



Introducing a Process-Oriented Framework for the Design of Advertising Campaigns

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ABSTRACT: Research on advertising campaigns is intriguing due to their recent emergence and rapid expansion. These campaigns encounter various challenges, such as determining the most effective advertising strategies to achieve their objectives. This study aims to present a practical model for advertising campaigns, outlining the necessary steps for companies to follow. The research methodology involved a qualitative analysis of 180 advertising-related articles, with 80 articles selected as a sample through library studies. Data collection included semi-structured interviews with 10 advertising experts and the distribution of an open questionnaire to identify key indicators. The findings led to developing a framework comprising 9 categories, 27 themes, and 54 indicators for advertising campaigns. Indicators such as storyboards, client briefs, campaign scripting, and slogan writing are identified as novel elements within campaign models, offering valuable insights for advertising organizations.

Subject Categories and Descriptors: [D.2.8 Metrics Process metrics] [H.1.2] User/Machine Systems Human information processing; [J.7 COMPUTERS IN OTHER SYSTEMS]: Process control

General Terms: Process-oriented framework, Advertising campaigns, Literature-based survey

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1. Introduction

Advertising is a concept firmly established in our dictionary and should convey a consistent meaning, at least among professionals and students of advertising. We define advertising using five descriptors: A) paid, B) mediated, C) identifiable source, D) persuasion, and E) action. Advertising is willing to persuade the consumer to make some cognitive, affective or behavioral change, now or in the future (Kerr & Richards, 2021). In many forms, advertising is invisible, ubiquitous and has unlimited power. Advertising considers consumption as the solution to all of life's problems that can create culture, conscience and commerce (Gilbert, Stafford, Sheinin, & Pounders, 2021). Advertising is one of the most effective marketing tools contributing to buyers' awareness and persuasion. As it is obvious, there are different platforms to present advertisements, such as broadcast, print, or the Internet. Companies spend a huge amount of money on advertising. It is not entirely clear if all the advertising spending leads to more sales or profits (Shafiee Roodposhti, Behrang, Kamali, & Rezadoost, 2022). In the field of advertising, the designer searches for everything that is new and attractive, attracts the eye, communicates a clear message to the audience, and clarifies the concept. It is a visual communicative work of art. As for marketing, it includes several components, including market study and brand management with advertising, two parts of the marketing process (Mahmoud Ouf, 2023). The massive shock of COVID-19 has shown us how vulnerable we and our economic systems are. The pandemic has proven the need for our transition to a sustainable future; without a doubt, advertising has a crucial role in vulnerable and restorative economic systems. There is a question here: How can advertisers promote economic choices? (Gangadharbatla, 2021).

Online advertising brings commercial information to Internet users. Advertisers invest in advertising campaigns to promote their products and services, and Internet users receive commercial information while using the Internet applications and services sponsored by the advertisements (Yep-Kui Chua, OM Yee, Xiang Gu, & Lung, 2020). Research on advertising campaigns has become an interesting hotbed over the last few decades. It is important to determine how many times an advertising campaign is to be implemented in an optimal frame. In other words, what should be the optimal duration of an advertising campaign? Advertising campaigns designed to promote a product in the potential customer market have several objectives, such as awareness about the product, the attitude of the customer towards the product and sales. In fact, awareness is the key idea of an advertising campaign. For a successive generation product, advertising at the right time is very important and hence, determining the optimal duration of an advertising campaign so as to maximize the return from all the generations is essential (Aggarwal & Chanda, 2014). There is a noticeable trend to move more and more advertising campaigns to social media networks because of the opportunities they provide to organizations

and users, which results in the ever-increasing popularity of social media networks and the number of their users. Such a transition is explained by one of the main objectives organizations have: to inform their customers in an appropriate way and receive feedback on social media networks, which is difficult when traditional advertising channels and means are applied. (Raudeliuniene, Davidaviciene, Tvaronaviciene, & Jonuška, 2018). Advertising campaigns can have various objectives. The effectiveness of a campaign should, logically, be assessed against the communication objectives, since the relationship between advertising and sales is subject to many uncontrollable intervening variables in the consumer/market environment. A rise in sales or brand awareness can always be attributed to other non-advertising causes such as seasonality, changes in income, press coverage of consumer issues or simply inevitable random fluctuations in demand (Hackley, 2014).

Measuring the success of an advertising campaign and/or the quality of advertisements is important since it provides input regarding effectiveness and is necessary to justify further investment (Swan, Brown, & Mudamb, 2020). In the current market, there is fierce competition for more shares, so the better the chosen strategy, the higher the chances of success. Advertising campaign is one of the most used words these days. An advertising campaign sends the right message at the right time with the right budget for the right audience and encourages more audiences to get closer to the campaign owner. An advertising campaign is meaningless without defining a specific numerical criterion for measuring performance, and because different signs might suggest different meanings, in some cases it is appropriate to adapt the campaigns to the destination country so as to be accepted there (Irene, 2015). The major essence of advertising campaigns is to spread awareness about innovation. They motivate the potential market to make a purchase. Designing a tactical advertising policy is not a simple method. It needs a lot of work to determine the suitable advertising medium, advertising frequency, target audience analysis, limited budget distribution, timing, and duration of advertising campaigns (Anand, Singhal, & Singh, 2019). Even gathering information about how people communicate about a particular product can be helpful when designing marketing and advertising campaigns (Rahyadi, Dwi Raissa, Mirza Adira, Ludylane Tersiana, & Andica Oryza Sativa, 2022). These integrated campaigns aim to coordinate messages for maximum impact through synergy, which proposes that the combined and coordinated effect of these diverse media and message formats exceeds the sum of their individual effects. (Uribe, 2016)

Advertising has evolved to be the most important marketing tool for organizations to launch their products in the market. With print and electronic media becoming an integral part of a layman's life, advertising has assumed a crucial role in the success of new products. There is fierce competition to gain the lion's share in the market, so the better the advertising strategies, the higher the chances

of success. Successful advertising campaigns have been a testimony to the fact that customers are kings, and once they love a product, it's sure to become a brand. Starting from soft drinks to shampoos or luxury cars, advertising can create a world of difference in the future prospects of a product and the company. Marketing is undoubtedly important in today's business environment. No firm can sit back and watch its competitors take over the market. The right time to launch a product is an essential factor in deciding the fate of a new launch. Marketing strategies govern the success of products and advertising forms the subset of a marketing plan (VÁLCEANU, 2011). This research seeks to provide a comprehensive model for advertising campaigns. Not much research has been done on this subject, so the importance, necessity and attractiveness of this research has doubled. In addition, the increasing and significant growth of advertising and related issues requires research to provide a model of applied advertising campaigns to develop the effectiveness of campaigns. What is important in this article is that companies have advertising campaigns, but they are not structured and processed.

Research Questions

By what was mentioned, this research seeks to answer the following questions:

1. Based on the elements identified, what does the adver-

-tising campaign include? A discussion of essential concepts and inclusion leads to arriving at an understanding of an effective campaign.

2. What are the constituent elements of an advertising campaign from the point of view of literature? It is studied using the literature survey of the published research. This kind of survey enables us to draw the core constituent elements.

3. What stages does the advertising campaign design process consist of? Listing of the design process will help us to know the important stages.

Early Literature

Campaign Management is a complete solution for planning, testing and executing marketing campaigns in a way that improves marketing efficiency and effectiveness. The solution provides all the capabilities you need to succeed, including 1) Easy-to-use, fully functional campaign management capabilities, 2) Unmatched customer analytics for campaign targeting, 3) Data management capabilities for access to all vital customer data, and 4) An enterprise business intelligence platform for robust reporting (SAS, 2013)

Here are a few examples of various advertising campaign design approaches in Table 1, which are based on device modelling and generally involve similar steps:

Based on the cross-study of the companies' processes on international advertising plan	Stages of campaign formation from Robin Landa's perspective	Stages of campaign formation from Marx & Van De Walt's perspective	Stages of campaign formation from Margin's perspective	Stages of campaign formation from Jim Avery's perspective	Stages of campaign formation from Michael R. Solomon's perspective
(1) Pre-test	Phase 1 (Overview): The step to gain information about the client's goal, the product, the target market and the marketplace. A critical component is learning about the audience targeted, a specified group of people at whom you are aiming your message, design, and solution.	Analyzing the current situation	Research market and media	Situation Analysis	Getting started
(2) Definition of the goals and main strategies	Phase 2 (Strategy): This is when we make a plan after we examine all the information that has been collected. Both the client and the advertising agency make an agreement about the design project. Advertising strategy is considering the brand's or	Determining the marketing objectives	Create an international media brief	Research	Client's Business

	group's positioning and aiming your advertising application (the type of design problem) in the marketplace to achieve differentiation, relevance, and resonance.				
(3) Media selection	Phase 3 (Idea) : This step is the most challenging because idea needed to communicate of a meaningful message to the audience. "Formulating an idea needs research, analysis, interpretation, inference, and reflective and creative thinking."	Determining the advertising objectives	Position international media appropriately within the planning process	Problems and opportunities	Advertising and Society
(4) Message creation	Phase 4 (Design): This step is when the visual is made based on the creative brief. the steps to make a design are: <ul style="list-style-type: none"> •Make thumbnail sketches and small andquick drawings about the idea. • Make a rough sketch, larger than athumbnail sketch. This is needed toexplore the design concept through thefont and Design the visual. • Comprehensive is most likely a mock-upthat fully represents the design solution tothe client to overcome the problem. • The last step is client review. Before the design solution goes public, the designer needs to evaluate and revise it and wait for the client's approval. 	Drawing up an advertising budget	Decide on single versus cross platform	Marketing Goals	Consumers and Communications
(5) Implementation and evaluation. (Aresi, 2017)	Phase 5 (production): production includes various digital solutions involving interaction models, user testing, detailed wireframes, functional specifications, development activities, quality assurance, and exit criteria (once testing is complete)	Selecting the advertising media	Campaign execution	Budget	Research
	Phase 6 (implementation): In this phase, the design solution is released to the public and the effect of the design solution. Is it useless or it is useful to overcome the problem? (Agustine, 2018)	Developing the message strategy and timing schedule (David, 2001)	Measure campaign success (Aresi, 2017)	Marketing Strategy	Audience Identification

	Advertisem-ent Idea	Budget
	Advertising Media	Strategy Development
	below the Line	Marketing and Media Tactics
	Assess	Media Buying
	Experimental Marketing	Production
	Presentation (Avery, 2016)	Final Messaging
		Launch
	Assess (Solomon, Cornell, & Nizan, 2016)	

To explain the question’s theoretical background in the research, first, the available sources and background are examined to cite the extent of knowledge development that has occurred so far, enabling the development and clear theoretical explanation in this research. Therefore, for this purpose, Table 2 is presented to review the relevant background.

Author	Contribution	Results
(Sherman & Deighton, 2001)	The article describes how one company improved banner advertising response rates by taking advantage of the medium’s rich data to optimize placement	The study identified frequent visitors to the advertiser's site and identified 100 other websites that these visitors also tended to visit. A model was then created to identify a group of affinities whose visitors were more likely to respond to banner advertising. The accuracy of these predictions was tested by placing banners on the expected websites
(Kuisma, Simola, Uusitalo, & Öömi, 2010)	Based on a general framework of consumer perception and processing of advertising, this study examines the impact of animation and ad format on the attention and memorization of online ads	Consumer attention to a variety of real-world ads was measured with eye tracking, and ad memory was assessed using recognition and recall tests. The results suggest that animation had little or no effect on attention on average.
(Rzemieniak, 2015)	The article presents the model forms of effectiveness of online advertising and analyze the online advertising effectiveness	Online advertising is believed to be more effective and can positively impact entrepreneurship. It hypothesizes that online advertising is an effective form of advertising

(Uribe, 2016)	This study explores the effects of the separate and joint effect of advertising and placement on consumer responses	The study results only show differences between exposure to advertising or placement-only conditions and the control group in the case of brand recall
(Jung, 2017)	The current study examines the influence of perceived ad relevance and privacy concerns on social media ads	The results confirmed that perceived ad relevance influences advertising effectiveness such as increased attention to ads and decreased ad avoidance
(Sánchez, José, & Martínez Rodrigo, 2017)	This work explores the various ways in which human beings can express emotions, with a particular focus on the role of music in advertising. The study specifically examines how different elements of music can evoke emotions and highlights their application in Coca Cola commercials	The author examined how rhythm, melody, and harmony are used in Coca-Cola commercials to evoke feelings of happiness. The study concluded that these musical elements effectively contribute to the association of happiness with the brand image of Coca-Cola
(Anand, Singhal, & Singh, 2019)	This research examines how advertising for automotive innovation can be optimized throughout the product life cycle. It suggests a model for the automotive industry to identify the ideal time to adjust advertising and sales promotion strategies in order to increase sales	This paper develops a profit maximization problem that optimizes advertising duration and take-off points. It includes a numerical illustration using actual sales data from the automobile industry and performs sensitivity analysis to validate the impact of critical parameters on the optimization problem.
(Wijaya, Noveriady, Puspaningratri, & Shaddiq, 2021)	Australia's advertising industry has improved in the past decade, with advancements in ethical standards, advertising watchdog associations, creative ideas, and execution. Advertising agencies are now essential for brands and companies, not just for executing ads but also for developing entire campaigns, including Public Relations strategies. However, the campaign implementation process is complex and not as simple as it may appear	In this case, Smarties and its brand umbrella, Nestle Australia, developed a massive national campaign called "Eight Colors of Fun." However, it turned into a disaster when local communities and watchdog associations complained about its TV commercial.
(Ouf, 2023)	Guerrilla-promoting methodologies highlight imaginative thoughts that are powerfully introduced in offbeat ways where publicizing is least anticipated. The objective is to shock, aggravate, interest, and move the shopper. Guerrilla advertising strategies are more creative and engaging than traditional methods.	This paper describes the impact of guerrilla advertising on brand image by analyzing various guerrilla advertising strategies. The research shows that utilizing new advertising media and employing creative and innovative methods is necessary to engage and retain customers
(Gentzkow, Shapiro, Yang, & Yurukoglu, 2024)	Existing theories of media competition imply that advertisers will pay a lower price in equilibrium to reach consumers who multi-home across competing outlets. We generalize and extend this theoretical result and test it using data from television and social media advertising.	The authors state that television outlets whose viewers watch more television charge advertisers a lower price per impression. Also consistent with the theory, they show that social media advertising markets feature a premium for older audiences.

The summary of relevant studies

A campaign is a series of planned communication actions to build a particular influence on a large audience and is carried out continuously for a certain period. In designing a campaign, a creative strategy is needed. What to say to better reflect on the campaign message and how to say to better reflect on the visuals and media are elements that can be considered in designing a campaign. To make a campaign effective, both elements should be designed keeping the target audience in mind. The creative strategy used in conveying the campaign message is the Facet Model of Effect. There are six stages to deliver an effective campaign message: Perception, Cognitive, Association, Persuasion, Transformation, and Behavior. The main message in the advertisement is often referred to as what to say is the main purpose of an advertisement or campaign. In conveying the message, it must be effective and on point, so that recipients do not misinterpret the meaning. Effective advertising can be made by from combining product advantages or USP and insight of the target audience (Nurbani & Pramudita, 2022). An advertising campaign will be most effective if it is delivered through the right media, at the right time, and to the right audience. (Adi Wijaya, Noveriady, Puspaningratri, & Shaddiq, 2021)

This research focuses on contributing to theoretical development in a unique way. Unlike previous studies that primarily focused on theoretical models, this research aims to address operational and process aspects, offering a comprehensive rather than cross-sectional model. Additionally, it aims to delve into concepts and vocabulary related to campaign design that have been overlooked in previous research within the field of operations. The goal is to enrich the existing campaign design pattern.

2. Research Methodology

The present study is applied in terms of purpose because its results and findings can be used to promote and develop the realization of the advertising campaign. Also, the present study is of a qualitative type in which the model is presented qualitatively and the theme analysis method is performed. Given that most of the selected and available resources for the present topic are qualitative, we decided to use the theme analysis method.

Research Stages

1. Collecting literature related to the advertising campaign
2. Extracting indicators and factors related to the advertising campaign
3. Localization of indicators by distributing questionnaires among experts in the field of advertising
4. Design of advertising campaign logo and its validation

In this research, using the six-step method of analysis of Braun and Clark themes, first, by reviewing the literature of 180 valid articles related to the advertising campaign

and its pattern, during the last 20 years, the main indicators of the advertising campaign were extracted and coded. In the next step, the extracted codes are categorized according to the semantic similarity and concepts created in a similar category and the initial framework of advertising campaigns was presented, then by conducting semi-structured interviews with 10 advertising experts and distributing open questionnaires among them. The validity and reliability of the framework extracted from the theme analysis method were examined. The method of collecting information in the first step is library studies and its tools are taking notes. In this step, articles and books related to the research topic have been studied inside and outside the country. In the next step, a field survey is used to localize the indicators and determine the validity and reliability of the proposed framework, and its tools are semi-structured interviews and open questionnaires, respectively. In the library studies section, in order to review the internet marketing literature and its frameworks, the statistical community, including all scientific and authoritative articles published in scientific-specialized databases inside and outside the country during the last 20 years, has been used. Also, in the field section, the statistical community consists of experts and specialists in the field of advertising campaigns. The sampling method in the library section is purposeful, and the sample size is 80 articles related to the advertising campaign and its frameworks. The number of samples in this section is 10 experts and experts in the field of advertising campaigns. In analyzing the data in the library section, the theme analysis method has been used, and for the analysis of interview data, the interpretive analysis method has been used.

After completing the methodological steps of theme analysis, the dimensions and components of the advertising campaign are extracted, and then the components of this model are provided to 10 experts and experts in the field of advertising, which will be valid if approved. In fact, content narration is done from two aspects. The first aspect is the use of components and indicators of the advertising campaign and its models in the past literature, which leads to the validity of the model, and the second aspect is to provide a classification to experts that, if confirmed, the validity of the data is obtained. In this research, using the theme analysis method and after reviewing the literature on the research subject, the indicators of the advertising campaign were identified and coded, then by categorizing the codes, the initial framework was developed and finally by asking questions and interviewing the validity and reliability experts of this model was evaluated and the final model of advertising campaigns was developed. In the next step, the effectiveness and use of campaign model indicators were examined, and effective indicators were identified.

3. Results

The theme analysis model, which is a basic method and a suitable and flexible approach for data analysis, was

used to analyze the data. The steps of this model are given below.

In the qualitative phase of the research, the following three research questions are answered

1. Based on the identified elements, what does the advertising campaign include?
2. What are the elements that make up an advertising campaign from the perspective of literature?
3. What are the steps in the advertising campaign design process?

To analyze the data, the theme analysis model is a basic method and a suitable and flexible approach to qualitative data analysis Used (Braun & Clarke, 2006)., the steps of which are given below.

Step 1: Familiarity with the data

Research questions are expressed along with the parameters

Research questions	Parameters
What are the factors that make up the concept of advertising campaign template components?	What
	Who
What is the proposed advertising campaign template?	When
	How

Research parameters and questions

Step 2: Create the Initial code

This research examined various databases, publications and search engines between 1995 and 2017 in the country and abroad. A variety of keywords have been used to search for research articles, such as advertising campaigns, advertising campaign templates, integrated marketing, types of advertising, digital marketing, marketing tools, advertising, brand, online internet marketing model, advertising planning and advertising model. As a result of searching and reviewing various databases, publications

Scientific Journals	
Journal's name	Number
Emerald	14
Elsevier	80
Willy	5
Omega	1
Noor Mags	80
Total	180

Journals used in research

and search engines and using the desired keywords, 180 articles were found.

As a result of reviewing the research literature on the concepts of advertising campaign patterns in 180 foreign and domestic articles, several concepts of advertising campaigns were extracted, which you can see in the table below. Effective concepts of advertising campaign from the perspective of experts:

Title of the identified concept and related quotes
Getting information from the employer about his request "Due to the sale of advertisements to the applicant for the sale of goods before starting work must have a thorough interview with the employer" (Ries & Ries, 2009).
Concern about ignorance of job information and customer demands in advertising planning "Advertising only creates problems if you think that existing TV and print advertising has traditionally been without any change in the customer's job performance" (Solomon, Cornell, & Nizan, 2016).
Adding creativity and art to advertising "Advertising is no longer relevant and has become a work of art" (Solomon, Cornell, & Nizan, 2016).
Setting advertising goals Advertising is a kind of "business rumor", a collection of stories that companies tell customers about their products to differentiate them (Solomon, Cornell, & Nizan, 2016)
The effect of creativity group on advertising effectiveness "Creative ads created stronger changes in attitudes toward the brand and behavioral goals" (Baack, Wilson, van Dessel, & Patti, 2015)
Better media rental "The popularity of a medium is determined by the number of viewers or consumers of that medium. The cost of renting a media is determined by its popularity" (Solomon, Cornell, & Nizan, 2016)
Determining the target market "The most important principle when building a campaign is to pay attention to the age, gender, social status, geography and religion of the target community." (Irene, 2015)
People are different, different types of customers "A message that attracts one person may miss another" (Solomon, Cornell, & Nizan, 2016)
Paying attention to customer requests and answer questions with them "Everywhere you look today, the tide of protectionist sentiment is flowing (Ries & Ries, 2009)
Customers' relationship with organizations is two-way "Advertising messages come from a variety of media targeting different recipients (customers, business partners,

shareholders, even government officials). At the same time, recipients talk to each other and may begin communicating with the sender. What this organization wants to hear or not” (Solomon, Cornell, & Nizan, 2016)
Continuation of the relationship with the customer after the completion of the service contract or sales and a practical survey of them. “Dedicate a telephone line to polling and surveying through the website” (Rzemieniak, 2015)
The effectiveness of the campaign must be measured “Effective measurement of advertising campaigns is essential” (Rzemieniak, 2015)

Step 3: Search for selection codes

The information of the articles in this research is classified into three parts: In the first part, the components and concepts of the advertising campaign template that are extracted from the articles are stated. In the second part, their frequency and in the third part, the reference related to each article, including the author's name and surname, along with the year of publication of the article, is stated. You can see some of the results of this process in the table below:

Step 4: Formation of sub-themes

We reviewed a set of created themes. This step includes two stages of reviewing, refining, and shaping sub-themes.

References	Abundance	Codes
(4)	1	Information and awareness
(4)	1	Familiarity with the brand
(4)	1	Creating new awareness in the audience
(4)	1	Advertising brand protector and maintainer
(24)	1	Informative, persuasive, reminder, increase loyalty
(4), (24)	2	Sell ads to the requester selling the product
(4)	1	Change advertising-driven marketing to relationships
(31), (5)	2	Collect customer information by site
(24)	1	Execution operations
(5)	1	Contact restrictions
(24)	1	First inform, then advertise
(7), (24)	2	New, different and creative ads
(24)	1	Market Survey
(22), (4)	2	Brand image
(24)	1	Advertising message design
(4), (24)	2	Where does advertising run and with what budget
(7), (24)	2	Creative advertising
(4)	1	Advertising is a work of art
(4)	1	Creating the value of dialogue

The first step involves reviewing the level of the coded summaries. In the second stage, the validity of the sub-themes in relation to the data set is considered. At this stage, they achieved 52 sub-themes.

Step 5: Definition and naming of the main themes (Categories):

In this research, all the refined factors and concepts obtained from the literature review are considered code. Then, considering the concept of each of these codes, they are classified in a similar category, and thus, the concepts of research and categories are identified. This process is shown in the table below:

Step 6: Preparing a Report

The designed table contains 9 categories, 27 themes and 52 codes. At this stage, semi-structured interviews were conducted with ten experts in the field of advertising campaigns. The results of these interviews were analyzed with an interpretive approach, and the validity and reliability of the code classification were determined. The results of

these interviews are detailed below. In an interview with localization experts, the following five questions were asked:

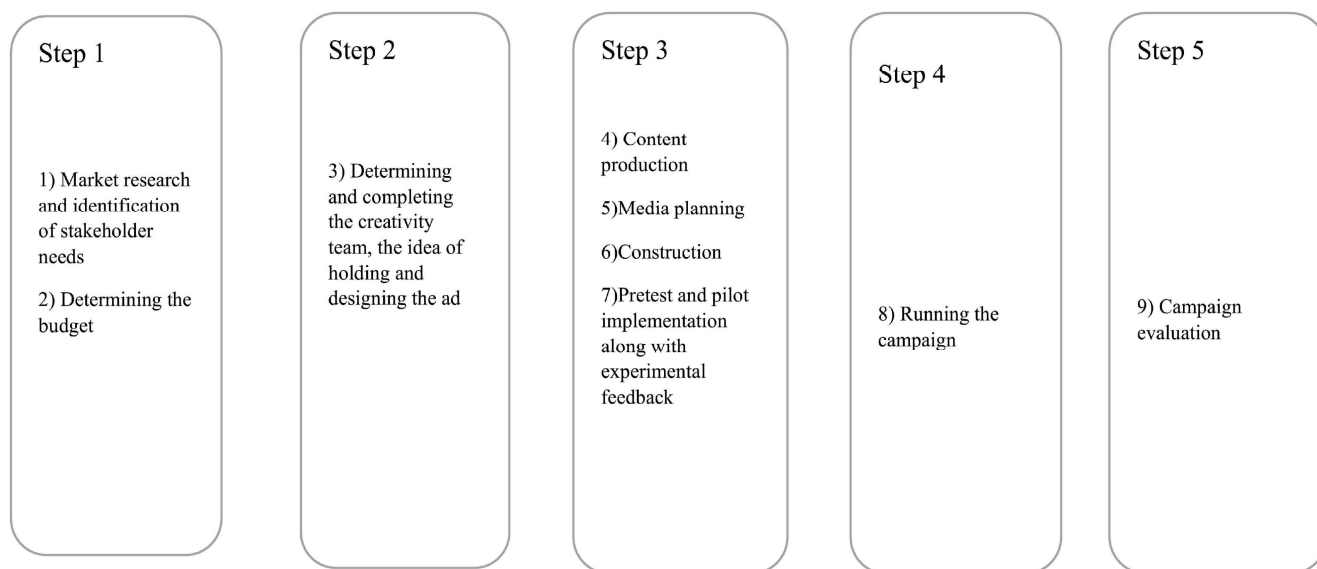
1. In your opinion, what is the process and steps of the advertising campaign?
2. What are the shortcomings and weaknesses of the current reported campaign model?
3. What do you think should be considered in the advertising campaign?
4. What advice do you have for the researcher in designing the advertising campaign template?
5. Researcher searches of literature and records show that the campaign should have the following elements: What is your opinion about these cases and their relationship with the research purpose?

Codes	Themes (Concepts)	Categories
Information and awareness Familiar brand Creating new awareness in the audience Advertising brand protector and maintainer Informative, persuasive reminder Increase loyalty	Advertising goals	Market research and identification of campaign stakeholder needs
Sell ads to the requester selling the product Change advertising-centric marketing to public relations-oriented	Client Brief	
Collect customer information by site Understand customer expectations Contact restrictions	Customer types	
First, the notification, then the advertisement New, different and creative ads.	Determine advertising requirements	
Strong market research	Selec: and determine the target market.	
Strong market research Market Survey	Competitors and industry performance analysis	
Brand image Brand Association Loyalty to the brand	Analytical current brand performance	
Where and with what: budget is advertising done?	budgeting	Determine the required budget
Creative advertising Advertising is a work of art Advertising creates conversation value	Create group	Determine and complete the group of creations, ideas and advertising design.
Advertising message design	Campaign: Screenwriter	Content production
Advertising slogan is a key element of brand identity Persistence in the mind	Extract brand SRPs including tagline, strategy, slogan	
A meaningless advertising slogan does not help the brand	Copywriting	
Better understanding of the impact of concepts	Storyboard	

Categorization of findings

Create advertising attraction	character design	
Localization of advertising Types of ads Unwanted ads	Construction technique	Making
Semiotics	Construction method	
Choose the best media.	Match the content with the media	
Each medium has its own specific goals Distinctive and different features of each media Abundance of advertising media Mass media	Types of media	Media planning
Consider the prize Use a popular app Use cast actors	Media strategy	
Execution operation	Execution plan	
Criteria for selecting the number of audiences Motivation or change in the behavior of the audience to Creates	Rent or provide media	
Test the concept Test performance Experiment on the experimental group Existence of necessary feedback in creative strategies	Experimental implementation	Pretest and pilot implementation, along with re-testing of the test
1. Choosing the best implementation method	Performance	Campaign Executive
2. The overall process of the campaign	Operating out	
3. Measuring the effectiveness of the advertising campaign	Matching with set goals	Campaign evaluation
4. Information and how the employer deals	Survey of the employer	
5. Collect customer information by the site 6. Website marketing	Customer Surveys	

The following figure shows the pattern of the advertising campaign



Step 1: Market analysis and customer expectation

Step 3: Campaign production

Step 5: Campaign evaluation

Step 2: Preparation

Step 4: Run the campaign

The first to fourth questions of the interview were general questions that were not used in the present study. To answer the second question of the interview, a half-game questionnaire was prepared and provided to the experts to examine the topics and categories and express their agreement or disagreement. In this step, based on the study of previous research extracted codes and the identification of the main categories, a model for advertising campaigns according to the figure is presented.

The table is ready and approved, thus answering the second research question.

Themes (Concepts)	Categories
<ul style="list-style-type: none"> - Advertising goals - Client brief - Customer types - Determining the requirements of advertising - Select and determine the target market - Analyzing the performance of competitors and industry - Analyze the current performance of the brand 	Market research and identification of campaign stakeholder needs
budgeting	Determine the required budget
Create a team	Determine and complete the creative group, idea
<ul style="list-style-type: none"> - Campaign Screenwriter - Extraction of brand SRPs including tagline, strategy, slogan - Copywriting - Storyboard - character design 	Content production
<ul style="list-style-type: none"> - Construction fan - Construction method - Match the content with the media 	Making
<ul style="list-style-type: none"> - Types of media - Media strategy - Execution plan - Rent or provide media 	Media planning
Experimental implementation	Pretest and run pilot together
<ul style="list-style-type: none"> - Performance - Operating out 	Test redistribution
<ul style="list-style-type: none"> - Matching with the set goals - Survey of the employer - Surveys of customers 	Campaign Executive

The following table compares the indicators obtained during the research conducted in the field of the research subject with the results of previous research, according to the research conducted in the field of the research subject.

4. Conclusion

In this research, using the six-step method of Braun and Clark theme analysis, first by reviewing the literature of 180 authoritative foreign and Iranian articles related to advertising campaigns and its patterns during the last 20 years and selecting 80 articles from among them, campaign indicators Advertisements were extracted and coded, which increased the number of these codes to 52, and as a result, the first question posed in this research was answered.

By looking at Table and a little reflection, you will find that in previous research, the indicators of advertising goals, determining the required budget, types of customers, campaign evaluation, compliance with set goals, determining advertising requirements, selecting and determin-

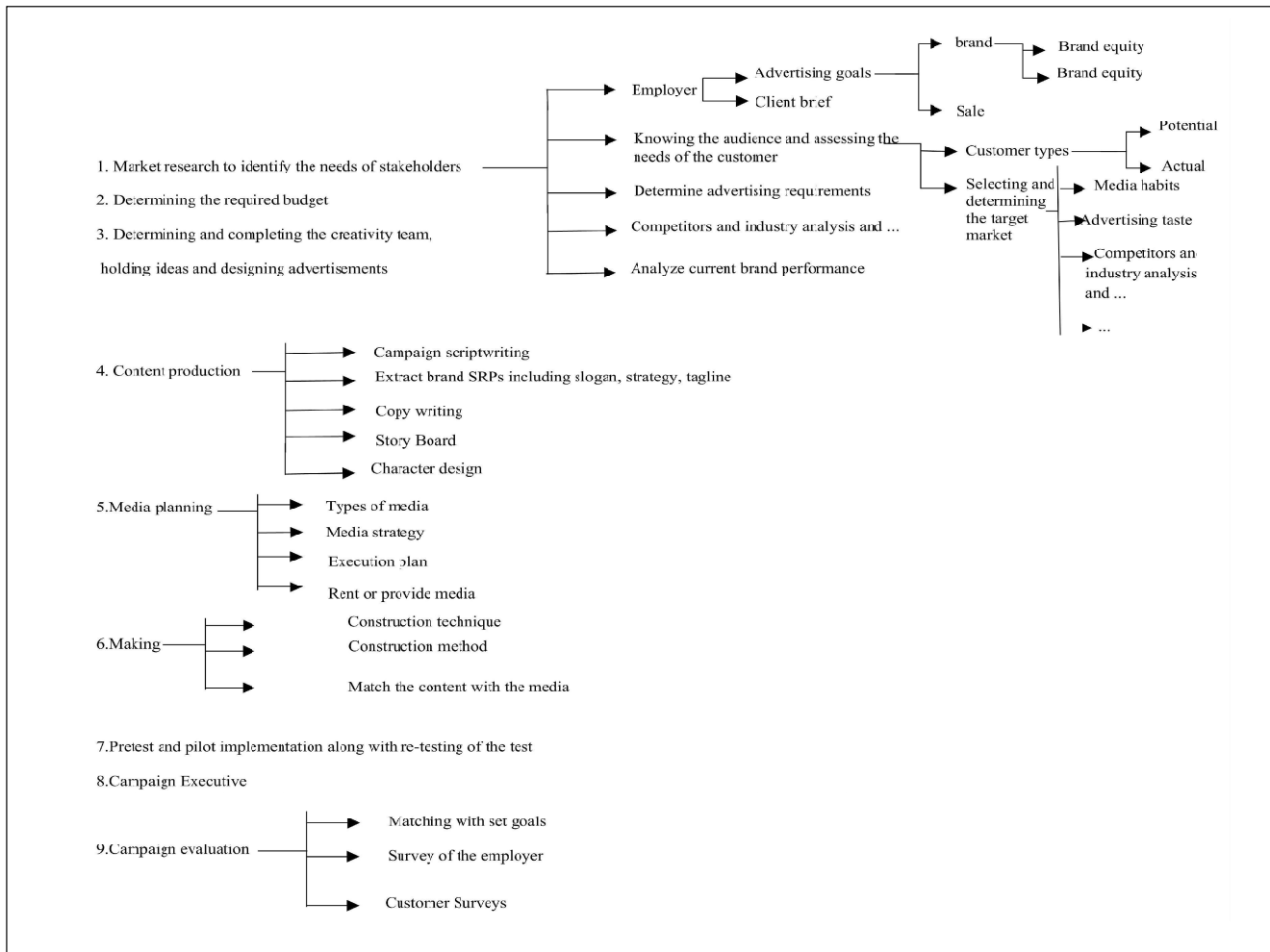
Comparison of indicators obtained during the research with previous research

Compare and match the results with previous research	Indicators obtained during the research
(17),(24)	Advertising goals
Experts	Client Brief
(24), (17), (6)	Customer types
(24), (6)	Determine advertising requirements
(24), (6)	Select and determine the target market
(24)	Competitors and industry performance analysis
(24)	Analytical current brand performance
(24), (6)	budgeting
(24)	Create a team
Experts	Campaign Screenwriter
(24)	Extract brand SRPs including tagline, strategy, slogan
(24)	Copywriting
Experts	Storyboard
(24)	Character design
(24)	Construction technique
(24)	Construction method
(24), (6)	Match the content with the media
(24), (6), (17)	Types of media
(24), (6)	Media strategy
(24)	Execution plan
(24), (17)	Rent or provide media
(24), (6)	Experimental implementation
(24)	Performance
(24), (6)	Matching with set goals
(24)	Survey of the employer
(24)	Customer Surveys
(24)	Market research and identification of campaign stakeholder needs
24), (6)	Determine the required budget
(17)	Determining and completing the creative team, brain storming and designing ads
(24)	Content production
(24), (6)	Making
(24), (6)	Media planning
(24)	Pretest and pilot implementation along with re-testing of the test
(24)	Campaign Executive
(24), (6)	Campaign evaluation
(9), (25)	Script

ing the target market, analyzing competitors' performance And industry, analysis of current brand performance, manufacturing techniques, manufacturing methods, content matching with media, media types, media strategy, implementation plan, media rental or provision, implemen tation

of livelihood, implementation, operationalization, are further discussed. This shows that these indicators were more important in past research.

Finally, we see three process pattern advertising campaign:



Indicators and codes obtained through interviews with experts include: slogan writing, client brief, storyboard,

campaign script writing, which have not been addressed in the previous literature of this research.

***Brief client**

Customer order, customer request, customer information, short request and customer brief request: so far no specific semantic equivalent has been found for this word, so inevitably the English word itself is used. At the beginning of each advertising campaign, before starting any work, even before concluding the contract, we get a complete summary to better understand its overt and covert demands.

****Slogan writing**

Slogans are a key element in a brand's identity and value. Today, almost all names use advertising slogans, they promote the image of the product to identify and remind that product and make that product look different in the minds of consumers. Although there is general agreement on the importance of this tool, there is less agreement on the components of a successful advertising slogan. Advertising slogans provide many unique benefits for brand recognition

*****Copywriting**

That is, analyzing information, thinking, and writing about advertising programs and systems. This technique is used in advertising, methods, and execution strategies. For example, in many companies, different groups consisting of managers and advertising streams have different techniques and methods for preparing advertising teasers.

******Scripting**

The script indicates the setting, where the conversation takes place and the situation. A script enables script writers to generate ideas and imagination and structure their creative works. Scripts "sequences of actions or events" presenting focal ideas and can be synchronized with other context scripts (Nadjmuddin, et al., 2019) scripts are prior beliefs and expectations about probable behavior in various social settings. Scripts are expected to be applied when consumers are processing marketer-controlled messages, particularly television commercials (Kit-Keung Chan, 1988)

****storyboard

In visual media, telling a story with a picture is a step to discover how the story will be translated into a film. Designing

The storyboard is usually done after the decoupage step. The information written by the director is next to the pictures.

Preparing a storyboard:

Thumbnails - Acceptance designers - Final and clean execution

- 1) Create a schedule
- 2) Identify key scenes in your story
- 3) Decide how to get the information
- 4) At this point you know to write a definition of the concept that each frame should show

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