

How Advertising Works

Part 2: Planning and Strategy

Chapter 4

Key Points

- Explain three Models of Advertising Effects to show how brand advertising works
- List the six key effects that govern consumer response to advertising messages

The Effects Behind Advertising Effectiveness

- AIDA (attention, interest, desire, action)
- Hierarchy of Effects (think, feel, do)
- Key Advertising Effects
- Facets models of effective advertising
- The facets come together to make up the unique consumer response to an advertising message

See Handout