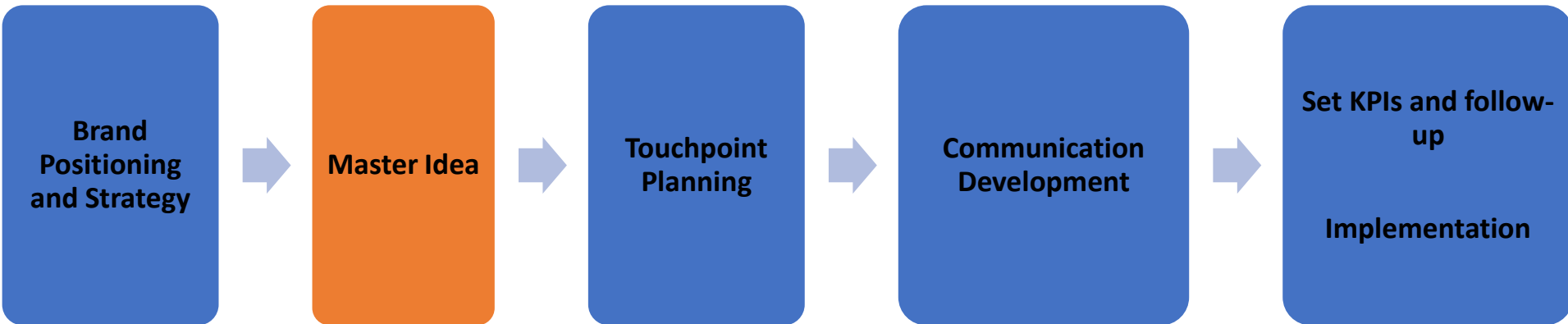


# Managing brands

**Lecture 10 – Communication process  
and master idea**

**By Zamira Ataniyazova**

# Communication Process



**Idea**  
**Which builds the**  
**Brand through a**  
**Strong &**  
**Consistent**  
**Master Idea**

# What is a Master Idea?

## **What is it?**

A Master Idea is the central Master Idea which brings the brand positioning to life for consumers?

## **How do you use it?**

A Master Idea is used across channels and over time to unify, integrate and achieve synergy between activities

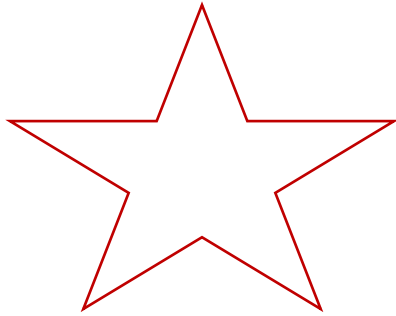
## **Why is it important?**

A consistent Master Idea used over time delivers:

- Great cut through
- Deeper engagement

Which makes Communications spend more effective

Idea



**Brand Idea**

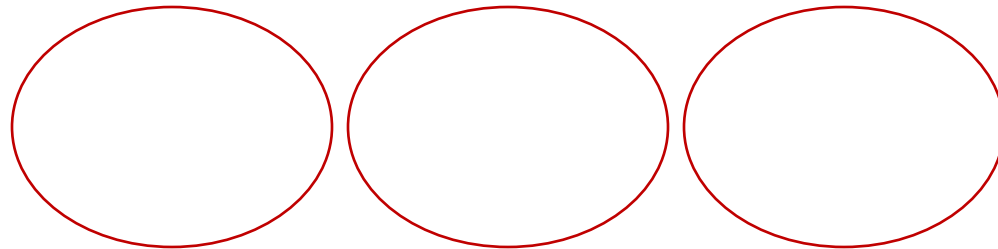
What the brand stands for in the hearts and minds of consumers

**Master Idea**

The central 'Big idea' which brings the brand positioning to life for consumers

**Campaign Idea**

An evolving expression of the Master Idea



Execution

**Execution construct**

The mechanism by which the campaign idea is expressed

**Execution content**

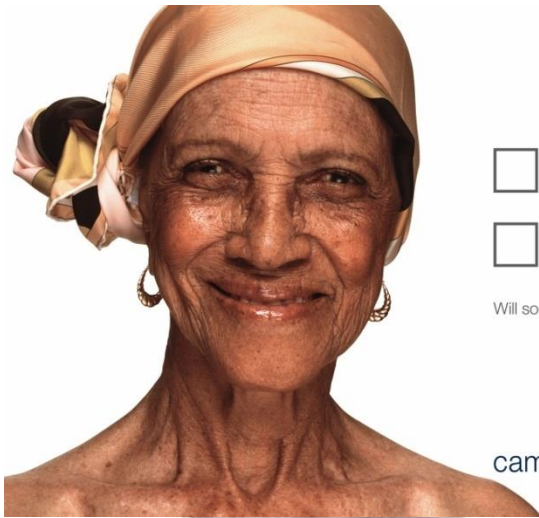
The individual elements used within the construct



# What is NOT a Master Idea

- A slogan
- The brand positioning
- Something that changes every fiscal year
- Something that changes with the introduction of new brand team or agency partners
- Limited advertising
- A promotional Idea

# What is the Master Idea for Dove?



- wrinkled?
- wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk  Dove



- grey?
- gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate

campaignforrealbeauty.co.uk  Dove  
Westminster International University in Tashkent



- fat?
- fabulous?

Can true beauty only  
open up to a size 17?  
Join the beauty debate.

campaignforrealbeauty.co.uk  Dove

Idea



2001



2006

### Brand Idea

Helping to make more women feel more beautiful everyday

### Master Idea

A continual forum for challenging narrow definition of beauty

### Campaign Idea

2004: Challenging our own personal perceptions of beauty  
2006: Challenge perception of beauty facing children growing up

Execution



### Execution construct

- Show 'normal shaped' women in a fashion shoot environment
- Hear why they love their bodies
- Demonstrate Dove's commitment to women

### Execution content

Real women not models being photographed by a professional fashion photographer in a

# Dove campaigns continued:



- “Dove: Detox Your Feed” YouTube, uploaded by Ads of Brands, 27 April 2022, <https://www.youtube.com/watch?v=ohBL-dfCnww>.

# Dove campaigns continued:

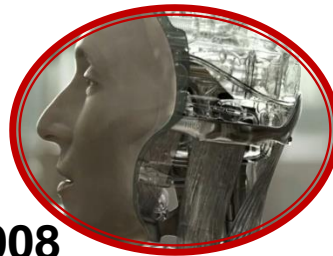


- “Detox Your Feed: The Parents’ Guide | Dove Self-Esteem Project” YouTube, uploaded by Dove US, 27 April 2022, <https://www.youtube.com/watch?v=GAFvaz0pJSE>

Idea



2001



2008

### **Brand Idea**

Inspiring personal progress

### **Master Idea**

The determination required to follow a journey to progress (Keep walking)

### **Campaign Idea**

2001: Literal 'Walks' taken by inspiring individuals during their journey to success

2008: Grand metaphorical journeys of progress

2015: Brother journey through memories

# Johnnie Walker examples



- “Johnnie Walker - The Man Who Walked Around The World”  
YouTube, uploaded by Best Commercials, 19 July 2014,  
<https://www.youtube.com/watch?v=fZ6aiVg2qVk>

# Johnnie Walker examples



- “Dear Brother | Spec Ad | Johnnie Walker (2015)” YouTube, uploaded by Filmakademie Baden-Württemberg 30 November 2015, [https://www.youtube.com/watch?v=gG4TfA3\\_u4I](https://www.youtube.com/watch?v=gG4TfA3_u4I)

# Johnnie Walker examples



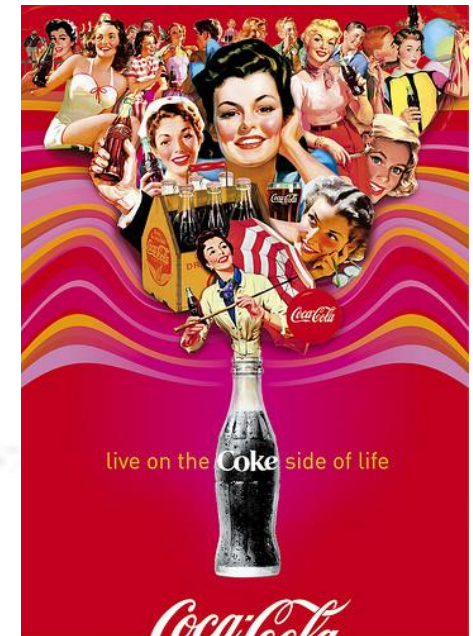
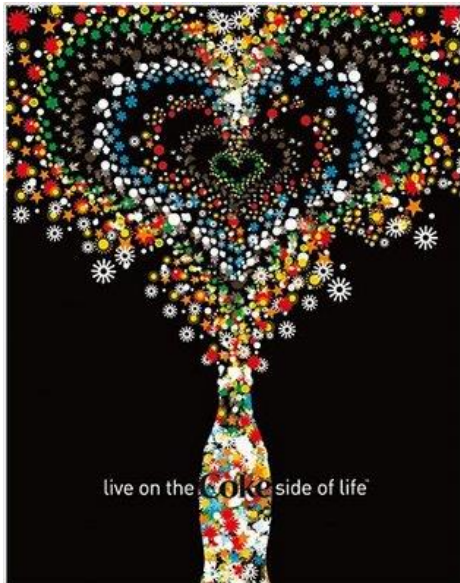
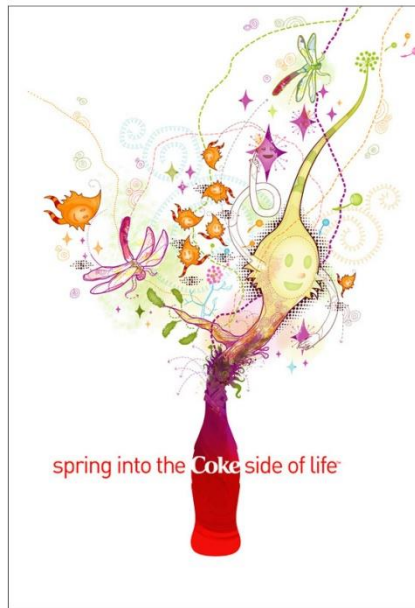
- “MarkLives #BrandFocus: Johnnie Walker's Keep Walking South Africa” YouTube, uploaded by Mark Lives, 10 June 2019, <https://www.youtube.com/watch?v=4lcwowoTvL8>

# Johnnie Walker examples



- “Johnnie Walker | Keep Walking” YouTube, uploaded by Johnnie Walker, 14 October 2021, <https://www.youtube.com/watch?v=0TlpDQjqB1k>

# What is the Master Idea for Coke?



Idea



### Brand Idea

Making the everyday world a little better

### Master Idea

See the positive (Coke) side of life

### Campaign Idea



Execution



### Execution construct

Imaginative, playful images of optimism being released from the iconic Coca-Cola bottle

# What is the Master Idea for Benetton?



Idea



### Brand Idea

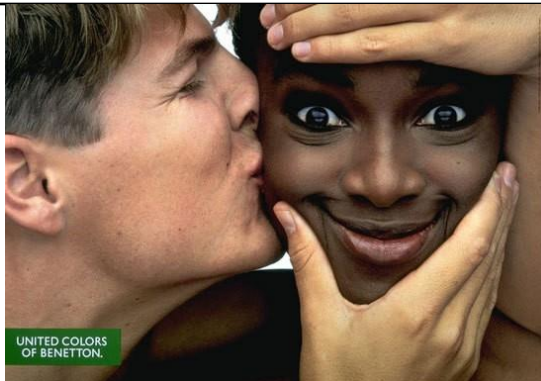
Respect for diversity

### Master Idea

All the colors of the world

### Campaign Idea

Execution



### Execution construct

Colorful images of youth of both sexes and every skin tone who exude integration, energy and joie de vivre

# United Colors of Benetton examples:

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- “UNITED COLORS OF BENETTON - Autumn Winter 2011 Commercial - 30” YouTube, uploaded by United Colors of Benetton, 19 September 2011, <https://www.youtube.com/watch?v=qICQRdPzYHs>

# United Colors of Benetton examples:

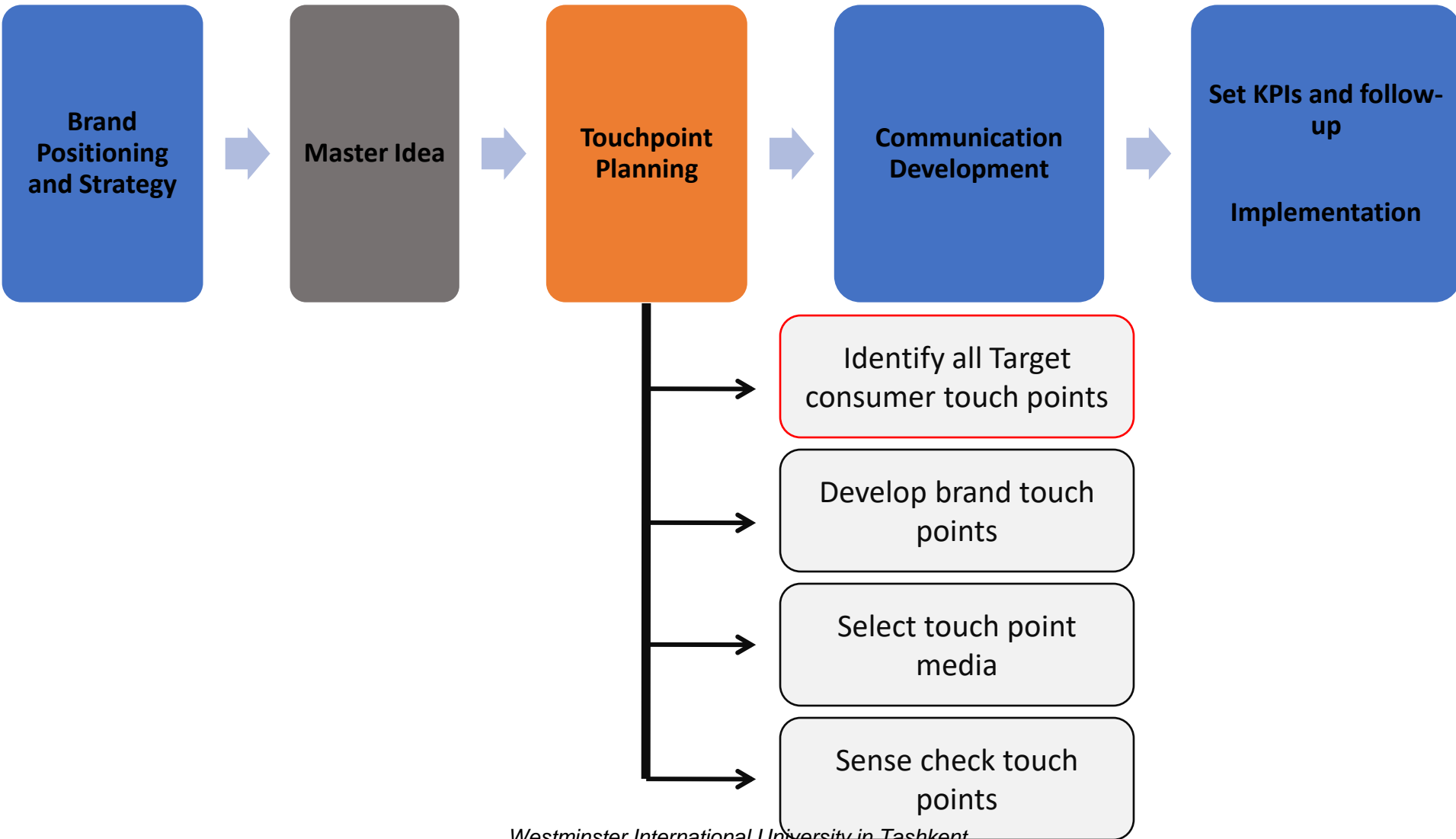


- “Spring Summer 2022 Collection” YouTube, uploaded by United Colors of Benetton, 27 January 2022, <https://www.youtube.com/watch?v=YallueenMVA>

# Master Idea checklist

	Yes/No?	What's the evidence?	What are your going to do to improve it?
Does it build the Brand Idea			
Does it immediately create interest?			
Can this Master Idea be easily executed across all touch points?			
Can we keep the Master Idea for several years to come?			
Does the Master Idea suggest many creative possibilities?			
Does the Master Idea clearly demonstrate how it will overcome the brand bottleneck?			

# Communication Process



# Reading and references

- “Dove: Detox Your Feed” YouTube, uploaded by Ads of Brands, 27 April 2022, <https://www.youtube.com/watch?v=ohBL-dfCnww>.
- “Detox Your Feed: The Parents’ Guide | Dove Self-Esteem Project” YouTube, uploaded by Dove US, 27 April 2022, <https://www.youtube.com/watch?v=GAFvaz0pJSE>
- “Johnnie Walker - The Man Who Walked Around The World” YouTube, uploaded by Best Commercials, 19 July 2014, <https://www.youtube.com/watch?v=fZ6aiVg2qVk>
- “Dear Brother | Spec Ad | Johnnie Walker (2015)” YouTube, uploaded by Filmakademie Baden-Württemberg 30 November 2015, [https://www.youtube.com/watch?v=gG4TfA3\\_u4I](https://www.youtube.com/watch?v=gG4TfA3_u4I)
- “MarkLives #BrandFocus: Johnnie Walker's Keep Walking South Africa” YouTube, uploaded by Mark Lives, 10 June 2019, <https://www.youtube.com/watch?v=4lcwowoTvL8>
- “Johnnie Walker | Keep Walking” YouTube, uploaded by Johnnie Walker, 14 October 2021, <https://www.youtube.com/watch?v=0TlpDQjqB1k>

# Reading and references

- “UNITED COLORS OF BENETTON - Autumn Winter 2011 Commercial - 30” YouTube, uploaded by United Colors of Benetton, 19 September 2011, <https://www.youtube.com/watch?v=qICQRdPzYHs>
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