

# Advertising Design

## CHAPTER OBJECTIVES

Students should be able to answer the following questions:

- 6.1 How do marketers use message strategies to design effective advertisements?
- 6.2 What are the seven main types of advertising appeals?
- 6.3 What role does the executional framework play in advertising design?
- 6.4 How are sources and spokespersons featured in advertising design?
- 6.5 What kinds of adjustments are necessary when undertaking advertising design in international settings?

## OVERVIEW

A successful advertising campaign results when people do more than merely enjoy what they see; it also changes their behaviors and attitudes. At the least, viewers should remember the good or service.

### **mcgarrybowen**

In 2002, John P. McGarry, Jr., Gordon Bowen, and Stewart Owen designed an organization that would be “gracious” and “tenacious” at the same time. The agency delivers a strategic approach focused on the client’s business and brand.

### **Questions for Students:**

- 1. Have you seen an advertising campaign created by mcgarrybowen?
- 2. Do you think the agency’s storytelling approach is more effective than advertising based on research? Why or why not?

The first three topics included in this chapter regarding advertising design are message strategies, appeals, and executional frameworks.

The final topic in the chapter is a discussion of sources or spokespersons.

**Objective 6.1:** How do marketers use message strategies to design effective advertisements?

### **Message Strategies**

A message strategy is the primary tactic or approach used to deliver the message theme.

The three broad categories of message strategies are cognitive, affective, and conative groups (see Figure 6.1).

#### **Cognitive Message Strategies**

A cognitive message strategy is being utilized when rational arguments or pieces of information are presented to consumers. There are five major forms of cognitive strategies.

##### *Generic Messages*

Generic messages are direct promotions of good or service attributes or benefits without any claim of superiority. They focus on a key product benefit.

Generic messages work best for a firm that is clearly the brand leader and dominant in the industry within which it operates (e.g., Campbell's and soups).

##### *Preemptive Messages*

Claims of superiority based on a specific attribute or benefit of a product are preemptive messages. Once made, the claim normally preempts the competition from making such a statement.

##### *Unique Selling Proposition*

A unique selling proposition is an explicit, testable claim of uniqueness or superiority, which can be supported or substantiated in some manner.

##### *Hyperbole*

Hyperbole is an untestable claim based upon some attribute or benefit.

Hyperbole often features terms such as “finest,” “best,” “greatest,” or “friendliest.”

### *Comparative Advertising*

Comparative advertisements are used when an advertiser directly or indirectly compares a good or service to the competition. The competitor may or may not be mentioned by name in the advertisement.

In the business-to-business sector, shipping companies compare delivery times and accuracy rates. The major advantage of comparative ads is that they often capture the attention of consumers.

A danger of comparative ads is the negative attitudes consumers may develop toward the ad. If viewers acquire negative attitudes toward the advertisement, these negative attitudes may transfer to the sponsor's product. This is especially true when the sponsor runs a negative comparative ad.

Comparison ads are less common in other countries due to both social and cultural differences as well as legal restrictions.

Many times, international consumers not only dislike comparative advertisements but also often will transfer that dislike to the company that sponsored the ad.

In general, comparing a lesser-known brand to the market leader seems to work well. On the other hand, comparing a new brand with the established brand is often not effective.

**Question for Students:** Do you like comparison ads or prefer some other form?

### **Affective Message Strategies**

Affective message strategies are designed to invoke feelings and emotions and match them with the product, service, or company.

Affective messages

- Seek to enhance the likeability of the product
- Build recall of the appeal
- Increase comprehension of the advertisement
- Elicit emotions which then in turn affect the consumer's reasoning process, and finally lead to action

Affective strategies fall into two categories: (1) resonance and (2) emotional.

### *Resonance Advertising*

Resonance advertising attempts to connect a product with a consumer's past experiences in order to develop stronger ties between the product and the consumer.

One form of resonance advertising, *comfort marketing*, occurs when marketers look for ways to encourage consumers to purchase branded rather than generic products.

The approach reassures consumers looking for value that a branded product stands the test of time.

Comfort marketing involves bringing back vintage characters, themes, and jingles from the past to evoke fond memories when times were better.

### *Emotional Advertising*

Emotional advertising attempts to elicit powerful emotions that eventually lead to product recall and choice, including trust, reliability, friendship, happiness, security, glamour, luxury, serenity, pleasure, romance, and passion.

### **Conative Strategies**

Conative message strategies are designed to lead more directly to some type of consumer behavior.

Care must be given to *assertive advertisements* in which consumers are directed to “buy this,” or “do this,” or “don’t do that.” These have yielded some resistance, especially among the most loyal consumers.

*Action-inducing conative approaches* create situations in which cognitive knowledge of the product and/or affective liking of the product may come later (after the actual purchase) or during usage of the product. A point-of-purchase display is designed (sometimes through advertising tie-ins) to cause people to make impulse buys.

Promotional support conative advertisements are designed to support other promotional efforts using coupons, phone-in promotions, a sweepstakes, or some other form.

Figure 6.2 displays the linkages between the hierarchy of effects model, message strategies, and advertising components.

**Objective 6.2:** What are the seven main types of advertising appeals?

### **Types of Advertising Appeals**

The primary appeals, as shown in Figure 6.3, are:

- Fear
- Humor
- Sex
- Music
- Rationality
- Emotions
- Scarcity

The appeal to be used should be based on a review of the creative brief, the objective of the advertisement, and the means–ends chain to be conveyed.

### **Fear Appeals**

Fear appeals are used because they work. Fear increases both the viewer’s interest in an advertisement and the persuasiveness of that ad.

The theoretical explanation regarding the way fear works is referred to as the *behavioral response model* and is shown in Figure 6.4.

#### *Severity and Vulnerability*

A business-to-business advertiser offering internet services may try to focus on the severity of down time if a company’s internet server goes down or the firm’s vulnerability to items such as hacker attacks.

#### *Rewards to Response Efficacy*

The combination of (1) intrinsic and extrinsic rewards, (2) response costs, (3) and the degree of self-efficacy contribute to *response efficacy*.

#### *Appeal Strength*

A key decision is how strong to make the fear in the advertisement. Most advertisers believe a moderate level of fear will be the most effective. Too much fear causes the viewer to turn away. Too little does not attract attention.

**Question for Students:** Have you ever been “scared” into buying a product?

## **Humor Appeals**

Humor is effective in both getting attention and keeping it, which helps the ad cut through clutter. Figure 6.5 displays reasons for using humor in ads.

The success of humor as an advertising tactic is based on causing consumers to:

- Watch
- Laugh
- Most importantly, remember

Humorous ads pique viewer interest. This makes it is easier to gain more careful consumer consideration of the advertisement's message.

A funny ad captures the viewer's attention, which leads to improved comprehension and recall of the advertising message and tagline.

Humor elevates people's moods.

Humor helps fix the brand in the consumer's cognitive structure with links to positive feelings. In recall tests, humorous ads are often the most remembered.

Humorous ads can backfire.

Advertisers must be careful to avoid letting the humor overpower the advertisement. When humor fails, it is usually because the joke in the ad is remembered but the product or brand is not.

To be successful, the humor should be directly connected to the product's benefits.

**Question for Students:** When was the last time you saw an ad you thought was truly funny?

## **Sex Appeals**

Sex appeals are one approach to building brand awareness.

Figure 6.6 summarizes the five ways sexuality has been employed in advertising.

### *Subliminal Techniques*

This involves placing sexual cues or icons in advertisements where they will affect a viewer's subconscious mind.

### *Sensuality*

This is normally targeted toward women who might respond to more of a sensual suggestion than an overt sexual approach. Instead of strong sexual images, an alluring glance across a crowded room is shown.

### *Sexual Suggestiveness*

This is used to make the product seem more sensuous.

### *Nudity or Partial Nudity*

Both male and female models can be used.

### *Overt Sexuality*

This is the most strongly sexual method.

### *Decorative Models*

*Decorative models* are individuals in advertisements to adorn products as sexual or attractive stimuli. The models serve no other purpose than to attract attention.

Figure 6.7 presents things to consider before using this tactic.

**Question for Students:** Can you give examples of these approaches?

### *Effectiveness of Sexual Appeals*

A number of studies have investigated sex appeals and nudity in advertising.

Most research concludes that sex and nudity do increase attention, regardless of the gender of the individuals in the advertisement or the gender of the audience.

Advertisements using overt sexual stimuli or containing nudity produce higher levels of physiological arousal responses.

The cognitive impression made on viewers of a sexually oriented ad depends on whether the viewer feels the advertisement is pleasant or offensive. If a viewer likes the ad, then a positive impression of the brand will result.

These arousal responses have been linked to the formation of both affective and cognitive responses.

### *Societal Trends*

When determining the level of sex appeal to feature in an advertisement, the advertising team considers society's view and level of acceptance.

Currently acceptance seems to be on the rise again.

### *Criticisms of Sex Appeals*

One major criticism of sexually based advertising is that it has perpetuated dissatisfaction with one's body.

One problem with stereotyping women in ads is that it takes a different twist in other countries. For example, in Saudi Arabia and Malaysia, women must be shown in family settings.

In general, the use of sex to make products more appealing is a legitimate tactic for many companies, products, and advertising firms. The goal should be to use sex in a manner that is interesting, germane to the product, and within the ethical standards of the region.

### **Music Appeals**

Music gains attention and increases the retention of visual information at the same time. Most consumers remember the song along with images of the product or company.

Music can lead to a better recall of the visual and emotional aspects of an advertisement.

Music can also increase the persuasiveness of argument.

Musical memories are often stored in long-term recall areas of the brain.

Several decisions are made when selecting music for ads, including answers to these questions:

- What role will music play in the ad?
- Will a familiar song be used, or will something original be created?
- What emotional pitch should the music reach?
- How does the music fit with the message of the ad?

Music can be:

- An incidental part or the primary theme of the ad
- Used to misdirect the audience so a surprise ending can appear
- Anything from whimsical, to dramatic, to romantic



An important decision involves the selection of a familiar tune versus creating original music for the ad.

Well-known songs have an advantage: Consumers already have developed an affinity for the song that they can transfer to the product.

Popular songs are often costly, and some musicians refuse to sell them. Some advertisers now look for new, less well-known musicians to reduce costs.

## **Rational Appeals**

A rational appeal often follows the hierarchy of effects stages of awareness, knowledge, liking, preference, conviction, and purchase.

To be successful, rational appeals rely on consumers actively processing the information presented in an advertisement.

Print media offers the best outlets for rational appeals because they give the readers a greater opportunity to process copy information.

Print media and the internet offer the best outlets for rational appeals. Print and internet ads allow readers greater opportunities to process copy information.

Print media are used extensively for business-to-business messages.

Conventional advertising wisdom is that rational appeals are well suited for high involvement and complex products. High involvement decisions require considerable cognitive activity and consumers spend more time evaluating the attributes of the individual brands. Complex products require more time to absorb key information.

Rational appeals are effective when consumers are willing to pay attention to the advertisement.

## **Emotional Appeals**

Emotional appeals are based on three ideas. Reasons for using them appear in Figure 6.8.

1. Consumers ignore most advertisements.
2. Rational appeals go unnoticed unless the consumer is in the market for a particular product at the time it is advertised.
3. Emotional advertising can capture a viewer's attention and help develop an attachment between a consumer and a brand.

Figure 6.9 displays emotions used in advertising.

Most creatives view emotional advertising as the key to brand loyalty. Creatives want customers to experience a bond with the brand.

Business-to-business advertisers are using more emotional appeals.

The rationale for changing to emotional business-to-business ads is the idea that emotions affect all types of purchase decisions, so they also affect members of the buying center.

Television is one of the best media for emotional appeals because it has intrusion value and can utilize both sound and sight. Facial expressions can convey emotions and attitudes.

Emotions can be tied with humor, fear, music, and other appeals to make a compelling case for a product.

Emotional ads are also widely featured on the internet.

### **Scarcity Appeals**

Scarcity appeals urge consumers to buy a particular product because of a limitation. The limitation can be a limited number of the products available or, more often, that the product is available for only a limited time.

A scarcity appeal is often used with other promotional tools, such as a price discount to encourage retailers who stock up.

The primary benefit of scarcity appeals is that they encourage consumers to take action.

**Objective 6.3:** What role does the executional framework play in advertising design?

### **Executional Frameworks**

An executional framework is the manner in which an ad appeal is presented. If the ad appeal is the script in a movie, then the plot would be the actual executional framework. Types of executional frameworks, as shown in Figure 6.10, include the following:

- Animation
- Slice-of-life
- Storytelling
- Testimonial
- Authoritative
- Demonstration
- Fantasy
- Informative

## **Animation Executions**

In recent years, the use of animation in advertising has increased, due primarily to the greater sophistication in computer graphics programs.

Rotoscoping is the process of placing hand-drawn characters digitally into live sequences.

Animated characters can be human, animal, or product personifications.

Another method of animation, which was made popular by the California Raisins commercials, is clay animation.

The computer graphics technology has allowed animation to move beyond personifications into creating real-life images.

More business ads are being placed on television because of the availability of high-quality graphics technologies, which allow various businesses to illustrate the uses of their products through animated graphics.

**Question for Students:** Give an example of rotoscoping in an ad you've seen.

## **Slice-of-life Executions**

In slice-of-life commercials, advertisers attempt to provide solutions to the everyday problems faced by consumers or businesses. These advertisements normally show common things people experience, especially the problems they encounter. Then, the product is made available to solve the problem.

The most common slice-of-life format has four components, as summarized in Figure 6.11.

1. Encounter
2. Problem
3. Interaction
4. Solution

In print advertisements, slice-of-life frameworks are more difficult to prepare.

The slice-of-life approach was introduced and made popular by Procter & Gamble.

The slice-of-life executional framework has become popular in Japan in recent years because it is easily adapted to the more soft-sell approach used in Japan.

Slice-of-life commercials are also used heavily in business-to-business advertisements. This executional framework is popular because it allows the advertiser to highlight how their product can meet business needs.

Slice-of-life executional frameworks are possible in most media, including magazines or billboards, because a single picture can depict a normal, everyday situation or problem.

### **Storytelling Executions**

A storytelling execution resembles a 30-second movie with a plot or story in which the brand is more at the periphery rather than at the center of the ad.

### **Testimonial Executions**

The testimonial type of executional framework is being used when a customer in an advertisement tells about a positive experience with a product.

In the business-to-business sector, testimonies from current customers add credibility to the claims being made.

Testimonials are an effective method for promoting services.

One major reason companies choose testimonials are that they enhance company credibility.

### **Authoritative Executions**

In using the authoritative executional framework, an advertiser seeks to convince viewers that a given product is superior to other brands.

One form of authoritative framework is *expert authority*, where a physician, a dentist, an engineer, or a chemist states the product's advantages over other products.

Many authoritative advertisements include some type of scientific or survey evidence provided by an independent organization, such as the American Medical Association.

Authoritative advertisements have been widely incorporated into business-to-business sector ads, especially when scientific findings are available to provide support for a company's products.

Authoritative ads work especially well in specialty magazines.

**Question for Students:** Do you think authoritative ads really work by convincing you someone knows more about a product?

### **Demonstration Executions**

Advertisements using the demonstration executional framework are designed to show how a product works. A demonstration is an effective way to communicate the attributes of a product to viewers.

Demonstrations are often presented in business-to-business ads. They allow a business to show how a product can meet the specific needs of another business.

Demonstration-type ads are especially well suited to television. To a limited extent, the print media can feature demonstrations, especially when a series of photos shows the sequence of product usage.

### **Fantasy Executions**

Fantasy executions are designed to lift the audience beyond the real world to a make-believe experience. Some fantasies are meant to be realistic. Others are completely irrational.

The most common fantasy themes are still sex, love, and romance. As raw sex and nudity in advertisements are losing their impact, fantasy approaches are taking their place.

One product category that uses fantasy is the perfume and cologne industry.

Television fantasy ads for cruise lines and resorts show couples enjoying romantic, sensuous vacations together, swimming, jet skiing, and taking a walk. The goal is to make the cruise line or resort into more than just a vacation—it should become a romantic fantasy trip.

### **Informative Executions**

Informative ads present information to the audience in a straightforward matter.

One of the keys to informative advertising is the placement of the advertisement.

Informative ads are prepared extensively for radio advertisements, where only verbal communication is possible, but are less common in television and print because consumers tend to ignore them.

Informative ads work well in high-involvement purchase situations. As a result, the informative framework continues to be a popular approach for business-to-business advertisers.

Beyond these types of executional frameworks, the creative decides about all of the other ingredients, including music, copy, use of color, motion, light, and size.

**Objective 6.4:** How are sources and spokespersons featured in advertising designs?

### **Sources and Spokespersons**

Selecting a source or spokesperson to be used in an advertisement is a critical decision. Four types of sources are displayed in Figure 6.12:

1. Celebrities
2. CEOs
3. Experts
4. Typical persons

### **Celebrity Spokespersons**

Celebrities are now used in about 6 percent of all advertisements.

High cost is the primary disadvantage of featuring celebrities.

Celebrity endorsers are used because their stamp of approval on a product can enhance the product's brand equity.

#### *Additional Celebrity Endorsements*

There are four variations on celebrity endorsements:

1. Unpaid spokespersons for charitable causes
2. Celebrity voice-overs
3. Dead-person endorsements
4. Social media, where celebrities tweet or send product information

**Question for Students:** Do celebrity spokespersons affect your purchase decisions?

### **CEO Spokespersons**

A highly visible and personable CEO can become a major asset for the firm and its products. Michael Dell sometimes is the spokesperson for Dell Computers.

### **Experts**

Expert sources include physicians, lawyers, accountants, and financial planners. These experts tend not to be famous celebrities or CEOs. Experts provide backing for testimonials, serve as authoritative figures, demonstrate products, and enhance the credibility of informative advertisements.

## Typical Persons

Typical persons are one of two different types:

1. Paid actors or models who portray or resemble everyday people
2. Actual typical, everyday people who are used in advertisements

Real people sources are becoming more common, in part because of the overuse of celebrities.

## Source Characteristics

The effectiveness of an advertisement depends on the degree to which a spokesperson has one or more of the following five characteristics shown in Figure 6.13.

### *Credibility*

Credibility is the sum of the other characteristics. Thus, it is a composite of attractiveness, trustworthiness, likeability, and expertise. Credibility affects a receiver's acceptance of the spokesperson and message.

### *Attractiveness*

Attractiveness consists of physical and personality characteristics.

### *Similarity*

Similarity allows the viewer to identify with the spokesperson. *Identification* comes from the belief that the source has similar beliefs, attitudes, preferences, or behaviors or is in the same or a similar situation as the customer.

### *Likeability*

Consumers respond more positively to spokespersons they like.

### *Trustworthiness*

Trustworthiness is the degree of confidence or the level of acceptance consumers place in the spokesperson's message.

### *Expertise*

Spokespersons with higher levels of expertise are more believable than sources with low expertise.

### *A Key Source Characteristic: Character Issues*

Several key sources have been removed when negative publicity about them has taken place. Expect this issue to continue to rise in importance.

### **Matching Source Types and Characteristics**

The account executive, ad agency, and corporate sponsor, individually or jointly, may choose the type of spokesperson. They can choose a celebrity, CEO, expert, or typical person, and the specific individual should have the key characteristics.

*Celebrities* normally score well in terms of trustworthiness, believability, persuasiveness, and likeability. These benefits increase if the match between the product and celebrity is a logical and proper fit.

Any negative publicity about the celebrity caused by inappropriate conduct can reflect on the brands being endorsed.

Celebrities can endorse so many products that they lose their credibility.

Another problem associated with celebrity endorsements is credibility. Consumers know celebrities are paid, which detracts from their believability.

A *CEO or prominent corporate official* may or may not possess the characteristics of attractiveness and likeability. The individual should appear to be trustworthy, have expertise, and maintain a degree of credibility.

*Experts* should be, first and foremost, credible. The ad agency should seek out an expert who is also attractive, likeable, and trustworthy. An expert who is not attractive and likeable may not be able to convince consumers that he or she can be trusted, and credibility drops as a result.

Experts are often used in business-to-business ads. The advertising agency should be certain that the spokesperson truly is an expert and that the individual can explain a good or service's benefits in terms other companies can understand.

*Typical person* ads are sometimes difficult to prepare, especially when real persons are used.

Typical person sources do not have the name recognition of celebrities. Consequently, advertisers often use multiple sources within one advertisement in order to build credibility.

Real person ads are a kind of two-edged sword. On the one hand, trustworthiness and credibility may rise when the source is bald, overweight, or has some other physical imperfections.

On the other hand, using a real person in advertisements can be difficult because they will flub lines and look less natural on the screen.



In general, the ad agency should seek to be certain that the source or spokesperson has the major characteristics needed for the advertisement or commercial.

**Objective 6.5:** What kinds of adjustments are necessary when undertaking advertising design in international settings?

### **International Implications**

Choices of appeals vary by culture.

Sexual appeals must fit with the laws and culture of the country.

### ***Note to Professors:***

*The authors' blog for professors and students may be found at <http://blogclowbaack.net/>.*

## **IMPLICATIONS FOR CREATIVES AND MARKETING MANAGERS**

**(Note to professors—these materials are not in the text. They provide a method for you to summarize the chapter in a different way.)**

Creatives must be certain they understand and utilize the following theories:

- The hierarchy of needs
- Means–ends theory
- Visual versus verbal cues
- The behavioral response model

Creatives need space. Make sure they have enough freedom to design ads that reflect their best talents and efforts. Let the creative be the first to suggest the leverage point that he or she believes will be most effective.

The marketing team should review the creative brief carefully. Creatives must make sure there is a quality match between the theme, medium, leverage point, and target audience.

When working with clients, make sure they understand the intention of each of the advertising appeals.

- The primary goal of a fear appeal is to attract attention and to create enough cognitive unpleasantness so that the consumer makes a purchase to alleviate concerns.

- The primary goals of humor are to attract attention, help the customer remember the product and company names, and to make them feel good about buying the firm's offerings.
- The main goals of sex appeals are to grab attention and to link the product with the type of sexual appeal being used, from shock value to sensuality. The key is to link the nature of the appeal with the most important element of the product being advertised.
- There are many uses for music. It can be as a backdrop, as an attention getter, as a method to help the consumer remember the product or company, or as an overarching theme that will run over a series of commercials.
- Rational appeals attempt to persuade consumers that a given company's goods and services have some advantage over the competition. The logic of a rational appeal must be sound, and the ad must quickly and convincingly convey the information in a manner that the customer can understand.
- Emotional appeals are based on a wide range of possibilities. The secret is making sure the emotion is appropriate for the advertisement's goals and for the company or products being featured.
- Scarcity appeals are designed to move the consumer to quick action. Conveying a sense of urgency is a key ingredient in a scarcity ad.

Remember the advantages of combining appeals. Music goes with many media and with other appeals. Humor, sex, and emotions are also logical candidates for combined appeals.

When working with business-to-business clients, make sure they understand print media/rational appeals are not the only choice. Increasingly, creatives are aware of excellent ways to find members of buying centers in other media and by using other appeals (not just rational approaches).

Discourage clients from using decorative models, except in rare cases.

When developing ads for international advertisers, everyone should remember the importance of *visual Esperanto*. Also, consider the following:

- The success rates of various appeals vary by country. What works in one may not work in another culture (e.g., sexual appeals).
- A cultural assimilator should examine every ad to make sure it is not offensive or confusing to patrons in the nation where the ads will run.
- Language, slang, customs, and other variables take a long time to learn and understand. A local advertiser may be more successful than a firm trying to be all things to all countries. Know when to farm out work to other companies.

## REVIEW QUESTIONS

### 6-1. What is a message strategy?

A message strategy is the primary tactic or approach used to deliver the message theme. The three broad categories of message strategies are cognitive, affective, and conative groups.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

AACSB: Application of knowledge

**6-2. Describe a cognitive message strategy and identify the five major forms advertisers can use.**

A cognitive message strategy is being utilized when rational arguments or pieces of information are presented to consumers.

Generic messages are direct promotions of good or service attributes or benefits without any claim of superiority.

Claims of superiority based on a specific attribute or benefit of a product are preemptive messages.

A unique selling proposition is an explicit, testable claim of uniqueness or superiority that can be supported or substantiated in some manner.

Hyperbole is an untestable claim based upon some attribute or benefit.

Comparative advertisements are used when an advertiser directly or indirectly compares a good or service to the competition.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

AACSB: Application of knowledge

**6-3. What is spontaneous trait transference in comparison advertising?**

In psychology, the concept of spontaneous trait transference suggests that when a comparative advertisement criticizes the competition's brand based on a particular attribute, it may lead viewers to also attribute the deficiency to the sponsor brand. The transference becomes more likely when the consumer purchases the comparative brand, not the sponsored brand.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

AACSB: Application of knowledge

**6-4. Describe an affective message strategy and identify the primary forms it can take in an advertisement.**

Affective message strategies are designed to invoke feelings and emotions and match them with the product, service, or company. Affective strategies fall into two categories: resonance and emotional.

Resonance advertising attempts to connect a product with a consumer's past experiences in order to develop stronger ties between the product and the consumer.

Emotional advertising attempts to elicit powerful emotions that eventually lead to product recall and choice, including trust, reliability, friendship, happiness, security, glamour, luxury, serenity, pleasure, romance, and passion.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

AACSB: Application of knowledge

#### **6-5. What is comfort marketing?**

Comfort marketing involves bringing back vintage characters, themes, and jingles from the past to evoke fond memories when times were better.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

AACSB: Application of knowledge

#### **6-6. What is the attitude sequence present in a conative message strategy advertisement?**

The attitude sequence for conative message strategies becomes *conative* → *cognitive* → *affective*.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

AACSB: Application of knowledge

#### **6-7. What are the seven most common types of advertising appeals?**

Fear, humor, sex, music, rationality, emotional, and scarcity are the most common types of appeals.

LO: 6.2: What are the seven main types of advertising appeals?

AACSB: Application of knowledge

#### **6-8. What are the advantages and disadvantages of fear appeals in advertising?**

The major advantage of using a fear appeal in advertising is that it can work. Fear increases a viewer's interest in an advertisement and raises the persuasiveness of the ad. The disadvantages are that fear appeals may not be appropriate for all products and that too high of a level of fear may be detrimental.

LO: 6.2: What are the seven main types of advertising appeals?  
AACSB: Analytical thinking

**6-9. When does humor work in an ad? What pitfalls should companies avoid in using humorous appeals?**

Humor works effectively in most situations. Humorous ads cause consumers to watch, laugh, and remember the message. Advertisers should be cautious to avoid having the humor overpower the rest of the advertisement. The objective is to get the consumer to remember the brand, not just the humor in the advertisement. Other issues to consider include how different groups of people will view the ad and whether the humor is in good taste. Different ages, ethnic groups, and even members of the two genders view ads and humor differently.

LO: 6.2: What are the seven main types of advertising appeals?  
AACSB: Analytical thinking

**6-10. What types of sexual appeals can advertisers use?**

The types of sexual appeals that advertisers can use are subliminal techniques, sensuality, sexual suggestiveness, nudity or partial nudity, and overt sexuality.

LO: 6.2: What are the seven main types of advertising appeals?  
AACSB: Application of knowledge

**6-11. When are sexual appeals most likely to succeed? To fail?**

Sexual appeals are most likely to succeed when an advertisement features a softer sexual appeal but is strong enough to garner the viewer's attention. Sexually oriented ads that create physiological arousal responses in the viewers tend to be more effective. Sexual appeals work best when they are related to the product being advertised. Sexual appeals often fail when they are too overtly sexual and are seen as offensive by different groups of people.

LO: 6.2: What are the seven main types of advertising appeals?  
AACSB: Analytical thinking

**6-12. Name the different ways music can play a role in an advertisement. Explain how each role should match individual appeals, media, and the other elements in the design of the ad.**

Several decisions are made when selecting music for ads, including answers to these questions:

- What role will music play in the ad?
- Will a familiar song be used, or will something original be created?
- What emotional pitch should the music reach?
- How does the music fit with the message of the ad?

Music can be:

- An incidental part or the primary theme of the ad
- Used to misdirect the audience so a surprise ending can appear
- Anything from whimsical, to dramatic, to romantic

In selecting music for an advertisement, it is important that the music match the appeal being used. The music for a fear appeal will be quite different than a sex appeal. The other aspects of the ad must also be considered, such as the media being used and the design of the ad itself.

LO: 6.2: What are the seven main types of advertising appeals?

AACSB: Analytical thinking

**6-13. Compare the advantages and disadvantages of rational appeals compared to emotional appeals.**

Rational appeals are effective when consumers are willing to pay attention to the advertisement. The advantage is that they follow the steps of the hierarchy of effects model. Retention of information is greater if information is cognitively processed.

The primary disadvantage is that they do not take advantage of the interest-grabbing features of some of the other approaches and do not build emotional responses. Unless consumers are in the market for the product being advertised, they are not likely to notice an ad using the rational approach. Rational appeals go unnoticed unless the consumer is in the market for a particular product at the time it is advertised.

Emotional advertising can capture a viewer's attention and help develop an attachment between a consumer and a brand. Emotional ads reach the right side of the brain, which is the creative side. Emotional ads are being used more in business-to-business advertisements because businesses are realizing that decision makers, as well as regular customers, utilize emotions in decision making. They may ignore more rational ads, or not be as strongly persuaded by them.

LO: 6.2: What are the seven main types of advertising appeals?

AACSB: Analytical thinking

**6-14. What types of executional frameworks can be used when developing an advertisement?**

Types of executional frameworks include the following:

- Animation
- Slice-of-life
- Testimonial
- Authoritative
- Demonstration
- Fantasy
- Informative

LO: 6.3: What role does the executional framework play in advertising design?  
AACSB: Application of knowledge

**6-15. Describe how each of the executional frameworks can be used in ad development.**

Animation can be used to create interest and excitement for a variety of products.

In slice-of-life commercials, advertisers attempt to provide solutions to the everyday problems faced by consumers or businesses.

The testimonial type of executional framework is being used when a customer in an advertisement tells about a positive experience with a product.

In using the authoritative executional framework, an advertiser seeks to convince viewers that a given product is superior to other brands.

Advertisements using the demonstration executional framework are designed to show how a product works.

Fantasy executions are designed to lift the audience beyond the real world to a make-believe experience.

Informative ads present information to the audience in a straightforward manner.

LO: 6.3: What role does the executional framework play in advertising design?  
AACSB: Application of knowledge

**6-16. What four types of sources or spokespersons can be used by advertisers?**

The four types of sources that are available to advertisers are celebrities, CEOs, experts, and typical persons.

LO: 6.4: How are sources and spokespersons featured in advertising designs?  
AACSB: Application of knowledge

**6-17. What are the most desirable characteristics of a source or spokesperson?**

The criteria are attractiveness, similarity, likeability, trustworthiness, expertise, and credibility. Attractiveness, likeability, trustworthiness, and expertise combine to form credibility.

LO: 6.4: How are sources and spokespersons featured in advertising designs?  
AACSB: Application of knowledge

## **CRITICAL THINKING EXERCISES**

**6-18. Describe the characteristics of each of the message strategies presented in this chapter. Select five ads in this chapter not found in the “Message Strategy” section. Identify the message strategy used. Provide a rationale for your choice.**

Student answers will vary based on the ads they choose.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

**6-19. Studies involving comparative advertisements versus noncomparative ads produced the following findings. Discuss why you think each statement is true. Try to think of comparative ads you have seen that substantiate these claims.**

- a. Message awareness was higher for comparative ads than for noncomparative ads if the brands are already established brands.**
- b. Brand recall was higher for comparative ads than for noncomparative ads.**
- c. Comparative ads were viewed as less believable than noncomparative ads.**
- d. Attitudes toward comparative ads were more negative than toward noncomparative ads.**

- a. Message awareness may be due to our competitive and even combative nature. Today’s students have been exposed to a great deal more of this type of programming, especially on television.
- b. Students may report they recall “winners” and “losers.”
- c. Comparisons often stretch credibility, for all viewers.
- d. A percentage of the populous does not like one person or product “showing up” another.



LO: 6.1: How do marketers use message strategies to design effective advertisements?

- 6-20. Describe the unique characteristics of each of the appeals presented in this chapter. Choose five ads in this chapter not found in the “Appeals” section. Identify the appeal being used. Provide a rationale for your choice.**

Student answers will depend on the ads they choose.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

- 6-21. The marketing team for Coors Light beer discovered that serious advertisements emphasizing people overcoming their personal challenges did not fare well. The seriousness of the messages did not resonate with beer drinkers. In response, the firm returned to a much stronger emphasis on the refreshment aspects of the beer. Explain why you think the “Climb On” campaign regarding coping with life challenges did not succeed and how a product-refreshment focused campaign might be more viable.**

Basically the emotion conjured by the ad (affective) did not match the product or use of the product.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

- 6-22. A recent quit smoking advertising campaign was created by the Ad Council. It features a woman climbing a mountain of smoldering cigarettes with the voice-over stating that she has quit and should be sure to have a cancer screening. The message is presented by SavedByTheScan.org. Explain how the behavioral response model might be implied in the commercial.**

The ad seeks to incite fear with the issues of severity (lung cancer) and vulnerability (long-time smoker).

The ad also inspires the combination of intrinsic (feeling good about quitting) and extrinsic (society approval) rewards with the degree of self-efficacy contributing to the degree of response efficacy.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

- 6-23. Locate five television commercials on YouTube or find five print advertisements on the internet that use sex appeals. Identify which of the four ways sexuality was used. Evaluate each ad in terms of the appropriateness and effectiveness of**

**the sex appeal. Provide a copy of the print ad or the URL to the TV ad on YouTube.**

Student choices will vary. Have them discuss their comfort levels with each type.

LO: 6.2: What are the seven main types of advertising appeals?

**6-24. Identify an advertisement that uses each of the following executional frameworks. Evaluate the advertisement in terms of how well it is executed. Also, did the appeal and message strategy fit well with the execution? Was the ad memorable? What made it memorable?**

- a. Animation**
- b. Slice-of-life**
- c. Testimonial**
- d. Authoritative**
- e. Demonstration**
- f. Fantasy**
- g. Informative**
- h. Storytelling**

Student answers will vary by the type of ad chosen.

LO: 6.2: What are the seven main types of advertising appeals?

- 6-25. Find a copy of a business journal such as *Business Week* or *Fortune* or a trade journal. Also locate a copy of a consumer journal such as *Glamour*, *Time*, *Sports Illustrated*, or a specialty magazine. Look through an entire issue. What differences between the advertisements in the business journal and consumer journal are readily noticeable? For each of the concepts listed below, discuss specific differences you noted between the two types of magazines. Explain why the differences exist.**

- a. Message strategies**
- b. Appeals**
- c. Executional frameworks**
- d. Sources and spokespersons**

Student responses will vary based on magazines and ads chosen. Ask if there are any systematic differences in the magazines and their ads.

LO: 6.1, 6.2, 6.3, 6.4

- 6-26. Select five ads in this chapter that you like. Identify the message strategy, the appeal, and the execution that is being used. Provide a rationale for your choices. For each ad, give it a grade of A, B, C, or D based on its overall design. Explain the reason for your grade.**

Student answers will depend on the ads chosen. They can compare answers in class.

LO: 6.1:       How do marketers use message strategies to design effective advertisements?

- 6-27. A manager from a resort in Florida wants to develop an advertisement highlighting scuba diving lessons. The target market will be college students. Identify the best combination of message strategy, appeal, and execution. Justify your choice. What message strategy, appeal, and execution would you use if the target market was families with children? Justify your choice. Choose one of the target markets. Design a print ad using the design combination you selected.**

Student answers will vary. Appeals can range from sexual to fantasy.

LO: 6.1., 6.2, 6.3

- 6-28. Define each of the characteristics of effective spokespersons shown in Figure 6.13. Name three influential spokespersons. For each one, discuss the five characteristics used to evaluate spokespersons and their overall level of credibility. Next, make a list of three individuals who are poor spokespersons. Discuss each of the five evaluation characteristics for each of these individuals. What differences exist between an effective and a poor spokesperson?**

Student answers will vary.

LO: 6.4: How are sources and spokespersons featured in advertising designs?

## **INTEGRATED LEARNING EXERCISES**

- 6-29. Describe the unique characteristics of cognitive, affective, and conative message strategies presented in this chapter. Go to YouTube and find one example of each type of message strategy. Identify the subgroup, such as generic, hyperbole, or resonance. Provide a rationale for your choice. For each of the three ads you chose, identify the appeal and execution used. Explain your reasoning. Provide the URLs for the three ads.**

Student answers will vary.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

- 6-30. Current as well as past Super Bowl ads are available at [www.superbowl-ads.com](http://www.superbowl-ads.com). Access the site and compare Super Bowl ads over the last several years. What types of message strategies were used? What types of appeals were used? What types of executions were used? Who and what types of endorsers or spokespersons were used? Compare and contrast these four elements of ads over the last three years of Super Bowl ads.**

Student answers will vary.

LO: 6.1, 6.2, 6.3, 6.4

- 6-31. Most advertising agencies provide examples of advertisements on company websites. The goal is to display the agency's creative abilities to potential clients. Using a search engine, locate three different advertising agencies. Locate samples of their work. Compare the ads produced by your three agencies in terms of message strategies, appeals, executions, and spokespersons. What similarities do you see? What differences do you see? Which agency, in your opinion, is the most creative? Why?**

Student responses will depend on the agencies chosen.

LO: 6.1, 6.2, 6.3, 6.4

- 6-32. Describe in your own words the characteristics of each of the appeals presented in this chapter. Locate four ads on YouTube that illustrate different types of appeals. Explain the appeal that is being used in each ad. Provide a rationale for your choice. For each of the four ads you chose, identify the message strategy and execution used. Explain your reasoning. Provide the URLs for the four ads.**

Student answers will vary.

LO: 6.1:       How do marketers use message strategies to design effective advertisements?

and

LO: 6.3:       What role does the executional framework play in advertising design?

- 6-33. Describe in your own words the characteristics of each of the executional frameworks presented in this chapter. Locate four ads on YouTube that illustrate different types of executions. Explain the execution that is being used in each ad. Provide a rationale for your choice. For each of the four ads you chose, identify the message strategy and appeal used. Explain your reasoning. Provide the URLs for the four ads.**

Student responses will depend on the ads they choose.

LO: 6.1, 6.2, 6.3

**6-34. Visit the following websites. Identify the primary message strategy, appeal, and execution used. Evaluate the quality of the website based on message strategy, appeal, and execution. Do the sites utilize a spokesperson? If so, who is it and which type is he or she? Evaluate the spokesperson in terms of the components of credibility.**

- a. Johnson & Johnson ([www.jnj.com](http://www.jnj.com))**
- b. Hyundai Motors, USA ([www.hyundaiusa.com](http://www.hyundaiusa.com))**
- c. Skechers ([www.skechers.com](http://www.skechers.com))**

Answers will vary depending on the time the website is opened. The Johnson & Johnson home page began with a Covid-19 vaccine announcement in 2021. The website highlights altruistic activities of the company.

Hyundai promoted the products themselves in an informative fashion.

Skechers featured celebrity endorser Tony Romo on the opening page.

These may have changed by the time students access them.

LO: 6.1, 6.2, 6.3, 6.4

**6-35. Visit the following websites. Identify the primary message strategy, appeal, and execution used. Evaluate the quality of the website based on message strategy, appeal, and execution. Do the sites utilize a spokesperson? If so, who is it and which type is he or she? Evaluate the spokesperson in terms of the components of credibility.**

- a. Visit South Walton ([www.visitsouthwalton.com](http://www.visitsouthwalton.com))**
- c. ReRez ([www.rerez.com](http://www.rerez.com))**
- d. DuPage Medical Group ([www.dupagemedicalgroup.com](http://www.dupagemedicalgroup.com))**

South Walton opens with a series of photos. There is no spokesperson. The appeal is emotion. The execution is fantasy.

ReRez starts with an informative approach. And the tagline “If we can’t do it, it can’t be done.” The spokespeople are typical persons.

DuPage uses happiness and comfort as emotions. The execution is testimonial from typical persons.

LO: 6.1, 6.2, 6.3, 6.4

- 6-36. List the four types of spokespersons presented in the chapter. For each type identify a major advantage and a major disadvantage. Locate an example of each type of spokesperson on YouTube. For each ad and spokesperson used, discuss the characteristics of effective spokespersons highlighted in Figure 6.13. Provide the URLs for the four ads.**

Student responses will depend on people selected. They can share answers in class.

LO: 6.4: How are sources and spokespersons featured in advertising designs?

## **Blog Exercises**

Access the authors' blog for this textbook at the URLs provided to complete these exercises. Answer the questions that are posed on the blog.

- 6-37. Hepatitis C Ads:** [blogclowbaack.net/2018/10/08/hepatitis-c-advertising-appeals-chapter-6/](http://blogclowbaack.net/2018/10/08/hepatitis-c-advertising-appeals-chapter-6/)
- 6-38. New Coke Flavor:** [blogclowbaack.net/2019/02/10/new-coke-flavor-chapter-6/](http://blogclowbaack.net/2019/02/10/new-coke-flavor-chapter-6/)
- 6-39. Steak 'n Shake:** [blogclowbaack.net/2016/10/24/steak-n-shake-campaign-chapter-5/](http://blogclowbaack.net/2016/10/24/steak-n-shake-campaign-chapter-5/)
- 6-40. Television ads:** [blogclowbaack.net/2014/05/08/television-ads-set-4-chapter-6/](http://blogclowbaack.net/2014/05/08/television-ads-set-4-chapter-6/)

LO: 6.2: What are the seven main types of advertising appeals?  
and

LO:6.3: What role does the executional framework play in advertising design?

## **Student Project: Creative Corner**

Students are asked to actually create television commercials for a series of products.

Choices include:

- a. Denim skirt, sex appeal**

- b. Tennis racket, humor appeal
- c. Ice cream, emotional appeal
- d. Vitamins, fear appeal
- e. Golf club, rational appeal
- f. Spring break trip package, scarcity appeal
- g. Restaurant, emotional appeal

LO: 6.1-6.4: All apply.

## CASES

### Case 1 Home Security Marketing

- 6-41. Discuss how each of the message strategies could be employed in advertising individual home security systems.**

The three broad categories of message strategies are cognitive, affective, and conative groups.

Cognitive message strategy choices include generic messages, claims of superiority, a unique selling proposition, and hyperbole.

Affective strategies fall into two categories: resonance and emotional.

Conative includes action-oriented approaches.

Student approaches will vary.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

- 6-42. Locate three advertisements for the companies and services mentioned in this case. Describe the executional framework used in each commercial. Explain how the executional framework delivers the message strategy the company seeks to portray.**

Student responses will vary.

- a. Animation



- b. Slice-of-life
- c. Testimonial
- d. Authoritative
- e. Demonstration
- f. Fantasy
- g. Informative
- h. Storytelling

Likely responses include animation, slice-of-life, demonstration, testimonial informative, and storytelling.

LO: 6.3: What role does the executional framework play in advertising design?

- 6-43. Besides Shaquille O’Neal, can you identify the spokesperson(s) involved in any of the home security commercials? What source characteristics would be most important for such spokespersons, given the nature of the product and service?**

Student responses will vary.

LO: 6.4: How are sources and spokespersons featured in advertising designs?

- 6-44. Choose a company that delivers a home security program or product. Develop an advertising campaign that you believe would make the company and its products and services stand out in this rapidly growing marketplace.**

Student choices will vary.

LO: 6.1-6.4: All four apply.

## **Case 2          Felicity’s Fine Formalwear**

- 6-45. If Felicity’s Fine Formalwear used television advertising, what message strategy, appeal, and execution would you recommend? Why? Briefly describe the television ad you envision.**

In terms of a message strategy, an emotional affective approach seems most appropriate. The appeal would likely be sensuality or emotional; however, some students might think in terms of fear (social rejection) or scarcity (get yours now or lose out). Choices of executions will vary.

LO: 6.1, 6.2, 6.3

- 6-46. Would the television ad designed for parents on the nightly news be different than one designed to stream online for students? Why or why not?**

Clearly the ad would be different. Students should focus on how the message strategy and appeal form would be altered to target the audience.

LO: 6.1: How do marketers use message strategies to design effective advertisements?

and

LO: 6.2: What are the seven main types of advertising appeals?

- 6-47. Suppose Felicity decided to create a flyer to be placed on cars at the local high school. Decide which message strategy, appeal, and execution you would use. Explain why you chose this particular combination. Now design the flyer for Felicity. You can make up contact information such as phone number, address, and website URL.**

Student approaches will vary. This would be a fun exercise to share with the class.

LO: 6.1, 6.2, 6.3

- 6-48. What type of spokesperson should be used in ads for Felicity's Fine Formalwear? Would the person change for each of the three target markets (prom-goers, wedding participants, winter gala attendees)? Defend your answer.**

Student responses will vary. The spokesperson would likely change based on the target market.

LO: 6.4: How are sources and spokespersons featured in advertising designs?

## **Bonus Case**

### **PEERLESS MARKETING**

In the United States, the majority of homes have indoor plumbing. Sinks, faucets, toilets, and other pieces of hardware are largely taken for granted. Only in two circumstances are they prominently in the minds of customers. The first is when a plumbing product is being purchased for the first time, such as when a home is being built or an area is being refurbished. The second is when an item is defective and must be replaced.

The challenge to manufacturers is to make certain that a company's brand is remembered by consumers and preferred by builders and plumbers. The products must be placed in stores such as Home Depot or Lowes in a way that makes them easy to find and always accessible.

One of the major players in the plumbing fixture marketplace is Delta Faucet Company. A strange path brought the company to prominence. In the 1920s, an immigrant named Alex Manoogian founded Masco Company, which provided auto parts. Twenty-five years later, Manoogian was contacted by an inventor who had created the first washerless faucet. Although it was not related to his current business, Manoogian saw the potential and refined the item, which was first sold out of the trunks of salesmen's cars, as the first Delta Faucet. The name was chosen because a key part of the product resembled the shape of the Greek letter delta.

The Delta Faucet Company became a separate part of the original Masco Company and relocated. Over the next two decades, it expanded quickly to an entire line of products. Currently, Delta Faucet Company is a multinational firm with four primary locations: Indianapolis, Indiana; Jackson, Tennessee; London Ontario, Canada; and Panyu, China. It sells more than 1 million faucets per month. The overall Masco Company now sells door hardware and locks, cabinets, and glass products in addition to faucets.

The Delta line includes two other names: Brizo and Peerless. Brizo is the high-end line of faucets, Delta is the flagship and primary brand, and Peerless is the lower-end line of items.

The primary advertising challenges appear to exist in four main areas. First, company leaders must make sure that one brand does not cannibalize the others. The brands must remain as distinct products offered to separate sets of consumers. Second, the brands must be viewed as the primary choices and must be remembered by consumers when the time comes to buy a plumbing fixture. Third, there cannot be brand confusion. Builders and plumbers must believe that the fixtures are distinct along several lines, including quality and durability, ease of installation, and strong warranties, but they must also be perceived as being fashionable. Fourth, innovation has become a new part of the plumbing fixture industry. A wide variety of options exist. Delta's products must compete with all the new faucet variations and retain its position as one of the premier manufacturers.

Complications occur due to differences in markets and customers. Many contractors and builders are simply looking for a low-cost option, especially when lower-end rental properties and similar units are being developed. Plumbers may be willing to install a wide variety of products. They will consider the costs of a product but also want something that will be easy to install and that will be durable. Individual consumers are the most likely to be interested in other product qualities, such as novel features and the look of the product.

- (1) What type of message strategy should Delta Faucet Company utilize? Should it be the same for all of the brands and in all of the markets (builders, plumbers, customers)?**

A case can be made for all three: cognitive to explain the benefits, affective to inspire emotions regarding a luxurious bathroom, and conative to move each type of customer to buy.

- (2) What type of advertising appeal makes the most sense for Delta Faucet Company advertising to individual consumers? To contractors, builders, and plumbers? How does the appeal you selected match the message strategy chosen in Question 1?**

Student answers will vary but will probably tend to use rationality. Fear would be based on plumbing not working right and would also be possible.

- (3) What type of executional framework should be used for print advertisements aimed at the target audiences—contractors, builders, and plumbers? Explain how it fits with the message strategies and appeals you have already selected.**

The three most common answers will probably be testimonial, authoritative, and informative.

It makes sense that it would be the same because plumbing is a practical matter; however, it is also possible to make a case for a more emotional appeal based on elements such as convenience and luxury, in the case of consumers.

- (4) Should the company use a spokesperson? If so, which one of the four types should be used? Justify your answers.**

A case can be made for an expert or a regular person for the cognitive and rational approaches.