

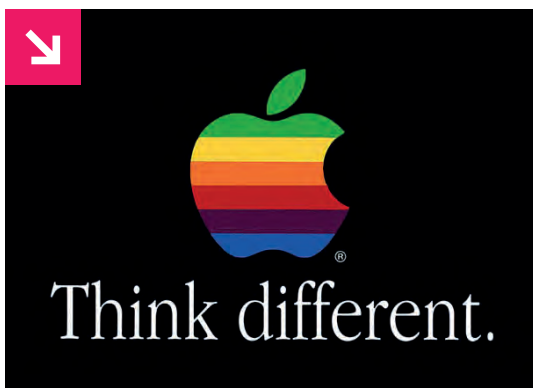
Creative Industry guides

Print campaigns that get noticed



6 print campaigns that stood the test of time

A successful print campaign combines a powerful image with a simple but effective phrase or tagline. On occasion, only words are used. The most memorable print advertising often contains an element of surprise – turning a preconceived idea on its head or asking us to look at something in a new light.



WHAT GOES INTO A PRINT CAMPAIGN?

Striking images are often used in order to elicit an emotional response, which is why some companies choose renowned photographers for their print campaigns.

The most memorable taglines can become catchphrases or enter into our everyday language, such as Ronseal's **"It does exactly what it says on the tin."**

1. Stella Artois – 'Reassuringly expensive' (1982-2007)

In the 'Greed is good' era of the 1980s, Belgian brewing company Stella Artois hit on an unusual way to champion the brand's difference from its competitors.

Created by **Frank Lowe** of **Lowe Howard-Spink**, the print campaign ran from 1982-2007 and established Stella as an exclusive product.

While ad campaigns often focus on saving the consumer money, Stella's 'Reassuringly expensive' tagline made a feature of what was previously perceived as a drawback: that the premium lager cost more than its rivals.

From 2000, the message of the print ads was reinforced by a series of stylishly filmed, humorous TV and cinema ads.



2. Dove – ‘Campaign for Real Beauty’ (2004-present day)

Creative by **Ogilvy & Mather (Brazil)**, this campaign took a fresh approach to advertising beauty products by challenging traditional stereotypes.

Conceived after market research found that only a tiny percentage of women think of themselves as beautiful, the campaign has a mission “to make women feel beautiful everyday by widening stereotypical views of beauty”.

Billboard ads showed ordinary women beautifully shot by world-famous photographer **Annie Leibovitz**, with an invitation to “Join the beauty debate”. These have been followed by a range of powerful images – mostly using ordinary women instead of models – partnered with statements encouraging us to reconsider perceived notions of beauty, beauty products and even advertising itself.



3. Alien – movie poster (1979)



While there have been many classic print campaigns for movies, one of the most memorable was for the first film in the Alien franchise, released in 1979.

The black background suggests the isolation and emptiness of space, while the image of the cracking egg warns of the unnamed horror to come. Underneath this powerful image, the tagline “**In space no one can hear you scream**” reinforces the message and summarises the film in one simple but incredibly effective line.

It was created by graphic designer and movie poster master, **Bill Gold**, whose astonishing 70-year career has included posters for **Casablanca**, **A Clockwork Orange**, **Get Carter**, **Fame** and **Platoon**.

4. MasterCard – Priceless campaign (1997-present)

Since its inception in 1997, **McCann Erickson's** 'Priceless' campaign for MasterCard has been a major success. The tagline – **“There are some things money can't buy. For everything else, there's MasterCard”** – is used as a pay off after showing life-enhancing experiences.

The skill of the campaign is to associate a product that is likely to encourage spending – a credit card – with non-materialistic values. It suggests that the brand recognises that the moments we prize most in life are “priceless”, while offering to take care of “everything else”.

The longevity of the campaign has been remarkable and it's now moving into a fresh phase with new Chief Marketer Raja Rajamannar's **“Priceless Surprises”** campaign.



5. Audi – Vorsprung durch Technik (1983-present)



It's not often that a tagline is used without translation, but **“Vorsprung durch Technik”** – **“Progress through Technology”** – has been widely accepted through a range of print and TV ads for Audi across the globe.

Although the line had been used before by Audi in Germany, it was the British co-founder of the BBH Agency, **John Hegarty**, who saw it on an old poster and brought it back into use.

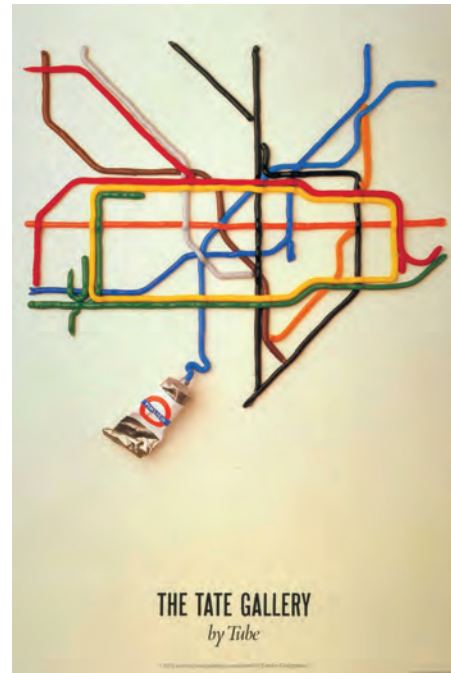
Evoking the German reputation for technical expertise, the phrase has passed into popular culture and has appeared in U2's Zooropa and Blur's Park Life, the TV show Only Fools and Horses and the film Lock, Stock and Two Smoking Barrels.

6. Tate Gallery – Tate Gallery by Tube campaign (1987)

A work of art in its own right, the **Tate Gallery by Tube** advertising poster is an award-winning idea that continues to sell as a popular poster today.

The iconic map of the London Underground system is recreated with paint squeezed out of tubes – a nice play on the “Tube” nickname of the underground system – in colours that match the various lines. The blue-coloured Victoria Line, which brings people to the gallery, is shown being squeezed out of a tube of blue paint labelled Pimlico – the nearest Tube stop to the gallery.

Commissioned by Art on the Underground, the original painting by **David Booth** now hangs in Tate Britain.



In conclusion

Despite the many hours of work that go into creating a successful print campaign, ultimately it's creative thinking that brings an ad executive or graphic designer to that “eureka moment”.

The longevity of a print campaign can be attributable to a simple but powerful image, a clever phrase, a memorable juxtaposition of two different ideas, or an original concept that has the power to make the consumer stop for a moment and look at something in a new light.

In the best cases, a print campaign will not only reinforce the brand but also create something out of the ordinary that has a life of its own beyond the product.

What our consultants say...



"Foods bearing a nutrition declaration on a voluntary basis must comply with the requirements of the FIC Regulation from December 2014"

- **Carol Almond**, Associate Director



"As a general consensus within the FMCG Packaging market, a lot of change within the packaging and artwork industry must be done in order to deliver brand value at the shelf and in the home. "

- **Amanda Chadwick**, Senior Consultant

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