

# The Execution Style

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- Gaya eksekusi, disebut juga format eksekusi
- Cara dimana iklan disajikan

## Execution Styles

Straight talk.

Slice of life.

Storytelling.

Testimonials.

Authoritative.

Demonstration.

Comparison.

Humour.

Spokesperson.

Animation.

Musical.

Fantasy.

Shocking.

Teasers.

Pesan lisensi tv ini disajikan dalam gaya bicara Straight Talk. memberikan informasi faktual



Picture source: ©Grey Kodjak

This TV licence message is presented in a **straight talk** style. Straight talk, also called lecture, delivers factual information.

A straight talk commercial langsung menyajikan rincian faktual (ex.atribut) dari suatu produk/jasa yg dibuktikan dalam iklannya

**A straight-talk commercial presents factual details (e.g. attributes) of a product or service as evidenced in this advert.**

Microsoft

Microsoft Corporation

The Lumia 735 with  
Cortana, your very own  
personal assistant.

Meet Cortana. She not only learns and remembers what you like, she can make predictions based on your location and contacts. All you have to do is ask. Can't see the difference? Lumia phones.



di mars kita menguji segala sesuatu untuk 'yum'.  
pekerjaan yang sulit, tapi seseorang harus  
melakukannya

A straight-talk commercial.



**At Mars we test everything for 'yum'.  
Tough job, but someone has to do it.**

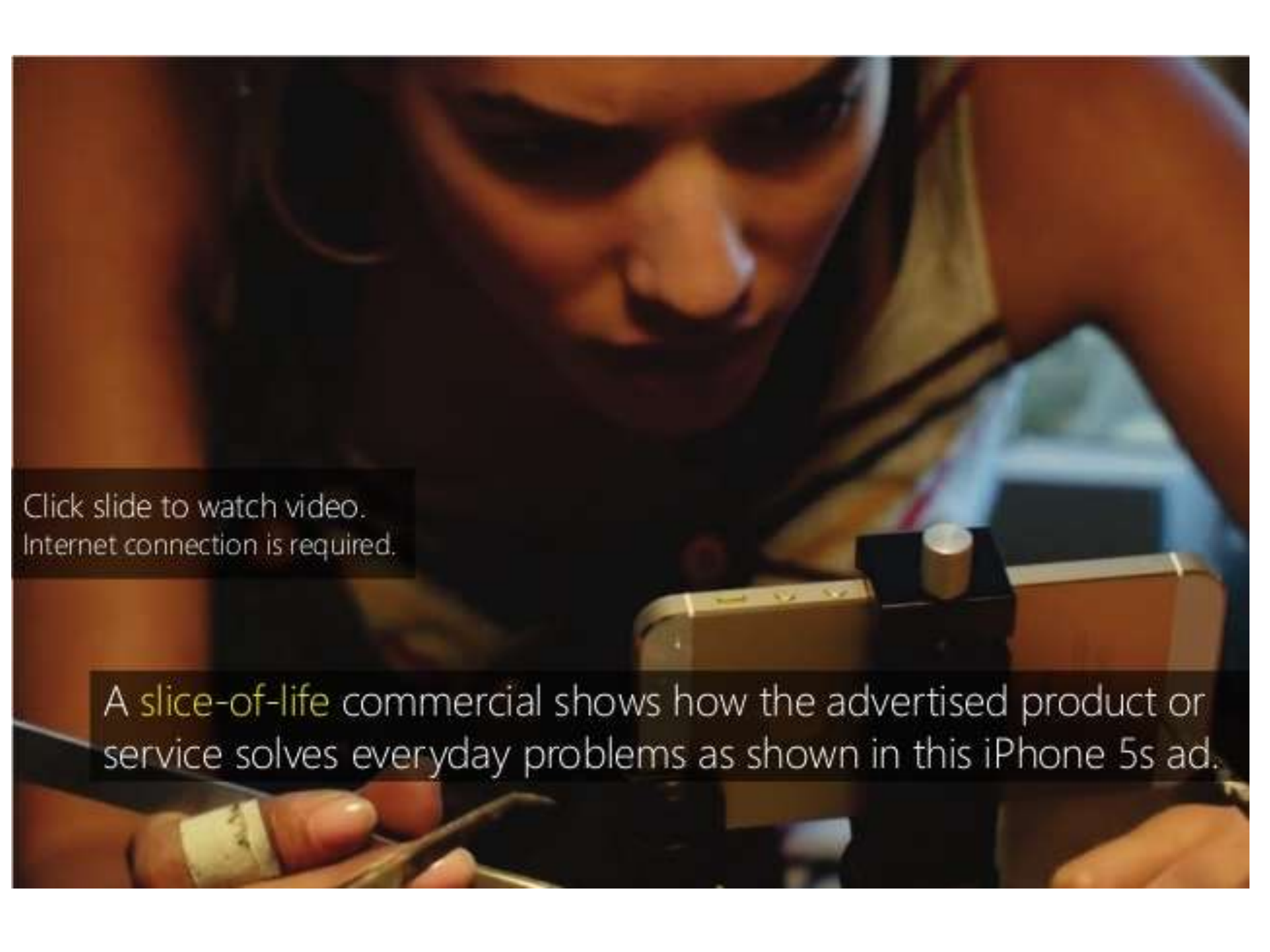
*Jawant, Mars Chocolate Specialist, M&S*

People love that Jawant has the best job in the world. But she takes it very seriously. Maintaining the taste and quality of Mars' candy has been on her mind as much as a good salary for over 25 years. Jawant has used factory floor time to learn and share her expertise. To ensure each melting moment is as good as ever, it's a good bet on her quality, which helps Mars and Jawant hold onto their delight. And when Jawant gets home, everybody's happy.



*Raising The Bar*  
m&s.com/mars



A close-up photograph of a woman with dark hair, wearing a grey tank top, looking intently at a smartphone. The phone is mounted on a black mechanical device. She is holding a pair of tweezers in her left hand, which has a white bandage on the index finger. The background is a workshop with a white ladder and various tools.

Click slide to watch video.  
Internet connection is required.

A *slice-of-life* commercial shows how the advertised product or service solves everyday problems as shown in this iPhone 5s ad.

Gaya testimonial digunakan untuk menyampaikan pesan seperti yang ditunjukkan dalam iklan diet chef ini

di  
chef  
enjoy losing weight

Click slide to watch video.  
Internet connection is required.

A testimonial style is used to deliver the message as shown in this diet chef TV ad.


[www.dietchef.co.uk](http://www.dietchef.co.uk)





Picture source: [adsoftheworld.com](http://adsoftheworld.com)

This Colgate Plax ad uses humour.



Click slide to watch video.  
Internet connection is required.

Specsavers advert uses humour

# Penggunaan animasi dalam iklan

- Untuk mengekspresikan ide-ide yang kompleks
- Untuk mengekspresikan “fantasy ideas”
- Untuk menarik “younger audience”



Picture source: nike.com

Click slide to watch video.  
Internet connection is required.

Nike's "Risk Everything" ad campaign uses a mix of *animation*, *humour* and *storytelling* styles.

Iklan Nike "Risk Everything" menggunakan campuran humor animasi dan story telling

# Quiz

1

. Apakah anda menemukan iklan dengan testimonial yang kredibel?

2. berdasarkan iklan Specsavers apakah penggunaan humor menjadikan pesan iklan lebih kreatif dan efektif? jelaskan analisa anda?

- Manfaat menggunakan gaya humor?
- Kekurangan menggunakan gaya humor?