

Integrated Advertising, Promotion and Marketing Communications
Chapter Six

Advertising Theory

- In developing an advertising campaign, three theoretical approaches might aid in the design process:
 - o Hierarchy of Effects – Helps to clarify the objectives of an advertising campaign. Outlines six steps a consumer or a business buyer moves through when making a purchase:
 - Awareness
 - Knowledge
 - Liking
 - Preference
 - Conviction
 - The actual purchase
 - ^Steps are sequential
 - Primary benefit involves its ability to identify the typical steps consumers and businesses take when making purchases.
 - o Means-End Theory – Suggests that an advertisement should contain a message, or means, that leads the consumer to a desired end state (i.e. personal values)
 - Means-End Conceptualization of Components for Advertising Strategy (MECCA) Model – Suggests using six elements to create ads:
 - The producer’s attributes
 - Consumer benefits
 - The leverage point
 - A tagline
 - Personal values
 - The executional framework
 - o Leverage Points – (Other two models include this model) Moves the consumer from understanding a product’s benefits to linking those benefits with personal values.
 - To construct a quality leverage point, the creative builds the pathway that connects a product benefit with the potential buyer’s value system.
- Tagline – Something memorable that identifies the uniqueness of a brand or conveys some type of special meaning.
 - o Nike’s “Just Do It”
 - o Creates consistency across advertising platforms
- Verbal and Visual Images
 - o Focuses on the decision the creative makes about the degree of prominence given to the visual part of an advertisement versus the verbal element

- o Most ads include visuals and verbal cues
- o *Visual Esperanto* – The universal language that makes global advertising possible for any good or service

Types of Advertising Appeals

- Seven advertising appeals have achieved the most success within advertising approaches:
 - o Fear
 - Increases viewer interest in an advertisement and the ad's persuasiveness
 - Behavioral response model explains how fear works
 - o Severity and Vulnerability
 - Ex. Internet server goes down at a company, consequences = severity. What happens to the company while it goes down = vulnerability
 - o Rewards to Response Efficacy
 - Ex. Smoking
 - Intrinsic Rewards – Gaining social acceptance by quitting and feeling healthier
 - Extrinsic Rewards – Saving on the cost of cigarettes
 - Response Costs – Smoker doesn't feel accepted with peers since he quit
 - Self Efficacy – Confidence in ability to stop smoking
 - o Appeal Strength
 - o Humor
 - Benefits
 - Pique viewer interest
 - Viewers associate a good mood with the product
 - Problems
 - Humor can overpower the message
 - o Sex
 - Subliminal approaches – Placing sexual cues or icons in advertisements in an attempt to affect a viewer's subconscious in the subliminal approach
 - Sensuality – Many women respond more favorably to a sensual suggestion than an overtly sexual approach
 - Sexual Suggestiveness – Hints that sex is about to take place
 - Nudity or Partial Nudity
 - Decorative Models – Individuals in advertisements to adorn products as a sexual or attractive stimuli
 - Overt Sexuality
 - o Musical Appeals
 - Connects with emotions, memories and other experiences

- Several decisions are made when selecting music for commercials:
 - What role will the music play in the ad?
 - Will a familiar song be used, or will something original be created?
 - What emotional pitch should the music reach?
 - How does the music fit with the message of the ad?
- o Rational Appeals
 - Follows the hierarchy of effects stages of awareness, knowledge, liking, preference, conviction and purchase
 - A rational advertisement should lead to a stronger conviction about a product's benefits, so that the purchase eventually will be made
 - Print and media outlets offer the best place for rational appeals
- o Emotional Appeals
 - Based on three ideas:
 - Consumers ignore most advertisements
 - Rational appeals go unnoticed unless the consumer is in the market for a particular product at the time it is advertised
 - Emotional advertising can capture a viewer's attention and create an attachment between the consumer and the brand
 - Brand loyalty
 - Appear more frequently in business-to-business advertising
 - Television remains one the best media for emotional appeals
- o Scarcity Appeals
 - Urge consumers to buy a particular product because of a limitation