

HYPOTHESIS

H_0 : There is no difference among the three creative thinking techniques in their ability to attain the broad goals of the advertising campaign.

CAMPAIGN PROBLEM

Which creative thinking technique is most successful in its advertising effectiveness, using the DAGMAR model, in persuading in the target market of Vans comfortable?

BROAD GOAL

Our broad goal is to functionally position Vans as a comfortable, everyday-wear shoe.

LITERATURE REVIEW

Creative thinking and advertising research go hand-in-hand. Felton teaches us how to be creative by drawing a distinction between words and says that by repositioning products in consumers' minds means getting consumers to substitute one thought or impression about the product with another (Felton 216) and also suggests that we surprise the audience with an unlikely pairing (Felton 218). Advertising research identifies and provides detail on relevant current and potential future trends (Davis 3).

By selecting the millennial generation, we are targeting those who have a sense of individuality and are searching for brands and companies that echo their aesthetic. Millennials who live an active lifestyle influenced by music and culture who live as individuals are our target audience profile. With product information, reviews and price comparisons at their fingertips, Millennials are turning to brands that can offer maximum convenience at the lowest cost (Millennial Generation 2018)

Felton's suggestions lead us to use two different creative thinking techniques for our ads which are "the identifiable alias" and the "fused metaphor." The identifiable alias gives us a fundamental way to get attention, organize information, and be persuasive. The fused images help contextualize the selling argument (Felton 265). You catch their attention and demonstrate your dominant selling message by metamorphosing the product into something new and expresses your selling idea (Felton 265).

ABSTRACT

As Vans' market increase, marketers depend on advertising to reinforce competitive advantage. Our research-in-progress demonstrates the methods we used to research. The information gathered from our focus group suggests that durability and comfort are the main factors when making a purchase. Competitors like Converse and Nike use their market share to persuade their buyers to pay a premium price while Vans focus on durability and the lifestyle the shoe brings to the consumers. Our secondary research revealed that millennials are considered the least conservative generation which implies the rash nature of our target market. With the large growth rate of millennials, their preference pool is strongly influenced by the new wave. In regards to rebranding, Vans began using "Off the Wall" to distance themselves from primarily skating to athleisure wear. Vans are mostly worn in cities with warmer climates to maximize comfort and a feeling of relaxation throughout the day.



Neutral Technique



Identifiable Alias Technique



Fused Metaphor Technique

QUESTIONNAIRE FINDINGS

Chi Squared Analysis

Creative Technique	O _i	E _i	O _i - E _i	(O _i - E _i) ²	(O _i - E _i) ² / E _i
Identifiable Alias (A)	3	10	-7	49	4.9
Fused Metaphor (B)	21	10	11	121	12.1
Neutral (C)	10	10	0	0	0

Degree of Freedom	α
K-1=2	.10 or 90% confidence level

Chi Squared Table Value
4.61 < 17

CONCLUSION & RECOMMENDATION

H_0 Personal Relevance Rejected: Data analysis proved the use of creative thinking techniques made a significant, positive difference to personal relevance among millennials and the advertisements they relate to most.

Recommendation: 90% confident that the fused metaphor technique is the most effective creative thinking technique to associate Vans with the lifestyle of millennials.

REFERENCES

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- Felton, George (2013), *Advertising: Concept and Copy*, 3rdedition, New York, N.Y.: W. Norton & Company, Inc.
- Cengage Learning, G. (Ed.). (n.d.). Business Insights: Vans Inc. Retrieved January 15, 2018, from <http://bi.galegroup.com/essentials/company/901875?u=gale15691>
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Other References Available Upon Request