

# Perencanaan Kreatif Iklan

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# Emotion

- ❑ Excitement / kegembiraan yang meluap-luap
- ❑ Awe / kekaguman / pesona
- ❑ Sadness / kesedihan
- ❑ Anger / kemarahan
- ❑ Fear / ketakutan
- ❑ Surprise / kejutan
- ❑ Contentment / kepuasan
- ❑ Happiness / kebahagiaan
- ❑ Disgust / kemuakan / jijik

# Asking three WHYS?

- Why do people use your product or idea?
- Why do they want that?
- Why do they need that?

List 3 ways / emoticons that could drive people to talk about your product!