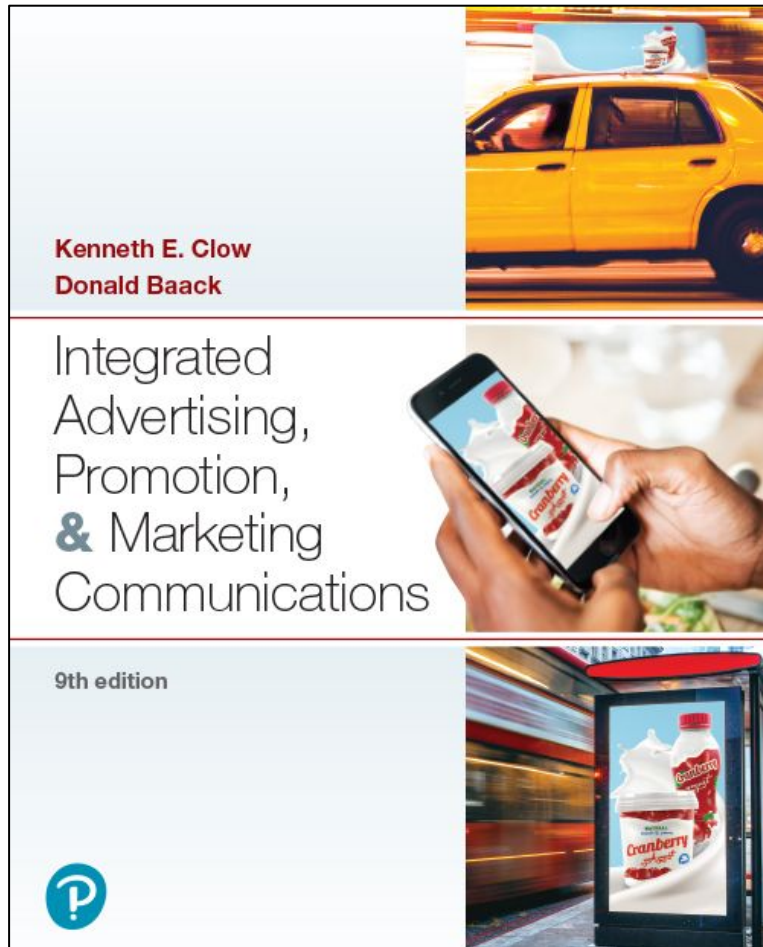


# Integrated Advertising, Promotion, and Marketing Communications

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

# Generic Cognitive Message Strategy

How does this ad rely on a generic message strategy?



**TruChoice® financing options that pay.**  
All REV® Brand Seed brands qualify for this offer.

The TruChoice® Opportunity Program, your best choice for financing REV® Brand Seeds

With TruChoice, participating retailers will benefit from:

- an option for even faster payments
- greater cash flow control, because accounts receivable are transferred to DuPont, reducing collection risks
- no default liability, because DuPont extends the credit and provides non-recourse loans to growers.
- preferred dealer status, to help attract and retain REV® Brand Seeds and DuPont Crop Protection purchases

TruChoiceOnline.com is easy to use, making it quicker and easier to secure financing. Online, you can easily see--

- The payment method chosen for transaction and where payments are to be sent.
- A complete summary of transactions and payment status.
- Financial summaries by retail location.
- Auto-corrected entries. In the event of a data entry error, you'll receive a short message, helping you make necessary corrections.
- Once online transactions are approved, payments will be processed within five (5) business days.\*

\*Note: The choice is up to you, but if you elect to receive payments via paper check, please allow for mail time.

We look forward to another successful year with the TruChoice® Opportunity Program. If you have questions, please contact your DuPont Crop Protection Retail Account Manager or call 1-800-922-2368, Mon-Fri, 8am-5pm EST.

**Prime 0%**  
November 18, 2018 – December 5, 2018

**Prime -1%**  
For account activity after December 5, 2018

**Terms: Payment due December 1, 2019**  
**No early payment penalty**

Growers should pay off their current or 2018 loan before December 1, 2018 to remain in good standing so they will be able to place a transaction on the system before the due date. After that date, the system will remove their 2018 approval and there's no guarantee that can be reinstated before the 0% rate due date expires.

Program period purchase transactions (cash or credit reported by your retailer between November 18, 2018, and December 1, 2018, will qualify. Any quantities of qualified products purchased during the offer period that are subsequently returned to DuPont retailers, are not eligible for the incentives. DuPont reserves the right to modify or cancel the program at any time. Contact: interest rate is 0.0% as of December 1, 2018.

Financing for the TruChoice® Financing is offered by PAF Financial Services, Inc., a wholly owned subsidiary of DuPont. DuPont, DuPont logo, trademarks with ®, ™ or ® are trademarks or registered trademarks of DuPont, Pioneer or its affiliates. \*REV is a registered trademark of Pioneer. REV logo used is distributed by Pioneer Seed. ©2018 Pioneer Seed

**TruChoice® FINANCING** [www.TruChoiceOnline.com](http://www.TruChoiceOnline.com)  
1-800-922-2368

# 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



Courtesy of T. Graham Morris/  
Newcomer, Morris & Young, Inc.

# 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



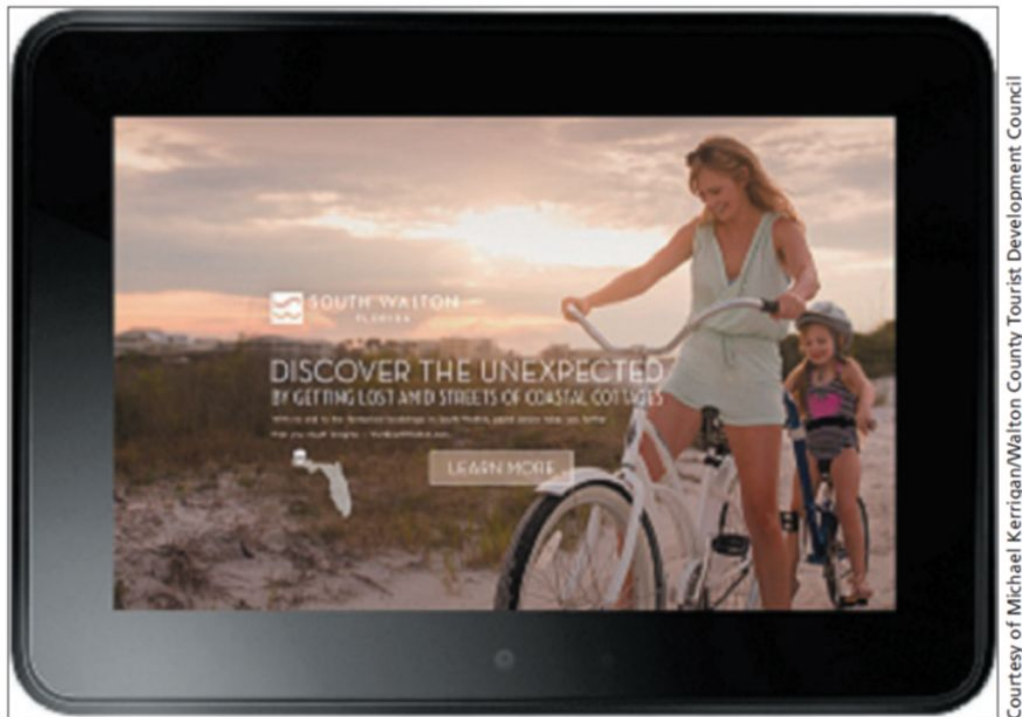
Prostock-studio/Shutterstock

# 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.



Courtesy of Michael Kerrigan/Walton County Tourist Development Council

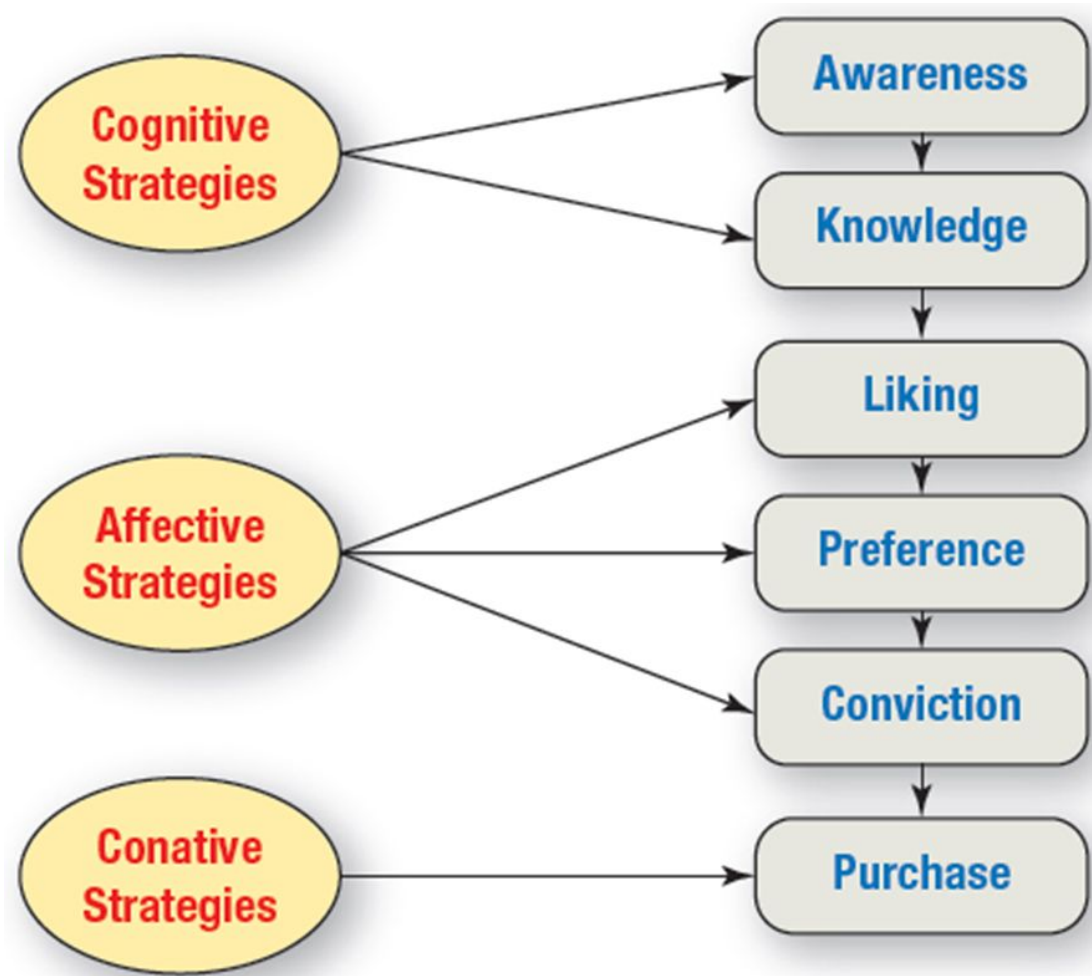
## Message Strategies (3 of 3)

# Conative

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

[illegible]

# 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?



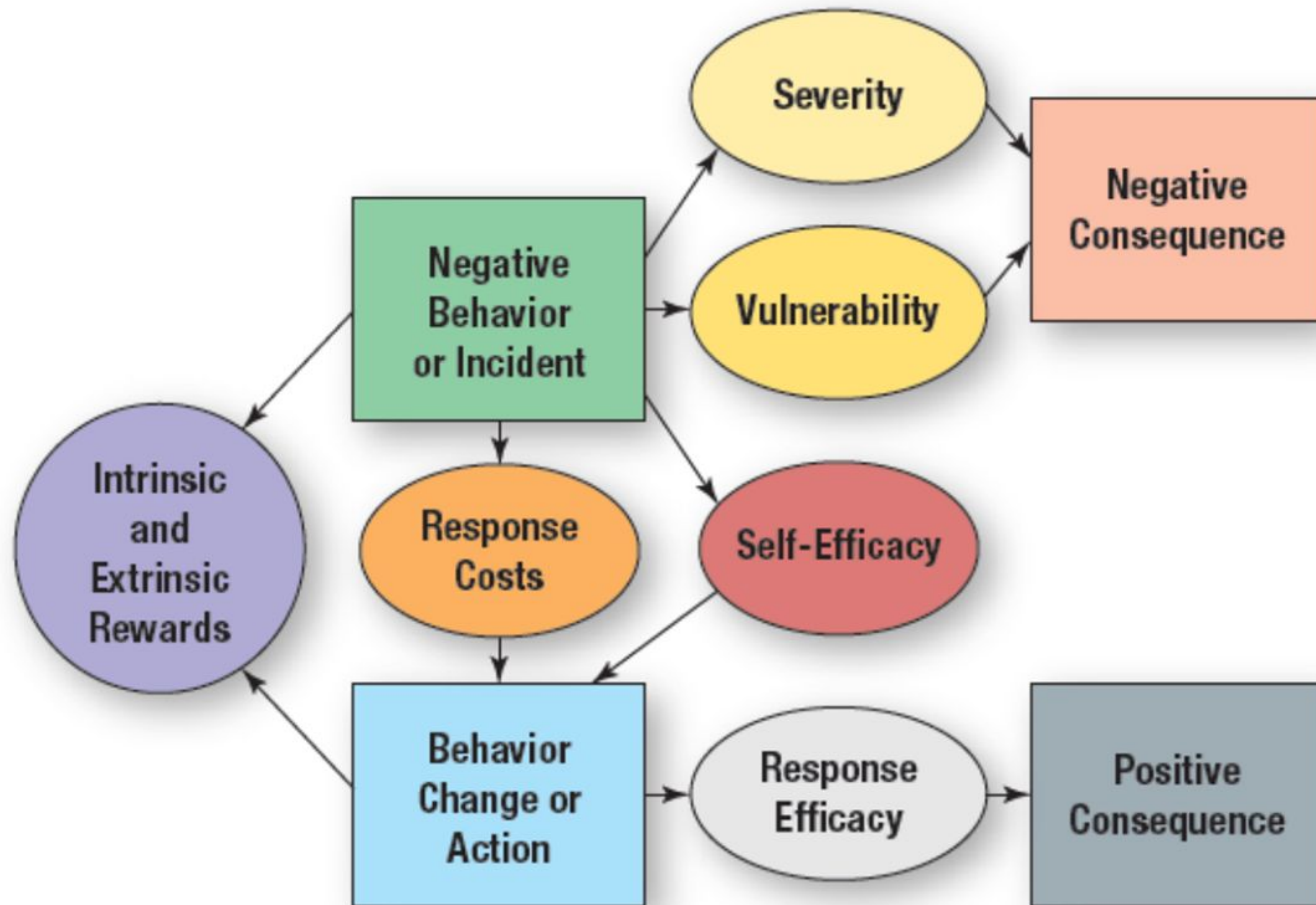
# Figure 6.3: Types of Appeals

- 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



We  
won't  
hang  
you  
out  
to  
dry.

**RE REZ**  
Your Methodology & Online Panel Solutions  
214.239.1939 [www.rerez.com](http://www.rerez.com)

- QUANTITATIVE AND QUALITATIVE
- MULTI-PANEL SOLUTIONS
- 100,000+ ONLINE PANELISTS IN OVER 40 COUNTRIES
- OVER 100 SEGMENTATION VARIABLES
- PROVIDING ONLINE PANEL ONLY
- PROGRAMMING TO ANALYSIS AS NEEDED
- CONSUMERS AND B2B INCLUDING:
  - B2B DECISION MAKERS
  - LOW INCIDENCE RESPONDENTS
  - PHYSICIAN AND PATIENT PANELS
  - HISPANIC PANELS

Same day turnaround on your bid requests, competitive and flexible pricing, and when we give you our word that we can complete your projects, we take on the onus of responsibility for doing just that.

[info@rerez.com](mailto:info@rerez.com)  
[www.rerez.com](http://www.rerez.com)  
2 1 4 . 2 3 9 . 3 9 3 9

# 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

**Is milk part of your daily routine?**

Soft drinks and energy drinks did not create this body. It was milk, exercise, and basketball with the big boys.



Milk has the calcium my body needs for healthy bones. That same milk reduces my chances of developing bone problems, the osteoporosis my mom now lives with daily. Watching her suffer is my motivation to stay fit.

The advertisement features two images of a woman. On the left, a circular inset shows her drinking from a glass of milk. On the right, a larger image shows her in a white sports bra and grey leggings, holding a basketball with both hands above her head. The text is arranged around these images, with the headline at the top, a testimonial in the middle, and a detailed statement at the bottom.



# 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

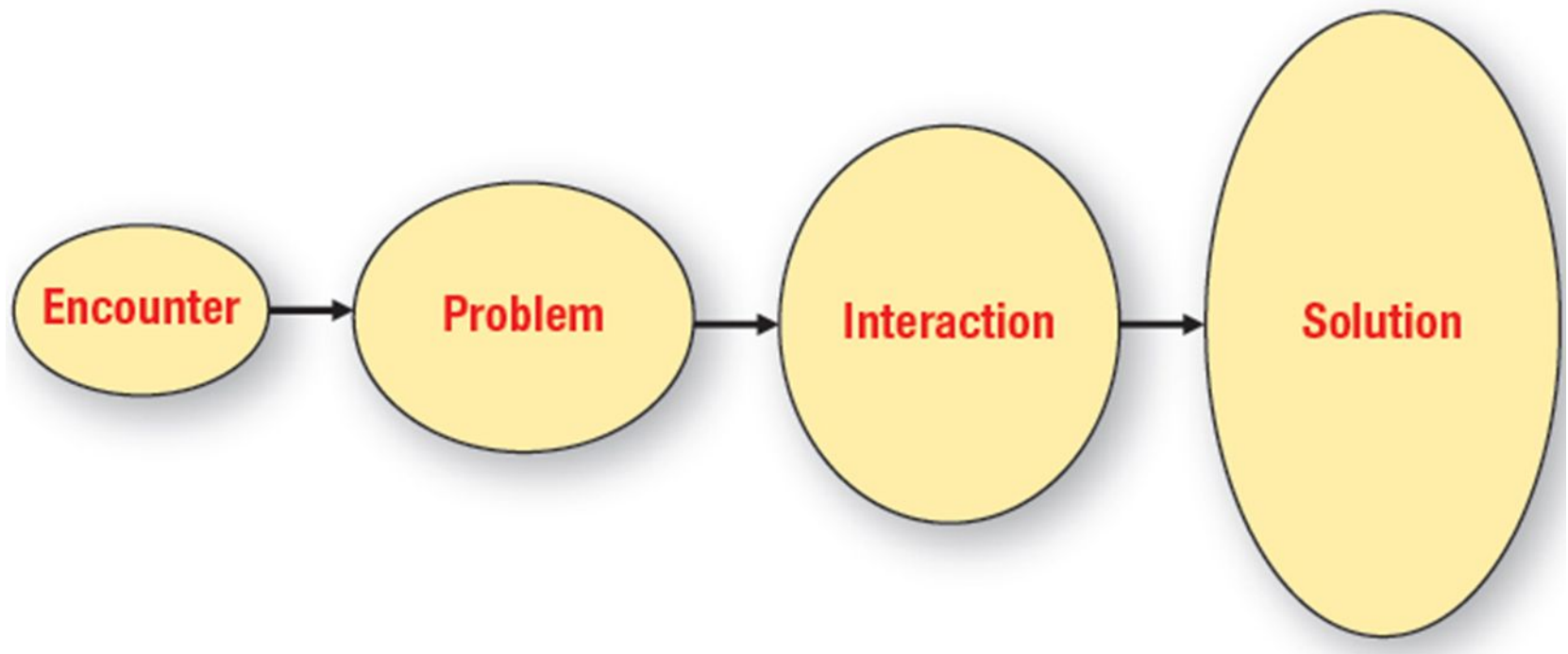
# Figure 6.10: Executional Frameworks

- 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



The advertisement for Origin Bank features two circular inset images. The left image shows a chef, Tim Love, in a kitchen setting, holding a glass and smiling. The right image shows a banker, Grant Jones, in a suit, holding a bottle and smiling. The Origin Bank logo and tagline "Return on Relationship" are at the top. Below the images, the text reads "All the Ingredients for a PERFECT RELATIONSHIP". A quote from Grant Jones is included, along with the website "www.Origin.bank/relationships".

Origin Bank.  
*Return on Relationship*

Tim Love  
Entrepreneur & Chef

Grant Jones  
Origin Banker

*All the Ingredients for a*  
**PERFECT RELATIONSHIP**

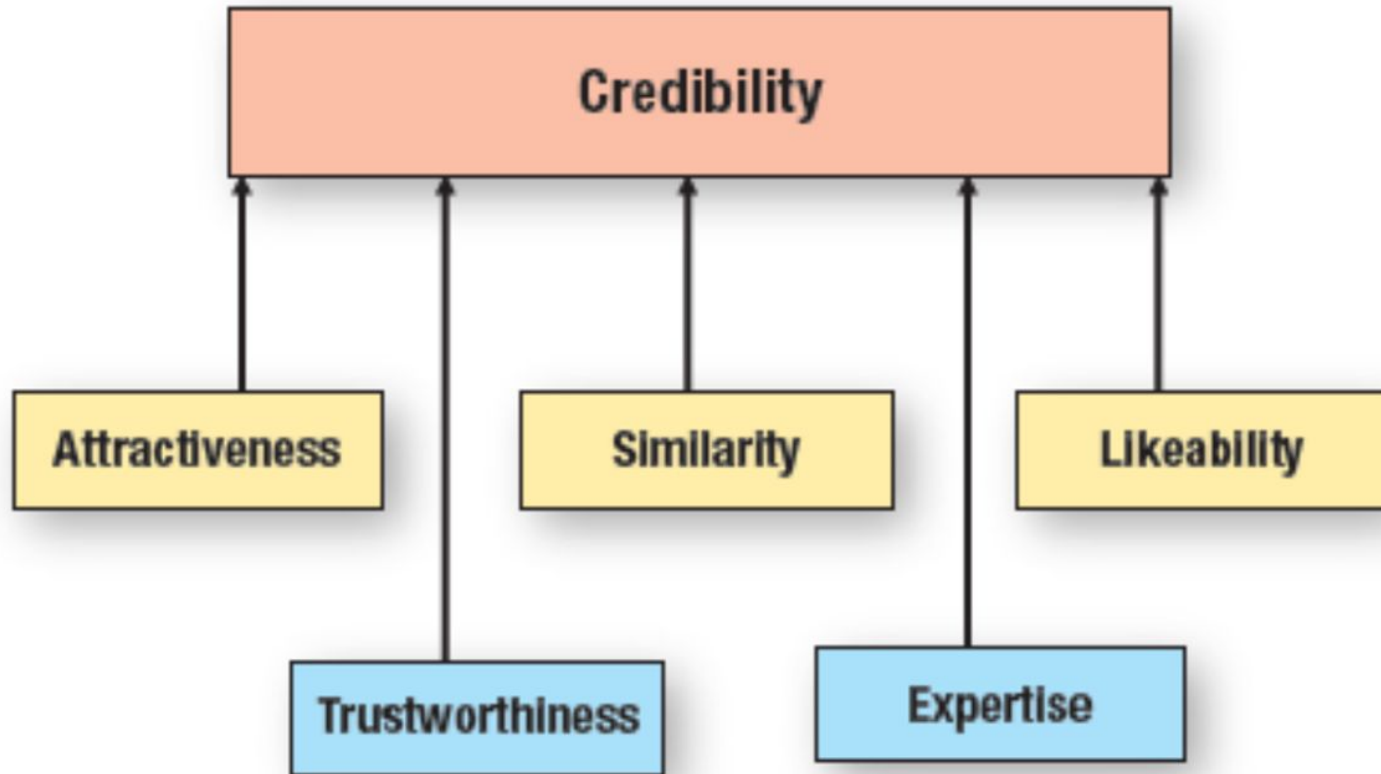
Beloved chef Tim always has numerous exciting projects underway and knows he can look to Origin banker Grant to make it happen. "The people at Origin are like your neighborhood bartender," he says. "They're always happy to see you. They always have a great story to tell. And they always have the right answer."

Start relationship banking at [www.Origin.bank/relationships](http://www.Origin.bank/relationships)

Courtesy of Michelle Allen Case/Origin Bank

ADWBB PDC

# 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

## I Can Smile Again



**C**low  
creations

Six months ago it looked bleak. I wasn't sure if my business was going to make it. No one knew us. Our website was a disaster. That has changed. My business has picked up thanks to the new website designed by Clow Creations. Now I can smile. Now I can put food on the table for my family. Thank you Clow Creations. I could not have done it without you.

-Dennis. Rooker, DJ Rooker Construction

Kenneth E. Clow

# 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



# Copyright



**This work is protected by United States copyright laws and is provided solely for the use of instructors in teaching their courses and assessing student learning. Dissemination or sale of any part of this work (including on the World Wide Web) will destroy the integrity of the work and is not permitted. The work and materials from it should never be made available to students except by instructors using the accompanying text in their classes. All recipients of this work are expected to abide by these restrictions and to honor the intended pedagogical purposes and the needs of other instructors who rely on these materials.**