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How to Develop an Advertising Strategy with a Creative Plan

Get results all year long with an annual marketing strategy.

Strong media schedules need strong creative to be successful. To maximize the impact of your media schedule, your business should have a comprehensive creative plan to match. And that means your business should understand how much you should spend on your creative development and what kind of creative approaches you need.

How much should you spend on creative in your advertising budget?

At [Kernel](#), the creative and production agency created by Spectrum Reach, we get asked frequently how much businesses should plan to spend on developing their advertising versus placing it.

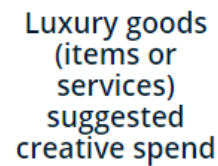
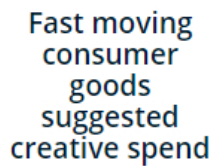
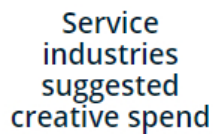
When we're helping clients determine how to budget for creative, we focus on four main things:

- ▶ [Industry-accepted allocation guidelines](#)
- ▶ [A deep understanding of the goals of the creative](#)
- ▶ [How long the commercial will run](#)
- ▶ [How often the creative will need to be changed or refreshed](#)

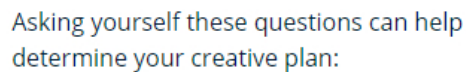
How much should your business set aside for creative development? We're here to help.

Get in touch to talk to a marketing expert.

National marketing firm Trinity P3 tracked media to production ratios for over 13 years and developed guidelines based on national trends by category. Generally speaking, the higher-end the product or the more competitive the category, the higher the creative spending.



These allocation guidelines are just a starting point. The secret to creating an annual plan that delivers the biggest return on your investment is to set your budget keeping in mind how long the campaign will run, how important the initiative is to your business, and the shelf life and other usage opportunities for the commercial. For example, creative that needs to be changed out frequently versus a commercial that could run for months should impact the amount spent developing the commercial or ad.



- How long will the campaign be running?
- Are there seasonal changes to the campaign? Special offers? Sales windows?
- How many ads need to be produced as part of the campaign?
- Will the campaign run on multiple platforms? Which ones?
- Can the ads be used beyond the initial

campaign window?

- Are there other ways to use the creative beyond the paid media schedule?

And these questions can help determine how much you should spend to develop your creative based on the plan you develop:

- Is this new creative, or a refresh or additional executions of a current campaign?
- A deep understanding of the goals of the creative
- How long will each ad be running?
- How many ads need to be produced as part of the campaign?
- How is the advertising campaign being adapted to each platform?
- What is the strategic importance of the campaign?
- Can the ads be used beyond the initial campaign window?
- Are there other ways to use the creative beyond the paid media schedule?
- What is the total media investment?



How does campaign duration effect your budget?

One of the most important factors in determining how much to spend on creative development is how long a campaign will run and the frequency of the schedule.

A single commercial won't last an entire year before the ad becomes worn out and suffers from ad fatigue. The longer an ad or commercial runs without being updated, the less effective it becomes in driving response and engagement.

A good rule of thumb is to refresh your creative at least once every three months.

Campaigns that change out ads frequently should still be part of the same creative strategy. The goal of your advertising is to drive brand awareness with consumers and to drive an action.

Studies show that when advertising campaigns change direction for no strategic reason, they are often less successful than the original campaign.

Your goal should be to keep your creative fresh and relevant with a consistent strategy and different executions.

If you are running a campaign for multiple months and have special offers that change out, make sure you are planning and budgeting for multiple commercials and the ability to edit them to highlight your offers or important sales windows.

Using Your Creative on Multiple Platforms

While it's true that you can run video ads in multiple places including TV, online as pre-roll, in banner display ads, and social media, you should ideally develop the creative for the platform where it will run instead of using one video everywhere.

There are major differences in the ways that consumers view videos across platforms that should be taken into account when building out the videos for each.

For example, videos running on YouTube should be shot in landscape, while videos for Instagram should be portrait. Most social media videos are watched without audio, so they need to tell a story without relying on music or voiceover narration.

Developing a creative plan that allows for a consistent creative strategy, regularly updated or refreshed creative, and creative developed for each platform will maximize your campaign's effectiveness.

Businesses that need to change out creative frequently or need multiple ads and executions across platforms should lean toward closer to 20% of the total budget to make sure that creative stays fresh and is developed for each platform.

We can help.

Understanding what your creative needs and goals are during the budget process will help your overall campaign success by making sure you have the right creative to support your media plan.

Get in touch to talk about how to plan effectively for 2020 to get ahead and stay ahead.

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Last Name

Company

Business Email

Phone

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Source:

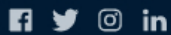
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