

Analysing creative ideas behind awarded print and outdoor ads

The Gunn Report's 'Power of Print' study, which is an analysis based on the creative ideas behind the most awarded print and outdoor ads in the world in the last 15 years, has been released in London.

The report identifies 13 basic dramatic formats used in print advertising to engage consumers creatively and effectively.



Creative solutions

The report includes a description of the specific thought process involved to identify each of the 13 dramatic formats and 140 examples of work that support the analysis. The most represented countries across the 140 ads and campaigns featured in the study are the UK (24 ads/campaigns), US (21), France (15), Brazil (12), Germany (9) and South Africa (9). The five most represented agencies, with five ads/campaigns each, are AlmapBBDO (São Paulo), Saatchi & Saatchi (London), Saatchi & Saatchi (New York), Scholz & Friends (Berlin) and TBWA\Hunt\Lascaris (Johannesburg).

Donald Gunn, founder of The Gunn Report, says, "This is a comprehensive and useful study that identifies 13 best opportunities for finding engaging and effective creative solutions for print advertising. A valuable tool for experienced industry professionals looking for a spark of inspiration, or an educational and training document for students and young creatives alike, it is a compelling insight of best practice used in brand communications."

13 Dramatic Formats

- Information/Facts
- Fresh Thought/Insight
- Demo in Print
- Dramatise The Need/Problem
- Exaggerated Graphic for The Need/Problem
- Comparison
- Tell a Story
- Exaggerated Graphic for The Benefit
- Associated or Used Imagery Lifestyle/Attitude Reflect The Benefit
- Media-Driven Idea

- Product Provides The Graphic
- Borrowed Format or Parody

- Participation

To view the report, including information on each of the 13 dramatic formats identified and all 140 pieces of work featured as examples to support the analysis, go to www.gunnreport.com.

For more, visit: <https://www.bizcommunity.com>