

Learn From The Pros:
5 Lessons From 3 Creative
Marketing Campaigns

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Campaign #1: Nike's 'Just do it'

- 'Just do it' is the first campaign started by Nike in 1988. Beginning of this campaign Nike was a struggling niche U.S. brand. And, with this new brand positioning, it targeted all Americans, irrespective of their age, gender or fitness.
- Since that campaign Nike raised their sales by 1000% in the next 10 years – from \$800 million (in 1988) to \$ 9.2 billion (in 1998).

Lesson 1 – Your brand positioning must be unique and inspiring

- The tagline of the campaign epitomizes everyone to push themselves beyond their physical and psychological limits.
- Nike established its own unique brand character by launching this “deep campaign”. You’ll also notice that most of their ads focus on normal people. And, Nike is now associated with self-competition, individuality and aggressiveness.
- Similarly, You need to identify your differentiators and competition. Then plot them in a matrix to find a gap.

Lesson 2 – Scale your brand to serve a wider range of audience, if it makes sense

- Wieden+Kennedy advertising agency based in Portland, Oregon, came up with the idea of Nike products appealing to a wider circle of consumers, including males and females, professional athletes, fitness ninjas and the young and old generations.
- And this new brand language “opened up new chapters of Nike’s brand story for the next 27 years and running.”
- So build a strong foundation with limited subjects first and then expand your expertise to other things.

Campaign #2: Apple's 'Think Different'

- In 1985, Apple had lost its shine. Its brand was diluted and it didn't receive any press mention for its products.
- In December 1996, Steve made a dramatic return to the company and rekindled innovation.
- In order to rejuvenate Apple's lost charm, he invited three advertising agencies to come up with new marketing campaign ideas.
- Lee Clow suggested a new advertising concept, based around the slogan, “Think Different”. And his advertisement got numerous press mentions and played a vital role in “reestablishing Apple's counter-culture brand aura that it lost in the 90s.”

- These are the two important lessons you can learn from Apple's success.

Lesson 3 – Focus on 'the why'

- Contrary to traditional marketing wisdom, Apple didn't talk about the features or benefits of its products (the how and what) in this campaign.
- Steve infused a new energy in Apple and changed the way consumers looked at it.
- Instead of trying to sell to you on how awesomely engineered its products are, Apple talked you into its inspiring belief – People with passion can change the world.
- [Here is a video of Simon Sinek](#), he illustrates in the TED talk, with the specific example of how Apple conducts its marketing, starting with the why.
- In your marketing campaigns, you can increase your chances of success by infusing a purpose that's beyond monetization.

Lesson 4 – First mover's advantage will only take you so far. Continuously improve the user experience to climb to the top

- After launching the Apple II and the Macintosh, Apple had a sluggish late 1980s and early 90s. But, as soon as Steve Jobs came back to the helm and launched the 'Think Different' campaign, the company was back on track.
 - ❑ If you fear late arrival, this is good news for your business.
 - ❑ First mover gets more press and media mentions. But, you can learn from these pioneers and extract insights from the consumer experiences.
 - ❑ It helps in developing a revamped design sans the flaws of the first product.
- Google wasn't the first search engine and Facebook wasn't the first social network.
- If you can't be the first to pick a tech idea, then observe the loopholes made in implementation of the idea, improve the customer experience and execute the improved idea meticulously.

Campaign #3: Red Bull Stratos

- Red Bull (an energy drink) wanted to be associated with daredevils and get international brand recognition. So, they took a big giant leap (literally) and sponsored Felix Baumgartner, an Austrian skydiver who was training with scientists to jump from space in 2005.
- On October 14 2012, Felix jumped out of a hot air balloon from approximately 128,000 feet above the Earth and reached a high speed of 843.6 mph in his free fall.

- He broke the sound barrier and became the first human in history to do it. Not only did his feat make its way into the Guinness Book of World Records, but it also received insane media coverage, including the live broadcast on the Discovery Channel.

Lesson 5 – Don't be afraid of pursuing larger than life ideas that improve people's lives: They will leave your permanent brand footprint

- Red Bull took the risk of cutting through the clutter and going big with their marketing. They didn't think from the traditional ROI mindset.
- Rather, they tried to capture the imagination of millions of people and to connect with them at an emotional level.
- So, you need to think of product and content ideas that create a priceless brand experience and truly empower your consumers.