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Secrets Of 7 Of The Most Effective Ad Campaigns

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FULL BIO
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For advertising to be "effective," it must be:

- Memorable

- Resonate with consumers by ringing true and delivering a personally meaningful message, even if the brand has a huge target audience like Nike's

- Communicate how the product or service fits into consumers' lives or work to make them better, more productive, happier, more fulfilled

- Stand for values above and beyond the product or service itself

- Be inextricably linked to the brand, so the ad won't be attributed to a competitor

Winning brands combine powerful, meaningful, inspirational messages delivered in ways that touch their audiences, with great products and services that perform to expectations, are credible and trustworthy. Great ad campaigns are often founded on deep psychological insights. The messages, delivered in novel and thought-provoking ways, increase the odds they'll be shared virally by brand fans, who further add credibility and awareness. Great campaigns help brands avoid being commoditized and compete only on price. They increase loyalty and good will, and can encourage purchase across more items within the brand umbrella. What follows are 7 of my personal favorites and what I think the secrets are behind each of their successes. While it's not easy for brands with large audiences to find broadly relevant messages, these brands have done it exceedingly well!

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