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How to Develop an Advertising Strategy with a Creative Plan

Get results all year long with an annual marketing strategy.

For a successful media campaign, you should pair persuasive advertising creative with a strategic media schedule. The message you share with your target audience can make the difference between a successful outcome and bland results.

First, you should understand how much your business needs to invest in creative development and what kind of innovative approaches you need to take.

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

[Kernel](#), Spectrum Reach's internal creative agency, is frequently asked by clients how much they should spend on developing their advertising versus placing it.

National marketing firm Trinity P3 tracked media to production ratios for over 13 years, developing 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.



Service industries
suggested
creative spend



Fast-moving
consumer goods
suggested
creative spend



Luxury goods
(items or services)
suggested
creative spend

When 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 advertising message](#)
- ▶ [How long the commercial will run](#)
- ▶ [How often the creative will need to be changed or refreshed](#)

Let us help you decide how much your business should set aside for creative development.

Get in touch to talk to a marketing expert.

Let's Talk

Building a Comprehensive Creative Plan

These allocation guidelines are just a starting point. The secret to campaign budgeting is to consider how long it will run and how important the initiative is to your business. You also should consider the shelf life and other usage opportunities for your commercial. For example, weigh the difference between creative that needs to be changed out frequently versus a commercial that could run for months. Both impact the amount spent developing the ad message and finished commercial assets.



Ask yourself these questions to direct your campaign planning:

- How long will the campaign run?
- Are there seasonal changes to the campaign, special offers, or sales windows?
- How many ads are needed for 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?

In addition, these questions can help determine how much to spend on developing the creative based on your campaign plan:

- Is this new creative, a refresh, or a new execution of a current campaign?
- What are the goals of the creative?
- How long will each ad run?
- 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?
- What is the total media investment?



How does campaign duration affect your budget?

One of the most critical 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 an update, 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 frequently change ads should maintain the same creative strategy. The goal of your advertising is to drive brand awareness with consumers and to drive a specific 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're running a campaign over several months and have changing offers, you should budget for multiple commercials and edit the creative to highlight your specials or sales windows.

Consider the different ways video is viewed across platforms and build yours out accordingly.

While you can run video ads in multiple places, it's ideal to develop the creative specifically for the platform where it will be seen. Audiences have different expectations for media based on where it's viewed, whether it's on TV, an online banner ad, or a social media platform.

For example, YouTube videos should be shot in landscape orientation, while portrait or vertical is better for Instagram. Social media videos are displayed with no audio by default, and many users prefer it that way. Tell your story without relying on music or voice-over narration; make it highly visual to capture their attention.

Developing a plan, allowing for consistent strategy, and regularly updating or refreshing your creative will maximize your campaign's effectiveness.

Businesses that need to change out creative frequently or need multiple ads and executions across platforms should allocate 20% of their total budget to developing their advertising. This ensures their message stays fresh and is built for their target audience on every screen.

We can help.

Understanding your advertising needs and goals during budgeting will help ensure you have the right creative to support your media plan - and position your campaign for success.

Get in touch with us to learn how to plan effectively in 2020.

First Name

Last Name

Company

Business Email

Phone

We'll follow up.

Zip / State

Comments

☒ Yes, I would like to receive exclusive marketing emails and other communications from Spectrum Reach. I can unsubscribe at any time.

☐ I'm not a robot



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Source:

Viget.com - The Production vs. Media Split in the Digital Age, February 6, 2014; Trinity P3 Consulting: Marketers should set production budgets or pay the consequences; May 2013



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