

The MICKS

Print Ads: Aim & Dubble Bubble

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SMAD 342: Elements of Creative Advertising

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Company: Pental

Brand: Aim

Product Category: Toothpaste

1. Target:

- **Persona:** Ryan
- **Demographics:** 16, male, high school sophomore, oldest sibling in a middle class family
- **Geographics:** USA, Midwest, Suburban neighborhood
- **Psychographics:**
 - **Activities:** Playing lacrosse, hanging out with friends, playing guitar
 - **Interests:** Girls, fitness, music
 - **Opinions:** He doesn't care about the mainstream trends or brands

2. Current Mindset: Ryan knows that brushing his teeth and practicing good dental hygiene is important. He goes to the dentist twice a year. He really only knows about toothpaste brands based off of what his mom buys at the store.

3. Desired Mindset: We want Ryan to know that Aim is a quality toothpaste and has health benefits. Ryan should convince his parents to buy Aim for the household.

4. Competitors and their mindset:

- a. **Crest:** Ryan is familiar with this brand. He's seen commercials, and his mom has bought it at the store in the past.
- b. **Sensodyne:** Ryan is less familiar with this brand. It seems like a more expensive toothpaste.
- c. **Colgate:** He remembers using a small tube of this brand that he got at a dentist appointment, so it's probably a quality toothpaste.

5. Creative Strategy Statement/ Big Idea/ Consumer Promise:

- a. Using Aim toothpaste will boost your confidence.

6. Evidence:

- a. Aim primarily targets the prevention of tooth decay. Certain formulations include baking soda for improved whitening.
- b. The unique formulation of AIM toothpaste helps kill germs and bacteria that can damage teeth and gums, and it also fights plaque build-up and decay.
- c. Aim toothpaste has earned the ADA Seal of Approval. This organization deems products worthy based on safety and their effective use.
- d. The two most common self-confidence drops during adolescence are at the during Early Adolescence (ages 9-13) when separating from childhood, and at the end, in Trial Independence (ages 18-23) when leaving home to operate more on one's own terms.

7. Tone:

- a. Humorous
- b. Confident
- c. Relatable

Target Magazine

- d. **Seventeen:** This magazine appeals to teenage girls. Its central focus is fashion and building self-confidence.
- e. **Men's Health:** This magazine is directed toward males and is all about fitness, health, and boosting confidence.

Company: Tootsie Roll Industries

Brand: Dubble Bubble

Product Category: Gum

8. Target:

- **Persona:** Eileen
- **Demographics:** 35, female, a wife and mother of a son and a daughter, high school math teacher
- **Geographics:** USA, East Coast, Suburban neighborhoods.
- **Psychographics:**
 - **Activities:** reading, soccer mom, cooking, playing board games with her family
 - **Interests:** Reality TV, cooking
 - **Opinions** believes in the importance of quality family time, “kids should be kids.”

9. Current Mindset: Eileen liked Dubble Bubble as a kid, but she isn’t sure if her kids will be interested in Dubble Bubble.

10. Desired Mindset: We want Eileen to know that Dubble Bubble is for every generation. We want Eileen to think that Dubble Bubble isn’t a thing of the past. Eileen should know her kids can get just as excited about the gumballs as she did as a kid.

11. Competitors and mindset:

- a. **Big League Chew:** The players on Eileen’s kids’ soccer team are chewing this gum, so her kids want to, too.
- b. **Hubba Bubba:** Eileen’s kids enjoy the fun tape-roll dispenser packaging.
- c. **Sour Patch Kids:** Her kids like the bright colors and fun commercials, but her son dislikes the sour taste.
- d. **Haribo Gummi Bears:** She knows her kids like the animal shape of the candy and the different colors.

12. Creative Strategy Statement/ Big Idea/ Consumer Promise: Buy your kids Dubble Bubble Gumballs and they will have a fun and playful childhood just like you did.

13. Evidence:

- a. First-ever commercially sold bubble gum (dates back to 1928)
- b. Designed to be less sticky than regular chewing gum, perfect for blowing bubbles.
- c. The original gum featured a color comic strip and included characters ‘Dub and Bub’.
- d. The comic series included a fun fact about the Dubble Bubble.

14. Tone:

- a. Nostalgic
- b. Playful
- c. Lighthearted

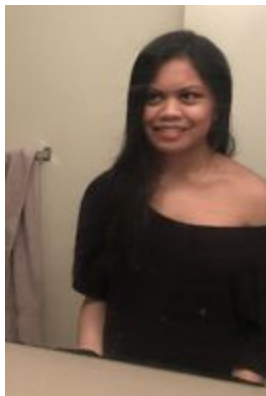
15. Target Magazine

- a. Parents Magazine: This magazine appeals to all parents and specifically focuses on raising children.

Image References



Daliagon, Kimberly (February 5, 2019). Before Look. [JPG]. Original Image.



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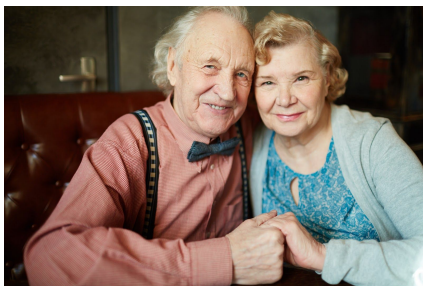
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(n.d.) Rectangle picture frame laid on wooden floor background. [JPEG]. Retrieved from <https://www.storyblocks.com/stock-image/rectangle-picture-frame-laid-on-wooden-floor-background-sazncmstbj3e3v65j>



(May 16, 2017) Picture Frame Mockup. [PSD]. Retrieved from <https://www.graphicsfuel.com/2017/05/picture-frame-mockup-psd/>



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Prather, Court. (January 8, 2019).Blonde Woman. Retrieved from <https://unsplash.com/photos/TSZo17r3m0s>.

Rationale for AIM ads

“There Are Two Types of People”

We decided to appeal to our adolescent audience with a combination of humor and relatability in this print ad that pokes fun at people's different habits. After considering the concept and copy, we decided to start by creating the digital image from scratch for this print ad. We chose a plain white background for the image in order to draw attention to the toothpaste tubes and put them on full display. For the headline and subheadline, we selected the exact blue from the *Aim* logo to bring a sense of cohesiveness and unity to the ad.

The typeface is simple and minimalistic in order for viewers to quickly read the message and move on to the image without getting distracted. We chose the sans serif Avenir for the headline, but opted to use the serif Marion for the smaller body copy to provide for better readability.

In regards to composition, we wanted to avoid centering all the elements, so we situated the headline at the top left. This leads the viewer's eye in a slight Z pattern, beginning with the headline, moving to the image, down to the subheadline, slightly left to the body copy, and finally crossing the bottom of the page to the *Aim* logo.

“Complete Your Look With a Confident Smile”

For teenagers, self-confidence typically derives from appearance. Due to this, a lot of time and stress is spent on their morning or evening routine. Understanding and relating to the pressure, we brainstormed the idea of an individual getting ready to go out and wanting to look their best. This strategy of utilizing before and after shots allows the target to see the benefits of the product. We tied the process to the toothpaste, with the idea that with *Aim*, these self-conscious individuals will be able to look their best and feel their most confident.

We decided to take photos of the preparation process and mask the before and after looks together. In the before photo, we strategically placed the toothbrush and *Aim* toothpaste box next to the character to spotlight the product. As the main priority was enabling the viewer to relate to the familiar experience, we decided to make the graphic the central focal point in the ad. To do this, we allowed the graphic to occupy more

space than the copy. For copy, we aimed to have the eye gaze in a “Z” formation, from headline to graphic and ending in the subhead and logo.

For colors, we rationalized that we should use the recognized colors of the brand. We used the eyedropper tool to pick the exact hue of blue, and we tied it together with white. We formed the banner on the left with these two colors, deciding to make the blue with reverse text to emphasize the heading. We used a sans serif typeface throughout the copy. Although serif is typically used for body copy, we agreed that it is best to use the same typeface for the entire copy, and that the body is short enough to allow this.

Overall, we intentionally played with different proportions to create the appropriate hierarchy within the elements. Between the matching colors and the depiction of the everyday routine tying back to the copy, we were able to create unity throughout the advertisement.

Rationale for Dubble Bubble ads

“A tradition that sticks”

For parents, it is important to share some of their traditions and memories with their own kids. After taking a look at our thumbnails and thinking about the concept of traditions, we decided that the best way to portray good memories of our families are through pictures. When we think of traditions, we think of *Dubble Bubble* because it was one of the first bubble gum brands that was invented. We believe that every generation can still enjoy the sweet and long-lasting taste of *Dubble Bubble* no matter how old they are.

We decided to use picture of different age groups and genders to portray that this bubble gum is for everyone in the family. We wanted to make our ad look like how it would be in our target audience's house. Hanging pictures on the wall. We wanted to use a pink background because we can all relate the color pink to bubble gum. We used special effects to give a texture to the plain color and make it seem more realistic.

Our headline helps us get our message across by emphasizing that *Dubble Bubble* is a tradition that will always exist and stick. It has been here for generations and no matter how old you are *Dubble Bubble* is for you. The images we used on our ad, also helps us to emphasis our message. We wanted to use a Sans Serif font for our headline to make it more simple and easier to read it. We bolded “tradition” because we wanted to create a connection between family traditions and Dubble Bubble. For our body copy we used a Serif font to distinguish it from our headline, and also make it easier for audience to read what Dubble Bubble has to offer.

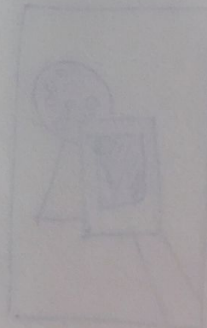
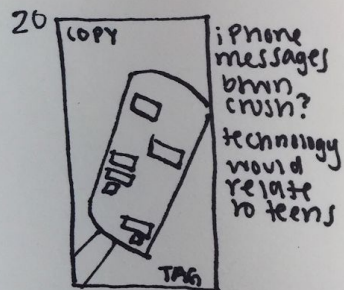
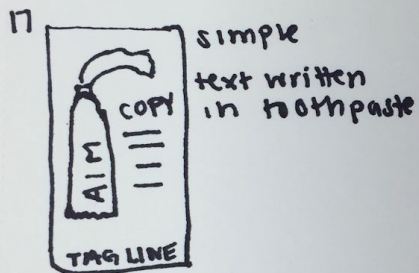
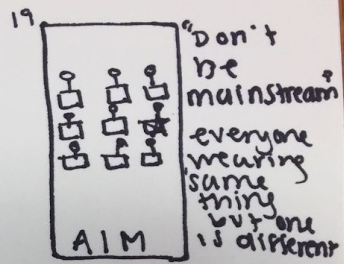
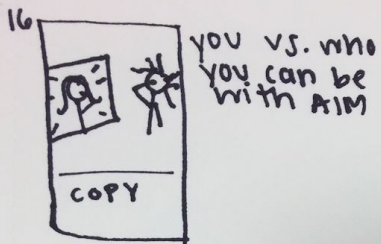
“Some things never get old”

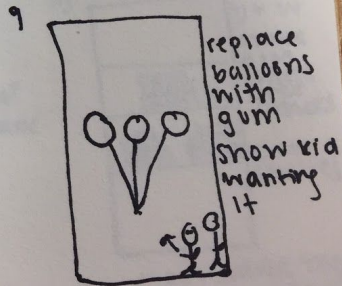
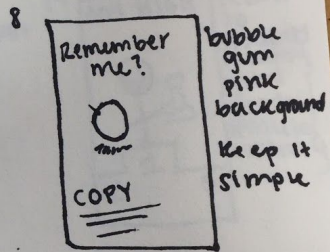
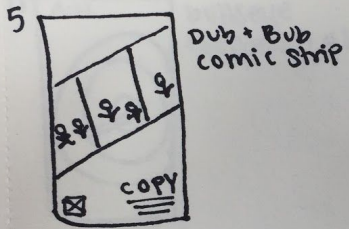
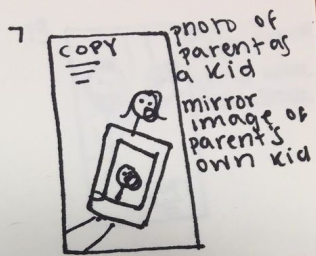
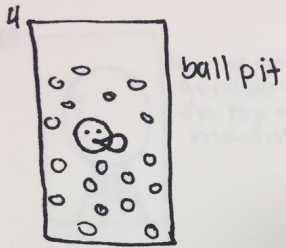
We decided to touch upon the relationship between a parent and child. Our ad included a mother and a daughter. Our audience is parents of elementary school aged children, so we found images to reflect that. As a whole we agreed it was visually pleasing to look younger to older. Both the mother and daughter are blowing *Dubble Bubble* to show that this gum is a fun thing to share with those you love.

Our headline is meant to show that *Dubble Bubble* is not just your mother's (or father's) gum. We bolded the word “never” to emphasize that people of all ages can enjoy the

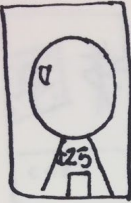
chewing it, especially younger generations. We decided to go with Devanagari Sangam MN as our typeface. The sans serif has a fresh, young, and fun tone to it that complimented our strategy well. Our background colors were chosen to reflect the pink of *Dubble Bubble* gum, and make the ad pop out to an audience.

Drop shadows were added to the images to make them look more realistic. The body copy, headline and logo were added to the top of the ad to let the mother & daughter images stand alone. This way, readers immediately see the headline, the benefits, and the brand before focusing on the images themselves.





10



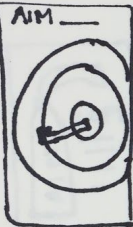
one giant
gumball
on top of
machine

13



set in
high school
girls notice
his smile

11



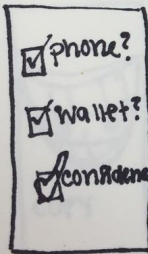
bullseye
toothbrush as dart

14



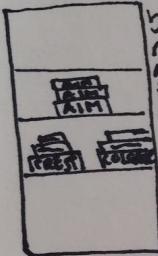
relate
to
students
wanting
good
grades
winning

12



checklist
alt. date?
outfit?
confidence?
last checkmark
written in
toothpaste

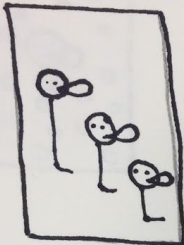
15



b + w
make
AIM
shine
over
others
store
shelves

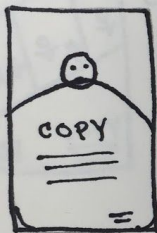
"outshine the
competition"

1



family generation portrait
all blowing bubbles

2

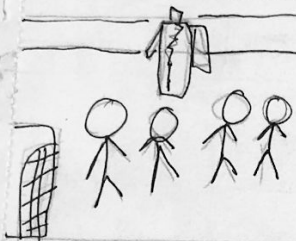


close up of bubble

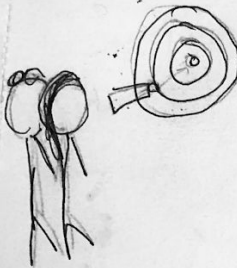
3



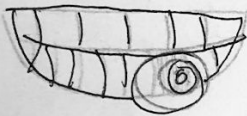
"Just a chip off the old block"
Kid + parent
reading newspaper + DB comic
both blowing bubble



Toothpaste is coach
for team



Toothpaste = dart boy
and girl on a date.



Target on decaying
tooth



Toothpaste = cool, clean
guy.



Girl throwing away
makeup, using toothpaste
to complete her look.

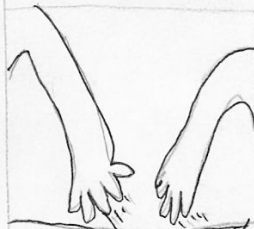


Toothpaste
is a
rocketship.



AIM HIGHER

Toothbrush =
floor, toothpaste
blasting off



connect w/
your date.

Two people,
one wants to
hold hands,
other does not



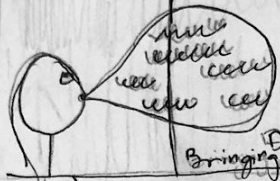
The most
important step
is using this
toothpaste



The most
important step.



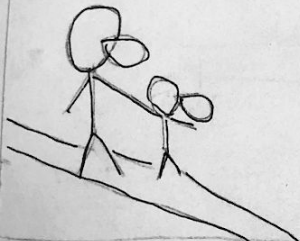
Toothbrush +
toothpaste
in love/
united.



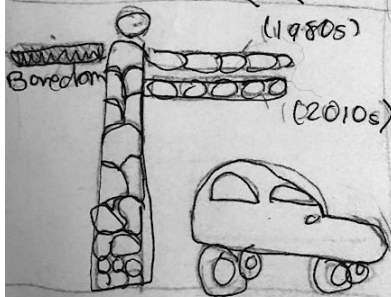
Bringing to new generation

Gradient, black to white.
Words in bubble, white,
containing words about
childhood.

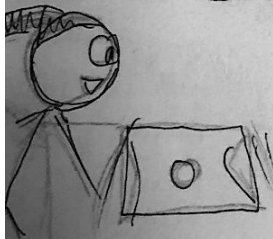
Parent's hand holding
gumball, child's hand
reaching toward
Parents.



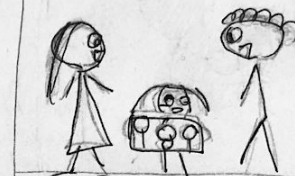
Parent and child
blowing gum +
walking down street
together.



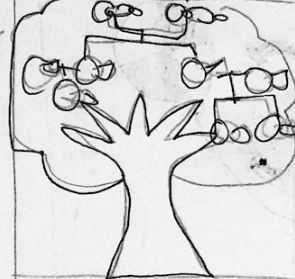
Signs made of
gumballs, car
traveling in
direction of



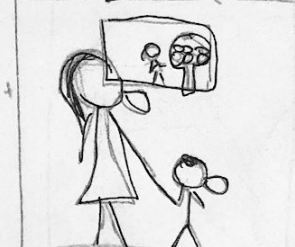
little girl
happy seeing
they have
a gumball as
a present



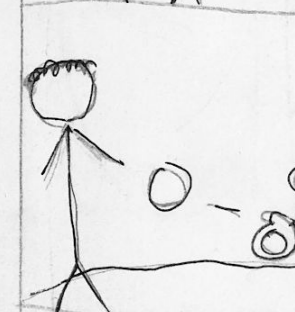
Parents
proud of
daughter's
drawing of
gumballs/
double bubble



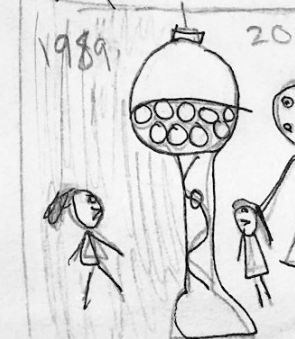
Family ter-
rence
blowing
bubbles



Mom and son
looking at old
photo of mom
as little girl
w/ gum
machine.



Dad playing
catch w/
son, w/
gum.



1989 vs
2019 -
mom in
both pict
one as ch
one w/ a