

#13: Conceptual Workout



THINKING FEELING

THINK HIGH INVOLVEMENT	FEEL HIGH INVOLVEMENT
THINK LOW INVOLVEMENT	FEEL LOW INVOLVEMENT

1. M.O.S.T.

Currently, Apple has a campaign that competes directly with the PC.

We're sure you're familiar with it.

What do you think their Mission, Objective, Strategy, and Tactics are today?

2. FCB GRID.

- Right to Left. Take a right brain (emotional) ad. Make it a left brain (rational) ad.
- Left to Right. Pick a left brain (rational) ad. Do the opposite. Make it a right brain (emotional) ad.
- Draw The Grid. Make a list of 10 different products. Place them on The FCB Planning Grid.
- Both Sides. The Saab ad below appeals to both. Pick another product with *both* rational and emotional appeals.

A CAR FOR THE LEFT SIDE OF YOUR BRAIN.

The left side of your brain, recent investigations tell us, is the logical side. It figures out that 1 + 1 = 2. And, in a few cases, that E = mc².

On a more mundane level, it chooses the socks you wear, the cereal you eat, and the car you drive. All by means of rigorous Aristotelian logic.

However, and a big however it is, for real satisfaction, you must achieve harmony with the other side of your brain.

The right side, the poetic side, that says, "Yeah, Car X has a reputation for lasting a long time but it's so dull, who'd I want to drive it that long anyway?"

The Saab Turbo looked at from all sides.

To the left side of your brain, Saab turbocharging is a technological feat that retains good gas mileage while also increasing performance.

To the right side of your brain, Saab turbocharging is what makes a Saab go like a hot rod of hell.

The left side sees the safety in high performance. (Passing on a two-lane highway. Entering a freeway in the midst of high-speed traffic.)

The right side lives only for the thrills.

The left side considers that *Road & Track* magazine just named Saab "The Sports Sedan for the Eighties." By unanimous choice of its editors.

The right side echoes informed endorsements by editors who have spent a lifetime comparing cars. The right side doesn't know much about cars, but knows what it likes.

The left side scans this chart.

The right side looks at the picture on the opposite page.

The left side compares a Saab's comfort with that of a Mercedes. Its performance with that of a BMW. Its braking with that of an Audi.

The right side looks at the picture.

The left side looks ahead to the winter when a Saab's front-wheel drive will keep a Saab in front of traffic.

The right side looks at the picture.

The left side also considers the other seasons of the year when a Saab's front-wheel drive gives it the cornering ability of a sports car.

The right side looks again at the picture.

Getting what you need, getting what you want.

Needs are boring; desires are what make life worth living.

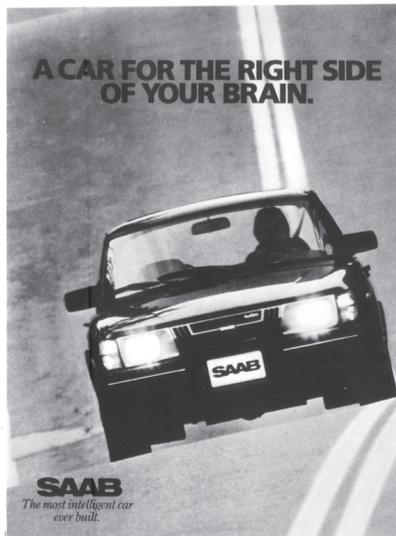
The left side of your brain is your mother telling you that a Saab is good for you. "Eat your vegetables." (In today's world, you need a car engineered like a Saab.) "Put on your raincoat." (The Saab is economical. Look at the price-value relationship.) "Go your hometown." (The passive safety of the construction. The active safety of the handling.)

The right side of your brain guides your foot to the clutch, your hand to the gear, and listens for the "zzzzooooommmmm."

Together, they see the 1982 Saab Turbo as the responsible car the times demand you get. And the performance car you'd always, deep down, wanted with half your mind.

1982 SAAB PRICE**	
1982 4-Door	\$15,200
1982 6-Door	\$17,200
1982 7-Door	\$17,200
1982 8-Door	\$19,200
1982 Turbo 4-Door	\$22,200
1982 Turbo 6-Door	\$24,200
1982 Turbo 7-Door	\$24,200
1982 Turbo 8-Door	\$26,200

All Saab models include a 5-year 50,000-mile bumper-to-bumper warranty and a 3-year 50,000-mile powertrain warranty. Dealer price includes taxes, license, title, and other charges as shown. Dealer price is shown by either side of the picture.



Write an ad that appeals to both. (It can be a spread.)

3. EXPLODE THE DOT.

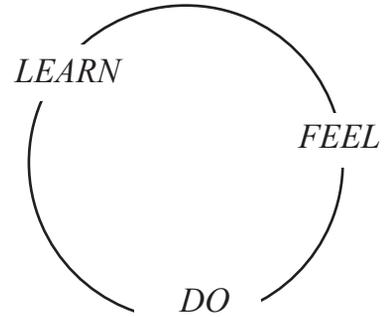
Take the product from #2D and show the various forces at work in all four sections of The Grid.

Repeat the process with a second product.

4. LEARN/FEEL/DO CIRCLE.

- A. Select a product.
 What is there to Learn about it?
 What Feelings might be associated with using it?
 What do we Do? There may be a number of actions.
- B. Now, think of a message approach that uses each as an entry point.
 Don't worry that you're not doing a polished script. Just rough it out.

THE LEARN/FEEL/DO CIRCLE



5. 4A's/4R's.

- A. In two columns – with plenty of space – write the 4A's and then the 4R's.
- B. Pick a product or service – indicate what aspects of a program match up with each of these A's and R's. Again, don't worry about not having much of a message or strategy, the idea is to become more familiar with this kind of thinking.

What Will You Do to Generate...

Attention _____

Awareness _____

Attitude _____

Action _____

Reaction _____

Relevance _____

Response _____

Relationship _____

P _____

P _____

P _____

P _____

C _____

C _____

C _____

C _____

6. 4P's/4C's.

- A. Write them down and try to remember them.
- B. That's it. This will come in handy if and when you find yourself in a marketing class. Remember the concepts, particularly if you find yourself doing heavy lifting in the area of marketing strategy.