



Confidence Creative

Have you noticed the change in the sophistication and complexity of some TV advertising like the Planets sweets adverts and ITV football? The animation is great and makes them highly watchable.

These adverts tell stories and entertain us in order to strengthen awareness in already well known brands. The complexity allows us to delve deep inside the adverts for further nuggets of entertainment like the “Where’s Wally” drawings of a few years back.

What makes these adverts stand out from the rest is the level of creative input that leaves all previous ads in the shade. It breathes confidence into our perception that these products are cool. Animation itself isn’t everything – just think about some of the bank adverts and how redundant they seem – it’s the creativity that shines through.

While your budgets might not stretch as far as a fully animated advert on TV, it doesn’t mean you do nothing. The time is right to beat your drum louder than your competitors and tell prospects you’re here to stay. By adding a level of creativity can set you apart from the rest of the pack.

Small businesses see out recessions by being nimble footed, tightly run and with a willingness to boldly go where they haven’t been before because there is business to be done out there.

Bigger organisations are less flexible. They’re like big oil tankers, moving on a deliberate path. Some will be scared to be creative because change may require a major strategic alteration in course. Big companies struggle with how change impacts on the multiple layers of management, integrated practices and supplier connections. (I know, I used to work for one of the biggest!).

[Try this if you want to see what change looks like in a big company. *Get 2 or 3 colleagues to sit in a circle. Each one ties a piece of string to their chair and to each and every other’s chair (reasonably taut). Now tie one of your wrists to your chair. Now tie the other wrist to each and every other persons’ other wrist. Let one person stand up. Total disruption! Everything moves as if by its own will. Further movement creates further chaos - everyone freezes! It takes ages to sort out and unravel].*

In small companies, creativity can be far more easily managed and at much lower cost. But do most SMEs maximise this advantage? Unfortunately, not!

Why? Because they lack belief and confidence in investing in stuff they’ve not tried before!



The successful companies are the creative risk takers who see opportunities for video, viral and guerrilla advertising everywhere and are willing to try new ways. They're always testing the waters to see what works. If they don't know how to do it, they buy in or hire the knowledge.

This multiple channel marketing is seriously powerful stuff, made more so by competitors staying in their comfort zones or dithering about which one method will increase sales. During the last recession the internet wasn't as developed as now, so you'd be foolish not to exploit it!

This is more than just having a website plus a bit of organic or paid search. You can't be passive. Altering the perception of your value in a host of new prospects (and suspects) requires multiple marketing channels to pump confidence into them.

Don't sit around. Think about who are the customers you'd like to have. Where are they? What turns them on? Are you interesting enough to new prospects? What's your hook? How can you find and tempt them? Will they buy from you? How do you sell to them again? What's the ROI?

The internet is a seriously powerful tool and investing in some creative online digital marketing is the way to open up new sales opportunities – and stay ahead of the game.

If you want to be more creative and make it happen,

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