

New Glossary

AdVenture

Glossary of key Terms and Concepts

(Within academia and the communications industry, definitions can vary from one reference source to another. For the purposes of consistency across all participants in the AdVenture campaign, the following definitions and explanations should be used in developing proposals. These will also be used by the judges in assessment of all submissions.)

Term / Concept	Definition / Description
Campaign Theme	The overall (umbrella) concept of the campaign.
Consumer Insight	The one 'thing' about the typical targeted consumer that serves as the building-block for strategy. The best insight is the one that presents a fresh way of looking at a consumer's life (attitudes, beliefs, behaviour, aspirations, etc). An insight needs to be crafted and developed, and it should not be confused with a basic fact or research finding.
Creative Brief	This is often considered to be the most important/motivational document used in the overall process of an advertising campaign. It is normally compiled by the Strategic (Account) Planner, should not exceed 1 – 1 ½ pages, and is used in the briefing of the Creative team. Although the format and elements can vary, the Creative Brief must cover the following subject areas, inter alia: Communication Challenges, Target Audience Profile, Consumer Insight, SMP, Reasons to Believe, Desired Response, Campaign Tonality, Mandatories.
Desired Response	A description of the reaction/s of the target audience after being exposed to the proposed campaign, or elements of it. Focus should be on the emotional and/or attitudinal effects that are hoped for.
Mandatories	These are the key aspects of company and/or brand identity (logo, colour, etc) that should be included in creative execution, and cannot be amended or modified.
Objective	The ' <i>where we want to be</i> '. In a campaign there are normally 2 to 4 objectives, expressed in a SMART



(Specific, Measurable, Achievable, Realistic, Time Specific) format. Example: *To have increased awareness of Brand X in the target audience from 11% to 15% within the first year of the campaign.*

Reasons to Believe

The underlying facts/statistics/evidence that substantiate or justify the claim made in the SMP. Example: *'Approved by all leading manufacturers of washing machines'.*

Strategy

The *'how we are going to get there'* in a campaign.

Single-Minded Proposition (SMP)

This is the **one** statement that clearly expresses what the advertising needs to say and should inspire and propel the creative team to a solution. It flows out of the Consumer Insight. Remember that the SMP is **not** a campaign or tag line.

Tactics

Also known collectively as campaign/creative execution. These are the various elements used to articulate and communicate the strategy.

Tonality

The mood or tone of voice that the advertising execution should adopt