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Josefina Castellví
INSTITUT

ENTREPRENEURIAL SPIRITS

C4 - START UPS & ADVERTISING
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Erasmus+



ADVERTISING

What is advertising?

"Persuasive and/or informative communication about the products, the services, the brands, etc. from an advertiser, through adverts paid by the advertiser, whose goal is to influence directly or indirectly the behaviors of purchase and consumption of the target audiences."

**-Pompeu Fabra,
Spanish linguist and engineer.**



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PAPYRUS OF THEBES

First written document, which has been recorded as documentary evidence of the first ad in history. Found in Egypt, 3,000 years b.C.

ORIGIN

Advertising is born at the moment in which products and brands are developed and commercialized. In other words, it is born out of necessity to persuade "people" in the decision of purchasing to publicise and sell products or brands.

Advertising emerged as a commercial phenomenon during the industrial revolution, promoting and selling the first goods and services massively.

What is advertising for?

Advertising is a promotional tool. On the one hand, it tries to inform about the characteristics of a product. On the other hand, it tries to persuade the consumer to change their purchasing behavior. Finally, it is important to emphasize that advertising is not free, so that the issuer must pay for it.



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THE IMPORTANCE OF ADVERTISING

"COMMUNICATION IS KEY"



FUNCTIONS

- It provides information.
- It creates brand image.
- It persuades to buy.
- It increases the number of customers.
- It educates and changes buying habits.

OBJECTIVES

- Create brand awareness, position yourself.
- Get to sell.

MOST IMPORTANT ELEMENTS

- Prior research: PESTEL, SWOT, Segmentation, Positioning, Positioning Map, Life Cycle, Benchmarking.
- Value proposition and storytelling.
- Target audience.
- Media.

What is Customer-oriented Marketing?

Customer-oriented Marketing or Customer-centered Marketing is a marketing strategy based on getting detailed knowledge of the customer's behaviour. The target group must reach a complete satisfaction of their needs and desires, that is, it deals with sales strategies according to consumer behavior and habits.

Therefore, the idea is not to launch a product on the market without having previously found out and analyzed what the consumer is willing to buy.



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TEAMS FORMATION

BRAINSTORMING

- ▶ Next, we make 5 teams of mixed nationalities: 4 groups with 5 people and 1 group with 6 people. Each team must have at least one member of the secondary school Josefina Castellví who must access the Erasmus Classroom.
- ▶ We will think about a **business idea** that must solve the following challenge:
What would you do to reduce plastic consumption? Use the 3Rs of the Circular Economy (reduce, reuse and recycle).
- ▶ We log in the Classroom, later we access the assigned task to explain our business idea.



DESIGN OF ADVERTISING STRATEGIES

WHAT IS A ADVERTISING STRATEGY

DEFINITION

It is the **set of actions** that a company executes to publicize or present products or services to consumers.



OBJECTIVES

- Promote** a product or brand.
- Differentiate** a product or brand from the competition.
- Give **support** to the sellers' actions.
- Identify and find new **customers**.
- Promote the **recommendation**.
- Intensify **consumption**.
- Improve** the brand ranking .



TYPES OF ADVERTISING STRATEGIES

ADVERTISING OF CONTENT

It focuses on showing the benefit your brand brings to users. Usually, this type of strategy is presented in an informative, comparative, or emotive manner.

Its purpose:

- Greater reach
- Relationship between brand and customer

Exemple: Dove

PUBLICITY PULL

It does not look for a direct sales action, it tries to stay in the awareness of consumers and generate presence.

Its purpose:

- Create a need
- Build customer loyalty
- Top of mind awareness

Exemple: Campaña CocaCola

ADVERTISING PUSH

It is used to bring a new product or service to the market.

Its purpose:

- Positioning yourself
- Make yourself known
- Generate sales actions

Exemple: Embutidos Palacios

ADVERTISING BASED ON THE CONSUMER

This kind of advertising focuses on the type of people to whom the advertising is directed.

Typologies:

- Business to Business (B2B)
- Business to Consumer (B2C)
- Consumer to Consumer (C2C)

Exemples de cada tipologia

KEYS FOR DESIGNING AN ADVERTISING CAMPAIGN

1. COMMUNICATION BACKGROUND

History of the communication campaigns carried out.

2. GOALS OF THE CAMPAIGN

Determine your goals to achieve more brand awareness and perception.

3. TARGET AUDIENCE

Who they are, what they do, how they think / Who thinks, who buys, who uses the product or service

4. DESCRIPTION OF THE PRODUCT/SERVICE OR BRAND

What it does, what it looks like, how it works, range, price, etc.

5. COMPETITION

Identify which brands compete directly and indirectly in the sector. Know their communication history.

6. POSITIONING

Brand presentation and differentiation versus the competition.

7. STYLE AND TONE OF COMMUNICATION

Definition of the creative path chosen for the campaign.

8. VALUE PROPOSITION

What is the promise that our product offers and how it differs from the competition.

9. ELEMENTS OF COMMUNICATION AND MEDIA

Determine a list of communication materials and media where it will be present.

10. BUDGET

Amount the brand has to invest in advertising (they don't always give a budget).

11. CALENDAR/TIMING

Campaign phases and deadline.

12. MANDATORY

Instructions to be followed.

POINTS TO WORK ON WHEN DESIGNING OUR ADVERTISING CAMPAIGN

1. COMMUNICATION BACKGROUND

History of the communication campaigns carried out.

2. GOALS OF THE CAMPAIGN

Determine your goals to achieve more brand awareness and perception.

3. TARGET AUDIENCE

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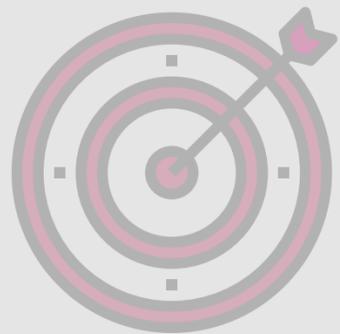
Campaign phases and deadline.

12. MANDATORY

Instructions to be followed.

Campaign goals:

Detail the main goals to achieve more brand awareness and perception.



Product/Service description:

What it does, what it looks like, how it works, range, price, etc.



Value Proposition:

What is the promise/'reason why' that our product offers, how does it stand out from the competition?



Target audience:

Who he/she is, what he/she does, how he/she thinks / who thinks, who buys, who uses the product or service.



Competence

Identify which brands directly compete in the sector. Know their communication history.



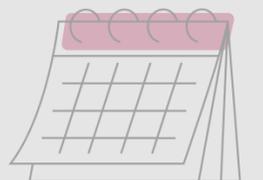
Communication elements and media:

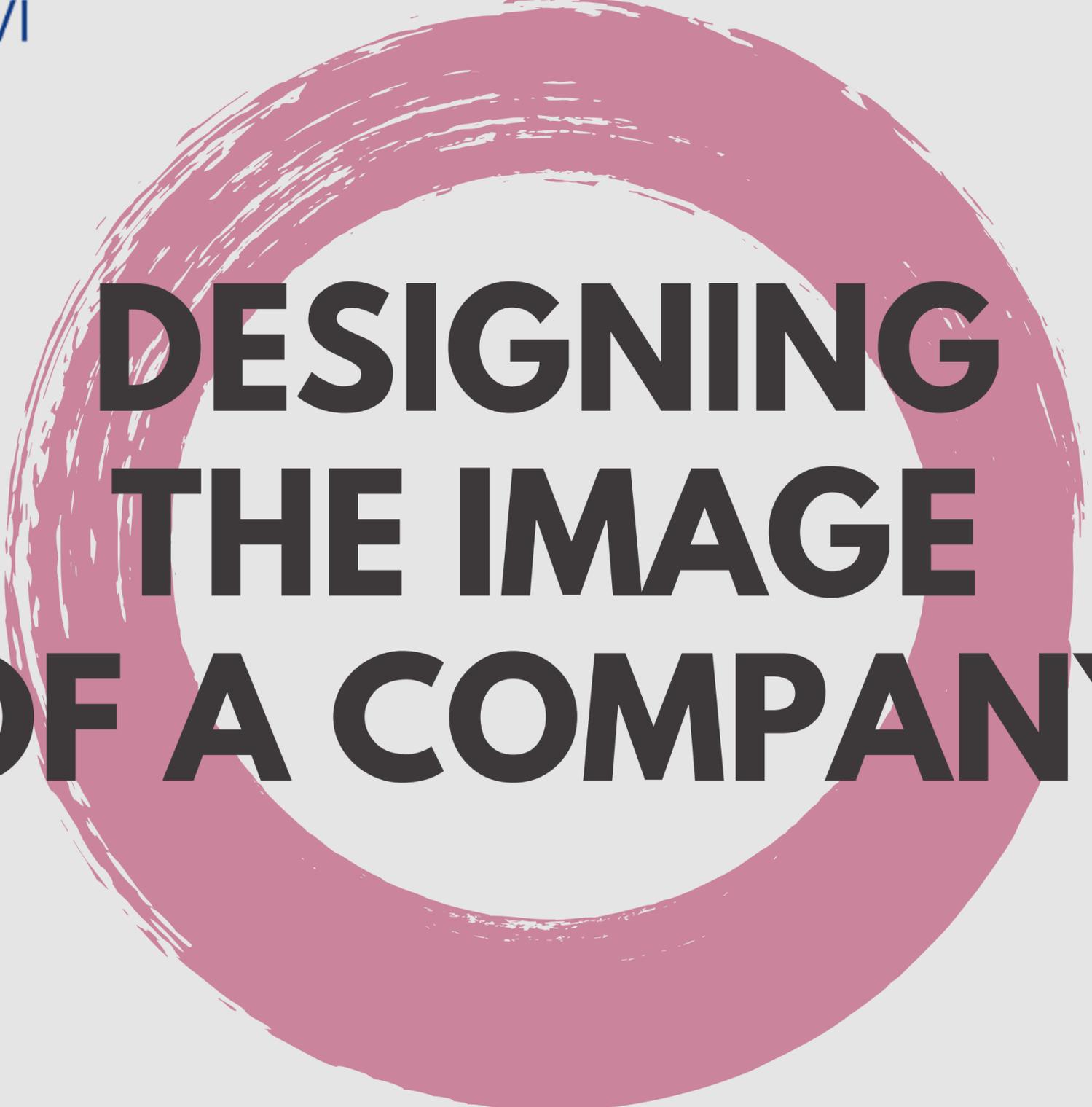
Determine a list of communication materials and media where the campaign will be disseminated.



Calendar/Timing:

Campaign phases and deadline.





DESIGNING THE IMAGE OF A COMPANY

What is a logo?

A logo is an image, letters or a combination of both that is used to identify a brand, person, company or institution.



THE IMPORTANCE OF CORPORATE IDENTITY DESIGN

BRANDING

The logo is a fundamental part of a company's brand image. It's the first thing the customer sees and the first thing he or she remembers and identifies to distinguish the different options of the existing offer.

In this way, a good logo design can help to build and reinforce a brand's identity and the values it wants to convey to the customers.





TIPS FOR DESIGNING A COMPANY IDENTITY

BRANDING



NAMING, EASY FOR CUSTOMERS TO REMEMBER

- Used to differentiate and distinguish the brand from its competition.
- Consistency and uniqueness of the naming.

MUST BE TIMELESS

- Adaptable as time passes.
- Simplicity is key.

CORPORATE COLORS

- Business values.
- Personality and brand recognition.

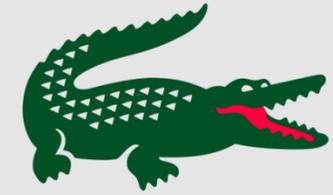
TYPOGRAPHY

- Legible.
- Coherent with the corporate identity

TYPES OF LOGOS

ISOTYPE

Symbolic part of the brand.
The brand is known without the text.



LOGOTYPE

LOGO = WORD
Text-based brand recognition

VOGUE

ZARA

IMAGOTYPE

Combination of image and text.
These ones can work separately.



ISOLOGO

It blends the image with the text in a single element.
They don't work separately.



TASK TO BE PERFORMED

IDENTITY DESIGN

- ▶ Image design of the project.

Sample logo to make a keychain.





HOW TO GAIN FOLLOWERS ON SOCIAL MEDIA

What is a Social Media Plan?

Document detailing all the actions that will make up your social media strategy.

Key phases of the SMP:
Research, Planning, Execution and Evaluation.



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KEY POINTS OF A SOCIAL MEDIA PLAN



1. PREVIOUS ANALYSIS

Internal Analysis (DAFO) and External Analysis (Benchmarking).

2. OBJECTIVES DEFINITION

Determine objectives according to the brand's need and the phase it is in (introduction, growth, maturation or decline).

3. DEFINITION OF THE TARGET

Who are we addressing? Socio-demographic data (construction of the buyer persona).

4. SOCIAL PLATFORMS CHOICE

The web (and the blog) are the basis. The choice of social media where you will have a presence depends on where your audience is.

5. POSITIONING AND FOCUS

Differential brand value. All content must reflect our corporate identity.

6. STRATEGY DEFINITION AND EXECUTION

Definition and planning of an editorial calendar.

7. ANALYSIS AND MEASUREMENT OF ACTIONS

Analysis and results of your average social strategy.

OBJECTIVES DEFINITION

SMART



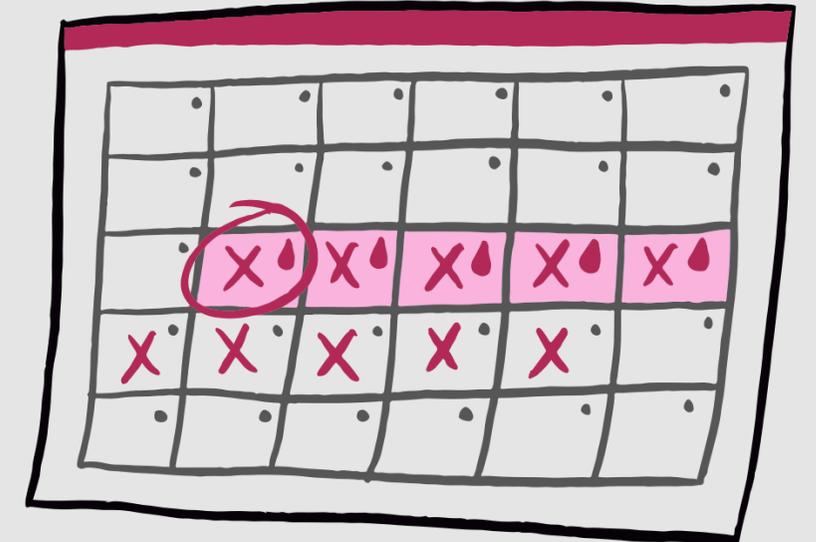
DEFINITION OF THE STRATEGY

CONTENTS

Interesting contents: inform, help, form, entertain

- Interaction: The user at the strategy center(help)
- Clear messages, simple and direct.
- Frequent posting (scheduled in the editorial calendar)
- Honest
- Multimedia
- Adapted to each social media
- Links and references (interaction always)
- Keywords (a list of 20 keywords)
- Correct grammar and syntax

BSI | 2020



EDITORIAL CALENDAR

EXAMPLE: INSTAGRAM

	Date	Topic	Format	Goal	Creativity	Copy	Keywords
MONTH							

TO-DO TASK

PUBLICATION AT XXSS

- ▶ Publish your logo and poster to gain followers.
The aim is to get as much followers as possible in the established time.
Choose the format and the topic that you think is more suitable and that have more opportunities to get more likes. Give examples!!

Format: *Reels, imatge, carrusel, live o stories.*

Topics: vlog, raffle, humour and updated news, interactive stories (questions, survey, ...)

Plan your editorial calendar from today to Friday. The frequency of the publication will be the next: today a minimum content and the rest of the days are free choice.

The team with more followers will obtain a price.



THE IMPORTANCE OF COMMUNICATION AND DISSEMINATION OF PROJECTS

"What is not communicated
doesn't exist."

- **Gabriel García Márquez**
Colombian writer and journalist.



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INTERNAL COMMUNICATION vs. **EXTERNAL COMMUNICATION**

Trains employees

Helps to know the company internally

Coordinates teams

Motivates

Generates a sense of belonging among employees

Creates a brand image in the market

Visibility

Publicizes our proposal/project

Builds a relationship with the customer

Encourages sales

TOOLS FOR THE EXTERNAL COMMUNICATION



TYPES

1. PRESS RELEASE



Press releases reflect the information that the company sends directly to the media and has to contain the essential information in a brief way.

2. ADVERTISING

3. CORPORATE WEB PAGE

4. BLOG

5. SOCIAL MEDIA

6. OFFICIAL BULLETIN

7. PHONE CALLS

Its principal goal is to publish new facts with particular journalistic interests about a company or a project, like new products, incorporation of technologies, designation of posts, crisis, etc.

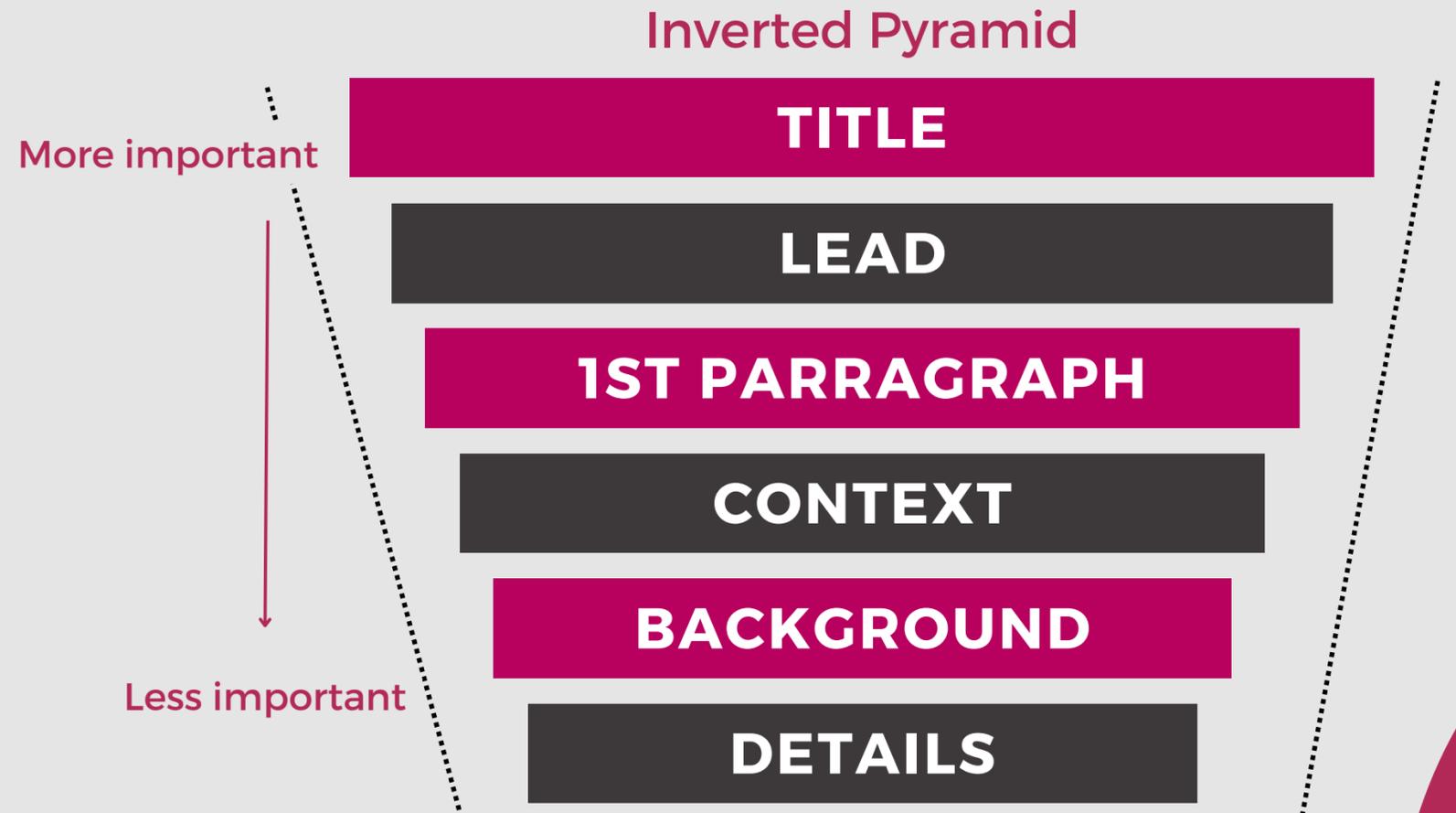
Balance is key.

The content has to be specific, honest, focused on data, and if it contains opinions, quote who manifests them to give value to what we communicate.



PRESS RELEASE

CONTENT



Basic information that the lead must have:

► **5W** → Who, What, Where, When and Why

Example: At the end of November 2022 (when), Talent Factory (who) exports its project (what) to Vallès Occidental (where) with the aim of promoting entrepreneurship and young talent in the classrooms of Cerdanyola (why).



Ajuntament de
Cerdanyola del Vallès

Cerdanyola
Talent Factory

TALENT FACTORY CELEBRA LA PRIMERA EDICIÓ DEL "CERDANYOLA TALENT FACTORY"

Després de vuit anys de recorregut (*when*), Talent Factory (*who*) expandeix el seu projecte al Vallès Occidental (*where*) i celebra la primera edició del Cerdanyola Talent Factory (*what*), per tal de promoure l'emprenedoria i el talent jove (*why*).

Cerdanyola, 30 de novembre del 2022.

Aquest dimecres 30 de novembre, l'Ateneu de Cerdanyola ha acollit la presentació del projecte "Cerdanyola Talent Factory", una iniciativa creada i dirigida per Talent Factory i impulsada per l'Ajuntament de Cerdanyola del Vallès, amb el suport de la Diputació de Barcelona, que té per objectiu fomentar la cultura emprenedora a les aules entre els joves i les joves estudiants de secundària de la ciutat.

Talent Factory compta amb més de vuit anys d'experiència creant programes formatius per a joves a diferents municipis del Baix Llobregat. En aquesta ocasió, i sota la marca Cerdanyola Talent Factory, més de 800 alumnes dels deu centres educatius participants en aquesta primera edició (Institut Banús, Escola Escaladei, Escola Fedac Cerdanyola, CEE - CFT Flor De Maig, Institut Forat del Vent, Institut Gorgs, Institut Jaume Mimó, Col·legi Montserrat, Escola Ramón Fuster i CFP Fundació UAB) estan cridats a presentar les seves idees innovadores.

En aquest sentit, Carlos Cordón Núñez, alcalde de Cerdanyola del Vallès, llença un missatge als joves i les joves dels centres educatius participants: *"Aprofiteu totes les oportunitats que se us presentin a la vida i, per moltes pedres que us trobeu pel camí, no deixeu mai de perseguir els vostres somnis, aquest projecte va precisament d'això"*.

L'acte de presentació ha comptat també amb una ponència motivacional de la jove emprenedora Nora Vallcorba, fundadora de Nora Real Food, qui ha reivindicat l'importància del fracàs empresarial per poder tenir èxit i amb l'actuació musical de Melita Duffy i Jan Sánchez, exconcurants d'altres projectes de Talent Factory.

En aquesta primera edició, participaran com a mentores un total d'11 empreses de Cerdanyola del Vallès, oferint als joves i les joves participants la seva experiència en el món empresarial i el seu "Know how". En concret, s'han sumat a la iniciativa les empreses Natura Bissé, Sisquella Grup, Rosa Gres, Catalònia Fundació, Enchufing, Ercros, FR, Grassoler, Maranges, Moreda Riviere i Trison Scent.

Sobre Talent Factory® - Talent Factory és una iniciativa compromesa a reivindicar la importància de l'emprenedoria d'una forma pedagògica, que ajudi els joves a configurar-se un escenari real d'oportunitats laborals per al futur, basat en la iniciativa pròpia, les habilitats i els seus talents. Després de 8 anys d'impuls del projecte al Baix Llobregat, s'ha aconseguit l'expansió i l'acceptació del programa al Vallès; comptant amb el suport de més de 100 empreses mentores i col·laboradores entre tots els programes.

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PRESS RELEASE

EXAMPLE OF STRUCTURE



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TASK TO BE PERFORMED

PRESS RELEASE

- ▶ Drafting and model of a press release to disseminate the Erasmus+ program: