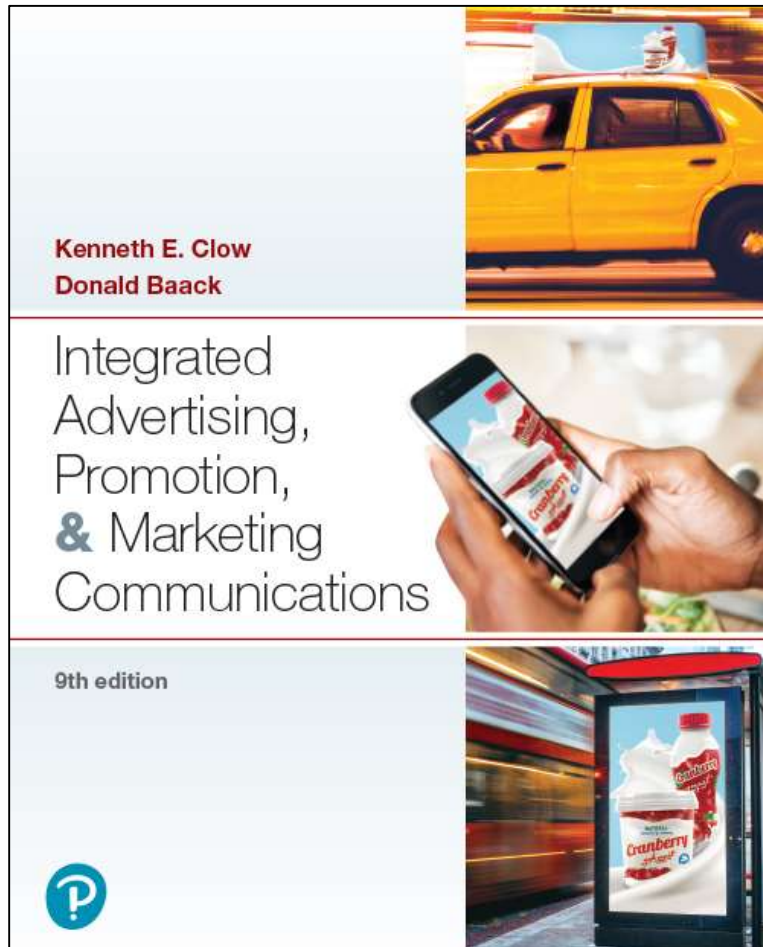


Integrated Advertising, Promotion, and Marketing Communications

Ninth Edition



Chapter 6

Advertising Design

Chapter Objectives

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

Chapter Overview

- Message strategies
- Advertising appeals
- Executional frameworks
- Sources and spokespersons
- International settings

Figure 6.1: Message Strategies

- Cognitive
 - Generic
 - Unique selling proposition
 - Hyperbole
 - Comparative
- Affective
 - Resonance
 - Emotional
- Conative

Message Strategies (1 of 3)

Cognitive

- Generic
- Preemptive
- Unique selling proposition
- Hyperbole
- Comparative

How does this ad rely on a generic message strategy?

 Pearson

Preemptive Cognitive Message Strategy

- Claim of superiority based on attribute or benefit
- Prevent competition from making same claim
- First to state advantage

Unique Selling Proposition Cognitive Message Strategy

- Focuses on a testable claim of:
 - Uniqueness
 - Superiority
- Can be supported in some manner
- Example: HelloFresh offers the fastest delivery times

Hyperbole Advertising Cognitive Message Strategy

- Untestable claim
- Does not require substantiation
- Popular cognitive approach



Comparative Advertising Cognitive Message Strategy

- Direct or indirect comparisons
- Real or fictitious competitor
- Advantage – captures attention
 - Brand awareness increases
 - Message awareness increases
- Negative – less believable, negative attitude
 - Negative comparative ad
 - Spontaneous trait transference
- Choose comparisons carefully

Message Strategies (2 of 3)

Affective

- Resonance
- Emotional



Affective Message Strategy (1 of 2)

- Invokes feelings or emotions
- Attempts to enhance likeability
- Resonance Advertising
 - Connects with consumer experiences
 - Comfort marketing
- Emotional Advertising
 - Emotions lead to recall and choice
 - Consumer and b-to-b markets
 - Leads to positive feelings

Affective Message Strategy (2 of 2)

This ad for South Walton, Florida uses an affective message strategy.



Message Strategies (3 of 3)

Conative

- Encourages customer action
- Supports promotional efforts
- Can encourage impulse buys

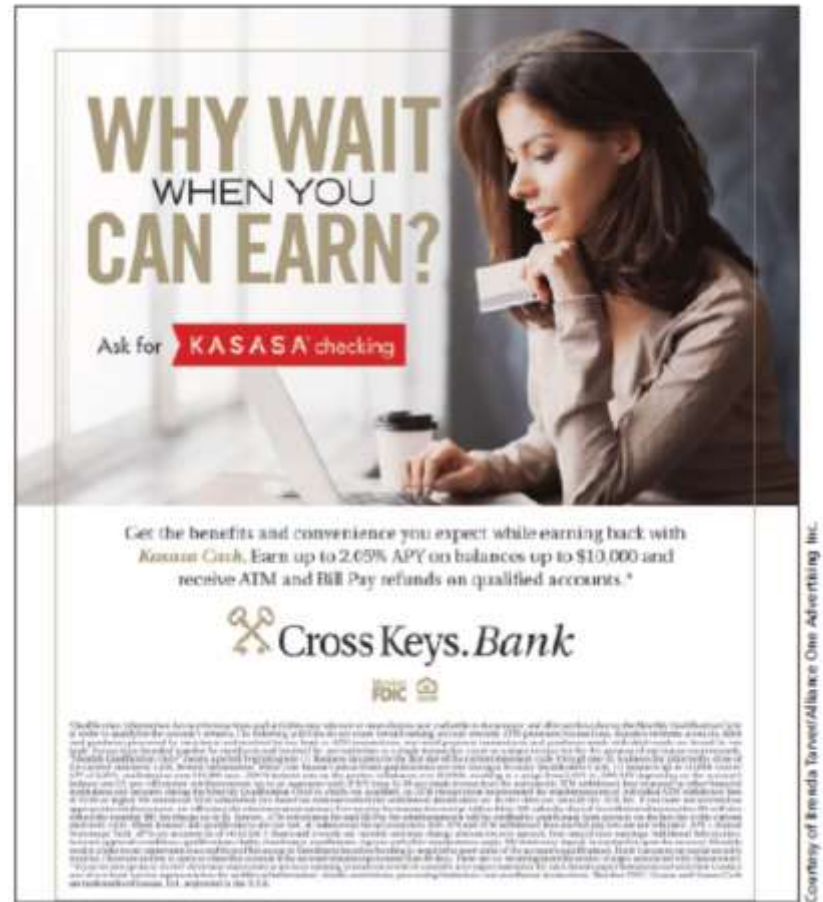
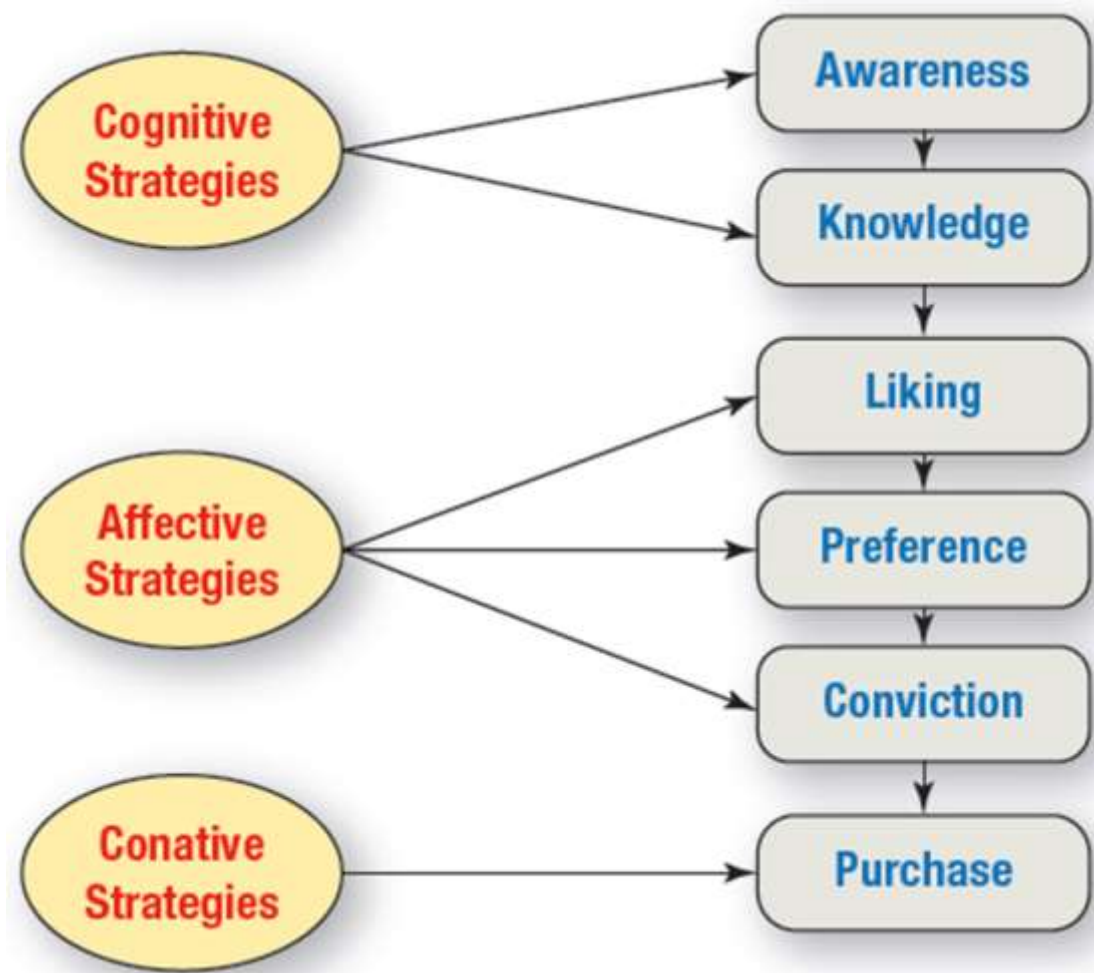


Figure 6.2: The Hierarchy of Effects Model and Message Strategies



Questions to Consider (1 of 2)

- Think about the message strategies we have just discussed:
 - Cognitive
 - Affective
 - Conative
- What examples of effective advertising can you think of in each of these categories?
- Did the ads stimulate you to buy something? If so, what made it work for you?

Figure 6.3: Types of Appeals

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

Fear Appeals (1 of 2)

- Fear increases interest and is memorable
- Severity and vulnerability
 - Severity – level of consequence
 - Vulnerability – probability of event occurring
- Rewards to response efficacy
 - Intrinsic reward
 - Extrinsic reward
 - Response costs
 - Self-efficacy
 - Response efficacy

Figure 6.4: The Behavioral Response Model



Fear Appeals (2 of 2)

Appeal strength

- Low may not be noticed
- High may backfire
- Moderate works best



Humor Appeals (1 of 2)

- Cuts through advertising clutter
- Good at grabbing and keeping attention
- Offers intrusive value, attracts attention
- Causes consumers to
 - Watch
 - Laugh
 - Remember

Humor Appeals (2 of 2)

- Advantages of humor
 - Piques interest
 - Increases recall and comprehension
- Problems with humor
 - Can be offensive
 - Can overpower message
- Humor should focus on product
- International usage
 - Humor is rooted in culture
 - Humor varies across countries

Figure 6.5: Reasons for Using Humor in Ads

- Captures attention
- Holds attention
- Often wins creative awards
- High recall scores
- Consumers enjoy ads that make them laugh
- Evaluated by consumers as likeable ads

Sex Appeals

- Break through clutter
- Use has increased
- Effectiveness has declined
- Advertisers shifting to more subtle sexual cues

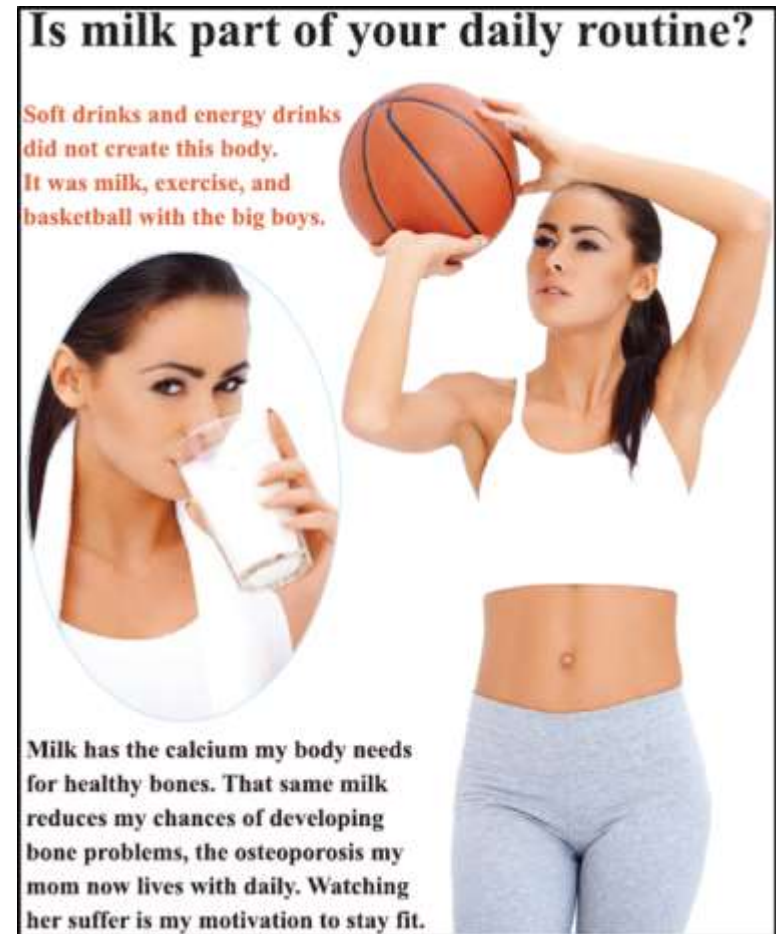


Figure 6.7: Factors to Consider Before Using Decorative Models

- Improve ad recognition but not brand recognition
- Influence emotional and objective evaluations
- Attractive models produce a higher level of attention than less attractive models
- Produce higher purchase intentions when product is sexually relevant

Music Appeals (1 of 3)

- Connects with emotions and memories
- Has intrusive value
- Gains attention
- Increases the retention of visual information
- Improves recall
- Can increase persuasiveness

Music Appeals (2 of 3)



- Variety of roles in advertisements
 - Incidental to ad
 - Primary theme
- Selecting the music
 - Use a familiar tune
 - Write a jingle
 - Background or mood music
- Marketers work with musicians

Music Appeals (3 of 3)

- Advantages of music appeals
 - Consumers have affinity with existing songs
 - Brand awareness, brand equity, and brand loyalty become easier
 - Emotional affinity transference to brand
 - Popular songs expensive
- Alternative methods
 - Musicians see ad songs as way to be heard
 - Songs posted on YouTube and other sites
 - Occasionally full song becomes popular

Rational Appeals

- Based on hierarchy of effects model
- Active processing of information
- Media outlets
 - Print media and internet best mediums
- Business-to-business
 - Print media, trade publications
 - Information search by buying center members
- Product attributes
 - Complex and high involvement products
 - If processed, excellent at changing attitudes

Emotional Appeals

- Brand loyalty
 - Key to developing brand loyalty
 - Creates bond with brand
- Business-to-Business
 - Used more frequently (25%)
 - Emotions important in business decisions
- Media outlets
 - Television best medium
 - Internet
 - Work well when tied with other appeals

Figure 6.8: Reasons for Using Emotional Appeals

- Consumers ignore most ads
- Rational ads generally go unnoticed
- Emotional appeals can capture attention and foster an attachment



Figure 6.9: Emotions Featured in Advertising

- Trust
- Reliability
- Friendship
- Happiness
- Security
- Glamour-luxury
- Serenity
- Anger
- Protecting loved ones
- Romance
- Passion
- Family bonds
 - with parents
 - with siblings
 - with children
 - with extended family members

Questions to Consider (2 of 2)

- As a consumer, do you think you are driven more by rational or emotional advertising appeals?
- Which factors seem to determine the appeals that work for you? Consider:
 - Type of product or service
 - Your brand loyalties
 - Your past experiences
- Is it possible you think you are being rational when in fact you are responding to emotional appeals?

Scarcity Appeals

- Based on limited supply
- Based on limited time to purchase
- Often tied with promotion tools such as contests, sweepstakes, and coupons
- Encourage customers to take action

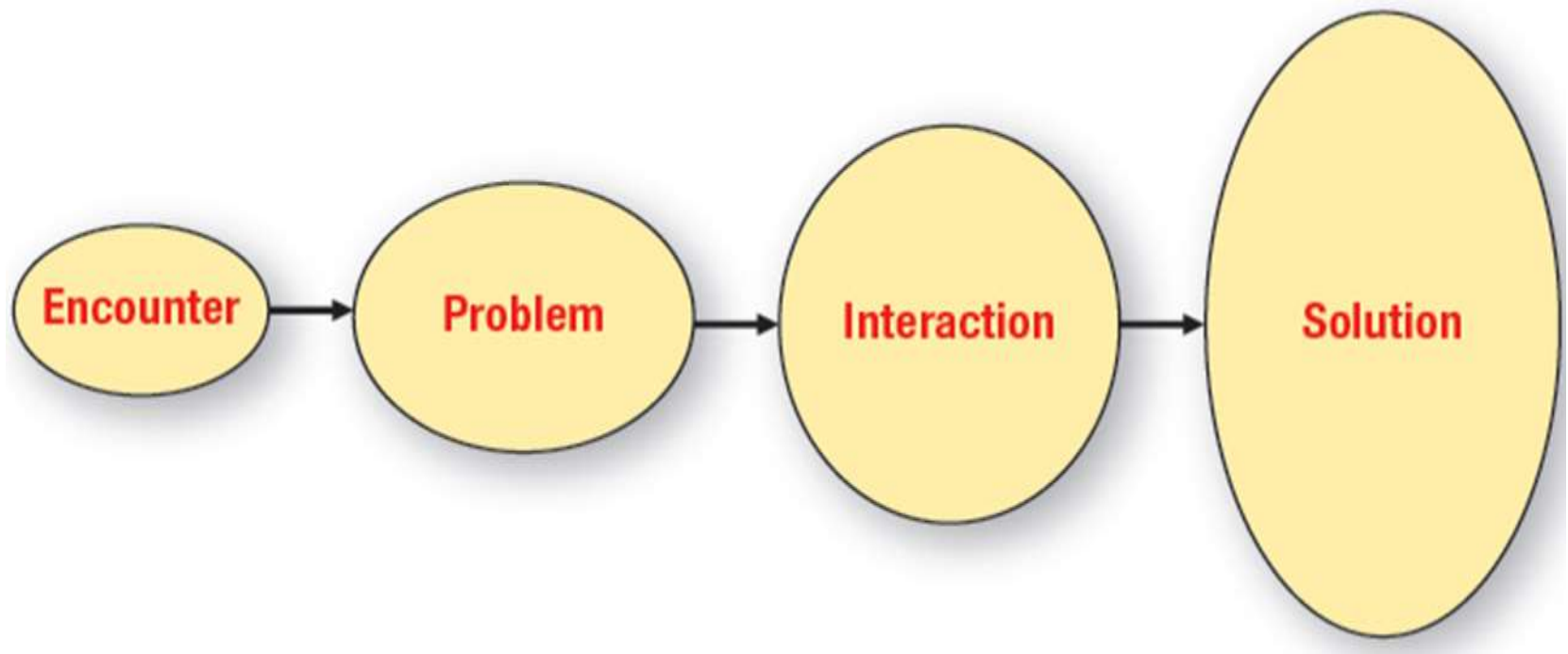
Figure 6.10: Executional Frameworks

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

Animation Executions

- Usage has increased dramatically
- Enhanced graphics technology
- Rotoscoping
- Costs coming down
- Business-to-business use

Figure 6.11: Components of a Slice-of-Life Execution



Storytelling Executions

- Resembles 30-second movie
- Plot or story
- Brand is at periphery
- Viewers draw their own conclusions

Testimonial Executions

- Business-to-business and service sectors
- Enhance company credibility
- Sources
 - Customers
 - Paid actors

Authoritative Executions

- Expert authority
- Scientific or survey evidence
- Independent evidence
- Business-to-business ads
- Cognitive processing
- Best in print media

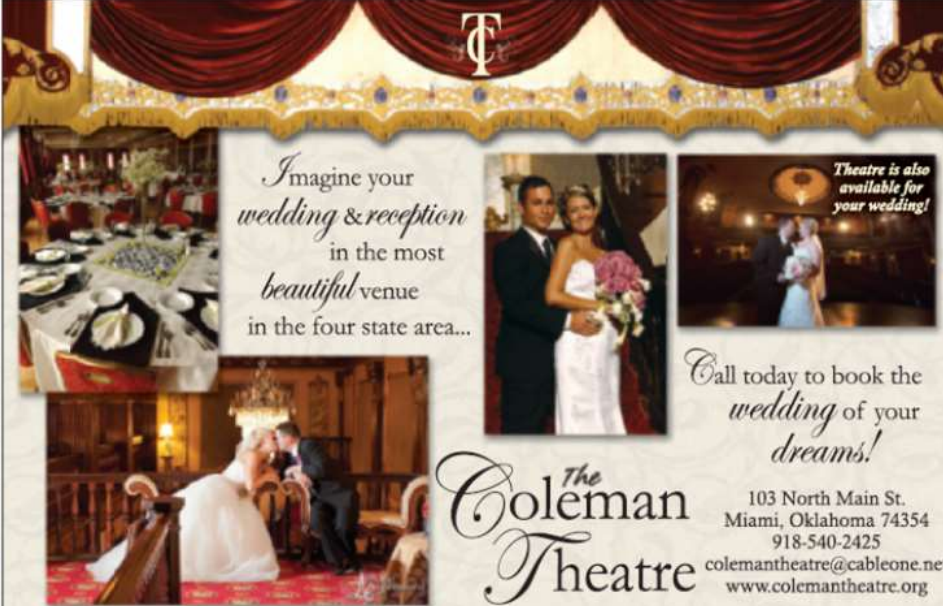
Demonstration Executions

- Shows product being used
- Business-to-business sector
- Works best for television and internet

Fantasy Executions

- Go beyond reality
- Common themes:
 - Intimacy
 - Love
 - Romance
- Perfume/cologne industries

Courtesy of Karen Plott/Choice Marketing



Imagine your
wedding & reception
in the most
beautiful venue
in the four state area...

Theatre is also
available for
your wedding!

Call today to book the
wedding of your
dreams!

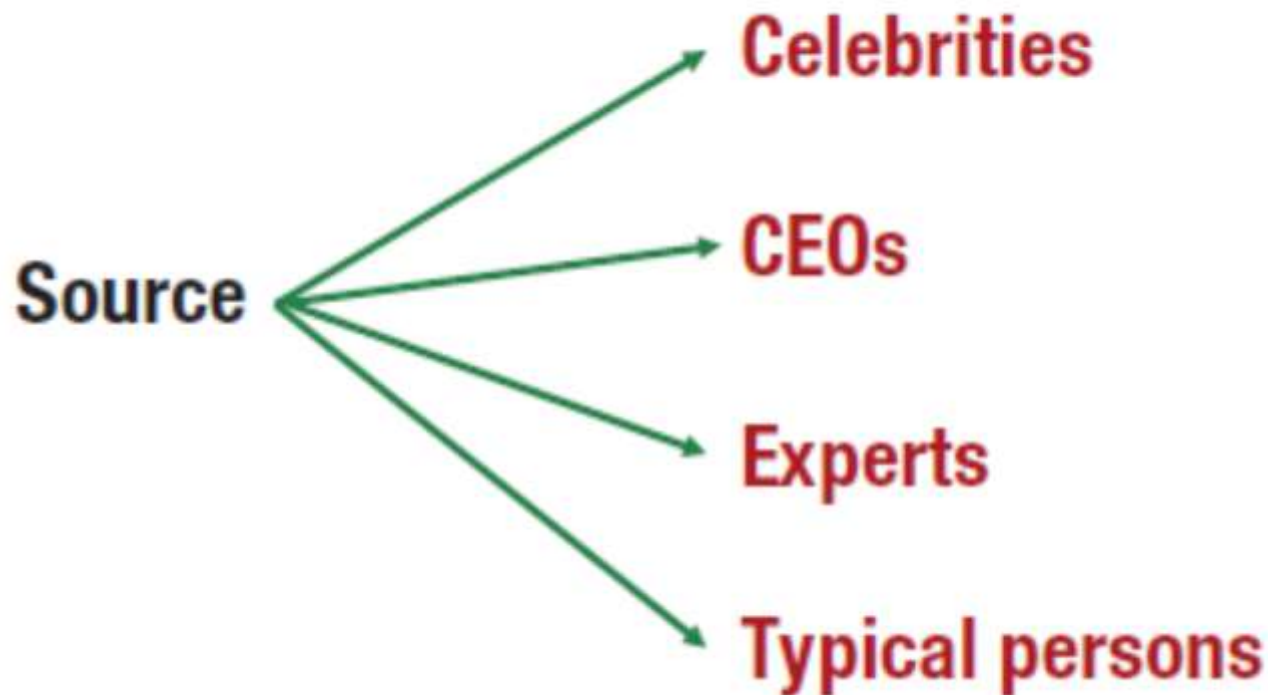
The Coleman Theatre

103 North Main St.
Miami, Oklahoma 74354
918-540-2425
colemantheatre@cableone.net
www.colemantheatre.org

Informative Executions

- Used extensively in radio
- Business-to-business
- Best for high-involvement purchases
- Correct placement vital

Figure 6.12: Types of Sources and Spokespersons



Celebrity Spokespersons

- Most common
- Small percentage of ads
- Enhance brand equity
- Create emotional bonds
- More effective with younger consumers
- Athletes popular
- Define brand personality



Additional Celebrity Endorsements

- Celebrity voice-overs
 - Quality voice
 - Voice recognition
 - Can be distraction
- Dead person endorsements
 - Somewhat controversial
 - Becoming more common
- Social media endorsements
 - Paid to endorse products
 - Paid to post tweets, comments

Spokespersons

- **CEOs**
 - Highly visible, personable
 - Can be major asset
 - Used by local companies
- **Experts**
 - Expert in their field
 - Authoritative figures
- **Typical persons**
 - Paid actors
 - Typical, everyday people

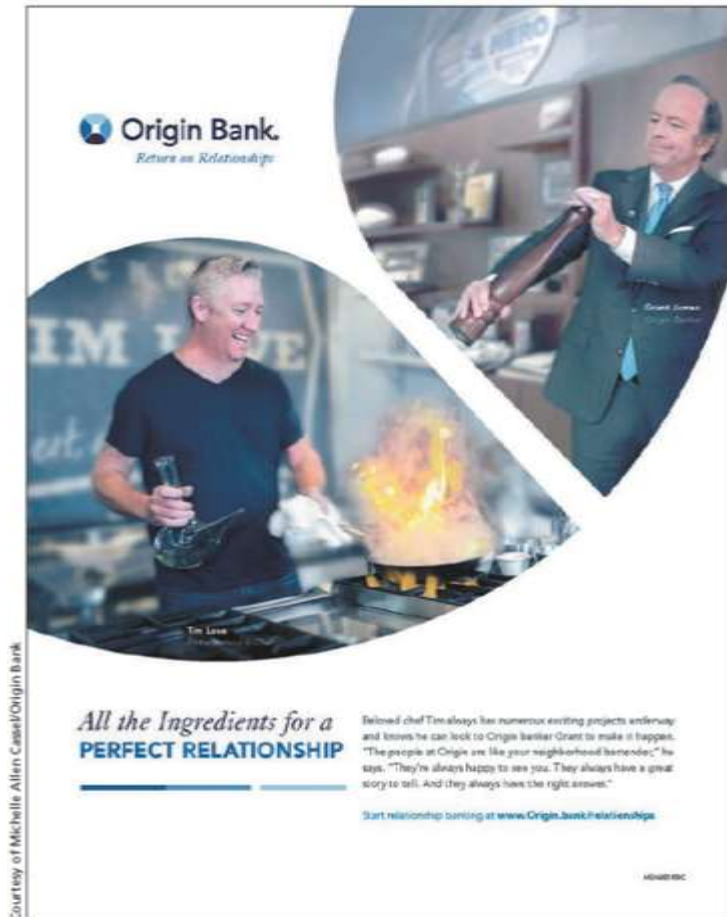
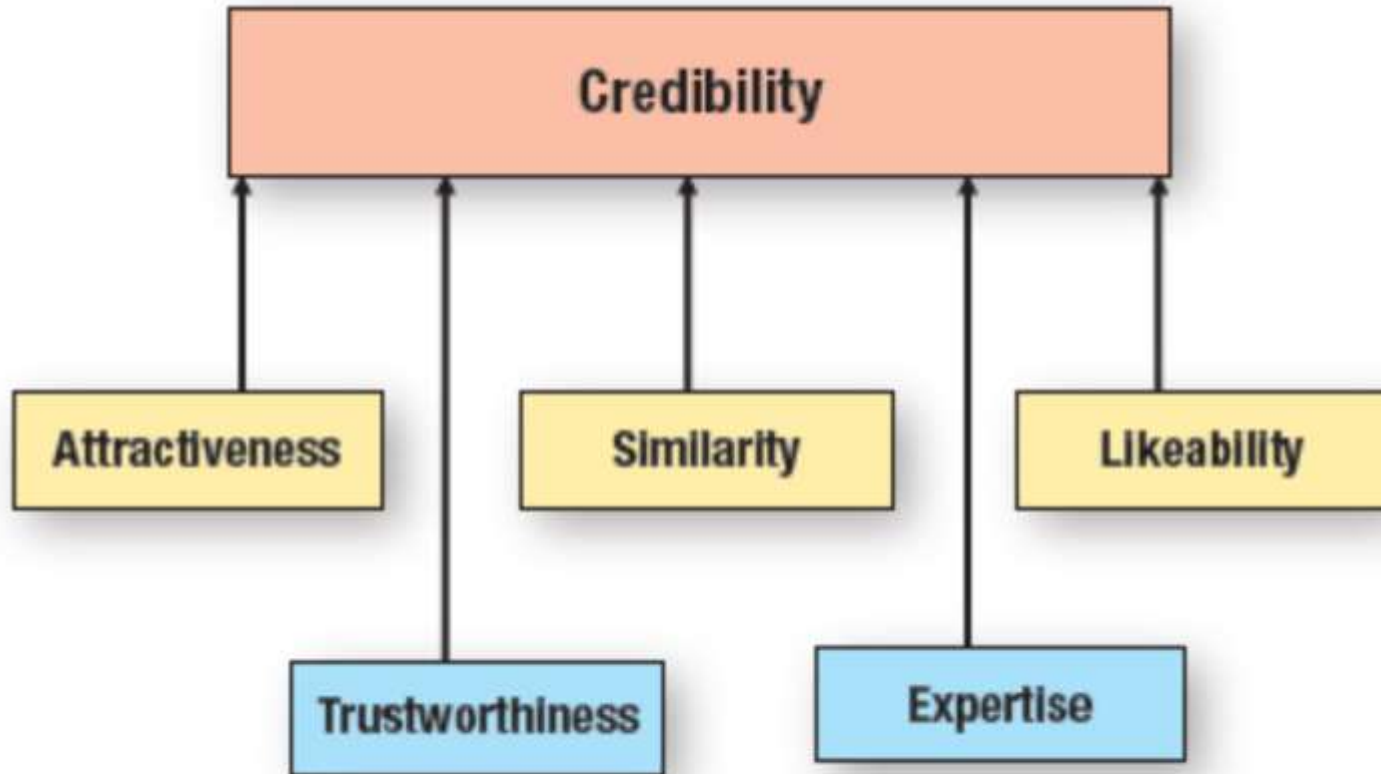


Figure 6.13: Characteristics of Effective Spokespersons



Credibility Source Characteristics

- Derived from five characteristics
- Acceptance of individual and message
- Believable
- Most sources do not score high in all characteristics
- Celebrities most likely to possess all characteristics

Attractiveness Source Characteristics

- Physical attractiveness
- Personality attractiveness



Similarity Source Characteristics

- Closely related to attractiveness
- Allows for identification
- Source has similar beliefs or attitudes
- Preferences or behaviors similar
- Aspiration similarity

Likeability Source Characteristics

- Consumers respond to sources they like
- May like role an actor plays
- May like an athlete because on favorite team
- May like source because supports favorite cause
- Transfer of dislike to brand being endorsed



Trustworthiness Source Characteristics

- Not all spokespersons are viewed as trustworthy
- Degree of confidence or acceptance
- Helps consumers believe message
- Likeability and trustworthiness related

Expertise Source Characteristics

- Sources with higher expertise more believable
- Results in higher credibility
- Can work to change opinions or attitudes

Matching Source Types and Characteristics

- Celebrities
- CEO
- Expert
- Typical person

International Implications

- Adapt to cultural differences
- Be careful with language and translation
- Adjust message strategy, appeal, execution

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