COM 318: Prin. Of Persuasion

Chapter 11: The Persuasive Campaign or Movement

Persuasion focused on public speech and single-shot perspectives on persuasive communication.

This approach makes for simple models but is not indicative of reality as most simple models are.

**Integrated marketing communication** which refers to carefully coordinated activities of marketing, advertising, public relations, sales promotion, packaging, personal selling, web sites, branding, brand contacts, and event staging.

Each of the above elements will work in conjunction with on another to produce an effect greater than the sum of its parts.

Campaign and movement theory has come a long way, and this is appropriate given that that persuasive campaign is probably the most prevalent form of persuasion today.

Three basic types of persuasive campaigns:

1. Product-oriented
2. Person (candidate) -oriented
3. Idea-oriented

Campaigns versus one-shot messages

Campaigns create positions in the audience’s mind for some product. So, like how Folger’s claims their coffee is “Mountain Grown Coffee” and Maxwell house occupies “Reheatable” positions.

Campaigns are designed to develop over time. They have stages for getting the audience’s attention, preparing them to act, and, finally calling the audience to action. Similar to the stages of a political campaign.

Campaigns dramatize the product, inviting members to participate with the campaign and its goals in real or symbolic manners.

Campaigns use sophisticated communication technologies to reach target prospects.

In the 1980s, computers were used to gather data about consumers, data-based marketing involves a persuader gathering information about consumers long before that data or campaign would be put to use.

Many campaigns can be viewed as a TV series, with each “episode” forming a collage with the rest to deliver an entire image. Over the course of the “season” the campaign is perceived and stored. If it is well-designed then large groups of the population will come together with the same or similar image of the idea.

Similarities among types

All three types share similarities.

All campaigns occur over time.

Most are targeted and use mass media.

Several high profile individuals are present in person and idea and propaganda campaigns, but not necessarily in product-oriented campaigns.

Person-oriented campaigns are focused on a person’s name and the purpose associated with that name.

Other campaigns of this type may focus on some donation to pay for life-saving care for some person or other benefaction.

In issue-centered campaigns the slogan or theme features the cause. “Stop Smoking Now”, “Think Globally, Act Locally.”

Political campaigns may focus on some basic cause or issue such as stem cell research policy, terrorism, or school vouchers.

Goals and Strategies within campaigns.

Campaigns sell nothing, but the do move the consumer to the point of sale.

A successful campaign must educate and prepare the consumer to take some action. To accomplish this campaigns must do three things.

1. Zero in on well-defined goals
2. Create appropriate strategies to accomplish the goals
3. Use various tactics to put the strategy into action.

The general pattern goals->strategies->tactics applies to all types of campaigns.

Developmental Stages in Campaigns

All three types of campaigns pass through a series of predictable stages as they grow, mature, and adapt to audience feedback along the way to the competition, the issues, and the demands of the persuasive situation.

One campaign goal is to establish itself in the mind’s of the consumers. This can be done through things like free samples, a candidate might announce his or her candidacy, or a movement may stage a protest.

In all three campaigns, steps are processed and methods and strategies are tried and kept, altered, or dropped. Based on the audience response to the persuasion beginning with its goals and moving to its strategies and tactics.

**Yale Five Stage Developmental Model**

Five functional stages noted

1. Identification – the establishment of a position in the minds of consumers, voters, and potential converts.

Identification can be built through consistent naming, color coding and typefaces, and slogans.

1. Legitimacy – being considered worthy, believable, trustworthy as a brand, candidate, or cause.

Legitimacy can be earned through winning primaries or gaining endorsements. This can also serve as a power base from which a candidate earns support.

Persuasion, dynamism, charisma, and other elements can contribute to legitimacy.

Legitimacy can be gained through displays of use when it comes to products. Expert endorsement also works to favor a product.

For ideological campaigns, using similar popular personages can produce legitimacy for a campaign.

1. Participation – defined as the recruitment and involvement of previously uncommitted person.

In this stage, leaders seek to display clout by getting inactive person involved in real or symbolic manners.

This can be done through requiring effort by potential participants, such as marching or standing in a vigil.

It could also be simple participation in the form of signing some petition or wearing a button.

Rebates work as participation in product campaigns.

1. Penetration – the point at which a person, product, or idea has earned a meaningful share of the market, electorate, or other constituency.

Meaningful is subjective but is considered as enough to get noticed.

In ideological campaigns, penetration is achieved when those in power find that they are barraged by mail or have to repeatedly answer a question regarding some topic.

1. Distribution – the succession of the campaign and rewarding the supporters in some way.

Candidates will live up to their promises, they signal that change will occur. Patronage and government jobs may be given to supporters to help distribute the rewards won by the campaign.

Product-Focused Models

The Hierarchy of Effects Model

A series of steps where customers begin with lack of brand awareness ending with the purchase of some item.

Seven Stages.

Stage 1: consumers are unaware of some product or brand.

Solution: build prospect awareness through typical advertising strategies.

Stage 2: Develop consumer knowledge

Stage 3:

Stage 4: Liking

Stage 5: Preferring

Both 4 and 5 use image ads that communicate that status and glamour are associated with the brand by using tactics such as testimonials. Comparative ads may be used when competition arises with taste tests.

Stage 6: conviction

Stage 7: purchase

In these two stages the consumer is convinced that the product is worthy of a try and will purchase it.

The positioning model.

The positioning model attempts to get the brand or idea into the top of mind awareness among consumers.

Having top mind awareness is defined as being in the consumer’s top 7 +- 2 identifiable brands, depending on the complexity of the product.

Search for niches in the market and then position brand in that space. These niches and appeals to them are mostly processed in the peripheral channel of the ELM.

Positioning in the marketplace

Be the First: The first brand to appear in a product class has the natural advantage of being a pioneer in the product class.

Be the Best: Consumers shop for quality are willing to pay top-dollar for quality brands

Be the Least Expensive: consumers also shop for price, so being able to claim your brand is the least expensive is an advantage.

Be the Most Expensive: Status is always critical to some buyers and frequently important to others, and they demonstrate their status by buying the most expensive brand on the market.

Tell What You’re Not: Describe what your brand isn’t.

Position By Gender.

Brands targeting only one gender.

Perfume for ladies, Cologne for Men. Clavin Klein to Victoria Secret.

Position by Age.

Advertisers target cohorts as the prospect for a product. Allows great level of customization for ads targeted at cohort.

Politically Oriented Campaign Models

Communicative Functions Model

Four stages that a political campaign must achieve if it is to be successful.

Stage 1: Formal candidate announcement of candidacy and lays groundwork. (Surfacing)

Stage 2: primary election campaigns serve to narrow or winnow the field of candidates to focus issues. (Winnowing)

Stage 3: the candidate is legitimized in the eyes of the media and potential voters. They become the party’s platform and themes (nomination).

Stage 4: Candidates hectically go from state to state and crowd to crowd saying the same thing. (Election Stage)

Strategies are various plans used in hopes of achieving campaign goals.

Tactics are means used to implement the strategies or to put them into action.

Denton and Woodward’s four strategy types.

1. Message Sequence – addresses the order in which various campaign messages should be sent out
2. Timing and Intensity – when messages should go out, how much effort and resources should be devoted to a phase
3. Mobilization and persuasion – foucses on reaching and convincing groups of votes such as first-time votes,
4. Opportunity Strategy – allows the campaign to respond to the unexpected events, opportunities, or threats that inevitably arise.

Ignore the opposition – involves a positive message and speeches.

Aggressive message sequence begins positive and end negatively by attacking the opponent. Through comparative appeals and frontal attack strategy

“Frontal Attack strategy” – candidate begins negative and comparative ads focusing on opponents shortcomings.

Tortoise strategy – candidate begins slowly communicating spending only modestly and then builds momentum until election day.

More strategies in book

Ideological Campaigns

Ideological campaigns neither a product or person is promoted. A behavior or action is promoted to be taken on by the audience.

Social Movements Models – Social movements have 7 unique characteristics that set them apart from other campaigns

1. Social movements are organized groups of people, with leaders who usually act as a spokespersons for the movement.
2. Although organized, social movements are not institutionalized or recognized by those in power.
3. They attract large numbers of person and are large in scope either geographically or historically.
4. Social movements either promote or oppose social change
   1. Three subtypes
      1. Innovative – replace norms with radical new values
      2. Revivalistic – partial change and return to previous held values
      3. Resistance – block instead of favor change
5. Social movements are moralistic, preaching good vs. evil and right and wrong.
6. Social movements encounter opposition from those in power.
   1. May be power held by regulatory bodies, military, police, etc.
   2. Leads to symbolic and then real violence.
7. Persuasion is the essential tool for attracting new converts, changing minds and ultimately motivating members to act.

Developmental Stages:

1. Genesis
   1. Ideologues preach about shortcomings or injustices.
   2. Unheard at first, but like-minded people will converge.
2. Social Unrest
   1. Some event starts this stage
   2. Growing numbers of people identify with this movement
   3. Followers are agitated by visions of rights and wrongs
3. Enthusiastic Mobilization
   1. Converts will actively provide for the movement
4. Maintenance
   1. Lower profile as media turns to other events and some success is perceived by converts
   2. Dull enthusiasm and drain energy from movement, time must be bided until rekindling
5. Termination
   1. Either success or withering
   2. Loss of faith or patience, out-moded or leaders are assimilated into establishment

Agitation and Control

1. Petition Stage: agitators petition the sources of power such as the government, etc.
   1. Power source seems unreasonable
2. Promulgation: marketing of movement
   1. Recruit gaining
3. Solidification:
   1. New members are hyped through rallies, marches, and protests
4. Polarization
   1. Movement leaders target the uncommitted population
   2. Focus on a flag issue or person. Flag because they epitomize the enemy or most easily recognized symbol.
5. Nonviolent resistance
   1. Obvious
   2. Agitators claim repression and gestapo tactics
6. Escalation: increases in tension in the power source
   1. Threats, rumours of bombs or displays of weapons.
7. Revolution stage: rare
   1. Social movement is one of the end results of movement

Diffusion of Innovation

Adopting technology or ideas follow same platform

Four stages

1. Information/knowledge
   1. Potential adopter acquires or seeks information about innovation
   2. Uses, benefits, costs
2. Persuasion stage
   1. Adopter process information aimed at inducing purchase.
   2. Advocates might use testimonials
3. Decision, adoption, trial stage
   1. Potential adopters decide to try the new practice
   2. Sometimes must complete surveys
4. Final Stage: confirmation and evaluation
   1. Adopter reconsiders the adoption and measure performance against their expectations
   2. Aligns with expectations – worth cost, misalign – not worth.

Symbolic Convergence Theory

We like to align and affiliate with similar characters with whom we agree and are like in nature.

Requires merging of meanings for events and values with others.

Bales noticed group tension is released through stories.

The way these stores develop or “chains-out” in the group. The themes that arise from these stories are “fantasy themes”.

These fantasy sharing stores occur in task-oriented small groups.

Symbolic Convergence Theory

Uses fantasy theme analysis.

Applied to small groups. However applies to many groups, even audiences.

Reality is socially based and symbolically constructed. (Our world is the result of our interactions with others and our adoption of and addition to the meanings of these interactions using symbols.)

Many interactions include stories or narratives.

Three reactions, ignore, embrace, and participate.

Participative behavior conduces social reality, this produces symbolic convergence. (Sharing common symbols)

Fantasy links will spread out when symbols take over the mind.

Composite fantasies that come from fantasy links are called rhetorical vision. Could become national purpose according to Borman.

Previous rhetorical visions include worldwide terrorism, exploitation by Big Oil.

It doesn’t matter what the truth or reality is, that which people participate in and come to believe is what forms our social reality.

Sharing our beliefs with others produces more devoted views of them than if we got them from respected experts.

Cragan and Shields

Three planes of philosophies

-Pragmatic – use practicality, value of some thing

-Righteous – use natural or adherence to laws and standards.

-Social – use testimonials or commendations from others

Symbolic Convergence is not limited to campaigns.