

Lesson no. 14: Google Adwords- PPC Advertising

I. BEST AND WORST EXAMPLES OF CREATING ADS

i. Worst examples

a) Pepsi Trivializes Social Justice Movements

Here's What Happened

This one's still fresh. At the beginning of April 2017, Pepsi debuted an ad depicting Kendall Jenner in the middle of a photoshoot when she spots a protest happening in the middle of the street. Beckoned by a nod from a passing protestor, she whips off her wig to join in.



Things don't get really bad, though, until she walks up to a police officer manning the protest crowd and hands him a Pepsi, therefore stopping protests—and socioeconomic conflict, racial tension, gender inequality, and really just, like all bad vibes—forever.

Why It Missed the Mark

Pepsi mistook social justice movements for opportunities to sell soda, which is pretty disrespectful to the people who have suffered and sacrificed for the sake of protest and change.

What's worse? At the center of Pepsi's apology wasn't BLM supporters or Women's Marchers as expected, but Kendall Jenner herself.

Takeaway

Wanting to lend a helping hand for social change is good. Using serious social issues to sell a product is insensitive and insulting.

b) Burger King Botches Their Own Version of "Where's Waldo."

Here's What Happened

Let's throw it all the way back to 1985. This one's just one big giant mess, so let's break it down:

- Burger King kicks off a campaign called "Where's Herb?" by telling customers that if they can find Herb at a Burger King location (a random and disappointingly ordinary guy not very worthy of being the centerpiece of an ad campaign), they'll win \$5,000
- Finally, a 15-year-old spotted Herb but was rejected the cash prize
- Then Burger King gave the cash prize to his 16-year-old friend instead because the actual Herb discoverer was younger than the not-so-well-advertised contest age minimum of 16.



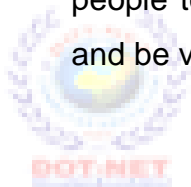
Why It Missed the Mark

A few reasons:

- 1) No one cared who Herb was.
- 2) It was just too random: who is this guy and why are we trying to find him? No one really knew.
- 3) The contest rules were poorly communicated and resulted in a nasty PR situation.

Takeaways

If you're going to have a brand mascot, try to have it make some sense. Don't try to get people to care about your mascot or promotion without giving them a reason to first. (Oh, and be very, very clear about contest age restrictions.)



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ii. Best examples

a) Nike: Just Do It.



Source: brandchannel

Did you know that, once upon a time, Nike's product catered almost exclusively to marathon runners? Then, a fitness craze emerged -- and the folks in Nike's marketing department knew they needed to take advantage of it to surpass their main competitor, Reebok. (*At the time, Reebok was selling more shoes than Nike*). And so, in the late 1980s, Nike created the "Just Do It." campaign.

It was a hit.

In 1988, Nike sales were at **\$800 million**; by 1998, sales exceeded **\$9.2 billion**.

"**Just Do It.**" was short and sweet, yet encapsulated everything people felt when they were exercising -- and people still feel that feeling today. Don't want to run five miles? Just Do It. Don't want walk up four flights of stairs? Just Do It. It's a slogan we can all relate to: the drive to push ourselves beyond our limits.

The Lesson

When you're trying to decide the best way to present your brand, ask yourself: What problem are you solving for your customers? What solution does your product or service provide? By hitting on that core issue in all of your messaging, you'll connect with consumers on an emotional level that is hard to ignore.

b) Coke: Share a Coke



Big brands are often hard-pressed to do something ground-breaking when they're already so big. So, what did Coca-Cola do to appeal to the masses? They appealed to individuals -- by putting their names on each bottle.

The Share a Coke campaign **began in Australia in 2011**, when Coca-Cola personalized each bottle with the 150 most popular names in the country. Since then, the U.S. has followed suit, printing first names across the front of its bottles and cans in Coke's branded font. **You can even order custom bottles on Coke's website** to request things like nicknames and college logos.

It was a breaking story across the marketing and advertising industry. Many consumers were enchanted by it, while others were confused by it -- why make a temporary item so personal? Pepsi even released counter-ads shortly after the campaign launched.

Nonetheless, Coke received immediate attention for it.

The Lesson

Coke fans are regular buyers, and the company leaned into that sense of individual ownership with full force. Wondering what name you'll get out of the vending machine was a fun thrill in and of itself -- even if it isn't yours, it encourages you to "share a Coke" with whomever's name is on the front.



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