

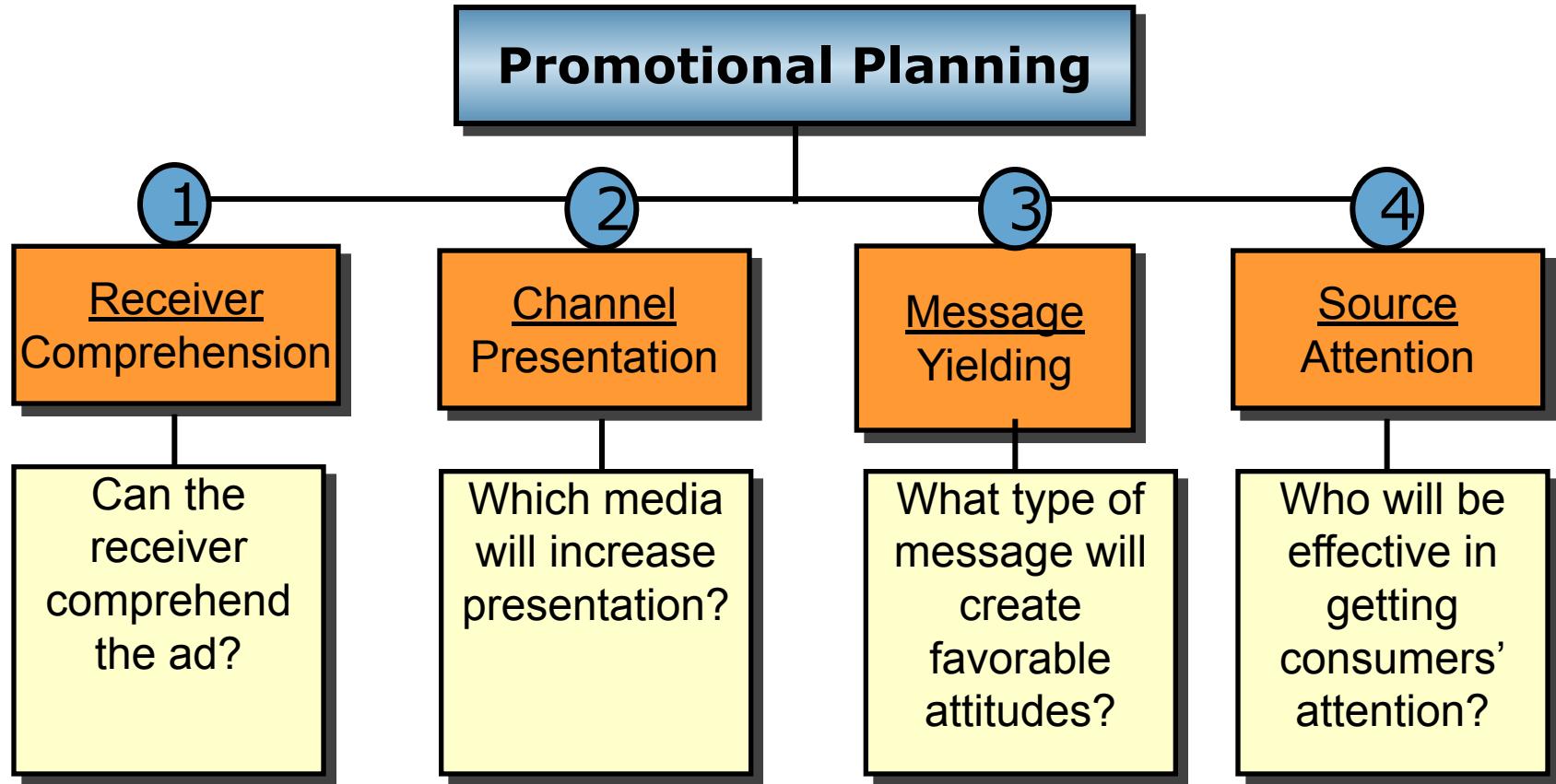
Source, Message, and Channel Factors

The Persuasion Matrix

		Controllable				
		Independent variables: The communication components				
Dependent variables: Steps in being persuaded		Source	Message	Channel	Receiver	Destination
Message presentation				(2)		
Attention	(4)					
Comprehension					(1)	
Yielding		(3)				
Retention						
Behavior						

The persuasion matrix helps marketers see how each controllable element of the communication process interacts with the consumer's response process.

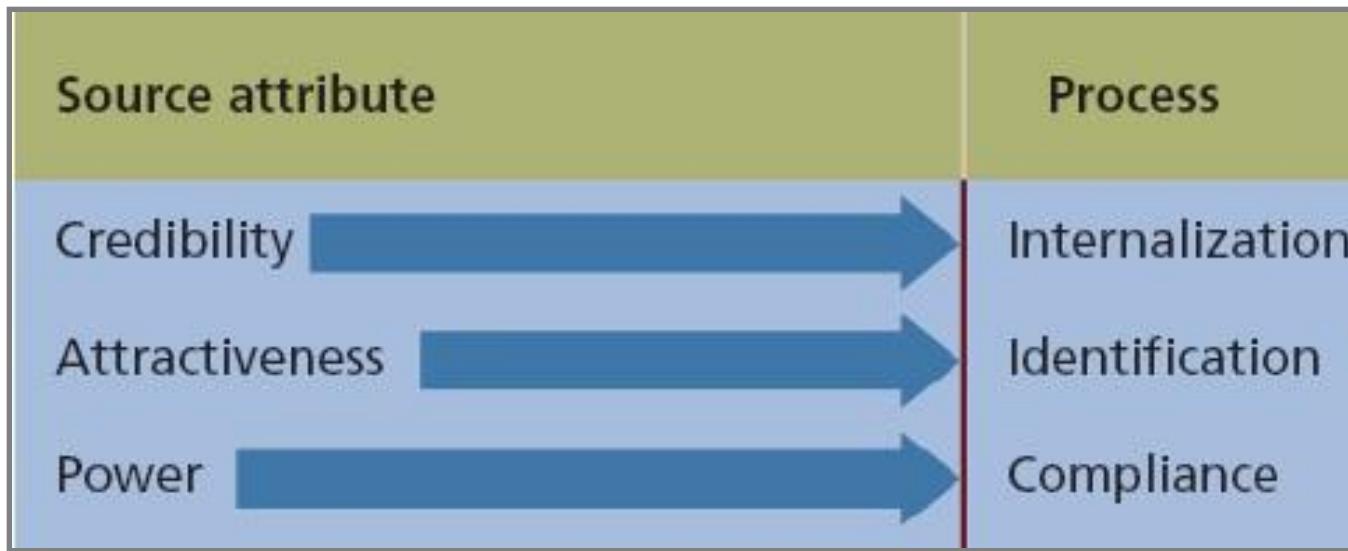
Promotional Planning Elements



Debate

Celebrities in Advertising

Source Attributes & Receiver Processing Modes

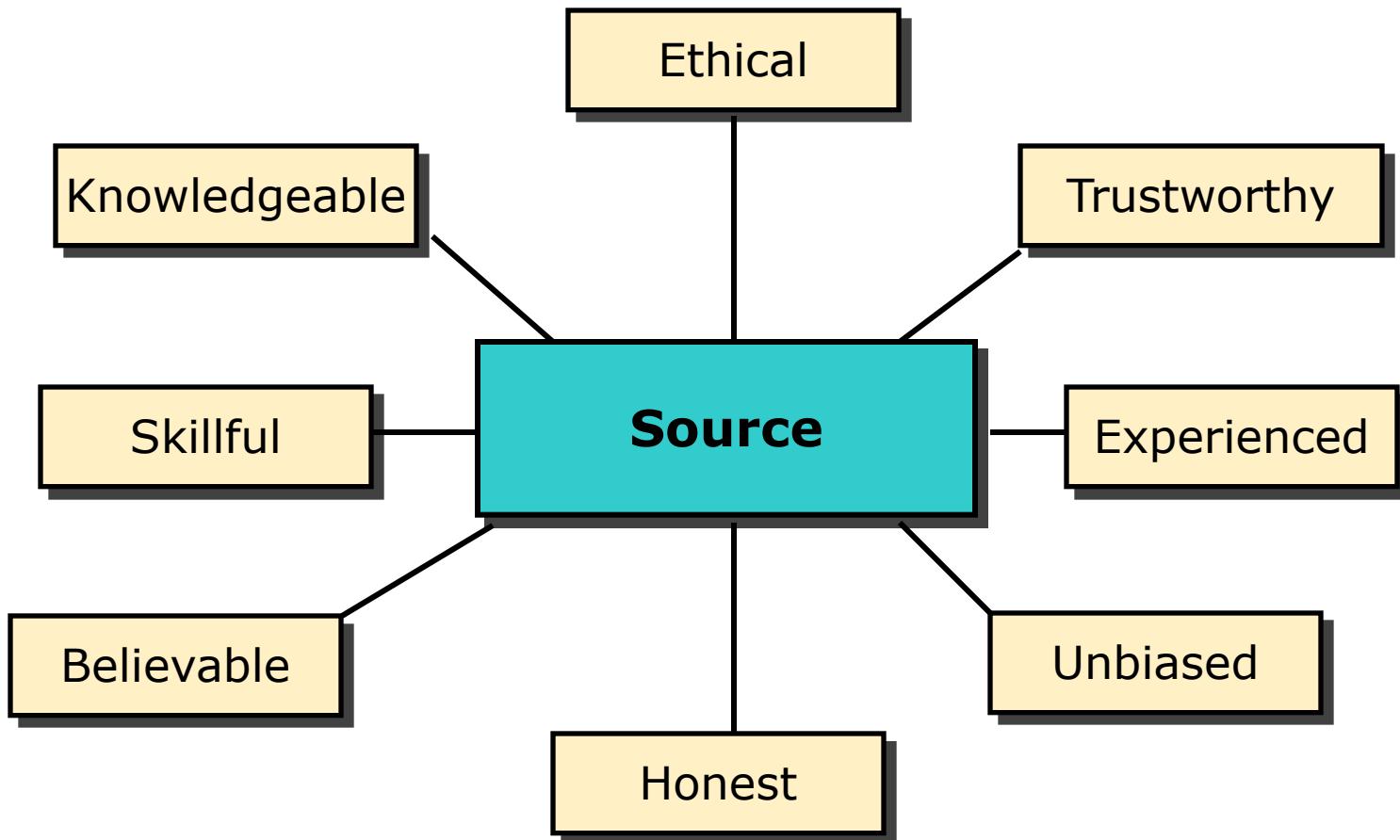


Credibility – the extent to which the recipient sees the source as having relevant knowledge, skill, or experience and trusts the source to give unbiased, objective information.

Attractiveness – refers to the similarity, familiarity, and/or likeability of the source.

Power – refers to the ability (real or perceived) of the source to administer rewards or punishment to the receiver

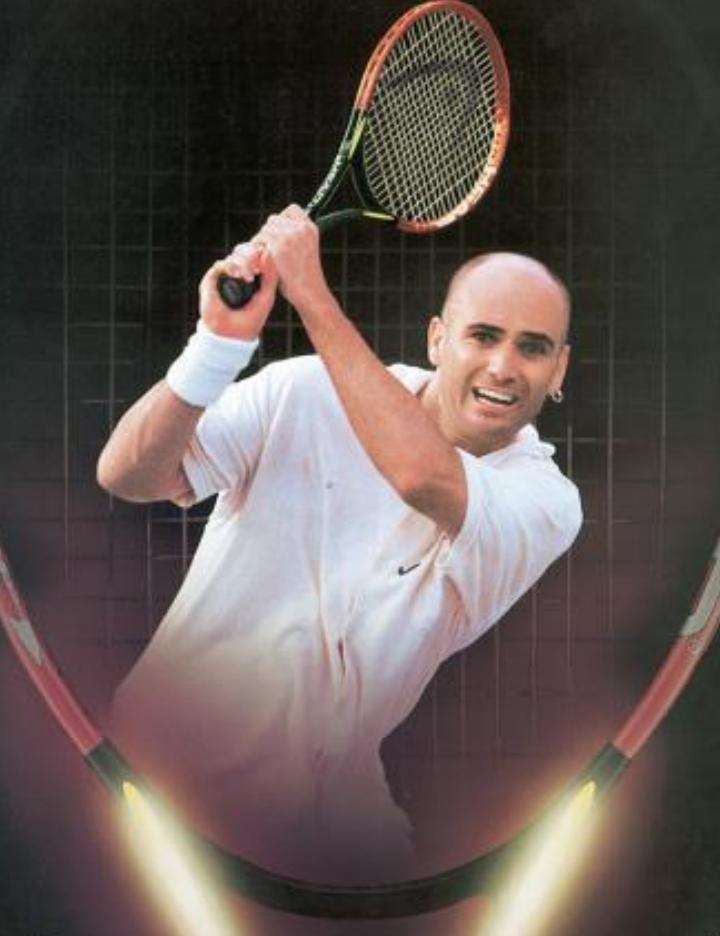
Source Credibility



Expertise & Trustworthiness

Endorsement by Both a Celebrity and an Expert

smarter racquet. better game.



Andre Agassi, the 1999 ATP Player of the Year, has joined forces with HEAD to introduce the HEAD Intelligence line of tennis racquets. The line includes four models: Radical OS, Radical MP, Prestige MP, and Prestige Mid. Each model is designed for different players and features a unique color scheme and string pattern. The racquets are shown in a grid-like background, with Andre Agassi in the center foreground, captured in mid-swing with a bright light effect around his racket.

OFFICIAL RACQUET

Andre Agassi, Gustavo Kuerten and many others benefit from HEAD Intelligence®. In less than a millisecond, HEAD Intelligent™ strain turns the mechanical energy from ball impact into an electrical impulse, which stiffens the racquet. Never before have tennis racquets had so much power. For the stars of the ATP... and for you.

* ATP Rate of Champions: October 2000

Check out the newest HEAD Intelligence® racquets at your authorized dealer and at www.head.com

HEAD
intelligence

smarter racquet. better game.

Experts Lend Authority to an Appeal

Dermatologists
have put
something
unusually strong
in this
skin cleanser.



Their trust.

Eighty-one percent of dermatologists recommend Dove® in an average week. They know that it won't dry your face like soap. Because Dove isn't a soap, it cleans thoroughly, without disturbing the skin's outer layer the way soap can. And

that's why most dermatologists recommend Dove. And why you can trust Dove, with its 1/4 moisturizing cream formula, to leave your skin feeling soft and smooth. Every time you wash.

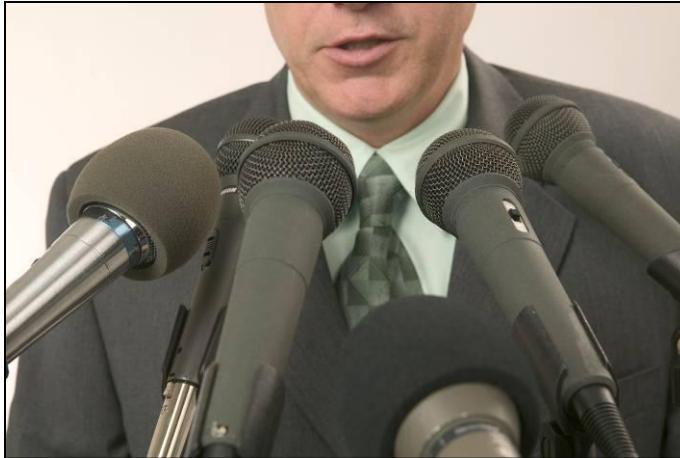


Corporate Leaders as Spokespeople

Notable Examples

- Richard Branson, CEO of Virgin airlines
- Michael Dell, CEO of Dell
- *Can you think of others?*

Limitations of Credible Sources



- High- and low-credibility sources
 - Equally effective when arguing for a position opposing their own best interest
- Sleeper effect
 - Persuasiveness of message increases over passage of time

Source Attractiveness

Similarity

Resemblance between the source and recipient of the message

Familiarity

Knowledge of the source through repeated or prolonged exposure

Likeability

Affection for the source resulting from physical appearance, behavior, or personal traits

Source Factors

Source Attractiveness continued

- Enhanced by:
 - Applying similarity
 - Communicator and receiver with similar needs, goals, interests, and lifestyles
 - Applying likability: using celebrities
 - Celebrities are admired
 - Movie stars, athletes, musicians, public figures
 - Understanding the meaning of celebrity endorsers
 - Celebrities have **stopping power**
 - » They draw attention in a cluttered media environment.

Limitations/Risks of Using Celebrities?

Advertising Risks of Using Celebrities

The celebrity may **overshadow** the product being endorsed

The celebrity may be **overexposed**, reducing his or her credibility (too many advertised products/companies)

The **target audience may not be receptive** to celebrity endorsers

The **celebrity's behavior** may pose a risk to the company

[Performance](#)[Wellness](#)[Lifestyle](#)[Kids](#)[Shop](#)[Login](#)[Join](#)[Community](#)

LET THERE BE LIGHTEST.

INTRODUCING THE
890 WITH REVlite

The neutral-cushioning bar is hereby raised. Built with REVlite — the lightest midsole foam we've ever created — the 890 weighs practically nothing, and it's about to change everything.

[VIEW THE TV SPOT](#)[GO TO THE LITE >](#)

LET'S MAKE
EXCELLENT
HAPPEN.

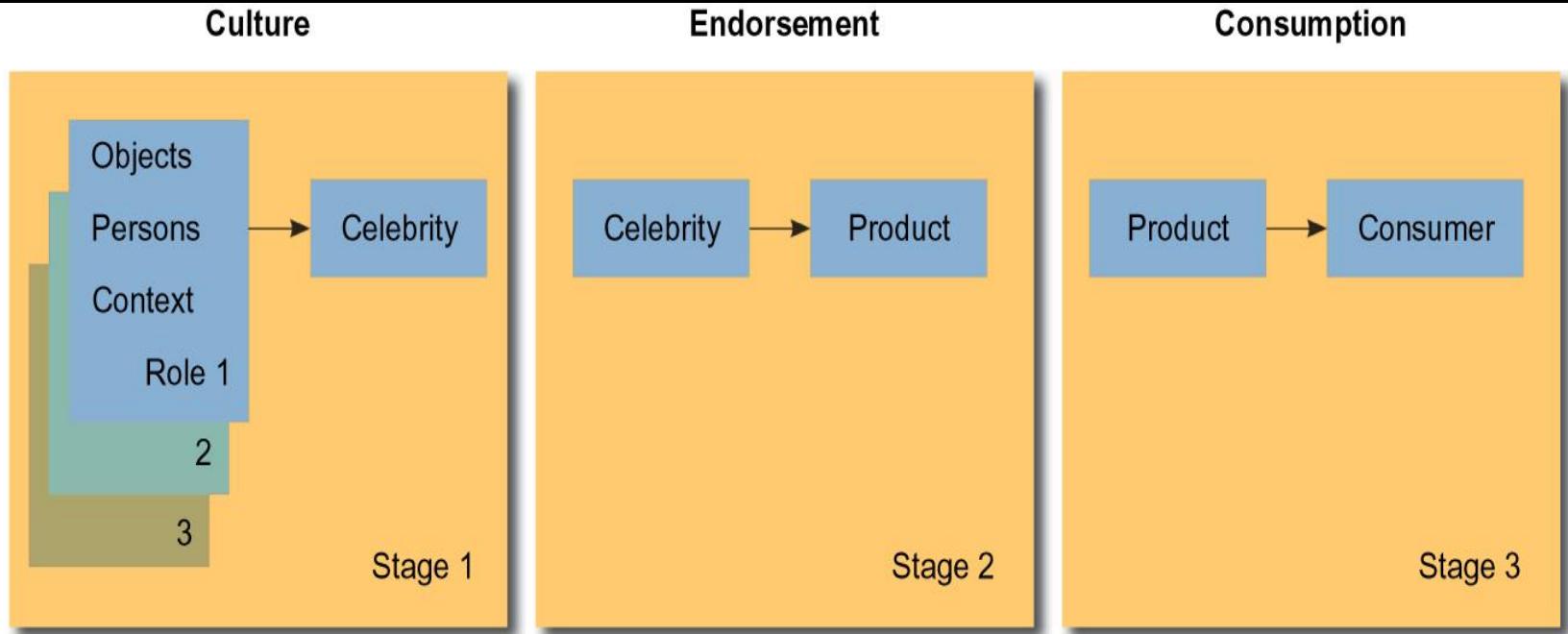
No to Celebrities!

“We don’t see any value in paying someone \$20 million to promote our shoes. We prefer to channel that money into putting out a better shoe.”

Jim Davis
CEO, New Balance



Meaning Movement & the Endorsement Process



Stage 1 – celebrities draw these meanings from the roles they assume in their television, movie, military, athletic, and other careers. Each new dramatic role brings the celebrity into contact with a range of objects, persons, and contexts.

Stage 2 – celebrities bring their meanings and image into the ad and transfer them to the product they are endorsing.

Stage 3 – the meanings the celebrity has given to the product are transferred to the consumer.

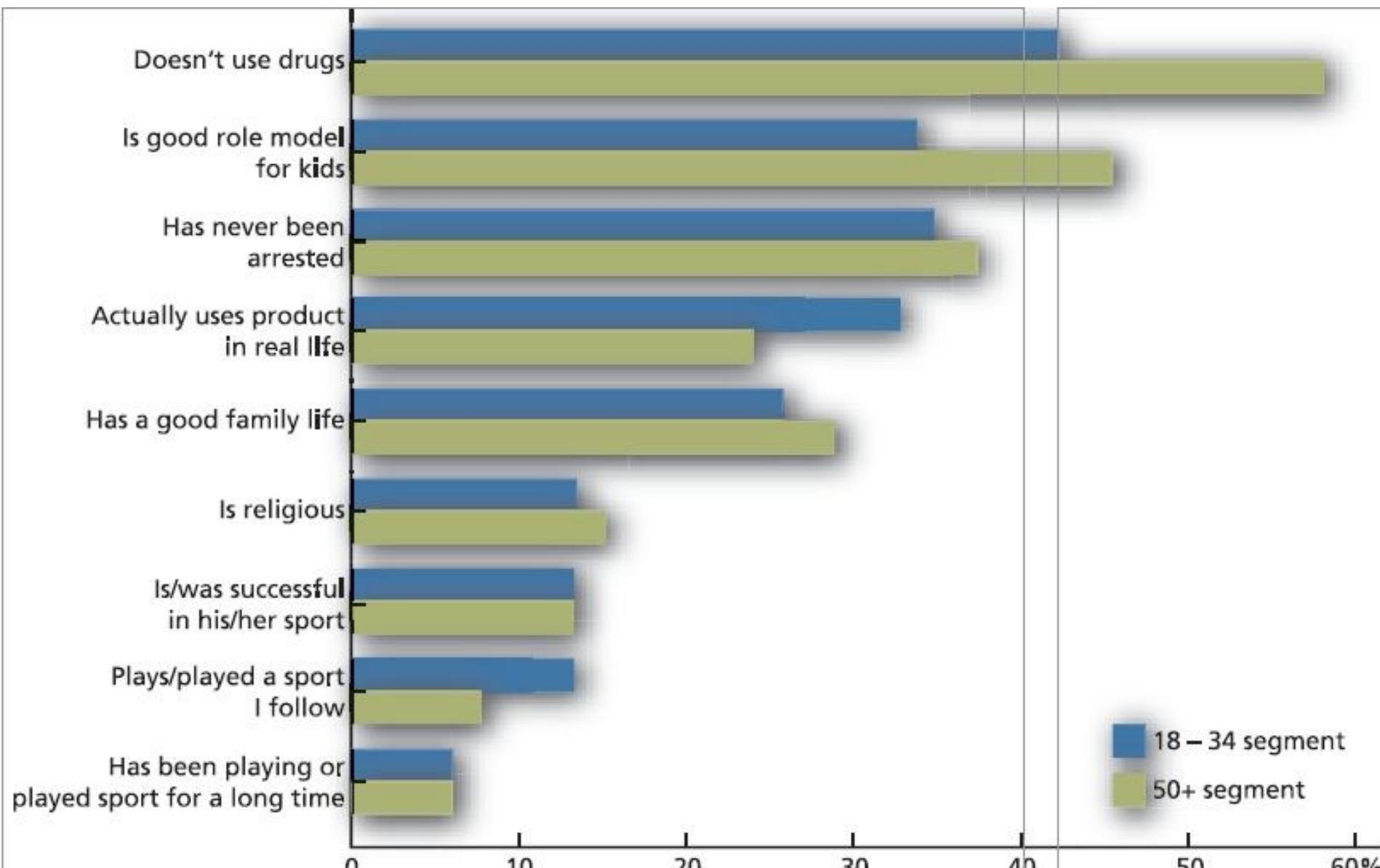
It is useful to marketers in selecting the celebrity that best matches the meaning or image the company wants to create and/or convey.

Choosing a Celebrity Endorser

Factors

- Match with audience
- Match with product
- Image
- Cost/ROI
- Trust
- Risk
- Familiarity
- Likability

Endorser Traits



Q-Score = Star Power



Lance Armstrong

- Q-Score Formula

- The percent of those who say “one of my favorites”
- Divided by the percent who have heard of him/her



وزارة الصحة السعودية
@SaudiMOH

...

وزير الصحة يقرر #إلغاء_حملة_التدخين

Translate Tweet



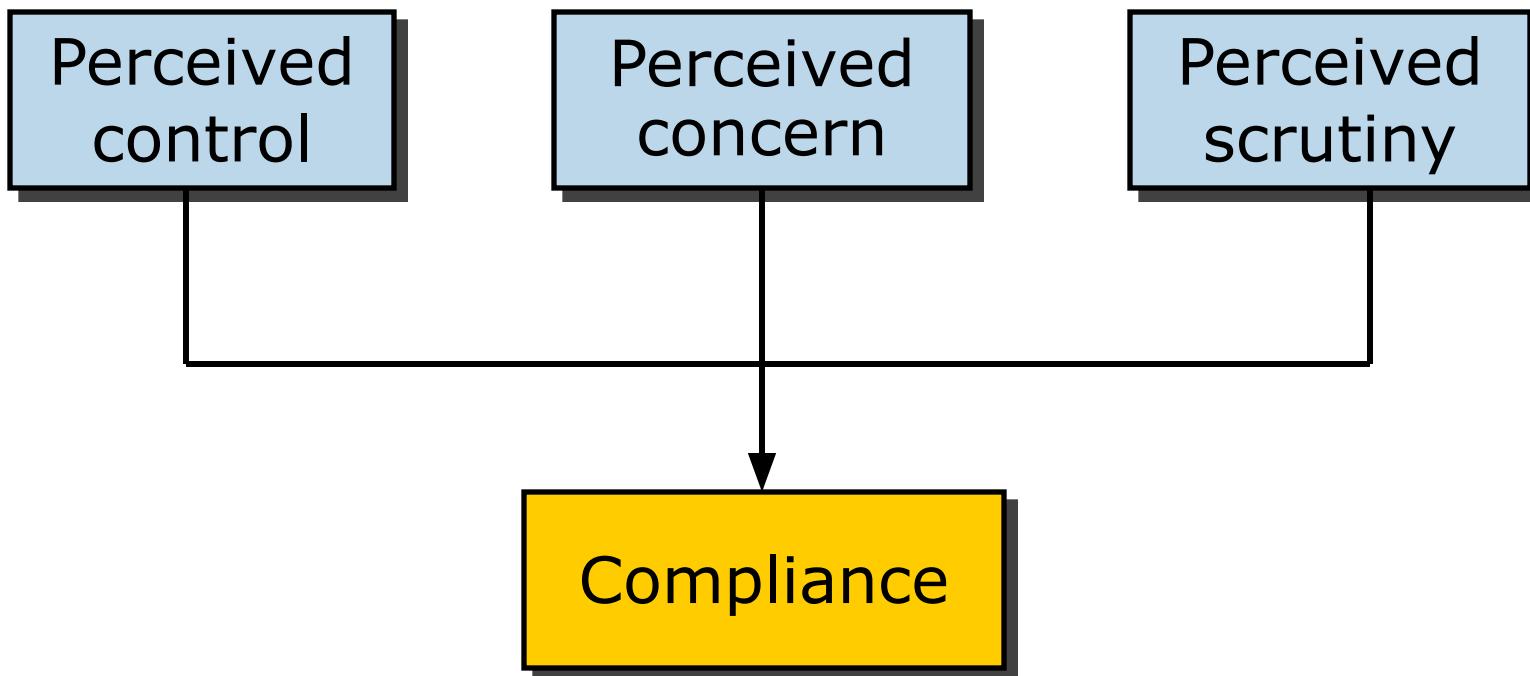
1.2M views

5:45 PM · 5/29/17 · Twitter for iPhone

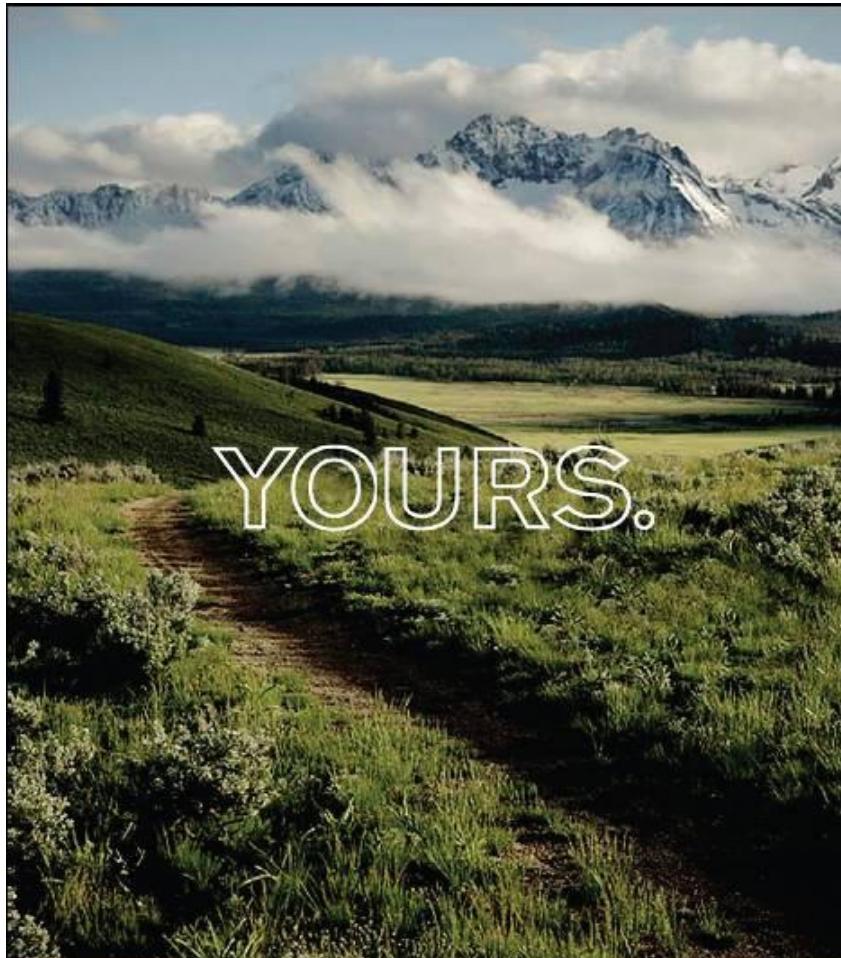
24.5K Retweets 1,037 Quote Tweets

8,529 Likes

Source Power



Clint Eastwood: Source Power



Public lands make up over one-third of this great country, and they belong to each of us. From sidewalks outside our doors to beaches to distant mountain streams, we share it all. And together, we can protect it. Whether you'd like to organize a cleanup, be a campground host or do something else, there's a way you can help. To find out more about the volunteer opportunities available, visit www.TakePride.gov.





Michael Fred Phelps has won 14 career Olympic gold medals, the most by any Olympian. Phelps holds seven world records in swimming.



Choosing a Celebrity Endorser

Source Power

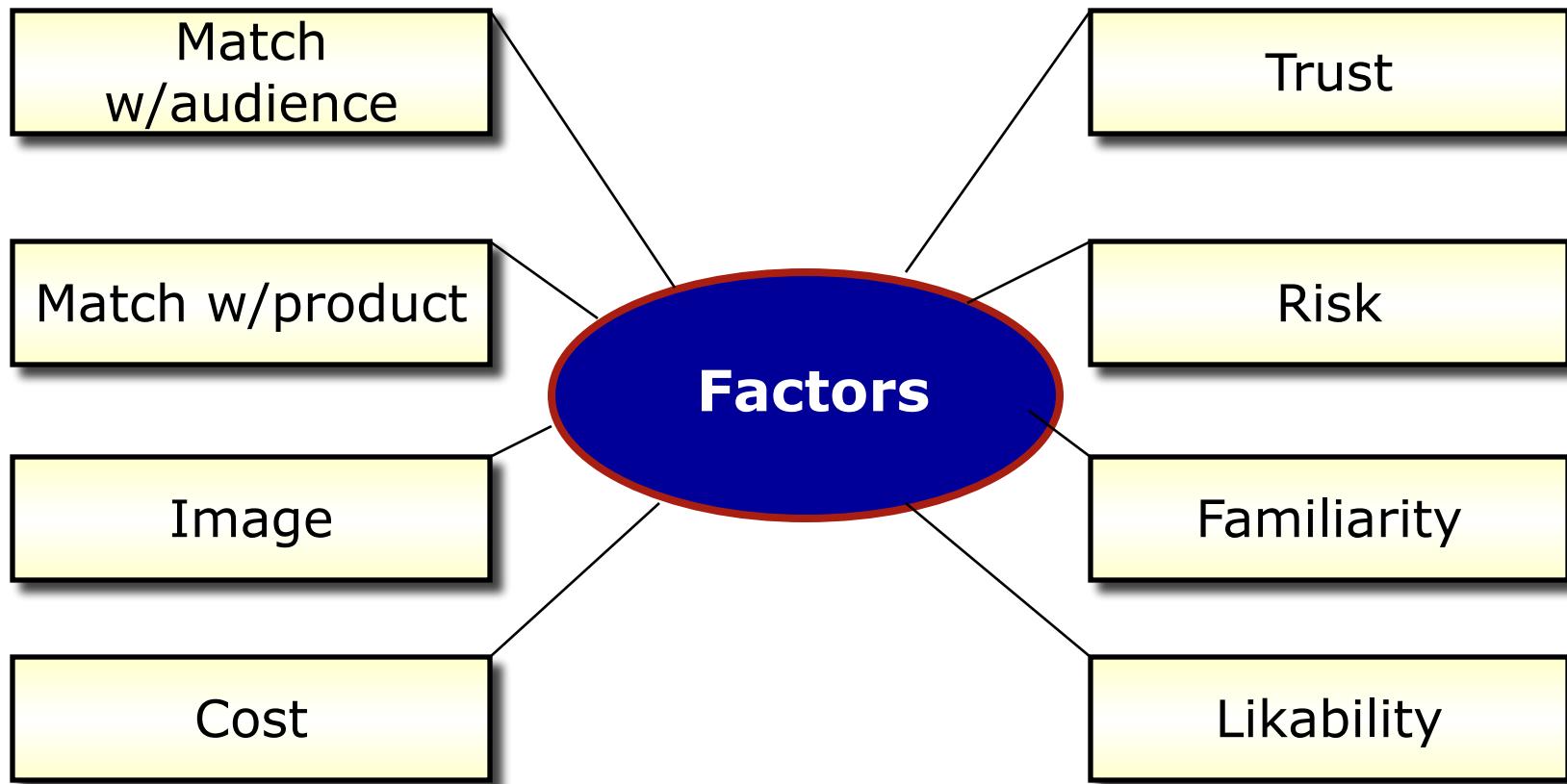
- Source is capable of administering rewards and punishments to the receiver.
- Depends on a source's perceived control, concern, and scrutiny
- **Compliance:** Receiver accepts a source's persuasive influence and acquiesces to his or her position
 - To obtain a favorable reaction or to avoid punishment

Celebrity Ads (Good/Bad/Why?) Examples

Examples of Celebrities/Influencers use in Advertising Good, Bad , Ugly

Research Articles /We need a file for this? thoughts

Choosing a Celebrity Endorser



Check articles

- Using Celebrities in Ads



Havas Posts Revenue Growth of 4.2% in Fourth Quarter 2016

By [Emma Hall](#)



**Los Angeles 2024
Olympic Bid Committee**

With Its Winnings Down, Target Bets Big on New Stores,

Samsung Heir's Indictment Could Put Deals, Big Decisions On Hold

YouTube TV Arrives to Take on Hulu, Netflix and Traditional Pay Television

McDonald's Steps Up Sustainable Fish Message in Time for Lent

Watch Last Night's New Ads From Snickers, Swiffer, Walmart and More

Already a Favorite of Teens, Snapchat Is Gaining Popularity With Their Parents

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**ANATOMY OF AN AD
SUPER BOWL LI**

An original video series from Ad Age Editors

Brought to you by

EDITOR'S PICKS

How a Rogue McDonald's Franchisee Invented the Big Mac and Changed Fast Food Forever

by Robert Klara



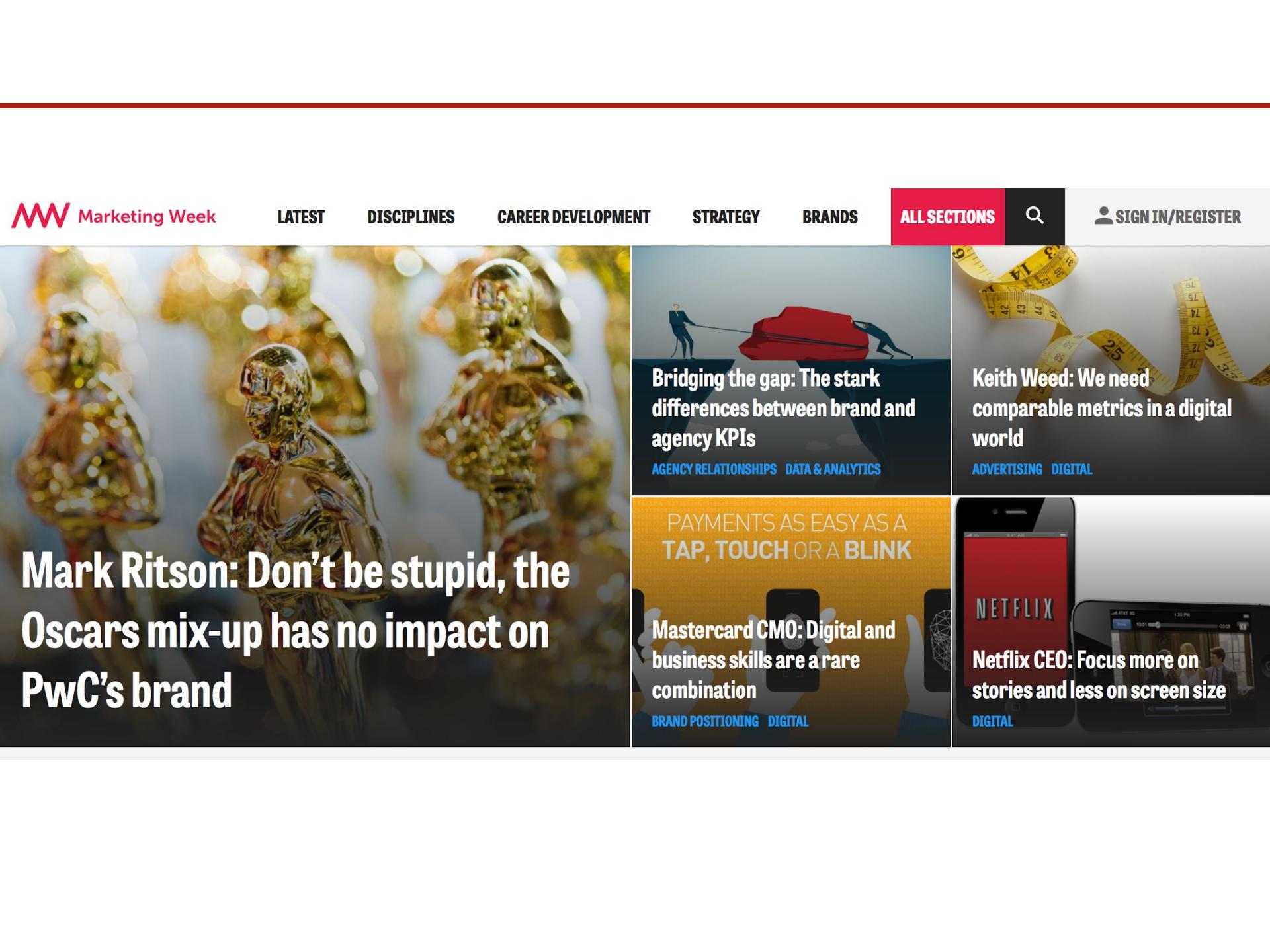
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Big Data
TRENDS FOR 2017

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+ tableau



Mark Ritson: Don't be stupid, the Oscars mix-up has no impact on PwC's brand

Bridging the gap: The stark differences between brand and agency KPIs

AGENCY RELATIONSHIPS DATA & ANALYTICS

PAYMENTS AS EASY AS A TAP, TOUCH OR A BLINK

Mastercard CMO: Digital and business skills are a rare combination

BRAND POSITIONING DIGITAL

Keith Weed: We need comparable metrics in a digital world

ADVERTISING DIGITAL

NETFLIX

Netflix CEO: Focus more on stories and less on screen size

DIGITAL

Project Update

Team Plan/ Gant Chart

Message Factors

Order of Presentation

Message Sidedness

Message Structure

Conclusion Drawing

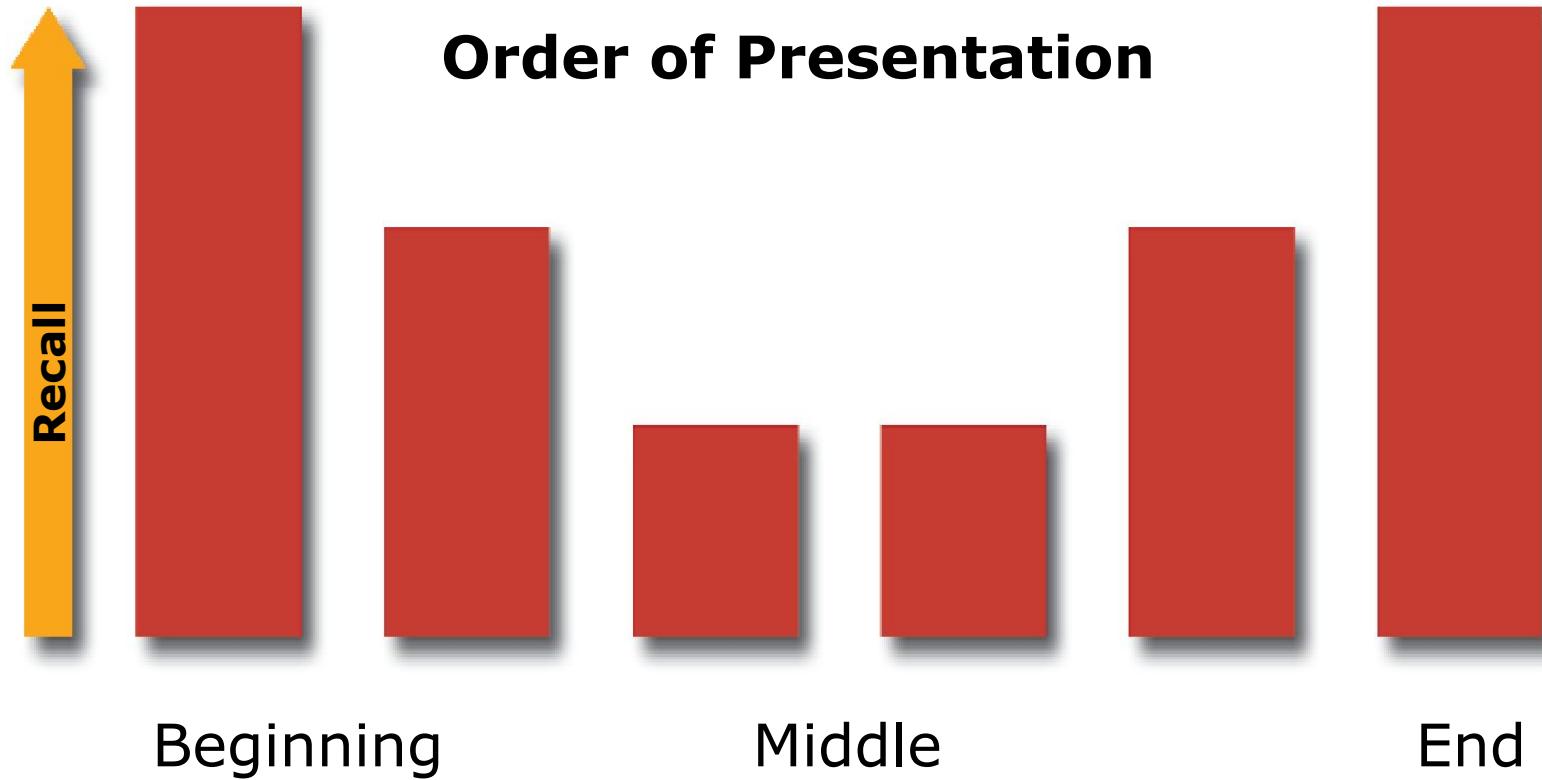
Refutation

Verbal vs Visual

Order of Presentation

When do you present your strongest message?

Recall and Order of Presentation



Message Factors

Message Structure

- **Order of Presentation**
- Strongest arguments should be presented early or late in the message but never in the middle
 - **Primacy effect:** Information presented first is most effective.
 - **Recency effect:** Last arguments presented are most persuasive.
 - Depends on:
 - Target audience's receptivity to the message
 - Length of the message
 - Medium used to communicate the message

Message Factors

Message Structure continued

- **Conclusion Drawing**

- Messages with explicit conclusions are more easily understood and effective in influencing attitudes
- Depends on:
 - Target audience
 - Type of issue or topic
 - Nature of the situation

Conclusion Drawing

A photograph of a Silk Soymilk carton and a bowl of cereal on a wooden table. The carton is blue with white text, showing 'Vanilla SOYMILK' and 'CRACKLEME'. A bowl of cereal with a spoon is in the foreground. The background is a dark blue wall with white text.

How did you know you liked water before you tried it?

All natural, lactose free, high in protein, with a surprisingly good taste. Don't be so stubborn.

Product of USA
Produced in China by Sinopec Shandong

**Can you say something
Negative about your Brand in
your Ad?**

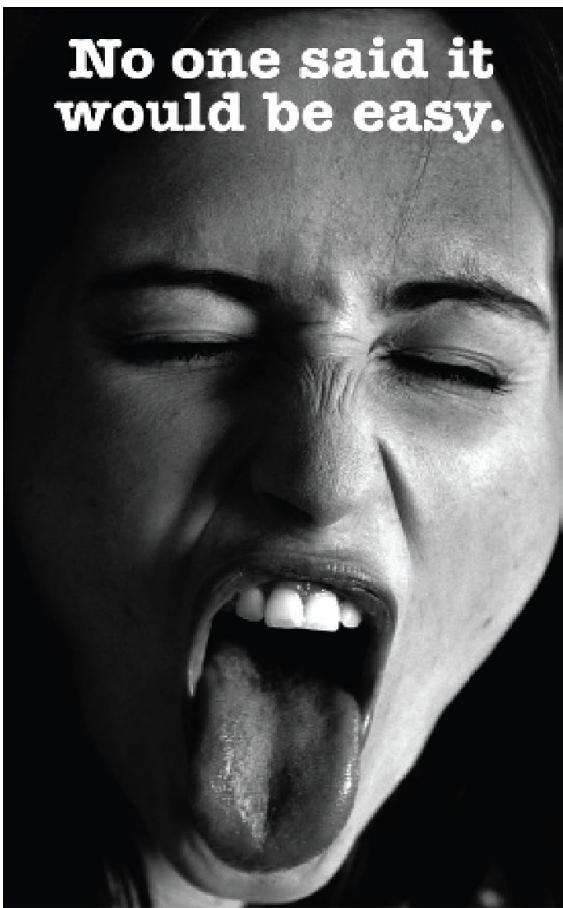
Buckley's Ad

Can you say something negative
about your brand in your ad?

Yes, in a 2-sided message

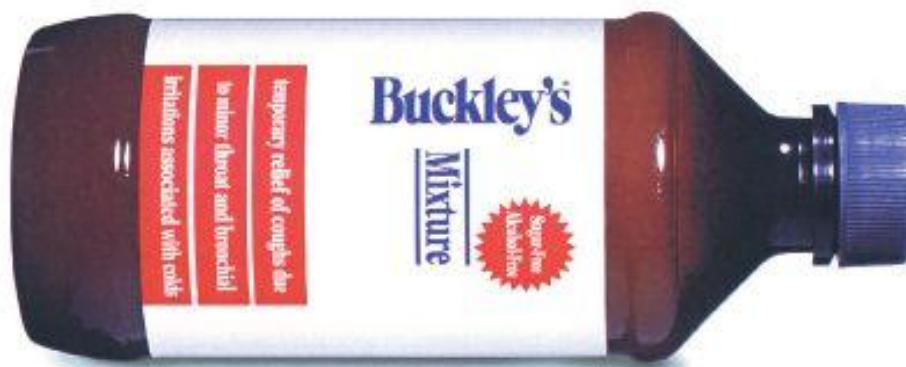
Message Sidedness- 2 Sided Message

No one said it would be easy.



It tastes awful. And it works.

Everything you want in a cough remedy. And nothing you want in taste.



If you're suffering from a nasty cough, try Buckley's. It's an herbal based, sugar free cough remedy that'll get rid of the nastiest coughs due to colds in no time.

It just happens to taste awful. Sorry in advance.

**Buckley's Mixture.
It tastes awful. And it works.**

Available at all RITE AID stores and Jewel OSCO, OSCO drug, Sav-On Drug, and other fine pharmacies. 1-800-634-1034 www.buckles.com

Message Factors

Message Structure continued

- **Message Sidedness**

- **One-sided message:** Mentions only positive attributes or benefits, effective if target audience:
 - Already holds a favorable opinion about the topic
 - Is less educated
- **Two-sided message:** Presents both good and bad points, effective when the target audience:
 - Holds an opposing opinion
 - Is highly educated

Find Other examples of 2 sided messages

Include in our Shared Gdrive

Message Factors

Message Structure continued

- **Refutation**

- **Refutational appeal:** Communicator presents both sides of an issue and then refutes the opposing viewpoint.

- **Verbal versus Visual Messages**

- When verbal information is:
 - Low in imagery value, use of pictures increases immediate and delayed recall
 - High in imagery value, addition of pictures does not increase recall

Refutation



When you're talking almonds and the topic is fat[®], the good news is that it's mostly monounsaturated, like the kind you find in olive oil. In fact, almonds are **low in saturated fat, high in vitamin E and cholesterol free.** So now that you know the skinny on fat, make sure California Almonds are in.[®]

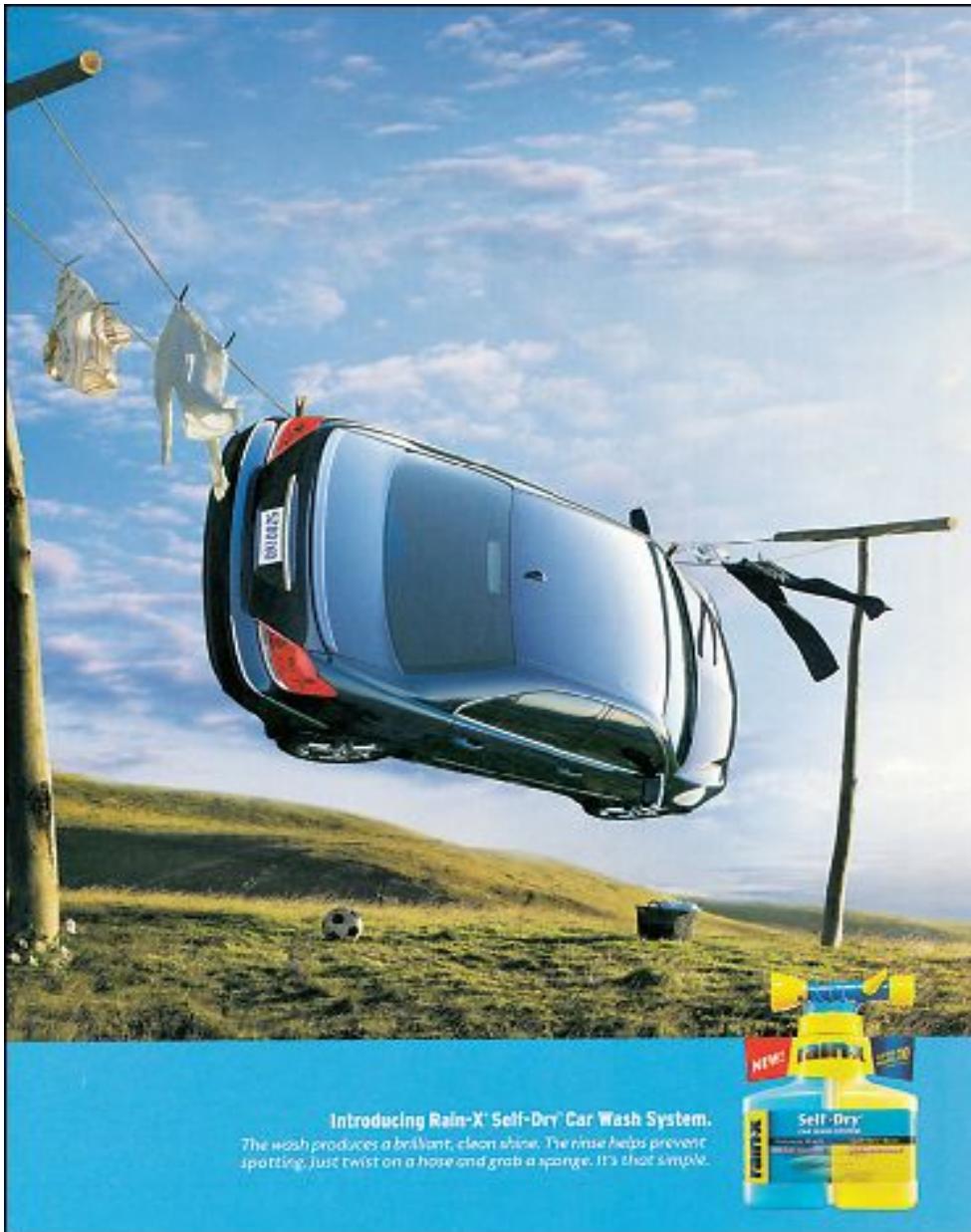
© 2002 Almond Board of California. All rights reserved.

CALIFORNIA

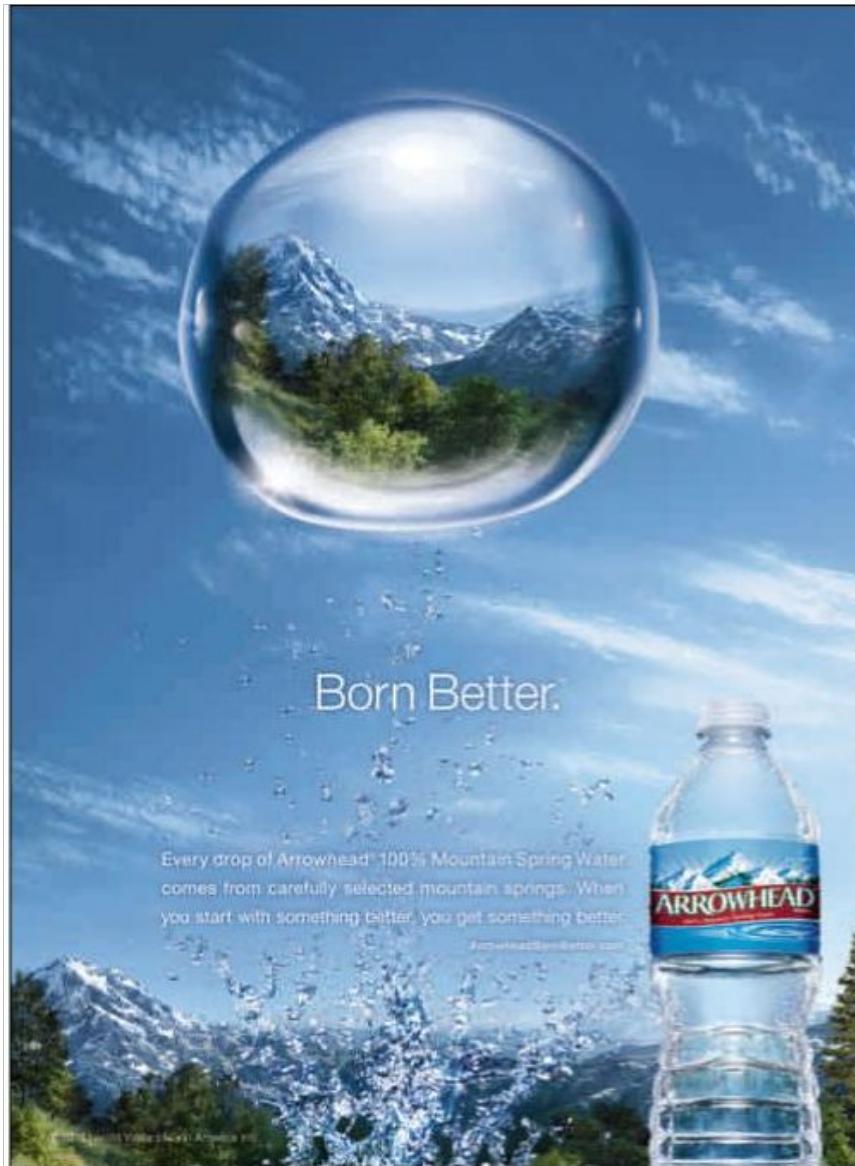
almonds are in![®]

www.AlmondsAreIn.com

Verbal vs. Visual Messages



Verbal vs. Visual Messages



Message Appeal Choices

Appeal to the logical,
rational minds of
consumers

Appeal to the feelings
and emotions of
consumers

Appeal to both



Message Appeal Options

Comparative Ads

- Especially useful for new brands
- Often used for brands with small market share

Fear Appeals

- May stress physical danger or threats to health
- May identify social threats
- Can backfire if level of threat is too high

Humor Appeals

- Can attract and hold attention
- Often the best remembered
- Puts consumers in a positive mood

Comparative Advertising

Message Appeals

- **Comparative Advertising**

- Directly or indirectly naming competitors in an ad and comparing one or more attributes



Source: Samsung

Comparative Advertising

Doesn't your skin deserve
better care?



Harsher:



Dove®. This is care.



BMW USA ✓
@BMWUSA

Now every car can dress up as its favorite superhero.

@MercedesBenzUSA #HappyHalloween from #BMW





Wendy's

@Wendys

Follow



TFW yo beef's still frozen



Big Mac: I don't feel so good.

1:02 PM - 8 May 2018

78,624 Retweets 236,267 Likes



6.7K

79K

236K



Fear Appeal



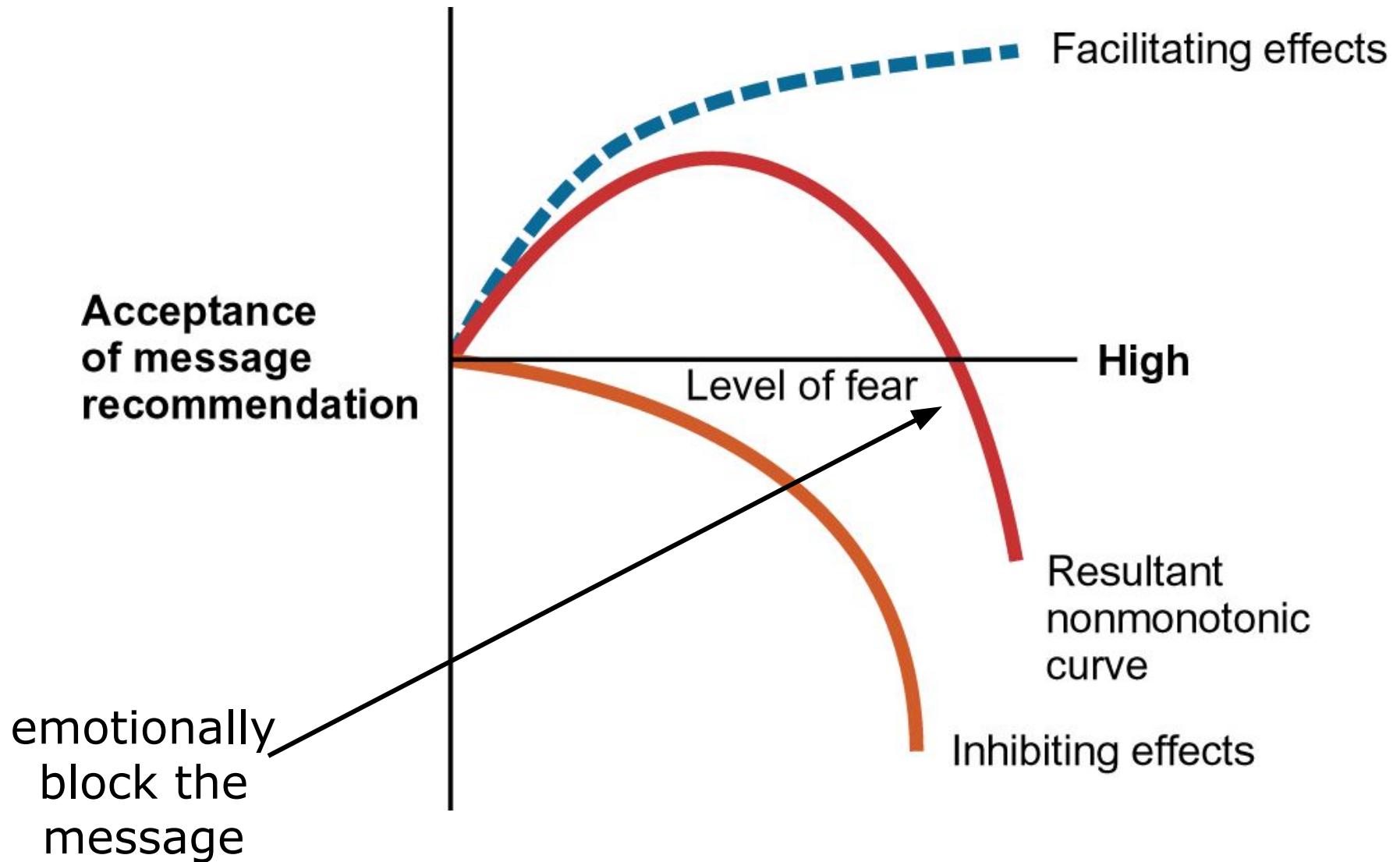
If you aren't totally clean, you are filthy



Dont talk
while he
drives



Fear Appeals and Message Acceptance

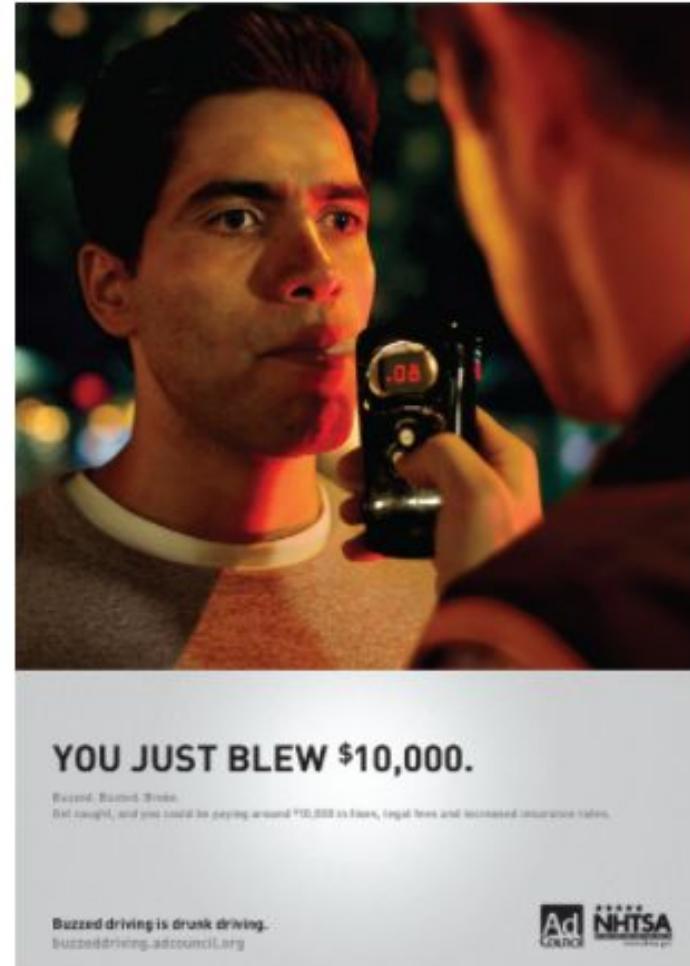


Fear Appeals

Message Appeals continued

- **Fear Appeals**

- Evoke an emotional response to a threat and arouse individuals to take steps to remove the threat
- Effective when the recipient is:
 - Self-confident and prefers to cope with dangers
 - A nonuser of the product



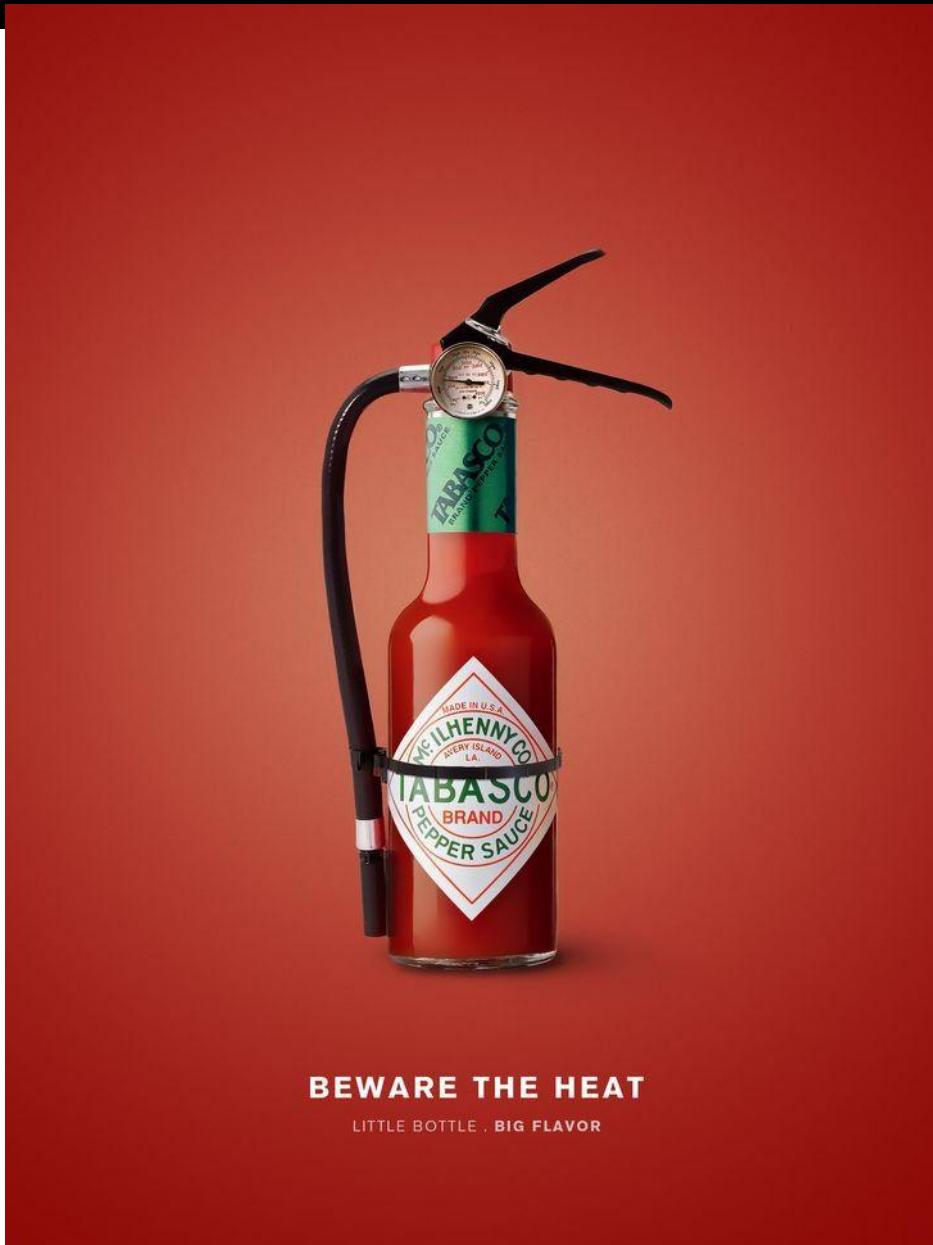
YOU JUST BLEW \$10,000.

Buzzed. Buzzed. Broken.
But caught, and you could be paying around \$10,000 in fines, legal fees and increased insurance rates.

Buzzed driving is drunk driving.
BuzzedDriving.AdCouncil.org

Ad COUNCIL **NHTSA**

Humor in Print Media



BEWARE THE HEAT

LITTLE BOTTLE . BIG FLAVOR

Humor Appeals

Message Appeals continued

- **Humor Appeals**

- Attract and hold consumers' attention
- Put consumers in a positive mood
- Increase consumers' liking of the ad and their feeling toward the product
- Distract the consumer from counterarguing against the message
- May wear out faster than serious appeals
 - **Wearout:** Tendency of a commercial to lose effectiveness when seen or heard repeatedly

Humor Appeal

The Brand Name, Itself, Becomes
Part of the Humor

Humor Appeal

- AFLAC's company name was often mispronounced and the company wanted to create a mnemonic device that would reinforce name awareness and recall. After repeatedly saying the name, two agency executives realized that AFLAC sounded similar to a duck quacking and decided that creating a campaign based around the duck character would be a good way to get people to remember the name.
- The humorous campaign is built around the concept of showing the sassy, Pekin duck waddling into a variety of odd situations and belting out his signature "AFLAC" quack as people talk about supplemental insurance.
- The campaign featuring the AFLAC duck has been extremely successful and has helped increase awareness of the company as well as sales. Since the campaign began in 2001, AFLAC's name awareness has increased from 2 percent to 80 percent and sales have increased by an average of 25 percent each year.



Share your Ads

Channel Factors

Channel Factors

Personal vs. Non
Personal
Channels

Self Paced vs.
Externally Paced
Media

Context &
Environment

Clutter

Personal vs. Non-personal Channels



Personal Selling

- Flexible
- Powerful
- Real time

Non-personal Advertising

- Geared to large audience
- Static

control

Differences in Information Processing

Self-Paced Media

- Newspapers
- Magazines
- Direct Mail
- Internet

Externally Paced Media

- Radio
- Television

vs.

Context and Environment



Zain...a beautiful world

C Experiment

مفروضات علينا

Clutter



Clutter



Commercial Clutter is a Problem



IMC Project Updates

Part1

Humor Appeals

Pros

Aids attention and awareness

May aid retention of the message

Creates a positive mood and enhances persuasion

May aid name and simple copy registration

May serve as a distracter, reducing counterarguing

Cons

Does not aid persuasion in general

May harm recall and comprehension

May harm complex copy registration

Does not aid source credibility

Not effective in bringing about sales

May wear out faster than non-humorous ads

Message Factors

Message Appeals continued

- **Protection Motivation Model**

- States that ads using fear appeals should give the target audience information on the:
 - Severity of the threat
 - Probability of its occurrence
 - Effectiveness of a coping response
 - Ease with which the response can be implemented

Test Your Knowledge

An ad for Snorestop Extinguisher, a nose spray for eliminating snoring, has the headline, "Wife shoots husband and rests in peace." This ad uses _____ to attract attention and convey a key selling point.

- A) a two-sided message approach
- B) a humor appeal
- C) comparative advertising
- D) a refutational appeal
- E) a primacy appeal