1 a day.

James says...

The reframe is effective because it appeals to the deep emotional connection between pet owners and their dogs, and also frames the cost as minimal /manageable. a single, rounded figure: "less than £1 a day," making it clean and easy to understand without decimals.

CIARA WARD

1. PICK A BRAND

Apple

2. FIND SOME NUMBERS

In 2023, Apple reported 383 billion U.S. dollars in revenue.
Apple's iCloud has over 850 million users worldwide.
Apple sold a total of 234.6 million iPhones in 2023.
49 million iPads were sold in 2023.
22 million Mac and MacBook units were sold in 2023.
Apple Music has 93 million subscribers.
Apple TV+ has 47 million subscribers.
The App Store ecosystem facilitated \$1.1 trillion in developer billings and sales in 2022.
Apple Inc. spent a record 29.92 billion U.S. dollars on research and development in its 2023 fiscal year.
Apple is the most popular smartphone brand in the UK as of June 2024.

3. MAKE IT MEMORABLE

If iCloud was a country, it would be the third largest in the world with a population of 850 million.

James says...

The reframe avoids unnecessary decimals, and the comparison to a country with such a massive population is eye-catching -framing iCloud as "the third-largest country" immediately emphasises its huge scale and is easy to grasp.

ISA GEBLESCU

1. PICK A BRAND

Rude Health

2. FIND SOME NUMBERS

A dairy cow produces 25l of milk a day. If 1 million people fully switch to alternative milks, this could save around 6,600 to 10,000 dairy cows per year (based on the assumption that one cow feeds 100 to 150 people with its milk)

3. MAKE IT MEMORABLE

Rude Health- Leaving 10000 cows unemployed every year

Rude Health- Helping 10000 cows retire early every year

James says...

The reframe uses humor and relatable phrasing to turn a number about switching to alternative milks into a memorable and engaging message. The playful use of "retirement" / "unemployment" for cows makes it soundbite-worthy, and provokes a novel idea.

STACEY MCINTOSH

1. PICK A BRAND

Nike

2. FIND SOME NUMBERS

Nike market share in 2022: 22.1%
Nike annual revenue in 2023: \$51.36bn
Nike retail stores globally: 1,045
Nike employees globally: 79,400
Nike membership numbers in 2022: 160 million
Athletes and entities promoting Nike from Sep 2021 – Aug 2022: 16,900
Nike annual gross profit for 2024: \$22,887bn
Number of pairs of Nike Air Jordan shoes produced in 2022: 60 million
Percentage of Nike leadership positions held by women: 43%
Number of pairs of Nike shoes sold in 2022: More than 780 million

3. MAKE IT MEMORABLE

Nike sells 26 pairs of shoes every second.

James says...

This reframe distils a large, complex figure into a simple, memorable, and relatable statistic that emphasises Nike's scale in a powerful way. The use of "every second" makes attention-grabbing, while the number "26 pairs" keeps it tangible.

4

**A BRUTALLY SIMPLE
TASK FOR YOU**

STOCKED

[SHOP MERCH](#)

[REFER, AND GET £10](#)

[LEARN](#)

[RECIPES](#)

[LOGIN](#)

[SHOP NOW](#)

REVOLUTIONARY MEALS. READY IN MINUTES

**FLEXIBLE FOOD FOR
YOUR FREEZER**

GET 15% OFF



WHAT'S WITH THE BLOCKS!?

We're on a mission to help busy foodies eat well, no matter their schedule. Our handy little Blocks are here to make your mealtime rock, transforming back into insanely tasty meals in minutes.



CHOOSE YOUR PORTIONS

Whether you're feeling peckish or famished, you can choose how many Blocks to chow down on.



SERVE THEM YOUR WAY

Ready to eat with rice, wraps, pasta, or baps! It's completely up to you.



ALL TASTE, NO WASTE



The logo for 'STOCKED' features the word in a bold, white, sans-serif font. It is contained within a black rounded rectangle, which is itself centered within a larger yellow rectangle.

STOCKED

CLIENT GOAL:

Increase awareness of the Stocked brand and its frozen foods

TARGET AUDIENCE:

Young busy foodies who love to cook but don't always have the time.

REASONS TO BELIEVE:

Stocked are delicious meals cooked by chefs and then frozen into handy single serving blocks.

STOCKED

Customer Truth

Our freezers are often
a sad place of
forgotten food

+

Brand Truth

Each stocked block
goes from frozen to
flavourful in a number
of different ways and
without any waste.

=

Proposition

**Keep your freezer
Stocked with just
what you need**

Deliverable:

Poster Idea. One Idea. One Slide. PDF

(Doesn't need to *look* beautiful)

Q&A

WHAT'S NEXT

2 OCT: TALENT & PASSION MARKETING

How we connect brands to consumers through the things people love, making them culturally relevant through PR, influencers, content & experiences.

Saskia Patel, M&C Saatchi Social and Noëlla Neffati, M&C Saatchi Sport & Entertainment Amsterdam



*Thank
you*

M&CSAATCHI
OPEN HOUSE

