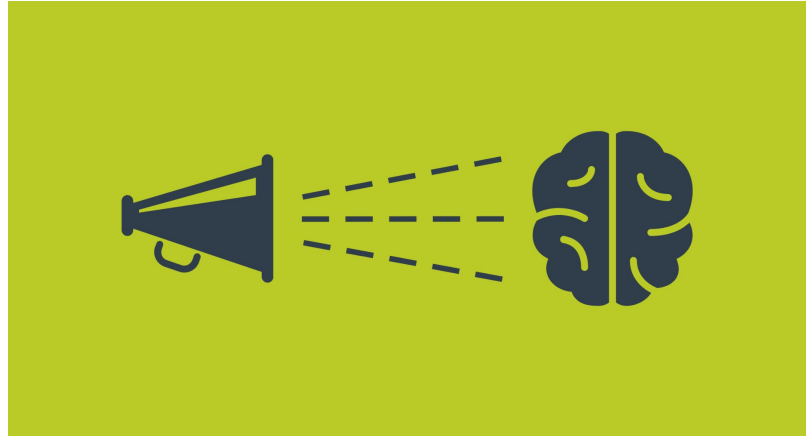


Advertising

Introduction

Advertising is all about persuasion, meaning the process by which a person, group or organisation attempts to change the beliefs, values or attitudes of others.

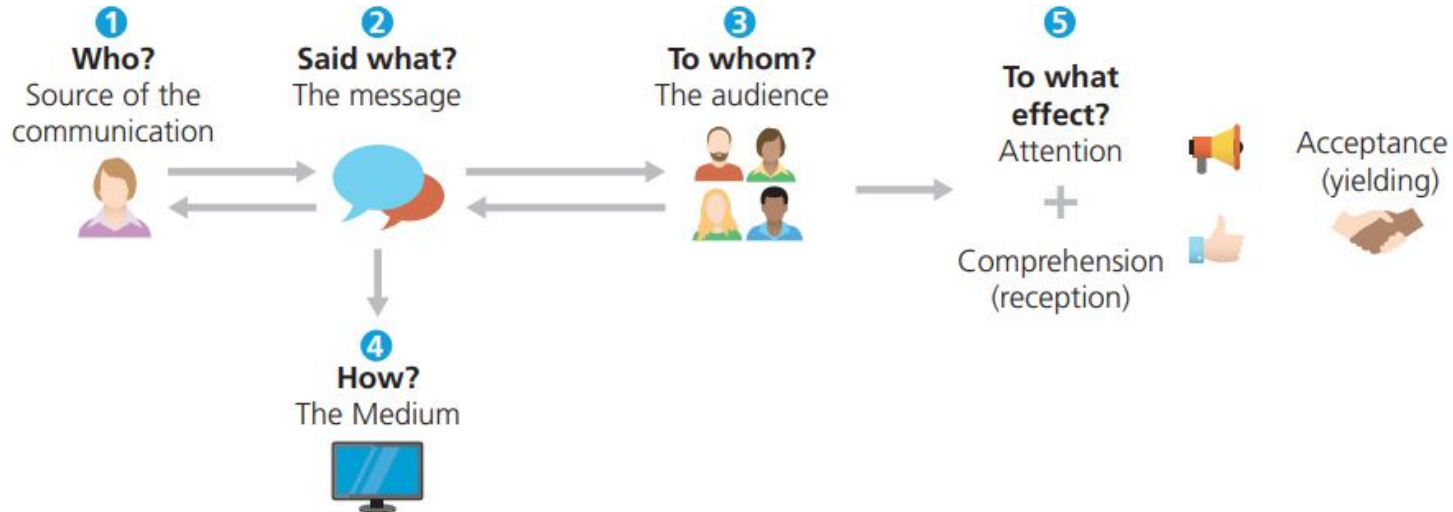
Key to this, of course, is the art of communication – that is, the transfer and/or exchange of information between a source and an audience.



Types of advertising and advertising techniques

The Yale Model of Communication

- Hovland developed this model during the WW2 to understand war propaganda
- The basic idea of the model can be summarized as "who said what to whom?"
- Later, some other factors were added to predict whether the attitude change will occur



▲ Figure 7.58 Key features of the Yale Model of Communication

Revised model: 5 factors:

1. Source of the message (Who?)

A message is more likely to be paid attention to and an attitude is more likely to change if the message comes from someone who we perceive as having **credibility**

2. Content of the message (Says what?)

Message should have a clear aim and strong evidence

Messages that present both sides of an issue/argument may be more persuasive than one-sided messages

3. The audience (To whom?)

Important factors - demographics (age, gender), cultural background, level of intelligence and even self esteem

= How? (The medium/channel)

television, radio, print (magazines, newspapers and flyers), social media, product placement in films, billboards.....

Some audiences may be more or less likely to attend to messages conveyed via these channels than others.

Attitudinal and/or behavioural change (To what effect?)

Message can have a different levels of effect (from changing only thoughts and opinions to behaviors)

What determines whether these influences would happen:

- attention of the receiver
- understanding of the message
- acceptance the message
- motivation to act

Advertising media

- **Types of advertising media: printed, television, internet and social media**

Printed media

- Newspapers and magazines have been traditional advertising platforms
- Magazines target specific audiences for better message transmission
- Print ads are seen as credible and informative

Television

- Expensive to produce and broadcast
- Reach large audiences
- Allows for emotionally arousing storylines
- This said, viewing habits have changed immeasurably in recent years (streaming services and yt > tv)

Internet (websites)

- Print media now available online
- Research studies on online vs. print ads are critical
- **Banner blindness** and inability to recognize online ads on websites
- Targeted advertising using cookies and demographic information

Social media

- Social media critical to all businesses
- Purchasing decisions affected by social media ads
- Optimizing content for smartphones and different demographics
- Direct and indirect marketing strategies

Research showed that, all the newspapers are read less nowadays, advertising is less effective over the internet than through paper formats

--> it's due to banner blindness: A tendency to avoid looking at the banners when viewing websites

Neuromarketing

= use of physiological measures such as fMRI, EEG and eye-tracking to provide 'insight into customers' motivations, preferences and decision-making'.

- Ciceri et al. (2020) study on print vs. digital ads
- Eye-tracking to measure visual attention
- EEG to monitor emotional states

Example study by Ciceri et al. (2020)

Aim: Investigate how different media platforms (laptop website, printed paper, tablet PDF) affect advertising perception.

Methodology: 72 participants read a mock newspaper with 25 ads each on different media while eye tracking and EEG measurements were taken to measure frustration levels and eye fixations.

Results:

- Eye Tracking: Significant differences in ad fixation time; most on tablets, least on websites.
- Memory Recognition Task: Accurate recall highest for tablets, lowest for websites.
- EEG Results: Lower frustration with ads on tablets and paper, higher with website ads

(mistake in the book, learn results from [here](#))

Conclusion: Media type influences ad perception - the study supports the idea of banner blindness. Also paper and tablets are less frustrating than websites and lead to better remembering)

Lauterborn's 4Cs marketing mix model



Focused shifted from...	Focused shifted to...	Explanation
Product	Customer wants and needs	You can only sell people what they want to buy; customers need to be actively 'lured' and made to believe that they want a certain product.
Price	Cost	Costs include many factors other than the price of the item and these are individual to subsets of consumers. Costs could be economic, such as petrol to get to the store versus delivery costs, or emotional, such as guilt for purchasing a product that conflicts with a consumer's values (see page 482 on cognitive dissonance and organic produce).

Place	Convenience	Modern customers are less limited by location of stores as they can buy from anywhere, online, thus increasing competition between different retailers.
Promotion	Communication	Selling should encourage a two-way dialogue with the buyer and recognise the differing impact that advertising can have on consumers; sellers should engage in active communication with buyers and buyers should be encouraged to give feedback that will be acted on. The process should be co-operative, not manipulative.

Key study: Self-monitoring – Snyder and DeBono (1985)

Context

- There are many approaches in advertising and there is not one single best type of advert that will always be the most successful
- The product itself is one thing that will affect which type of advert to use - whether it is a luxury/budget item, or practical/purely for fun item
- However, the product itself isn't the only thing that affects how successful an advert will be, this also depends on the personality of the consumer
- One of these personality differences, which will be investigated by Snyder and DeBono, is levels of self-monitoring

Key study: Self-monitoring – Snyder and DeBono (1985)

Main theories and explanations

1. There are two schools of advertising - the soft sell and the hard sell

- Soft sell: promote the image of the product; striking visual appeal, depict a lifestyle that the customer may aspire.

E.g. adverts for perfumes, cars and coffees; we learn little about the product but much about the type of person who uses this product – the handsome, popular man who drinks the coffee, attractive girl who wears perfume...



- Hard sell: focused on the product itself: it's tastes, nutritional value, how it will help us, what it is made of, how it is superior to rival brands...



iPhone 12

Blast past fast.

5G speed. A14 Bionic, the fastest chip in a smartphone. An edge-to-edge OLED display. And Night mode on every camera.



2. Self-monitoring

- people who are high in self-monitoring alter their behaviour to fit in with the social situations/to be socially appropriate, can seem like a different person when in a different context
- people who are low in self-monitoring are less changeable from one situation to the other, showing their true attitudes, 'being themselves' regardless of the circumstances

Snyder and DeBono (1985) suggest that people with high SM are more likely to be influenced by soft sell advertising, and people with low SM they are more likely to respond to hard sell advertising

3. Measuring self-monitoring - Self-Monitoring Scale - developed Snyder (1974)

- self-report, psychometric test
- measures 'the extent to which an individual has the will and ability to modify how they are perceived by others'
- forced-choice closed questions - 25 true/ false statements
- it measures five core elements of self-monitoring: concern with social appropriateness, use of social cues, ability to modify social behaviour, using this ability in social situations and the consistency of behaviour in different situations
- this test has been shown to be both reliable and valid

Item from the Self-Monitoring Scale	High self-monitoring	Low self-monitoring
'In order to get along and be liked, I tend to be what people expect me to be rather than anything else.'	True	False
'When I am uncertain how to act in a social situation, I look to the behaviour of others for cues.'	True	False
'My behaviour is usually an expression of my true inner feelings, attitudes and beliefs.'	False	True
'I am not particularly good at making other people like me.'	False	True

Aim - to investigate how a consumer's level of self-monitoring affects the impact of advertising that is either image-oriented or quality-oriented

H: They hypothesised that image-based advertising would be more effective in convincing high self-monitors to try a new shampoo while quality-oriented advertising would be more effective for low self-monitors

METHODOLOGY - experiment with two independent variables

Which ones?

IV1 - type of advert

IV2 - trait of SM

DV - willingness to use the product

Sample

- 40 undergraduate students from the University of Minnesota
- all were studying one psy course and received course credit for participating

PROCEDURE

1. Pps completed the Self-Monitoring Scale, based on which they were divided into 2 groups (high/low SM)
2. They were telephoned by the researcher, who said they were carrying out market research for a new shampoo
 - Pps were randomly allocated to either the quality-oriented or the image-oriented condition
 - Quality-oriented emphasised cleanliness
 - Image oriented emphasised appearance
 - After hearing the message, they were asked to indicate how much they would like to try the new shampoo on a five-point rating scale, from 'definitely not', 'probably not', 'unsure', 'probably, yes' or 'definitely, yes'
 - They were also asked to indicate their willingness as a percentage - 0% equal to 'not at all' and 100% - 'definitely willing' to try

	Cleanliness	Appearance
Image-oriented advertising	About average in how it cleans your hair	Consistently above average in how good it makes your hair look
Quality-oriented advertising	Consistently above average in how clean it gets your hair	About average in how good it makes your hair look

RESULTS

1. answers to the two questions, about willingness to try the new shampoo, were positively correlated - they combined the scores and called this measure the 'willingness to use' index
2. the researchers found an **interaction effect between the two independent variables**
 - soft sell message increased a willingness to try the product in high self-monitors
 - likewise hard sell was more effective for low self monitors

CONCLUSION: High self monitoring individuals are more responsive to advertising messages that are image-oriented, whereas low self monitoring individuals are more responsive to quality oriented advertising messages

You should know that described study is a third study in a series of studies conducted by these authors. The other two as well showed connection between self-monitoring and advertisement type:

- 1st - measuring the positive reactions towards the product
- 2nd - measuring how much individuals are willing to pay for the products

Evaluation

Strengths:

1. The experimenter making the phone calls was blind to whether the participant was in the high or low self-monitoring group (decreasing bias, increasing validity)
2. Researchers collected the data about self-monitoring at a different time period from the call (lowers demand characteristics, increasing validity)

Weaknesses:

1. Sample was limited to university students
2. Purely nomothetic approach -it's not entirely clear how or why self-monitoring has these effects

Ethics:

Deception (pps were told that the telephone call came from a marketing company working on behalf of a client who was launching new shampoo)

Issues and debates:

Application to everyday life and Determinism vs Free will

How product placement in films affects choice

- Product placement in films is when a branded product is placed in a natural context in a film
- Often the presence of the brand is not even noticed by those watching the film
- Just like other forms of advertising, this technique works through persuasion, but this time it is **covert persuasion**, rather than overt

This technique dates back to
1895 - Lumiere brothers
inserted specific brand of soap
called “Sunlight”



- Research has shown that seeing a branded product in a film has a persuasive effect that works through implicit memory, which is unconscious
- The effect of product placement on consumer attitudes occurs in two main ways: through **mere exposure and reminders**

Pepsi in the
movie “Home
alone”



Mere exposure

- The original mere exposure theory was developed by the American social psychologist Robert Zajonc in 1968
- He conducted numerous experiments on the effect of repeated exposure of words and nonsense words on people's attitudes towards them
- He found that 'mere repeated exposure of an individual to a stimulus object enhances his attitude toward it'
- Eg. his field experiment with students and Turkish words

Reminders

- This theory is often labelled in studies as the reminder effect
- It is the argument that it is not simply mere exposure to the product in the film that results in a more positive attitude in possible consumers, but this effect is more likely if the viewers are already familiar with the movie they are watching again
- It's a feeling of familiarity that translates into liking

Both effects are explained through processing fluency - individuals already familiar with the stimulus can process it more easily.

Example study: Auty and Lewis (2004)

Aim - to investigate the effect of product placement on children's subsequent choices, and to see whether the age is influential

Method:

- Two age groups of children took part in the study: 6-7-year-olds and 11-12-year-olds
- In total: 105 children from state schools in the UK
- They were randomly allocated to either the experimental group or the control group.

- experimental group - watched a short clip from the film Home Alone (scene: family around the table eating pizza and drinking milk and Pepsi);Pepsi is also mentioned by name in the dialogue
- control group were shown a similar length clip from the same film, in which Kevin, the main character in the film, is shown eating macaroni cheese and drinking milk

Later, the children were interviewed about their recall of the clip and their behavior was observed

- Observation measured implicit memory - kids were offered to take a drink of choice from the table - there were small cans of Coca-cola and Pepsi
- Interview measured explicit memory - kids were asked to describe as much as they could remember about the film; if those in the exp group did not mention Pepsi by name, they were prompted using questions that became increasingly specific (last question 'What was the name of the cola?')

Results: effect of age and previous watching → first was not significant, second was

Observation:

- 62 per cent of the children in the experimental group chose Pepsi compared with only 38 per cent in the control group

When looking who from kids choose Pepsi → children who had previously seen the film were more likely to choose Pepsi over Coca-Cola, those who hadn't seen it were no more likely than the control group to choose Pepsi **importance of reminders**

Interview:

- No significant difference between the age groups in their ability to recall Pepsi, although the younger age group required more prompts to get there (on average 4, older required on average 2 prompts)
- Children who had previously seen the film were more likely to remember Pepsi without prompting

Conclusions

- Product placement influences children's consumer behavior, impacting implicit memory, not explicit memory.
- Reminders lead to attitude and behavior changes, while a single exposure may not be sufficient for behavior change.

Evaluation

Strength> the study addressed a gap in the literature on product placement effects in children
This research contributed to shaping policies, such as Ofcom's ban on high-sugar product placement in children's programs (applications)

Weakness: Lack of initial assessment of children's brand preferences(done to prevent demand characteristics), but prior preference for one or other of these brands is an uncontrolled extraneous variable

ISSUES AND DEBATES > Use of children in research

Brand awareness and recognition

Brand recognition in children

→ brand recognition = extent to which consumers can correctly identify a brand based on visual indicators such as a logo and colours

- Research indicates that brand recognition, facilitated by logos and visual cues, is a powerful tool for advertisers.
- Even young children, as young as three years old, can recognize brands through logos, despite not always knowing the product names.
- Contrary to earlier beliefs by Piaget, studies by McAlister and Cornwell (2010) show that children can understand brand symbolism if they have a developed theory of mind.
- This ability to recognize brands has implications for children's health, as demonstrated by Cornwell et al. (2014), linking brand recognition of fast foods and soft drinks to child obesity.
- Additionally, concerns about children recognizing harmful products like cigarettes through logos have been raised, highlighting the impact of advertising strategies on children's perceptions and behaviors.

Example study: Fischer et al. (1991)

Sample: 229 children, aged 3 to 6 years old, from the USA

AIM: to investigate the influence of advertising on very young children, by measuring product logo recognition

- game technique to measure the recognition level for brand logos
- they gathered 22 brand logos from a range of products, including:
 - children's brands (e.g. Disney, McDonald's, Cheerios - a breakfast cereal)
 - seven adult brands (brands of cars, technology such as Ford, Apple, Kodak..)
 - and 5 cigarette brands

Each logo was printed on a card and no information was included that might give clues to the product (e.g., no cigarettes were shown in cigarette logos).

Children had to match the 22 logo cards to one of 12 product categories pictures on a game board (e.g., cigarettes, TV, cereal, cars...)

Results

- Children showed good recognition rates for the children's brand logos (from 91% for the Disney Channel to 25% for Cheerios)
 - Adult products were recognised between 16% and 54% of the time, with car brand logos being recognised the most
 - All cigarette brands were well recognised, with one brand being recognised by over half of the children (The 6-year-olds achieved a 91.3 %recognition rate for the Camel cigarettes!)
- Recognition increased with age for children's brands, cigarette brands and adult brands.
- There was no effect of race or gender.
- Children from homes where parents smoked were more likely to recognise cigarette logos.

*Market researchers believe that children who are influenced at a young age by brand logos for adult products will be more likely use those products in adulthood.

CONCLUSION → This study shows that very young children see, understand and remember advertising aimed for adults.

Applications: Given the serious health consequences of smoking, the exposure of children to environmental tobacco advertising may represent an important health risk and should be studied further.



Even though advertising cigarettes on television had been banned by the 1990s, it was still allowed on billboards, in sports sponsorship, on t-shirts and in shops.

Evaluation

Strengths:

1. High validity of the task - performance was not affected by children's reading ability and they did not have to give their answers verbally, meaning brand recognition could be measured even in the youngest participants
2. Taking into account possibly important EVs: eg. parents were asked about children's television watching, household smoking...

Weaknesses:

1. Children all came from preschools in the state of Georgia, USA

Brand awareness, brand image and effective slogans

- **Brand awareness** refers to the level of familiarity consumers have with a particular brand. It is measured by how well consumers can recognize the brand's logo, name, slogans...

Why increasing brand awareness? → Consumers confronted with choices are simply more likely to buy a familiar brand than an unfamiliar one, as that is the one they recognise or the one that comes to mind the fastest (recognition/availability heuristic)

- **Brand image** = general impression, perception, and associations customer has about a brand

When faced with many options - consumers often opt for a satisficing approach, choosing products based on their brand image rather than detailed comparisons

E.g. ppl choosing an Apple laptop not because its features but due to the positive brand image

Consumers who are highly sensitive to these images are often concerned about their own social image (teenagers especially)

- **Slogan** = short and memorable phrase used in advertising to capture a brand image

How they work? → **priming effect** - a cognitive bias that occurs when we are exposed to a certain stimulus that then subconsciously affects our response to something else.

Simply put - priming can shape how we perceive and respond to information **based on previous experiences or exposures**

E.g. Nike's "Just Do It": This slogan primes consumers to associate Nike products with motivation, determination, and a can-do attitude.

Coca-Cola's "Open Happiness": This slogan primes consumers to link Coca-Cola with feelings of joy, positivity, and emotional well-being.

McDonald's "I'm Lovin' It": This slogan primes consumers to connect McDonald's with enjoyment, satisfaction, and pleasure.

Unlike the brand name and the logo, slogan can be changed and updated to appeal to different target consumers at different times.

main types of advertising slogans:

- Business slogans – informational, communicate the values of the company
- Descriptive slogans – easy to visualise
- Persuasive slogans – imply that customer should give the product a try. e.g. 'Have a break, have a KitKat'.
- Creative slogans – use word-play and humour
- Emotive slogans – aim to produce an emotional response among consumers

→ 2 main functions of slogans: to enhance brand awareness and to positively affect the brand image

Example study: Kohli et al. (2007)

AIM The aim of this research was to develop a list of guidelines for creating effective advertising slogans that could be of use to business practitioners.

METHODOLOGY → a **literature review** - authors searched through many academic and business articles on slogans in order to summarise and evaluate the research in this area.

RESULTS There are **7 crucial points** for slogans to be effective:

1. *Keep your eye on the horizon* – having a long-term perspective, not using language that becomes outdated; keep the slogan 'timeless'
2. *Every slogan is a brand positioning tool* – a brand should have clear positioning in the mind of the consumers - what type of product is slogan promoting?
 - *Exedrin – 'The Headache Medicine'*
 - *BMW's "The Ultimate Driving Machine"*
3. *Link the slogan to the brand* – level of incorrect slogan recall is very high, so it's recommend having the slogan on packaging as well as on advertising.

4. *Please repeat that* – slogans should be repeated within different advertising campaigns for better recall.
5. *Jingle, jangle* – making slogan melodic and rhythmic can enhance memory for the product (especially slogans you hear via radio)
6. *Use slogans at the outset* - Introduce slogans early in campaigns to establish brand identity
 - like Apple's "Think Different" at the start of its rebranding efforts.
7. *It is OK to be creative* – while keeping it simple usually works, sometimes a more complex slogan can lead to deeper processing and better memory for the slogan