



Brand Messaging and Communications

Professor Barbara Kahn
Patty and Jay H. Baker Professor
Professor of Marketing
The Wharton School



Pod 5

- Persuasion
- Elaboration Likelihood Model
- Use of Celebrity spokespeople

Persuasion

- An active attempt to change belief and attitude
- Caveat: Difficult!
- Elaboration Likelihood Model
 - Two Routes to Persuasion: *Systematic (central)* and *Superficial (peripheral)* Processing



Elaboration Likelihood Model

■ Central Route to Persuasion

- When motivation (involvement), opportunity and ability to process marketing messages are high
- Focus mainly on “central cues” in the message

■ Peripheral Route to Persuasion

- When motivation, opportunity and ability and elaboration likelihood are low
- Focus primarily on “peripheral cues” in the message



Peripheral cues:

- Classical conditioning
- Reciprocity: you owe me.
- Consistency: we've always done it that way.
- Social proof: every body's doing it.
- Liking: love me, love my ideas.
- Authority: just because I say so.
- Scarcity: quick, before they're all gone.