

Case study: BBDO

This page presents excerpts from a description of company practice and goals by BBDO, of New York. The material here is taken from Patti and Moriarty (1990).

BBDO begin by posing the question: *How can products be differentiated by means other than performance claims alone?*

Their strategy is to 'marry' the "Product" image to the image of "You" (the consumer). The value of going beyond the Product to You includes taking product positioning "beyond logic, and into the realm of emotion", and building "product relevance and product personality". They argue that advertising works best when:

- The head says, "I get it."
- The gut says, "I like it."

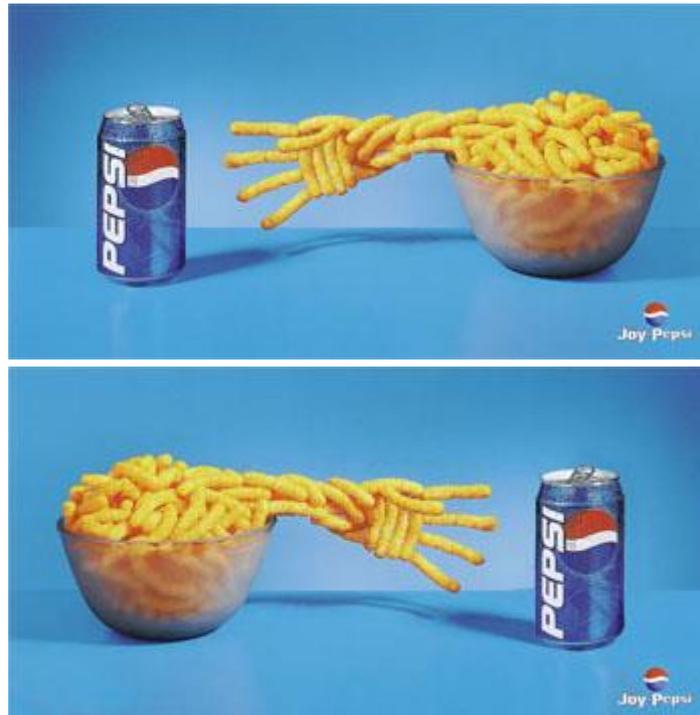
In sum, their goal (p. 52) is to determine the best Product image, the best You image, to execute the connection between the two, and, to avoid the obvious.

The company conducts research into consumer patterns and preferences in order to determine the best way of presenting the product, and the best way to make a connection to the consumer. In the 1990 article, they argued that the key consumer attitude is the need for control, and so their advertisements aim at providing benefits for the consumer in terms of providing control and enhancing consumer attitudes. These ideas can be seen in the recent BBDO advertisements for Dodge cars and trucks---for example, look at 47 Dodge.



Finally, the stated aim of BBDO is to provide keys to "meaningful differentiation".

Consider the visual-only advertisement for Pepsi, created by BBDO Toronto. Maybe.



References
Patti, C. H. and Moriarty, S. E. 1990 <i>The Making of Effective Advertising</i>
Dodge. <i>InStyle</i> , August 2002, p. 109.
Pepsi, www.bbdo.com/popup/print/pepsi.html .

Case study: Burger King's "Fiery Fries"

This very simple advertisement was created by Andrew Clarke of Saatchi & Saatchi (Singapore). The quotation below (from Aitchison 1999, p. 171) describes Clarke's thought processes.



BK Fiery Fries

"By putting Fiery Fries near the logo, it reduces the ad to two elements. I did try Fiery Fries just below the picture, and I also tried it centralised under the picture at the bottom, and both times the logo was in the corner. So there were three elements, picture and caption and logo, and what I did was break up the pureness of the white, so I just tucked it all in the corner."

You can see the different versions that (we presume) Clarke had in mind by clicking [here](#). The visual disconnects that Clarke describes for the alternative versions also seem to alter the Ideal-Real perception that the reader has: "Fiery Fries" moves out of the Real to the Ideal. In other words, only the version that Clarke actually used has the form:

Image/Ideal: "What is this?"

Text/Real: Fiery Fries from Burger King.

References
Aitchison, Jim (1999) <i>Cutting Edge Advertising</i> Singapore, Prentice Hall.
Fiery Fries, agency faqs! (http://www.agencyfaqs.org/outofthisworld/92.html)

Matura Tasks:

You are in charge of marketing at a company and you are tasked with presenting the styles of two brands to your employers.

1. Compare the two styles of advertising stating clearly the differences between BBDO and Fiery Fries.
2. What are the strengths and weaknesses of each advertising campaign?
3. Give examples of two advertisements that inspired you to purchase products.