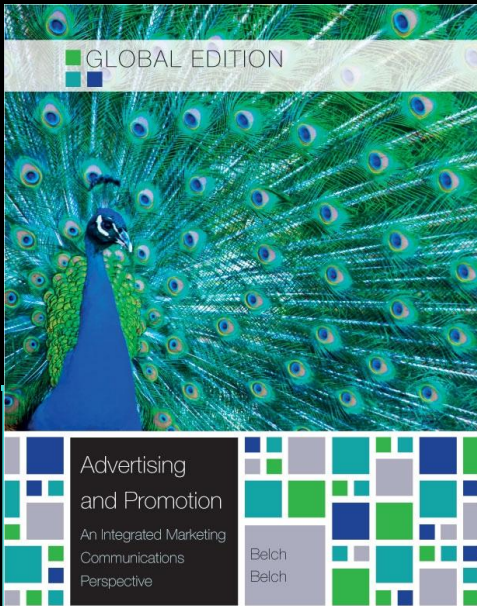


A black and white photograph showing the profiles of two people's faces, facing each other. The person on the left is a woman with dark hair, and the person on the right is a man with dark hair. The text "Class Exercise" is overlaid in the center of the image.

Class Exercise



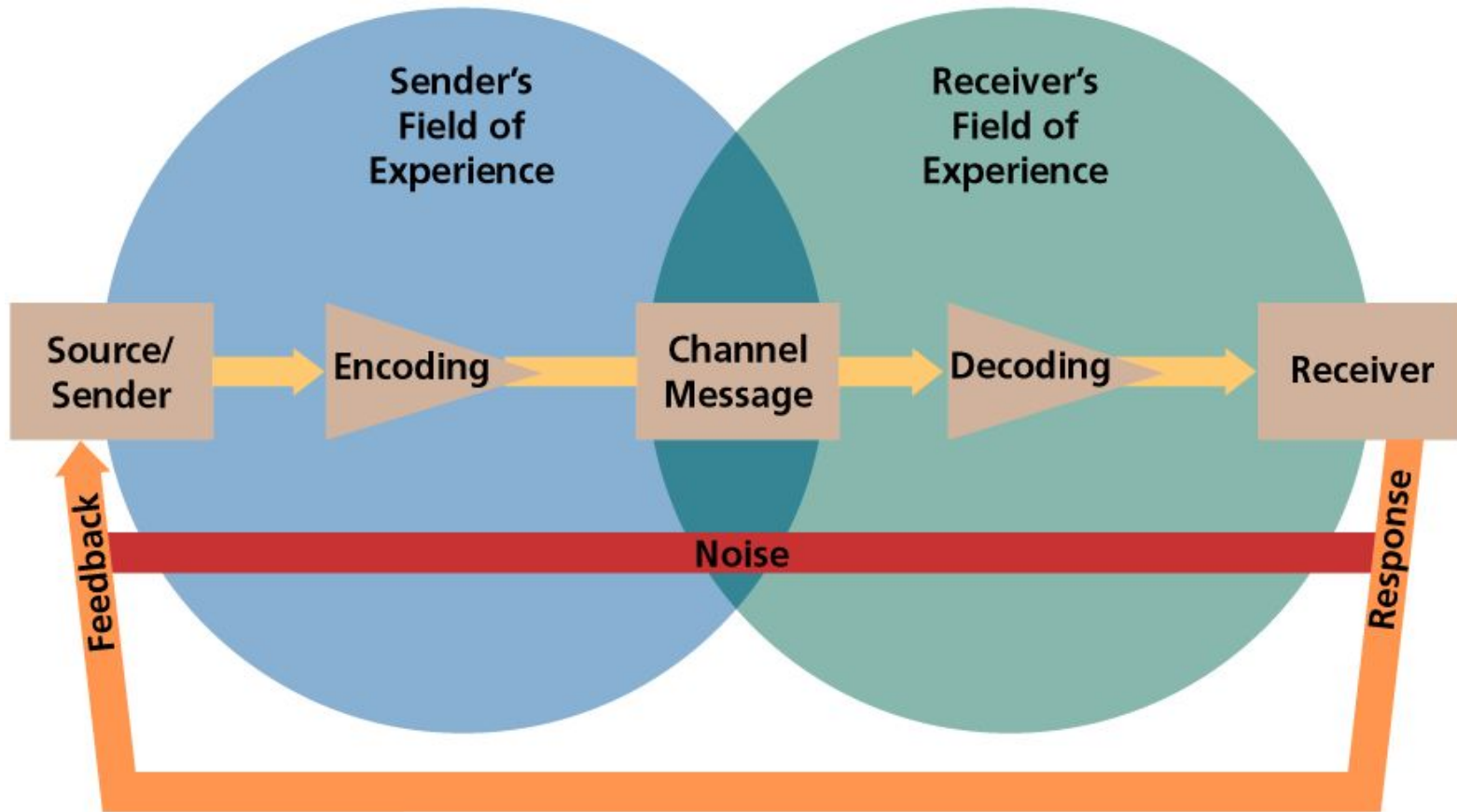
The Communication Process

Draw the
Communication
Process

The Communication Process

The passing of information, the exchange of ideas, or the process of establishing a commonness or oneness of thought between a sender and a receiver.

The Nature of Communication



The Communication Process

- *Source/Sender* – the person or organization with information to share
- *Receiver* – person(s) with whom the sender is sharing information or thoughts
- *Message* – the information the source hopes to convey
- *Channel* – method by which the communication travels from source to receiver
- *Encoding* – putting thoughts, ideas, or information into symbolic form
- *Decoding* – transforming the sender's message back into thought
- *Response* – receiver's reactions after seeing, hearing, or reading the message
- *Feedback* – part of the receiver's response that is communicated back to the sender
- *Noise* – unplanned distortion or interference

The Sender/ Source

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what you
do next
90%

what you did
10%

We know what it takes to be a Tiger.

Even the highest performers don't avoid all mishaps. But according to our groundbreaking study of over 500 of the world's most successful companies, high performers are as adept at recovering from setbacks as they are at avoiding them in the first place. For an in-depth look at our study of and experience with high performers, visit accenture.com/research

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accenture
High performance. Delivered.

Encoding

Encoding involves putting thoughts, ideas, or information into a symbolic form that would be understood by the receiver.
e.g. written words, pictures, voice etc.

Encoding





The Nature of Communication

Communication

- Passing of information or exchange of ideas
- Process of establishing a commonness of thought between a sender and a receiver
- Success depends on the:
 1. Nature of the message
 2. Audience's interpretation
 3. Environment in which it is received
- Major barrier—Language



Forms of Encoding



Verbal



Graphic

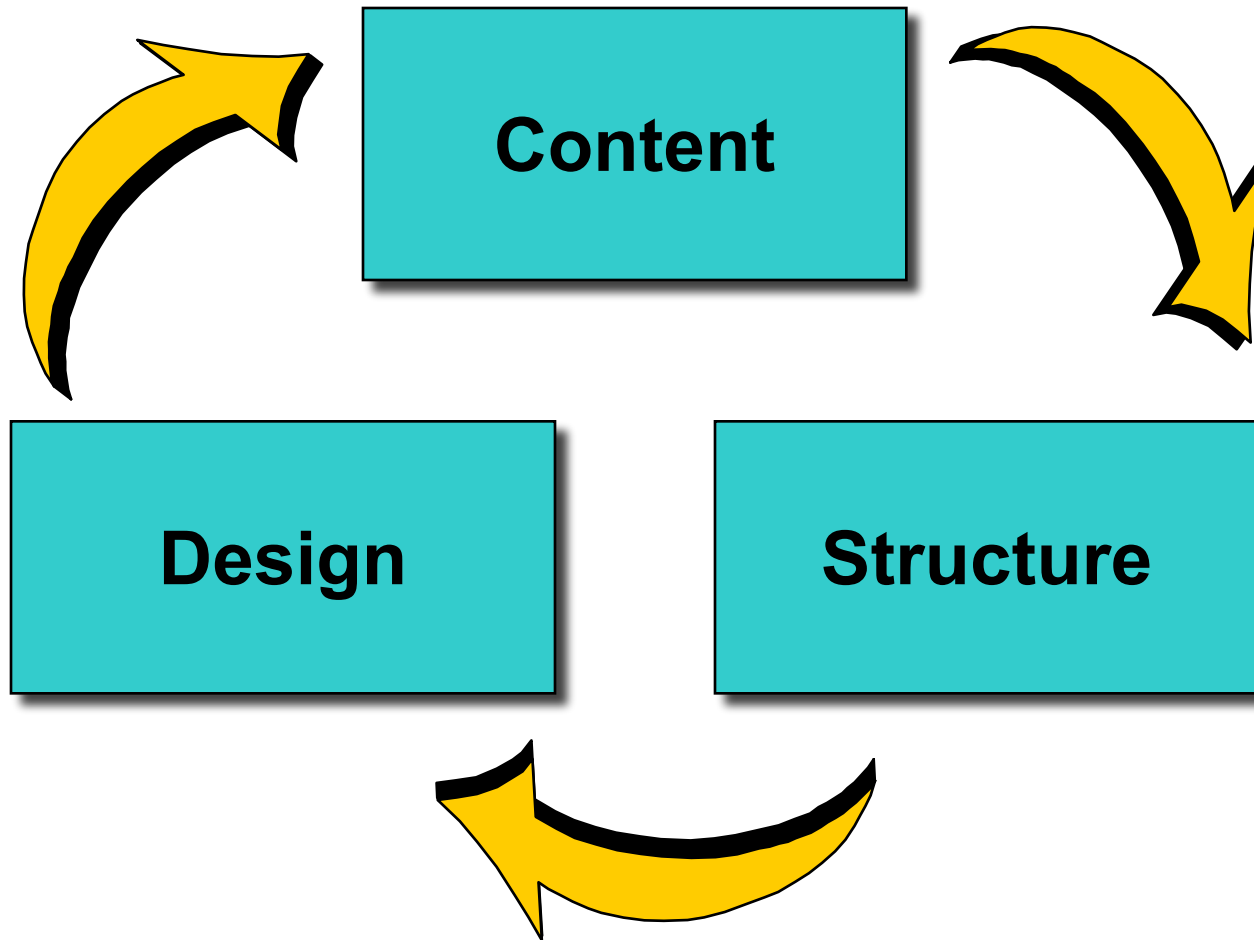


Musical

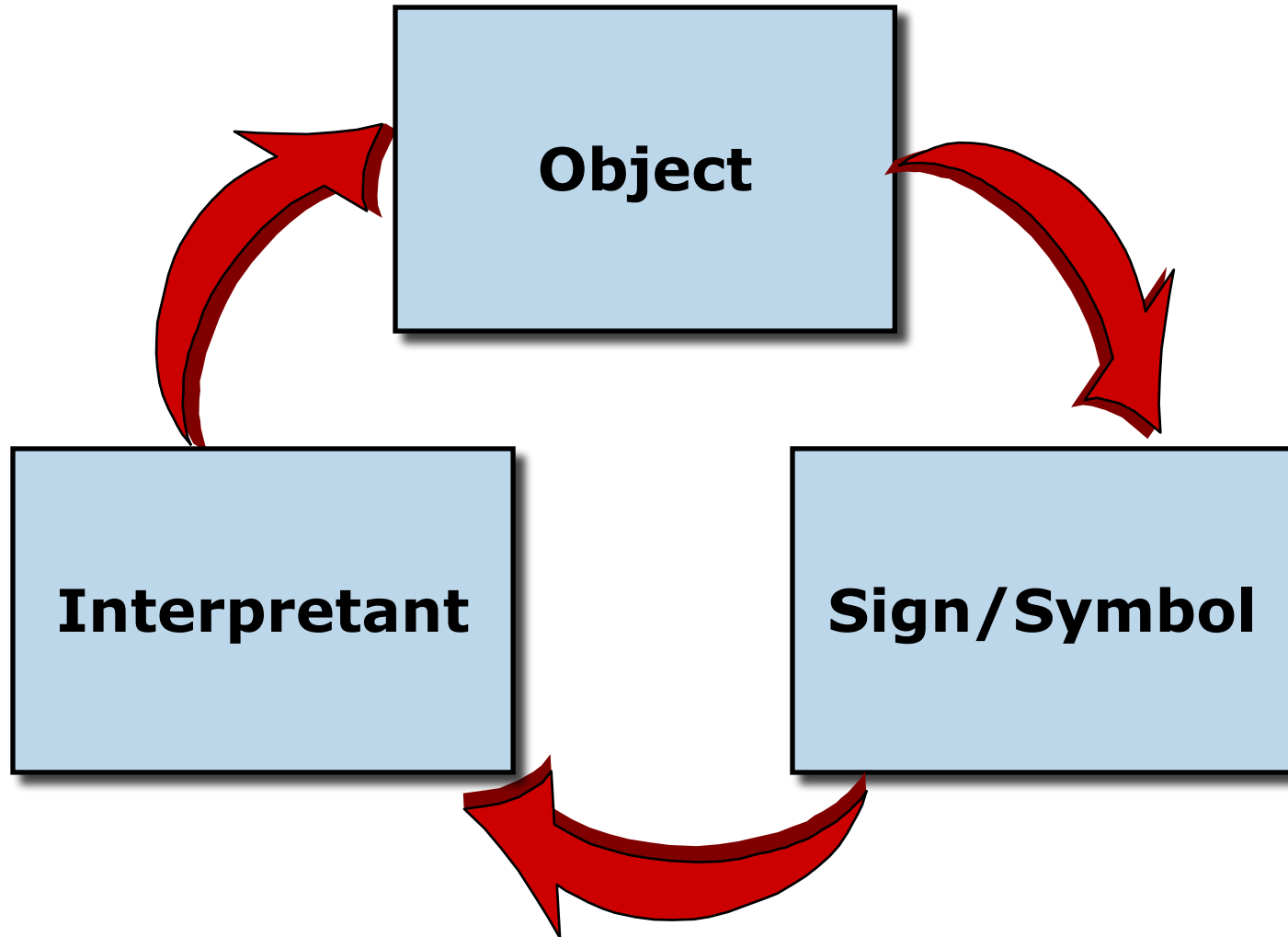


Video/
Animation

Message Development



The Semiotic Perspective



Three Components to a marketing message

The Message



LANCÔME
PARIS

Moisturized. Refreshed. Protected skin.
That's the power of grapes.

VINÉFIT
COMPLETE ENERGIZING MOISTURIZER SPF 15
ENRICHED WITH GRAPE POLYPHENOLS AND NUTRIENTS

- Lancôme revolutionizes the moisturizer. Formulated with green grapes, healthy vitamins and minerals, Vinéfit refreshes skin and hydrates all day.
- Sunscreens and grape polyphenols, nature's own anti-oxidants, help protect against the effects of environmental damage.

RESULT: Skin looks healthy, feels refreshed and stays powerfully protected.

Look for Vinéfit Cream SPF 15 and
NEW Vinéfit Cool Gel.

BELIEVE IN BEAUTY

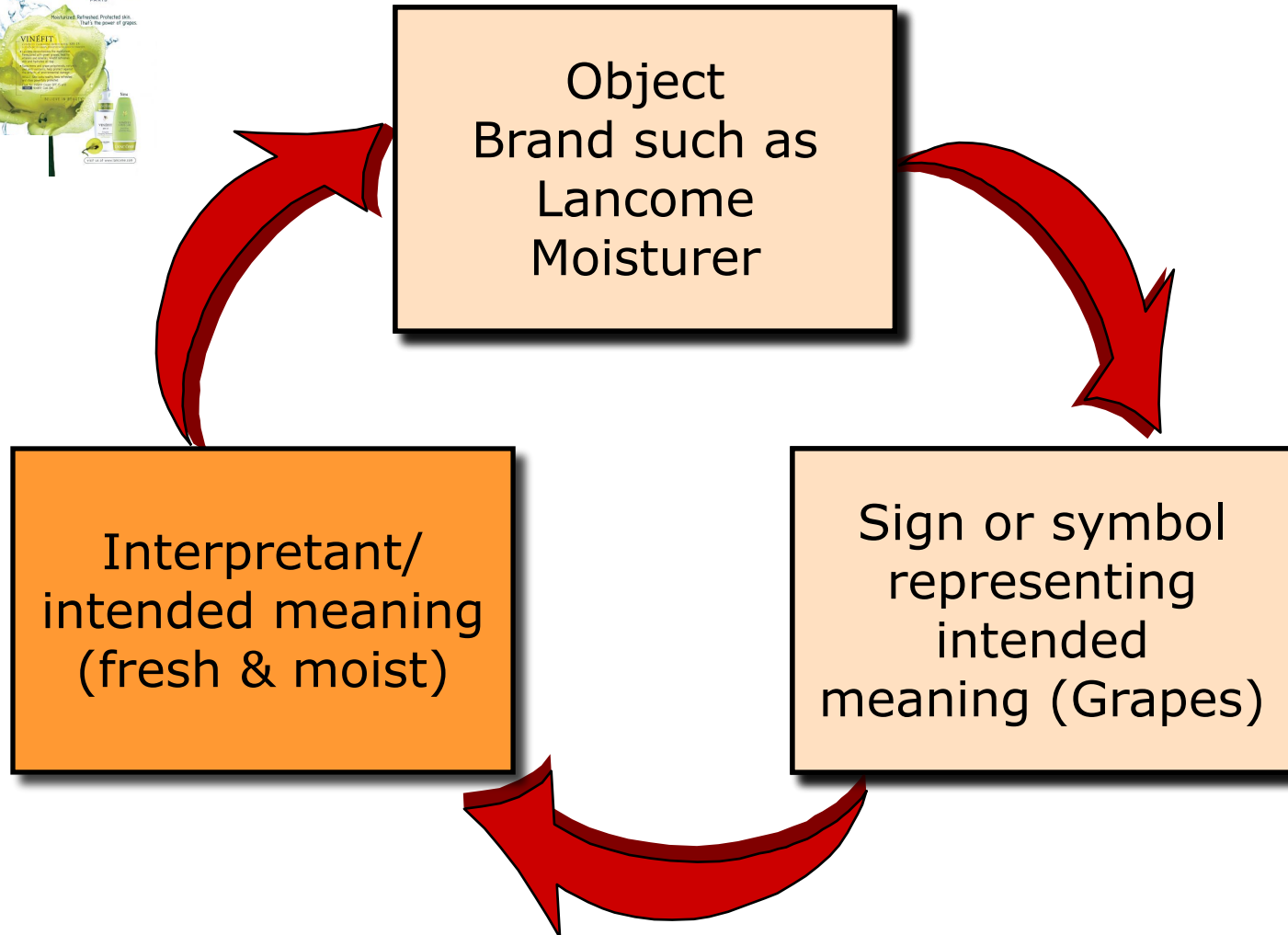
NEW

visit us at www.lancome.com

Lancome - fresh & moist

The Semiotic Perspective

Three Components to a marketing message



The Semiotic Perspective

- **Object** – product or brand that is the focus of the message (e.g., Marlboro)
- **Sign or symbol** – sensory imagery that represents the intended meanings of the object (Cowboy)
- **Interpretant** – intended meaning (masculine, rugged, individualistic)

Communication Channels

Personal Channels



Word of
Mouth



Personal
Selling

Nonpersonal Channels



Print
Media



Broadcast
Media

Decoding

Olny srmat poelpe can raed tihs.

I cdnuolt blveiee taht I cluod aulacly
uesdnatnrd waht I was rdanieg. The
phaonmneal pweor of the hmuan mnid,
aoccdrnig to a rscheearch at Cmabrigde
Uinervtisy, it deosn't mttar in waht oredr
the ltteers in a wrod are, the olny
iprmoatnt tihng is taht the frist and lsat
ltteer be in the rghit pclae. The rset can
be a taotl mses and you can sitll raed it
wouthit a porbelm.. Tihs is bcuseae the
huamn mnid deos not raed ervey lteter
by istlef, but the wrod as a wlohe.
Amzanig huh? yaeh and I awlyas tghuhot
slpeling was ipmorantt! if you can raed
tihs psas it on !!

A COMMA THAT SAVED A LIFE!

Czarina Maria Fyodorovna once saved the life of a man by transposing a single comma in a warrant signed by her husband, Alexander III, which exiled a criminal to imprisonment and death in Siberia. On the bottom of the warrant the czar had written: `Pardon impossible, to be sent to Siberia.' The czarina changed the punctuation so that her husband's instructions read: `Pardon, impossible to be sent to Siberia.' The man was set free.

THE MILLION-DOLLAR COMMA

The US government lost at least a million dollars through the slip of a comma. In the tariff act passed on June 6, 1872, a list of duty-free items included: `Fruit plants, tropical and semitropical'. A government clerk accidentally altered the line to read: `Fruit, plants tropical and semitropical'. Importers successfully contended that the passage, as written, exempted all tropical and semitropical plants from duty fees. This cost the US a fortune until May 9, 1874, when the passage was amended to plug the hole.

Do we speak different?

Do we use different words to describe the same things even in one language?

Egyptian Sudanese Saudi Bahraini Moroccan,
Algerian trying to communicate

Gulf region

Do Saudi people speak differently?

FREE SINGLE DEAL

FROM OUR NEW DOUBLE VALUE MENU

WITH THE PURCHASE OF ANY "2 FOR" DOUBLE DEAL SANDWICH



Offer Good 1/1/08 - 2/10/08

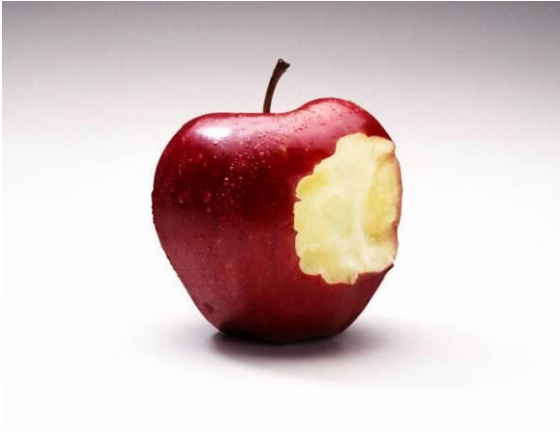
Sales tax not included. Not valid with any other offer or discount. Valid at participating locations only. Limit 1 coupon per person per visit. "2 for" prices vary by location.



Examples of
Ads that have an encoding
problem? Confusing Ads?
(Communication Messages)

Apples for Dessert?

Apples for Dessert



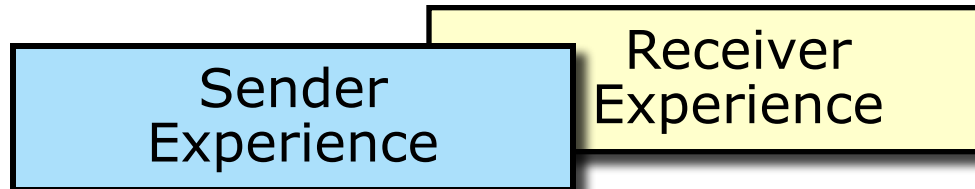
Field of Experience Overlap

Different Worlds

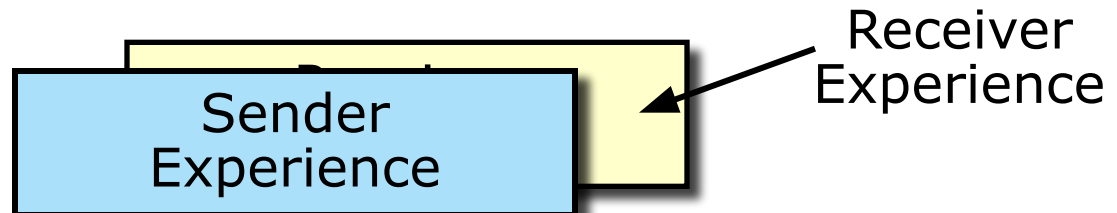
Sender
Experience

Receiver
Experience

Moderate Commonality



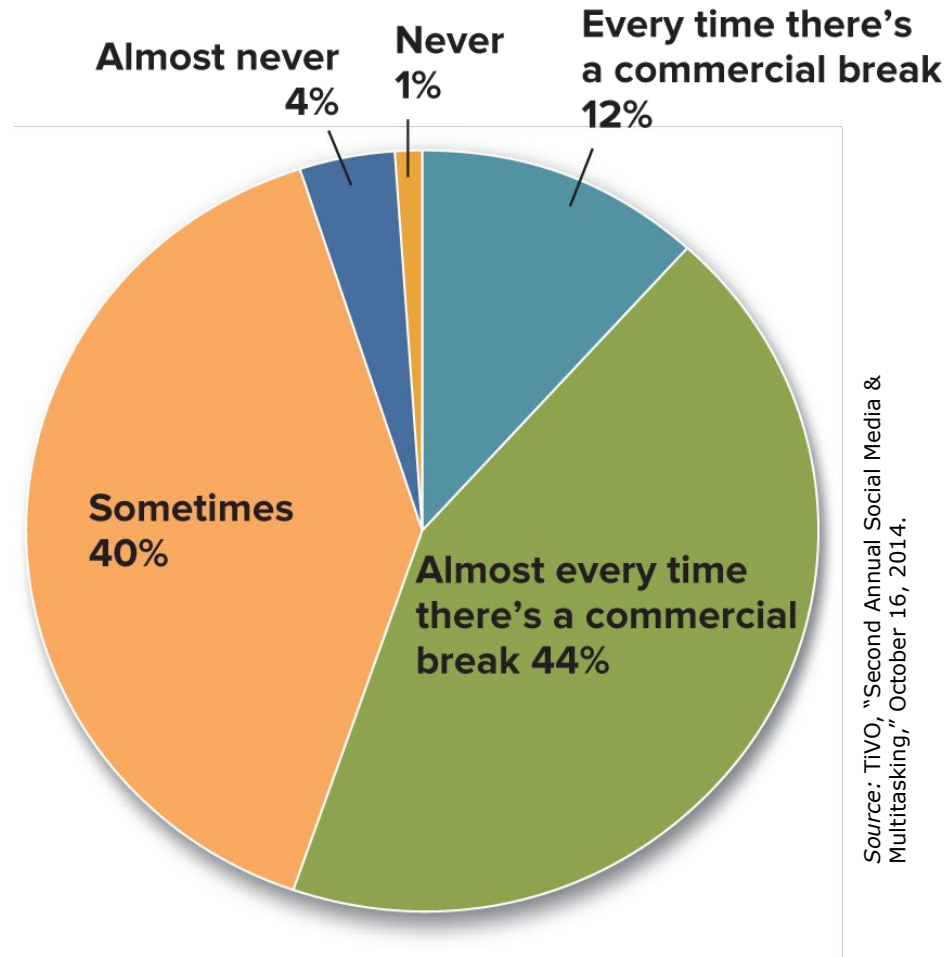
High Commonality



Noise in the Communications Process



Frequency of Multitasking by Television Viewers



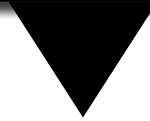
Note: $n = 856$ ages 18+; numbers may not add up to 100% due to rounding.

Successful Communication

Select an appropriate source



Develop a properly encoded message

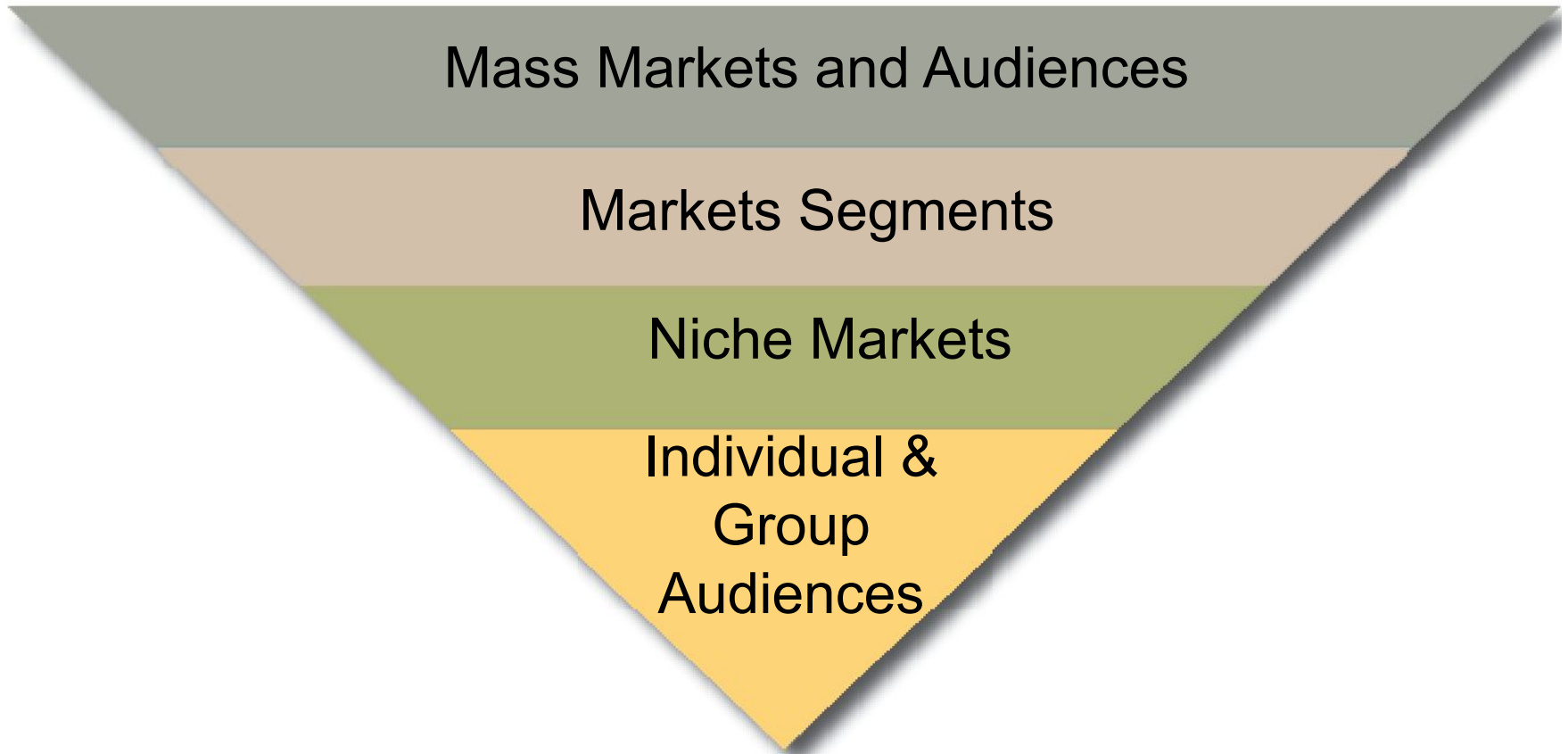


Select appropriate channel for target audience



Receive feedback

Identifying the Target Audience



Models of The Response Process

	Personal Selling process	Advertising	Adopting new product	Influence by advertising
	Models			
Stages	AIDA model ^a	Hierarchy of effects model ^b	Innovation adoption model ^c	Information processing model ^d
Cognitive stage	Attention	Awareness	Awareness	Presentation
		Knowledge		Attention
Affective stage	Interest	Liking	Interest	Comprehension
	Desire	Preference	Evaluation	Yielding
Behavioral stage		Conviction	Trial	Retention
	Action	Purchase	Adoption	Behavior

the stages consumers/customers go through as they learn about a company's product or service, before moving to purchase readiness or actual behavior.

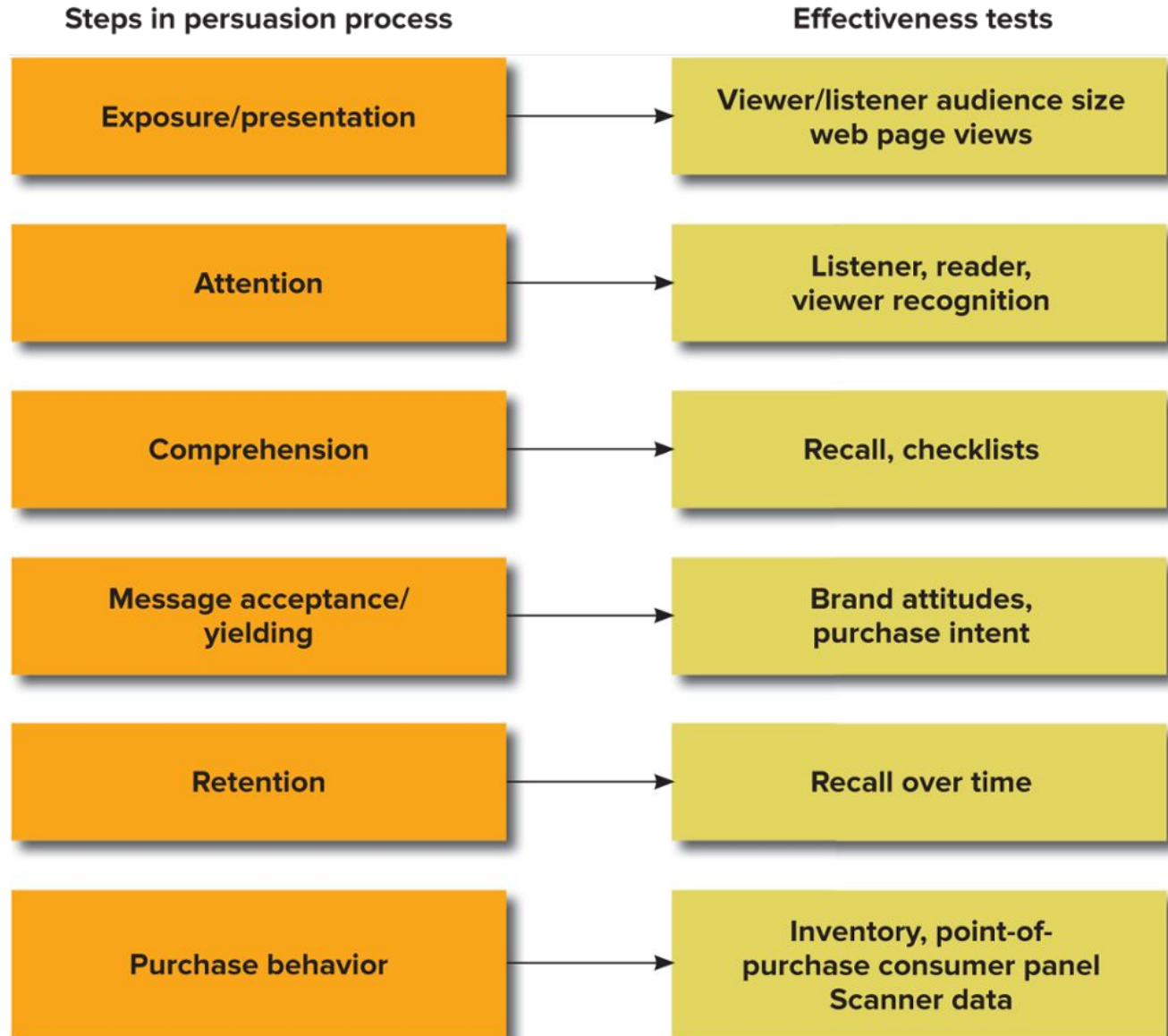
The Response Process

Traditional Response Hierarchy Models

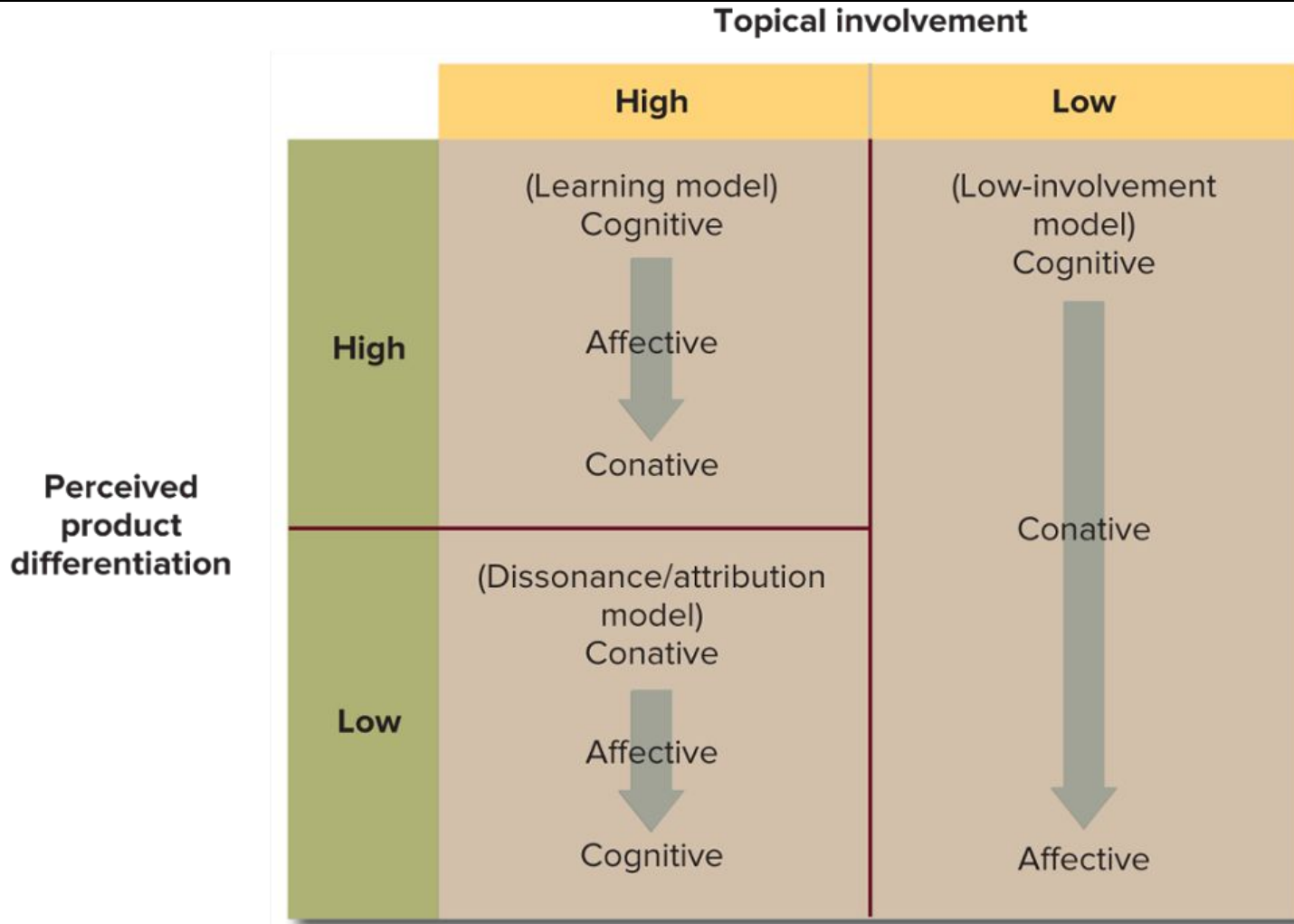
continued

- Implications of the Traditional Hierarchy Models
 - **Cognitive stage**
 - Represents what the receiver knows or perceives about the particular product or brand
 - **Affective stage**
 - Receiver's feelings or affect level for the particular brand
 - **Behavioral stage**
 - Refers to the consumer's action toward the brand

Methods of Obtaining Feedback in the Response Hierarchy



Alternative Response Hierarchies – The Three-Orders Model of Information Processing



Standard Learning = learn □ feel □ do.
Dissonance/Attribution = do □ feel □ learn.
Low Involvement = learn □ do □ feel.

Low-Involvement Products

The Energizer Bunny. Bunny Facts & Games from the Energizer Bunny. Energizer.com

Inc1 hours Cars CB Mac.com FantasyPB MH Custom Login Page St James Athletics NIKE+ : Runs Yahoo! Strand Pool Metra ESPN Google Comcast Email Amazon W3 Web Tutorials

The Energizer Bunny, Bunn...

Energizer.

HOME | BATTERY FINDER | WHERE TO BUY ONLINE


enter keyword SEARCH »

PRODUCTS SPECIAL PROMOTIONS **ENERGIZER BUNNY CENTER** MEDIA CENTER LEARNING CENTER TECHNICAL INFO

[Home](#) > Energizer Bunny Center


Energizer Bunny® Center

Enter the world of the Energizer Bunny®. Get to know your favorite Hare as you check out his bio and Hot Hare Balloon facts. We'll even tell you how to get Energizer Bunny® gear of your very own.




» **About the Energizer Bunny®**

Get the real facts on the famous Spokes Hare you thought you knew. Sneak a peak into his past—where he's been seen and what he's been doing.





» **Hot Hare Balloon**

This 156-foot Energizer Bunny® makes his way across the United States each year. Find out when he'll be in a town near you.



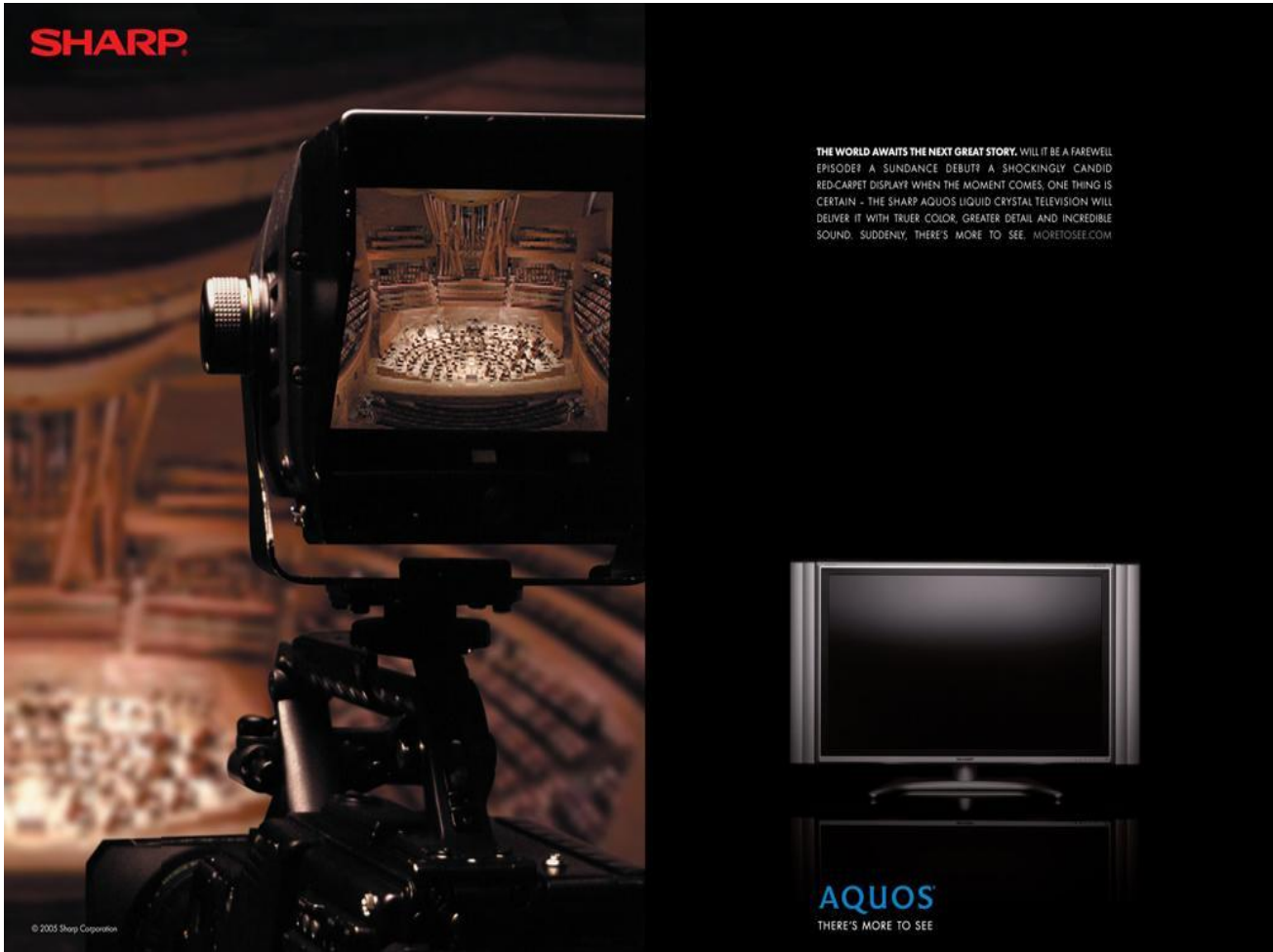
» **Games & Activities**

Try your hand at "Energizer Bunny® Beats" and see if you can beat the Hare at his own game.



Slippers now available at the [Energizer Bunny® Store](#) »

Products Such as Televisions Are High Involvement Purchases



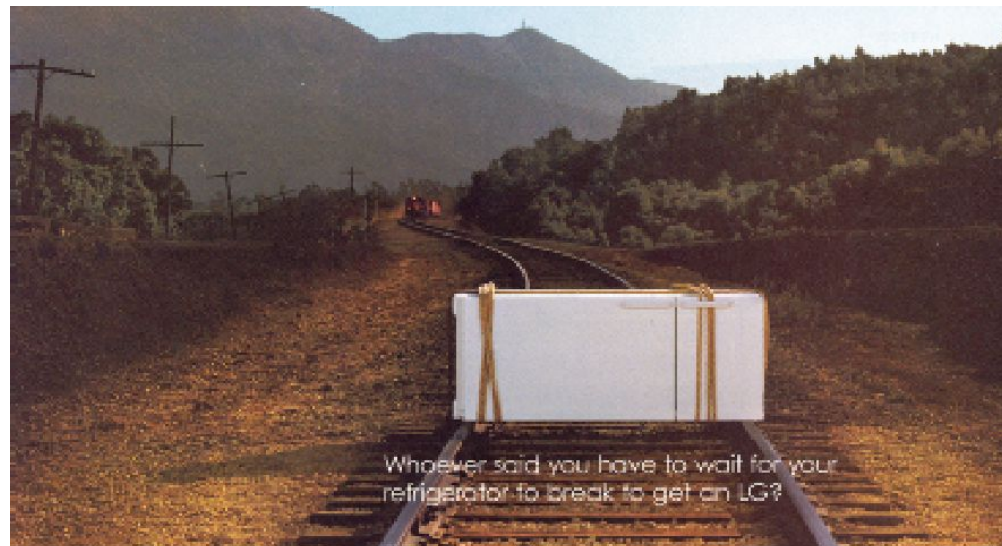
SHARP.

THE WORLD AWAITS THE NEXT GREAT STORY. WILL IT BE A FAREWELL EPISODE? A SUNDANCE DEBUT? A SHOCKINGLY CANDID RED-CARPET DISPLAY? WHEN THE MOMENT COMES, ONE THING IS CERTAIN - THE SHARP AQUOS LIQUID CRYSTAL TELEVISION WILL DELIVER IT WITH TRUER COLOR, GREATER DETAIL AND INCREDIBLE SOUND. SUDDENLY, THERE'S MORE TO SEE. MORETOSSEE.COM

AQUOS
THERE'S MORE TO SEE

© 2005 Sharp Corporation

LG Connects with Consumer Emotions



Whoever said you have to wait for your refrigerator to break to get an LG?



Chances are your old refrigerator is doing a perfectly good job of keeping your milk cold, but is it doing anything more exciting than that? LG introduces a new French Door refrigerator with auto-closing doors, the tallest water dispenser available, an intelligent control panel and a host of other innovations that will make this your dream refrigerator. Until now, there was no such thing. LGUSA.COM



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Dissonance/Attribution Model



[LAYERS OF PROTECTION]

VISA SECURITY PROGRAM				
CONTINUOUS MONITORING	LD. THEFT ASSISTANCE	✓ VERIFIED by VISA	ZERO LIABILITY	3-DIGIT CODE

↑

[LAYERS OF SECURITY]

A MULTI-LAYERED APPROACH TO PAYMENT CARD SECURITY.
Visa has many ways of protecting your card. For instance, if your card is fraudulently used to make purchases, you will not be held responsible. Visa also constantly monitors your account to detect suspicious or unusual activity. In addition, we provide access to identity theft assistance. Visa can even confirm your identity when you're shopping online. It all adds up to protection. Layer upon layer of it.

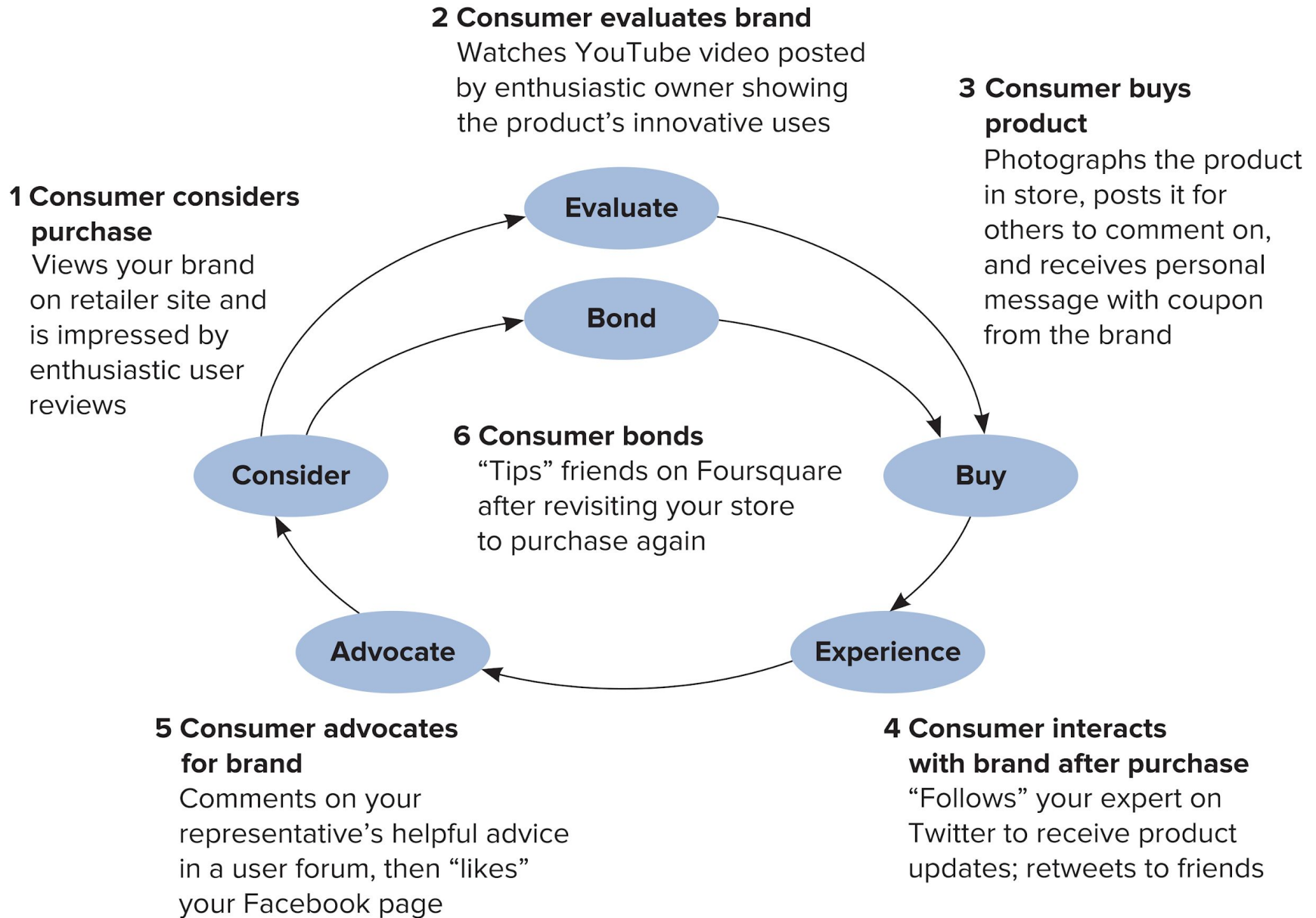
VISA

[VISA.COM/SECURITY](https://www.visa.com/security)

Covers U.S. issued cards only. Visa's Zero Liability Policy does not apply to commercial card or ATM transactions, or to P2P transactions not processed by Visa. Notify your financial institution immediately of any fraudulent use. Verified by Visa is not available with all cards and requires online activation and use at a participating online merchant. For additional restrictions, limitations, and information relating to Visa security features, see your cardholder agreement and go to visa.com/security.

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The Social Consumer Decision Journey



The Social Consumer Decision Journey

- **Social media**

- Consumers can connect with one another, discuss products/services, and interact with marketers

- **Consumer decision journey framework**

- Marketers should target stages in decision journey
- Marketers should consider role of owned media

Cognitive Response Exercise

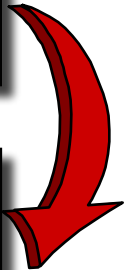
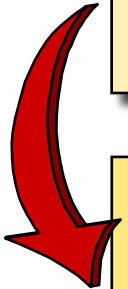


Cognitive Response

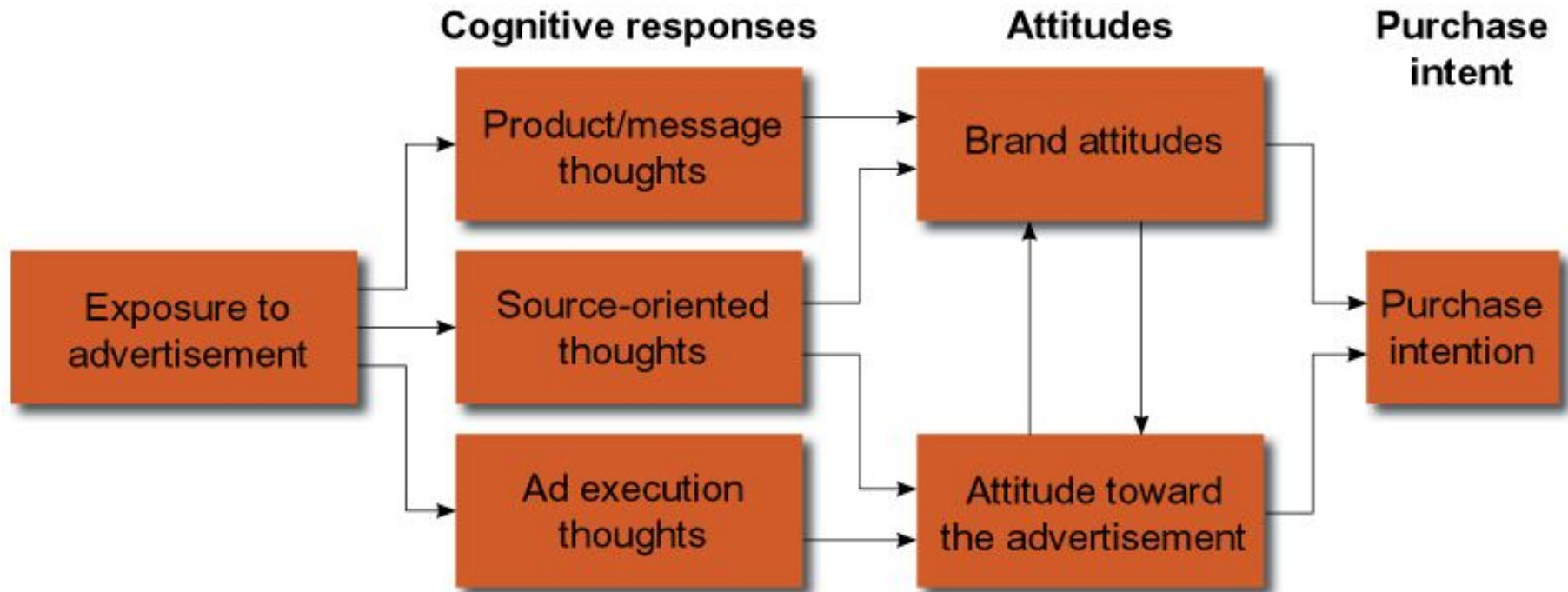
*A method for examining consumers' cognitive processing of advertising messages by looking at their cognitive responses to **hearing, viewing, or reading** communications*

Examines thoughts that are evoked
by an advertising message

Consumers write down or verbally report
their reactions to a message

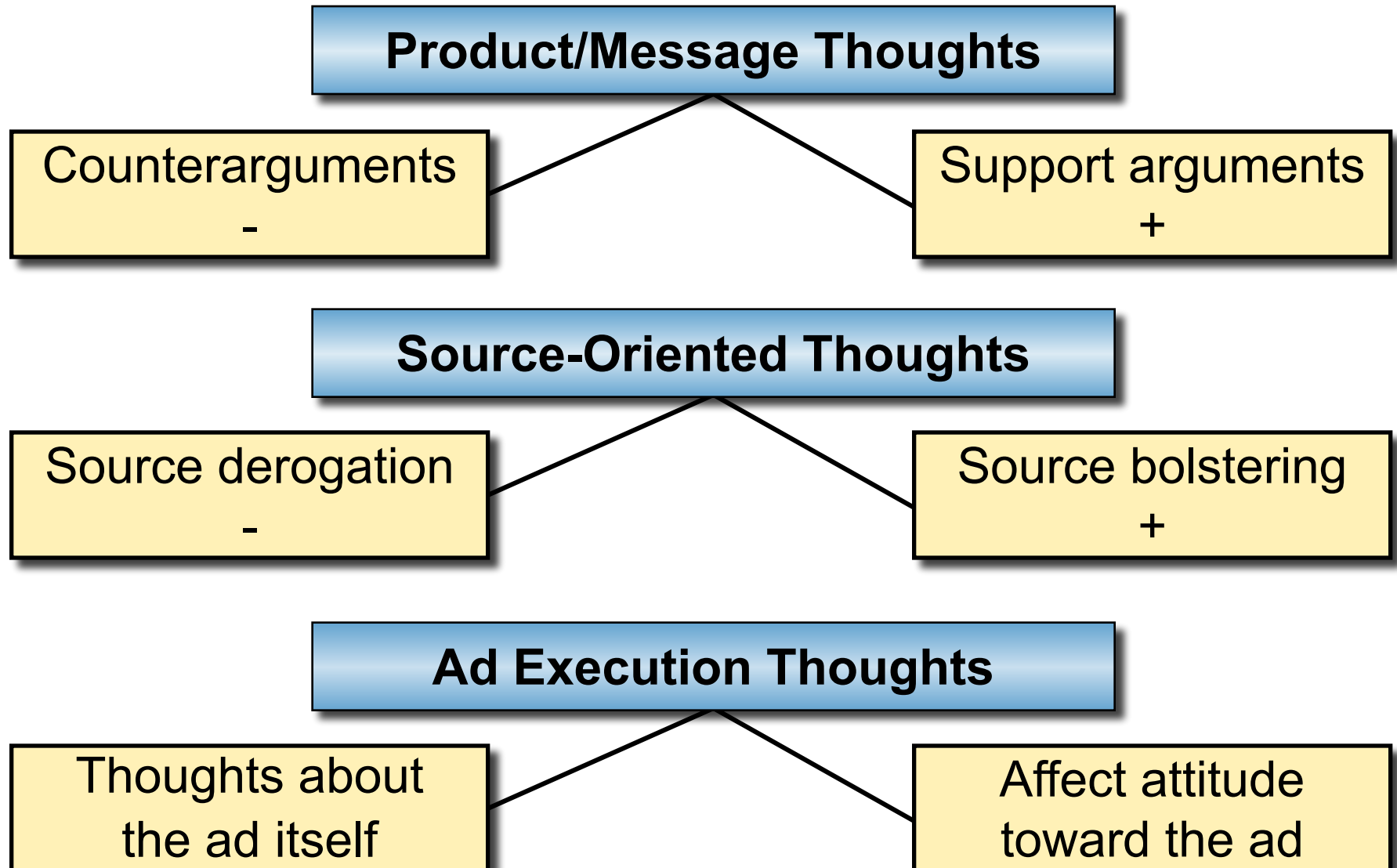


A Model of Cognitive Response



The assumption is that these thoughts reflect the recipient's reactions and help shape ultimate acceptance or rejection of a message.

Cognitive Response Categories



Elaboration Likelihood Model (ELM)

Focuses on the way consumers respond to persuasive messages, based on the amount and nature of elaboration or processing of information

Routes to Attitude Change

Central route to Persuasion – ability and motivation to process a message is high and close attention is paid to message content

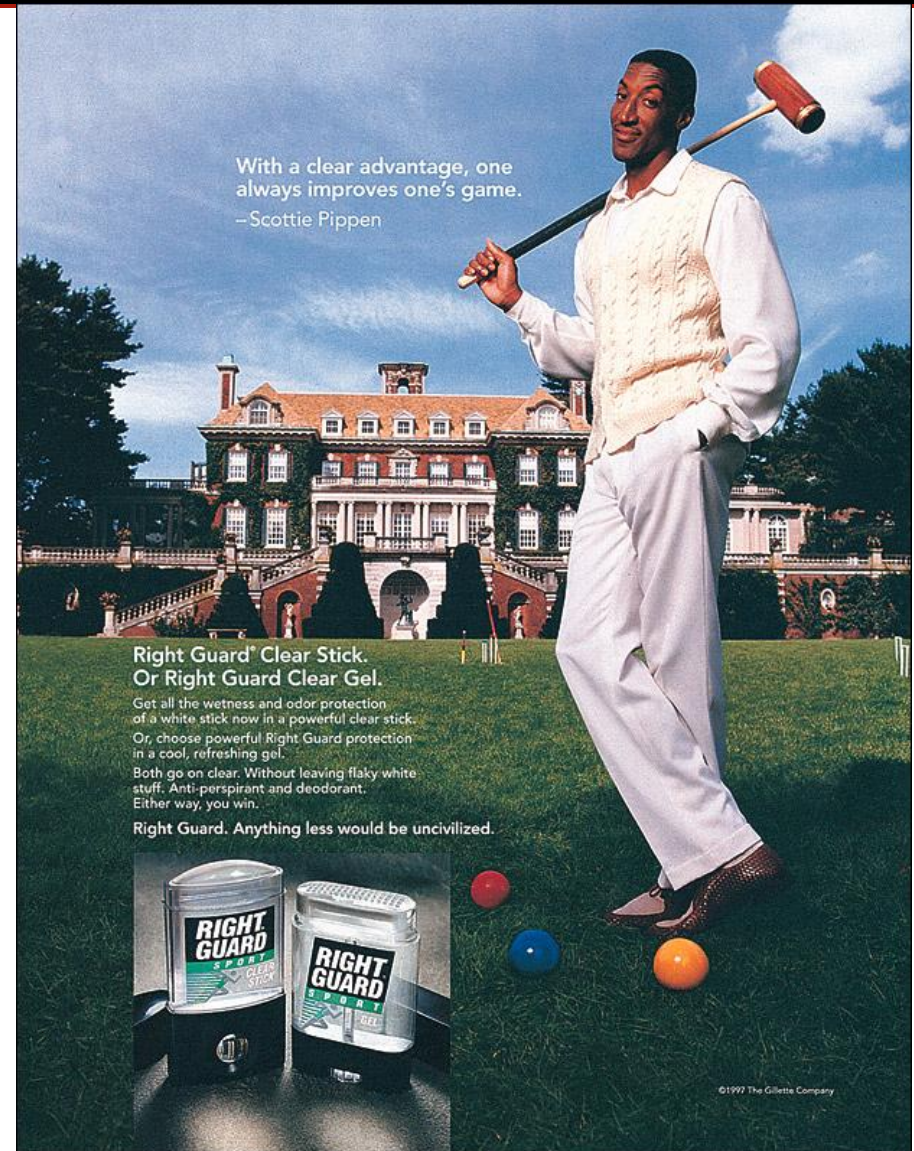
Peripheral route to Persuasion – ability and motivation to process a message is low; receiver focuses more on peripheral cues than on message content – source attractiveness/music etc.

Test Your Knowledge

The elaboration likelihood model (ELM) proposed two routes to persuasion, the central route and the peripheral route. With the peripheral route:

- A) The message is more likely to be received if a celebrity endorser is used
- B) The message should show lots of information
- C) The receiver is viewed as very actively involved in the communication process
- D) The quality of the message claims are more important than the spokesperson, headline, pictures, or music
- E) The sender is dealing with a high-involvement buying situation

Celebrity Endorsers Can be Peripheral Cues



With a clear advantage, one
always improves one's game.
— Scottie Pippen

**Right Guard® Clear Stick.
Or Right Guard Clear Gel.**
Get all the wetness and odor protection
of a white stick now in a powerful clear stick.
Or, choose powerful Right Guard protection
in a cool, refreshing gel.
Both go on clear. Without leaving flaky white
stuff. Anti-perspirant and deodorant.
Either way, you win.
Right Guard. Anything less would be uncivilized.

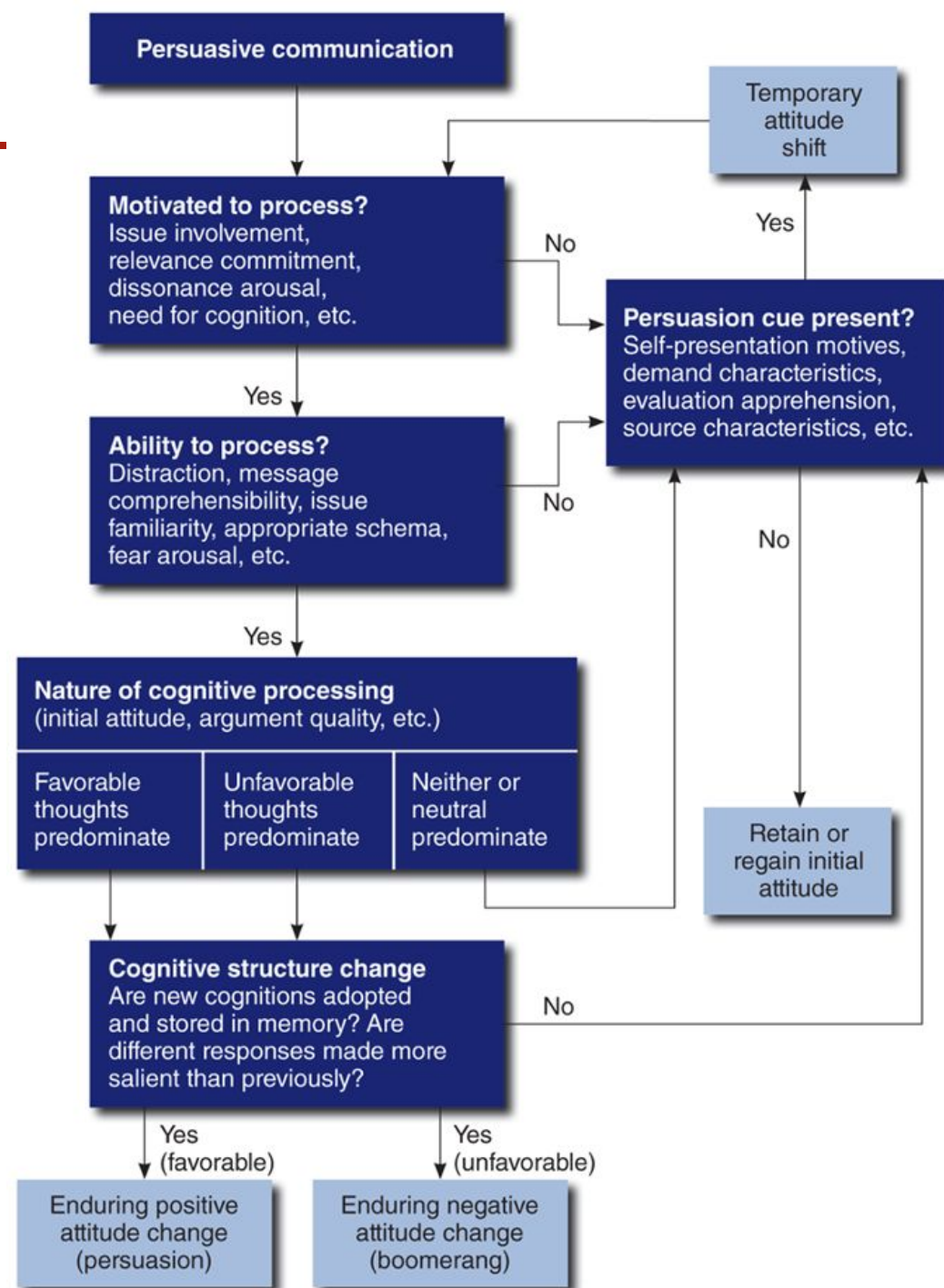
©1997 The Gillette Company

The celebrity endorser and visual imagery might serve as peripheral cues and help consumers form a positive attitude toward the brand even if they do not process the message portion of the ad

Debate Use of Celebrities in Advertising

Get Ready & Bring Examples

Figure 5-10 The Elaboration Likelihood Model of Persuasion



How Advertising Works

