

Advertising

Assignment #2 In-Class Team Exercise



Using the following positioning statement, develop a creative strategy and three different potential slogans for BAND-AID® Brand Liquid Bandage.

Positioning Statement

“BAND-AID® Brand Liquid Bandage is a revolutionary liquid bandage that will change the way consumers treat minor cuts and scrapes.

BAND-AID® Brand Liquid Bandage creates a clear, flexible, breathable seal that keeps out water, dirt and germs to help prevent infection so cuts are better protected and heal quickly. The Liquid Bandage seal bends and flexes during movement and stays on better than ordinary bandages until it naturally sloughs off as the wound heals..” – Johnson & Johnson

Creative Strategy

To convince: _____

Target Market/Audience

To buy: _____

Client Brand

Instead of: _____

Competition

Because: _____

Feature > Benefit

Creative Tactic

Slogan #1: _____

Slogan #2: _____

Slogan #3: _____

Team Member Signatures

1. _____

4. _____

2. _____

5. _____

3. _____

6. _____