



Web marketing concepts (CMW)

Class 4

Advertising

Advertising is defined as an action attempting to promote the sales of products and services by providing persuasive messages to the consumers. Although advertising is usually a paid service performed in a commercial perspective, it is also used for public relations and to change the population's opinion or behaviours.

There are different types of advertising grouped in two categories : *media* and *non-media* advertising.

Media advertising

Media advertising uses media and mass media channels to broadcast messages intended to the audience.

To be considered as media advertising, the advertiser has to pay for its message to be broadcasted or displayed to public.

Media and mass media advertising tend to add credibility to the message as long as they are of acceptable quality.

Television

Television is a medium. A television communication channel can be a specific network or chain or a specific TV show.

Television advertising is considered especially efficient to target families as it is largely being watched in group.

Messages broadcasted on television (and radio) can be very powerful, especially when using a popular spokesperson.

Radio

Radio is also a medium and its channels can be a specific network or a specific radio show.

Radio advertising is considered as a proximity medium as it tends to be listened to alone, mostly in car during traffic hours, and is largely listened to alone.

The radio speaker is addressing one individual with a surprising level of intimacy.

The price for broadcasting a message on radio or television is related to the estimated volume of the audience at a certain time of the day or for a specific show (ratings).

Written press

Written press has to do with newspapers but also includes magazines and periodicals. It mainly includes advertisements printed into those publications pages as well as advertising inserts.

The price to broadcast a message in newspapers is related to the number of readers for a specific newspaper, the page the advertisement is placed in, the position of the advertisement in the page as well as its size and whether it is printed in colours or black and white.



Press advertising example.



Newspaper inserts example.

Public display

Public display has to do with all paid locations where display is possible, from a poster in a metro station to huge panels on the highways.

The efficiency and the pricing of public display are related to the location. The more crowded is a spot, the more the advertisement can be seen and more expensive it will be.



Public display advertising example.

Product placement

Product placement has to do with products being used by certain personalities in different circumstances and events. For instance, a movie can show the characters drinking *Coca-Cola* or *Bud Light*, or using an *iPhone*.



Product placement example.

Mobile phone advertising

Several applications show advertising and many of them send notification which can be of commercial nature.

Non-media advertising

Non-media advertising, as its name states, has to do with all promotional activities which aren't using medias channels to transmit their persuasive messages.

Sponsorship

A sponsor is someone, an organization or a brand funding or helping paying for an event. It should not be confused with *event advertising* which consists in the act of advertising an event in order to make it a success.

You can think of many events (or sport athletes) being sponsored such as *Red Bull Crashed Ice* or *Rogers Cup* (tennis).



Sponsorship example.

Direct marketing

Direct marketing is a form of non-media advertising where a business contacts directly the customers using various channels including mail, e-mail, phone, and in person.

Direct marketing messages involve a specific *call to action* such as «Call now!» or «Click here». Public products samples distribution falls into this type of advertising.

Public relations

Public relation is the act of maintaining an individual, an organization or a brand's reputation and image.

Media relations is part of public relations, but instead of targeting publics, it targets the press, the journalists in order for them to transmit a message.

Issues and consequences of advertising

Although advertising is a tool used to promote sales, it has major non-negligible impacts on an organization or a brand.

All advertisements act like a window display showing the store style and products. It carries the brand's identity. It can have major positive effects when it is efficiently produced and broadcasted, but it can also lead to disastrous consequences if something goes wrong.

Publics are used to certain codes you must be aware of so there is no confusion. You should make sure the message won't be interpreted wrong or that no-one gets offended. Every country also have specific rules regarding advertising.

Actually, no advertising is better than bad advertising. So, if you plan putting out a message to publics, make researches, work on a fine concept, study your audience, adapt your message and choose the proper medium and channel.

Advertising communication process

Efficiency factors

There are two efficiency factors to manage when creating an advertising communication : amplitude and proximity.

Amplitude

Amplitude is related to the strength of an advertisement, its power. This factor has to do with several aspects such as the message, the concept, the broadcasting frequency, the chosen medium and channel, etc.

the message can also be fragmented so different parts of the informations are told in different messages.

Using a campaign is a great way to higher amplitude and allows to adapt the message for the different medias used in order to create more proximity for different publics.

Five steps to reading an advertisement

There is an order to anyone reading an advertisement. Each step must achieve its goal in order for the following one to be completed and for the advertising to be efficient:

1. Attention :

In order to be read, an advertisement must be noticed, it must attract attention.

2. Comprehension :

In order for the message to be efficient, it must be understood by the reader.

3. Acceptation :

In order for the advertisement to be efficient, the reader must accept and believe what is told.

4. Retention :

In order for the reader to purchase a product, the message should be remembered.

5. Action :

The purchase can happen.

Advertising campaign

A while ago, a well done and broadcasted advertisement was enough to most organizations. But nowadays, people being surrounded with advertisements and messages of all sorts with less time and always in a hurry, this isn't enough. Organizations now resort on advertising campaigns.

An advertising campaign uses different medias and techniques to transmit its message. A same message can be adapted to several medias such as press, television and radio, but

Main streams of advertising

There has always been some sort of advertising throughout the ages, but as we've seen, the advertising activities have greatly increased since the second world war. Different techniques such as propaganda has been developed and research in communications has improved since the 1950's leading to different theories and models in order for communications workers to understand audiences and adjust their messages for a maximum impact and positive results.

Two main streams have emerged from these researches: *mechanism* and *relativism*.

Mechanist model (behaviourist)

The mechanist model considers natural and social processes as a machine in which every parts influence the others making the machine work correctly. Its views are based on functionality and do not consider the emotional reality of people lives.

This is an early model which considers that individuals behaviours can be studied and anticipated for interactions to be understood.

Mechanist theories evolved from Pavlov's experiments on conditioning.

Pavlov's Dog Experiments

Pavlov came across classical conditioning unintentionally during his research into animals' gastric systems. Whilst measuring the salivation rates of dogs, he found that they would produce saliva when they heard or smelt food in anticipation of feeding. This is a normal reflex response which we would expect to happen as saliva plays a role in the digestion of food.

However, the dogs also began to salivate when events occurred which would otherwise be unrelated to feeding. By playing sounds to the dogs prior to feeding them, Pavlov showed that they could be conditioned to unconsciously associate neutral, unrelated events with being fed.

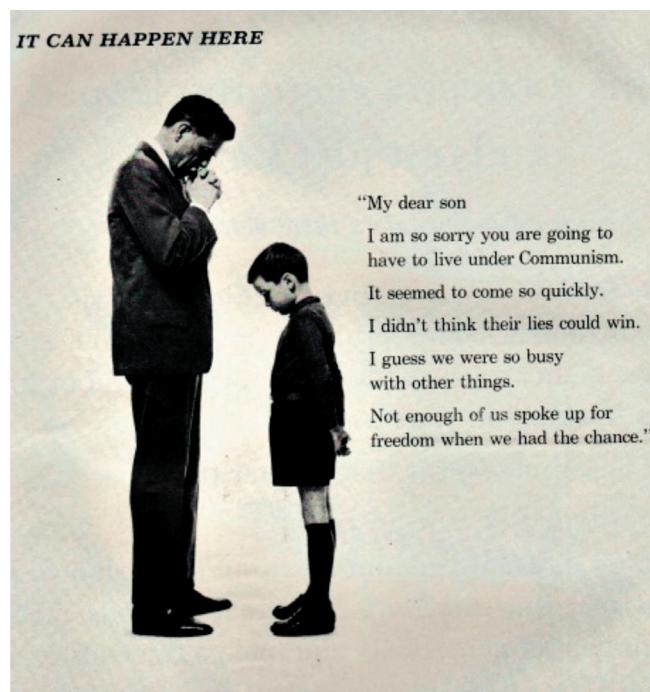
www.psychologistworld.com

So, based on this study and many more on human conditioning, researchers came to the conclusion that a reaction to a stimulus can be anticipated on an conditioned individual.

Propaganda

Based on mechanist models (and having its roots in ancient Roman Catholic church), propaganda is one of the first communication techniques used with the intent of influencing individuals with the use of various stimuli. It is still a widely used strategy.

Propaganda uses different techniques to influence people opinions and behaviours. It basically states that if a strong enough message is shown to an individual repeatedly, it will be persuasive. Propaganda is quite badly viewed, nowadays, as many techniques do not rely on convincing people our option is good, but rather that the other options are bad using quite disgusting means.



Example of anti communist propaganda.

The seven main techniques of propaganda

Name Calling

This basically consists in verbally attacking the opponents, their institutions, beliefs, religion, etc. This technique is used to create general dislike upon an idea or a group of people using discriminatory speeches in order to arouse suspicion and prejudice.



Example of modern propaganda.

Glittering Generalities

This technique consists in using oversimplified slogans and catchphrases attractive to the audience in order to generate pride. Saying too little to be proved or disproved, it usually involves ideas of love, honor, family values, freedom, etc.



Example of a typical vague patriotic slogan.

Transfer

A transfer makes a relation between a strong symbol and the idea the propagandist wants to promote. Linking an idea to a symbol, for instance a flag, greatly helps winning popular approval. It then becomes difficult for most of people to think critically or to oppose.

Testimonial

A testimonial creates a relation between a respected individual (or an authoritative person) and the idea to promote. It brings credibility to the message and people tend to imitate those they admire or respect.

Plain Folks

This technique consists to show the audience a spokesperson is just like them, ordinary people, sharing their interests and concerns. Some politicians using this technique widely are often called populists. The spokesperson will use plain language and manners and use popular expressions to try building trust.

Bandwagon

This technique consists in creating the illusion that the idea benefits from a widespread support. Usually wanting to be part of a whole, people are offered to join the winning team and those who refused will be made feeling isolated.

Card Stacking

Card stacking consist of using only facts supporting their ideas and ignoring (and often denying) any facts that would have a negative impact. This technique is used so people only perceive the positive aspects of a problematic.

Other techniques employed

There are many other techniques used falling into these seven large categories such as using statistics falsely, lie about the opponents, trying to tarnish the adversary's reputation, spying, etc.

Propaganda uses recurrence of messages, slogans and songs (jingles) so people's mind become conditioned, acting out of automatisms instead of critical thinking.

Advertising types

Informative and persuasive advertising

These two types of advertising have this in common that they consider the consumer as rational. According to this model, buyer act reasonably to satisfy their needs. The act of purchasing a good or a service is seen as being one done after careful consideration.

Therefore, persuasive advertising tries to convince consumers using rational arguments. The formal message of this type of advertisements puts in evidence the needs to satisfy and the product is pictured as a way to satisfy one or multiple needs. It is the best product, the most efficient and durable.

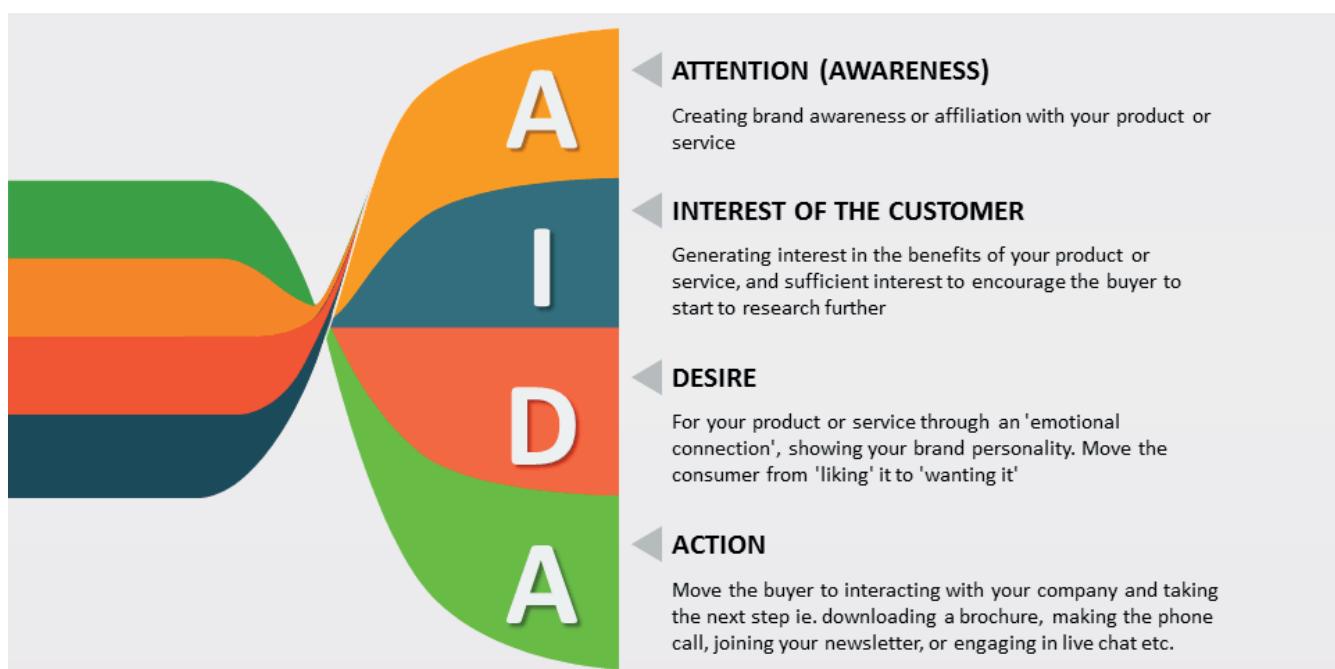
Integrative (or social) advertising, tries to convince people to act a certain way in order to belong to a reference group.

Although these types of advertising are part of the relativist stream, it is quite incomplete. Indeed because, we all know, buying products isn't always a purely a rational act. Also, the information consumers have related to the products are incomplete and most of us consumers increasingly refuse the influence of advertising. It also lacks considering the post-purchase effects.

The AIDA effect model, probably the best known in marketing and advertising, identifies the steps of the purchasing process an individual goes through.



Example of a persuasive advertisement.



Advertising types

Projective or integrative advertising

These types of advertising assume that the consumer belongs to several social groups (reference groups) each having their own standards.

In order to persuade the consumers, the advertiser manages to give the product (or the brand) attributes and signs the target public relates to and values.

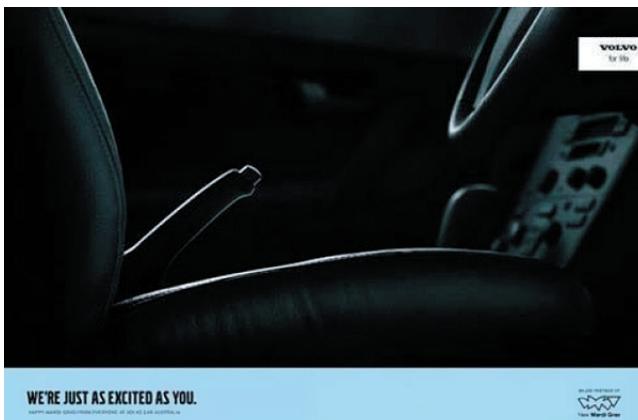
This type of advertising can have an influence on the consumers as by strengthening standards or by modifying existing standards. It also take consideration of the motivations and the obstacles related to the modification of the standards and consumption habits.

Suggestive advertising

Suggestive advertising is based on the psychology of the individual. It considers all aspects of the personality and exploits impulses, personality weaknesses, fear, pride, unconsciousness, repressed desires, etc.

This type is sometimes called connotation advertising as its strategies are about suggesting without appealing to the consumers reason, but rather to its senses and emotions.

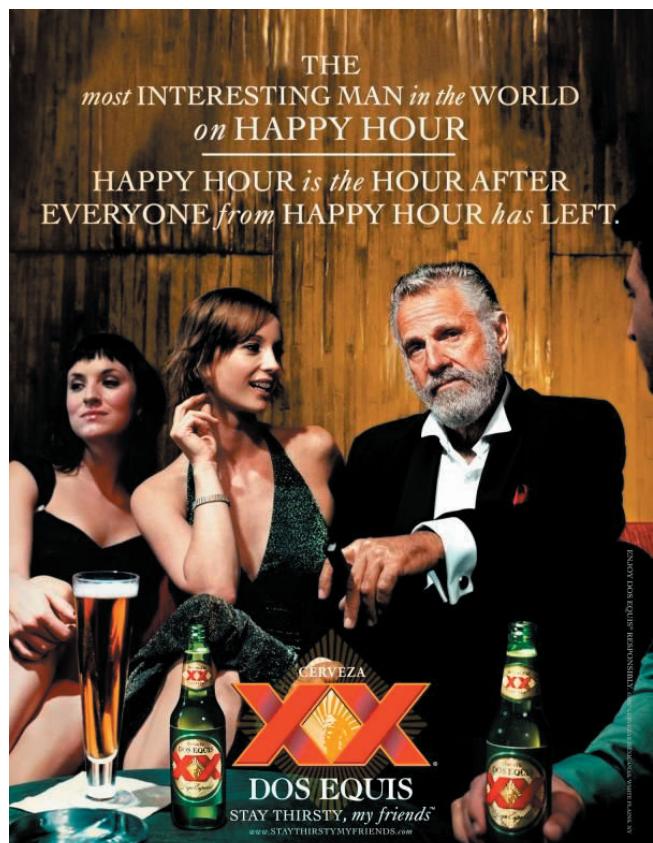
Suggestive advertising is a very powerful method as it will influence the consumer's unconscious. The customer won't buy for a good reason but simply because of a feeling which is not necessarily justifiable.



We consider this advertisement doesn't really require explanations...



This Pepsi advertisement illustrates quite well what is projective or integrative advertising. Mainly targeting soccer players and enthusiasts, it carries values and personality traits the target public values and relates to.



Don't get fooled, this advertising isn't about selling a beer, it is about a way of life and seeing things; it is about being above ordinary people, great tastes, strong personality, popularity, being highly respected and desired.

Formal elements in advertising

Advertising, like most of communications, are formed of two types of elements : iconic and textual contents. When we are talking about formal elements, it means that those are considered without any form of connotations. As you will soon discover in the following pages, using different rules including those of basic composition, the combination of these elements isn't random. To create an efficient message that will be read and that will be persuasive enough to generate sells, there are many aspects needed to be understood and applied.

Iconic contents

Iconic contents are those made to be viewed (and not read). It can be shapes, lines, dots, symbols and icons, illustrations or photographs. Like any composition's element, formal elements should be used for a reason, it should have a role to play. Otherwise, it should be suppressed.

The product

The representation of the product in an advertisement is a selling argument by itself. It is usually shown in its packaging so customers can identify it easily in selling locations.

Very often, the product is positioned right in the center of the composition or at the end of the reading path. Different effects such as drop shadows and specular will often be used to simulate the product's forms and make it as realistic as possible.



Left: Example of perfectly centered product. Right: Example of a product positioned at the end of the reading path.

The human characters

In advertising, a human character generally can have two functions : *presentation* or *metonymy*.

The *presentation human character* is there to present the product than can be hand-held or simply designated. It doesn't necessarily play a presenter's role like in a TV show, but can be integrated in the composition to guide readers towards the focal point. In such circumstances, the human character will generally be positioned behind the product facing the reader. (see the Marlboro's advertisement in this page).

The *metonymic human character* will be part of an action or of a situation adding values to the product. Those characters are usually presented with an angle (profile or 3/4 profile).

Example of an advertisement using a metonymic human character.

Illustrations and non-human characters

Illustrations and non-human character can be an excellent way to build awareness and empathy among consumers. It can represent and incarnate the brand (e.g. kids cereals). Although, it is important to remember advertisements using illustration

have in average 70% less impact and positive results compared to those using photographs or videos of human characters.

To be efficient, non-human characters should be rounded three-dimensional characters instead of flat drawings.

The frame

The frame consists of the limits within which the advertising is composed. It can be square, landscape, portrait, etc.

Its background may be a flat color, a gradient, a photograph and its purpose is to show the product or the scene showing the benefits of its use.

Although it may not seem a very important element of an advertisement, the frame (the environment) transmits properties to the product.

The logo

Depending on the product (or service), the logo may or may not be an independent element. For instance, a bottle of shampoo already has a label showing the brand. But it isn't always the case, especially for services.

Almost as a rule, and contrarily to what we have seen concerning interface design, the logo will very often be pos-



Example of a logo positioned in the «sweet spot».

itioned in the *sweet spot* (lower right corner), at the end of the reading path. On top of what we have seen regarding contents hierarchy, advertising uses different types of textual contents.

Textual contents

Title

The title is a very important advertisement's element which is very often used as a *hook*, a way to grab people's attention.

Designation

A designation signifies that a product meets certain specifications. For instance the designation «Bio» signifies the product meets certain characteristics (variable depending on the country) and «Champagne» means a white (or pink) sparkling wine has been elaborated in this very specific region.

Designation is an added value to a product focusing on the authenticity of the product.

Brand and product name

You already understand the importance of a brand and of a product name. It identifies a product and add credibility.

Location name

On some products, the name of a city will bring some positive connotations.

For instance, on an advertisement for perfume or designer clothing, mentioning main stores locations such as «Paris - Roma - New York» makes it seem big and international.

Slogan

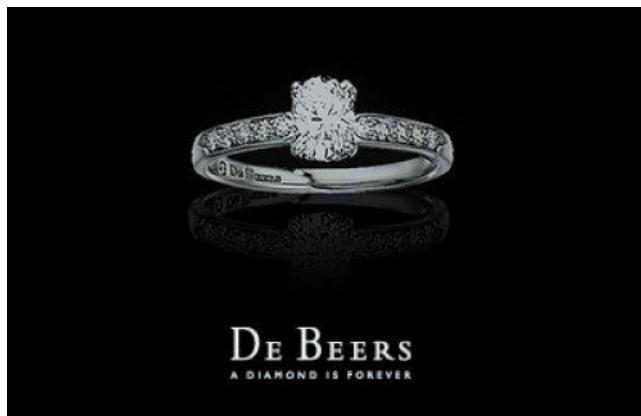
A slogan is an easy to remember short phrase that summarizes or illustrate a company's philosophy, a product's benefits, etc.

Catch phrase

A catch phrase is positioned at the beginning of the reading path and is used to grab attention and build interest.

Tagline

Often, and somehow a slogan, the tagline is often positioned at the end of the reading path, under the logo and is a memorable dramatic phrase used with the purpose of summarizing the advertising promise, to reinforce the consumers memory.



Body of text

The body of text is of an informative nature. Although being informative, the body of text purpose is to persuade consumers to buy the product. It consists into an argumentative text giving details about the benefits of using the product.

Advertisements texts components

Advertisements are made of different strategical components. Both iconic and textual contents participate into these strategies. It is especially important for the text to be effectively produced as they are the ones delivering the argumentative aspect of most of advertisements.

A few ways to improve the power of an advertisement is to make sure to include the following components.

Seduction component

The seduction component consists into strategies purposely developed in order to seduce, to charm, to please, to marvel.

Emotional component

Emotion sells. If you create emotions, your advertisement will be incredibly powerful. Different processes can be used in order to amplify emotions; you need to touch the target public's heart string.

Argumentative and persuasive component

The argumentative component's purpose is to convince. To do so, it is important to use the art of debate's usual strategies: figures of speech, sophistry, argument from authority, rhetoric, etc.

The argumentative text needs to give people good reasons to believe what they are told. It may use reason, deductions and conditional reasoning.

Arguments should be ordered from the weaker to the strongest and should be verifiable, give the true product's criteria, and target a well defined target public.

Argument from authority can be those of experts, anecdotal, or reviews of satisfied users.

Different value arguments can also be used: great, real, good (universal values); freedom, justice (abstract values); solidarity, ethic (action values); etc.

Implicit informations can make the message even more powerful as it is built in the reader's mind. Implicit informations are not directly delivered, they are suggested so the readers understand them by deduction or induction within a certain context.

Text-image relations in advertising

Text-image complementarity

In advertising, like it mostly is the case in design, texts and images complement each-others. The text and the image should not transmit the same message but complement the initial says.

If the hook is an image, the text will be produced according to the image. On the contrary, if the hook is a text (a title, for instance), the image will be produced according to the text.

Distinction's levels

Text can be of two levels : form and content. And since meaning emerges from the complementarity of the image and the text, it is difficult to know exactly from where it originates from.

Iconization of texts

Text is sometimes used with no intent to communicate in a verbal way. It is then iconic, like an image. Letters, for instance, used as texture, doesn't carry a verbal message.

Verbalization of iconic contents

In human brain, everything is verbal. An image somehow suggests if not words, some kind narration. This is why if the hook of an advertisement is visual, text should complement it and not repeat what the image already have said.

Functions of text (and images)

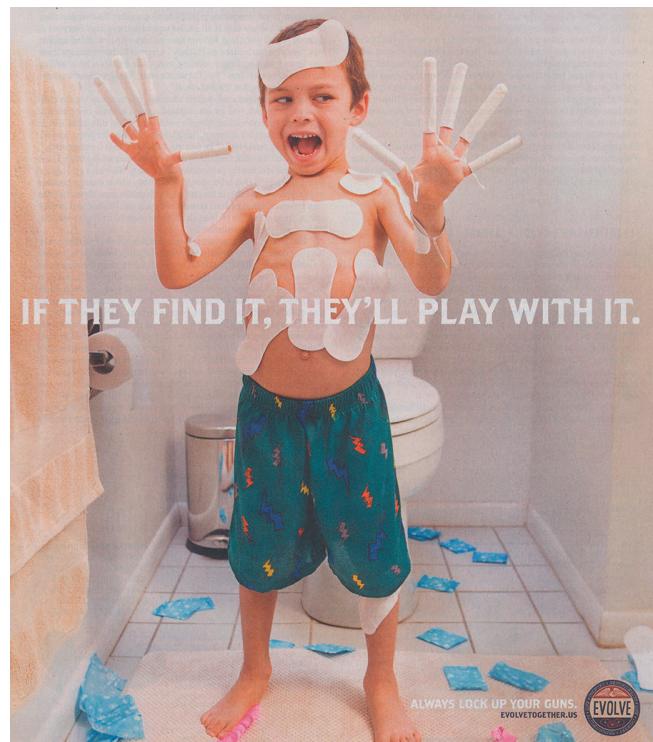
There are basically two functions for text in advertising : anchor or relay.

The anchor texts are those necessary so the message can be understood. For instance, some advertisements use the very well known « before » and « after ». Those two words are necessary so the reader can understand.

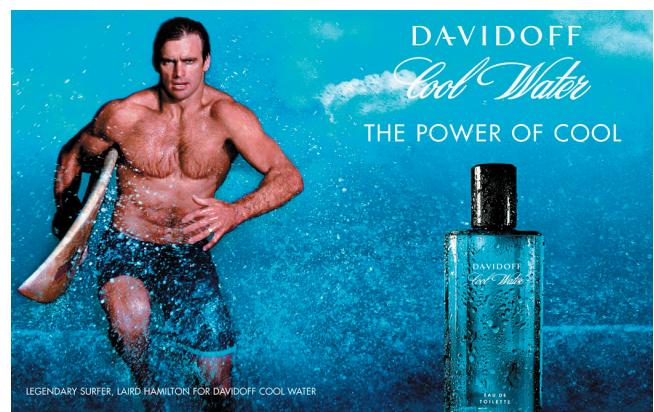
However, the relay text is not necessary to the understanding of the message. It is actually used to add to the message and can be removed without impacting on the comprehension. For

instance, the word « Sensuous » for selling a perfume is not mandatory. It simply adds a connotation.

So, if there is the image of a cake and a text says « Happy birthday », the text anchors the image as it gives sense to the whole. Although, if the image is one of a cake with many candles and the text says « Another one less », the image anchors the text as the text by itself would be of no means.



In this advertisement, the message would be impossible to understand without the anchor text « always lock up your guns » preceding the logo.



In this advertisement, the relay text « THE POWER OF COOL » isn't necessary to the understanding of the advertisement.

Informal elements in advertising

Informal elements are those that are not directly delivered in an advertisement. They consist of second senses and added values that can be suggested different ways. Connored elements add great power to the formal message.

Typography

The choice of an efficient font family is very important. The characteristics of a typeface reinforce the message.

In the example beside, you may not understand the language, but we are quite sure you understand that you shouldn't go there.



Colors

Colors are also very important as they easily establish a mood and effectively suggest abstract content such as cold or warm. You wouldn't think of using red and orange to sell refreshing water...

Colors are associated to different standards in advertising, but remember that colors don't have the same signification for every cultures.



Suggested informations and deduction

Using different elements and putting them in relation can create sense. So much that sometimes, very little or no text is necessary.

In the first advertisement beside, the tagline only mentions the product is vitamins. The following advertisements speak for themselves.

Thematic connotations

Thematic connotations creates implicit themes such as love, death, happiness, longevity, etc.



Characterization connotations

This form of connotation creates implicit characterization such as ethnic origins, social class, profession, etc.



Appreciative connotations

This form of connotation implicitly give qualitative values such as good, bad, nice, obnoxious, efficient, inefficient, etc.

Cultural connotations

This form of connotation allows to refer to art pieces, artists, genres or even foreign cultures.

The Perrier advertising beside refers the Salvador Dali's painting *The Persistence of Memory*. During very warm weather, as everything melt, only the Perrier's bottle of fizzing water remains intact and promises perfect refreshment.

In this type of advertisement, the ego of the reader is targeted. Although anyone would understand the situation, those recognizing the painter's masterpiece feel special for understanding the second degree, the cultural reference. They feel this were made for people like them, knowledgeable and superior to most people.



The Ogilvy method

David Ogilvy is the most famous publicist, a copy-write legend. Founder of the prestigious agency *Ogilvy & Mather*, in 1948, he established different principles that are still very relevant today.

The role of advertising is to sell

For Ogilvy, if you want the consumers to buy a product, you must *explain it as briefly and simply as possible: what you sell, and how buying your product will improve their lives.*

Clearly define the positioning

Ask yourself what does the product do and who is it for?

I could have positioned Dove as a detergent bar for men with dirty hands, he says, but chose instead to position it as a toilet bar for women with dry skin. This is still working 25 years later.

Study the target public

Ogilvy insists that *if you don't know who you're writing for, then you'll just be faking it, and that will lead to more problems than you can imagine.*

You'll never be able to write an effective copy if you ignore the following: Who you're writing for? How that person thinks? What that person needs?

Don't underestimate the consumer

The consumer isn't a moron; she is your wife. You insult her intelligence if you assume that a mere slogan and a few vapid

adjectives will persuade her to buy anything. She wants all the information you can give her.

Talk to them in the language they use every day

Don't address your readers as though they were gathered together in a stadium. When people read your copy, they are alone. Pretend you are writing to each of them a letter on behalf of your client. [...] It seems to me you should use their language, the language they use every day, the language in which they think.

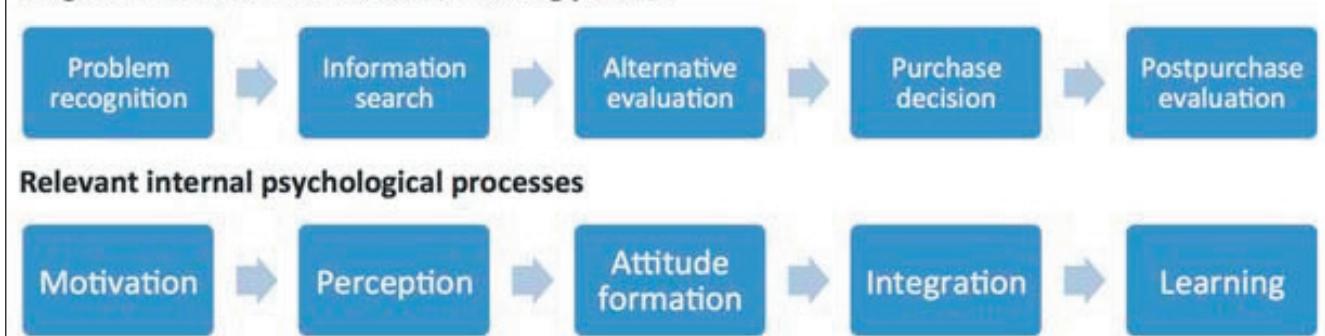
Write great headlines and you'll have successfully invested 80% of your money

On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar. [...] Never use tricky or irrelevant headlines... People read too fast to figure out what you are trying to say.

Highlight the product by making it the hero

There are no dull products, only dull writers. [...] I never assign a product to a writer unless I know that he is personally interested in it. Every time I have written a bad campaign, it has been because the product did not interest me.

Stages in the consumer decision-making process



The Ogilvy method's layout



Visual

Use visual as a hook at the top of the page. Bleed the photo to the edge of the page or ad space for maximum impact. Place a descriptive caption below images (legend) as 70% of viewers read them.

Headline

Put the headline next to the image. It should create sufficient interest so the readers want to know more.

The goal of the headline is to bring viewers to read the copy.
<https://www.lifewire.com>

Copy

The main ad copy follows the headline. The text should be both argumentative and persuasive.

The copy should state the benefits related to using the product and bring the reader to the call to action, to the sweet spot (signature).

Signature

The call to action and logo should be positioned in the lower right corner (end of reading path).

Advertising design recommendations

Precisely define the target public (segment)

Define the mandate and the target market. Know who you are talking to. Who is buying similar products? Who do we want to sell it to? What are those consumers common characteristics?

Adapt the message

Adapt the communication to the target public, of course, but also to the medium and the channel that will transmit the message. The aspect of an advertisement shouldn't be the same if it is published in *Forbes* or in *American Hunters*.

Use a well adapted strategy

Generic approaches means absolutely nothing. The strategy should be adapted to both the market and the product's life cycle.

Don't say things like « We sell the best cars » or « The most delicious doughnuts »; nobody will believe you. Use tangible arguments which can be verified such as « The best mechanics in the region » or « Winner of some prestigious award for a third year in a row ».

Clearly define the product and a call to action

What is being sold? Is it a specific product or a brand?

People need to know what to do after reading the advertisement. A call to action tells the readers what to do next: Call now! Visit our web site! Visit our store! etc.

Avoid trying to look creative

Advertising is not about the designer to look smart or good; it is about selling.

Make sure to put the product first and make the advertisement attractive for the target public and not for your colleagues to be impressed. Don't try to be different for the only sake of being different or creative.

Headline (title)

This is the most important element of the advertisement. It must lead to the copy and directly be related to the call to action. Note that Headline usually don't use a final period and are very often formed of three words.

If the hook is an image, the headline should follow. On the contrary, if the headline is the hook, the image should follow and guide the reader to the copy and call to action.

If the headline is an interrogation, the answer to the question should be « Yes ».

Aesthetic aspect

The design should attract attention and maintain the readers interest. Beautiful shouldn't be the goal. Actually, ugly is sometimes the answer, for instance, for low price family stores, a good looking advertisement may give the impression the goods won't be affordable.

As much as possible, use one photograph and colors as those two elements create a greater positive response.

Main copy

Writing copy requires expertise. It should state the benefits for the user of the product and lead to the call to action. Avoid using « We » and prefer the use of « You » and make your text as short and direct as possible.

However, long texts can sometimes give a good impression (for instance for technical products such as computers). These won't necessarily be read, but they will let the readers believe the product has plenty of great characteristics.

Also, magazines readers tends to accept reading longer texts than newspaper readers. But when it comes to billboards, you have three seconds to convince the readers.

Rules and regulation

Make sure to play by the rules. Visit <http://www.adstandards.com> for more informations.