Advertising Design: Theoretical Frameworks and Types of Appeals

Chapter 6
Chapter Objectives

1. What factors might influence the effectiveness of an advertising appeal?
2. How do cognitive, affective, and conative message strategies differ?
3. How do message strategies affect the development of leverage points and executional frameworks?
4. What is an executional framework?
5. How many executional frameworks are there, and what are their names?
6. What characteristics are most important when selecting a source or spokesperson?
7. What are the principles of effective advertising design?
Chapter Focus

- Message strategies
- Executional frameworks
- Spokespersons and endorsers
- Principles of effective advertising
Advertising is preparing a personal message that will be delivered over an impersonal medium.

- Designed to change or shape attitudes
- Remembered
- Lead to some type of short or long term action
IMC Planning Process

Communications Research

Target Market

Product Positioning

Objectives

Budget

IMC Components
The model suggests that a consumer or a business buyer moves through a series of six sequential steps when being convinced to make a purchase.

Hierarchy of Effects Model

- Awareness
- Knowledge
- Liking
- Preference
- Conviction
- The actual purchase
Personal Values – End State

- Comfortable life
- Equality
- Excitement
- Freedom
- Fun, exciting life
- Happiness
- Inner peace
- Mature love

- Pleasure
- Salvation
- Security
- Self-fulfillment
- Self-respect
- Sense of belonging
- Social acceptance
- Wisdom
5 Elements should be used in creating ads:
- Product attributes
- Consumer benefits
- Leverage points
- Personal values
- Executional framework
Means End Chain

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Benefits</th>
<th>Leverage points</th>
<th>Personal Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material</td>
<td>Last, long holds shape</td>
<td></td>
<td>Personal Accomplishment</td>
</tr>
<tr>
<td>Design</td>
<td>Style on trend, feel confident in social situation</td>
<td></td>
<td>Social acceptance, sense of belonging</td>
</tr>
<tr>
<td>Fit</td>
<td>Helps you look and feel your very best, impress others, sexy</td>
<td></td>
<td>Happiness, excitement, fun</td>
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<tr>
<td>Price</td>
<td>Affordable value</td>
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<td>Smart, self-fulfillment</td>
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Promotional Goals

- To build brand image
  - Top of mind
  - First choice
- Provide information
- Persuade
- Support other marketing efforts
- Encourage action
Marketing Message

• Marketing messages can reach the targeted customers in two ways:

  1. A personal message can be delivered through a person such as a sales rep, repair department personnel, or customer service rep
  2. Marketing messages can reach targeted audience through a variety of ad media.
Message Theme

• The message theme outlines the key ideas in an advertisement/promotion.

• Central repetitive message that promotes brand awareness, interest, action
  • Effective when brand association is created immediately

• Created so the theme can be used in any advertising medium
Message Theme tells a Story

• A good story has a beginning where a sympathetic character encounters a complicating situation, a middle where the character confronts and attempts to resolve the situation, and an end where the outcome is revealed.

• A good story allows each member of the audience to interpret the story as he or she understands the action. This is why people find good stories so appealing and why they find advertising that simply conveys facts and information boring.
Message Themes

**Prestige**
- Story – possession of such items provides a status and sense of pride to holders
- Cars, jewelry, vacation, alcohol, sunglasses (Chanel)

**Comfort**
- Story – possession of items brings comfortable life
- Fans, refrigerators, air conditioners, sheets, food

**Economy**
- Story – sell products of value

**Health**
- Story – possession of such items bring about a healthy body and lifestyle
- Drugs, food, vitamins, exercise, food

**Beauty**
- Story – sell looking, feeling good.
- Cosmetics, soaps, perfumes

**Parental Affection**
- toys, ice cream, baby food, electronics
- computers, clothing, jewelry, financial products

**Achievement**
- made in the USA, Americana, Ford

**Patriotism**
The message theme, or outline of the key ideas in the ad, is a central part of the creation.

The message theme can be created using a number of different message strategies.

A message strategy is the primary tactic or approach used to deliver the message theme. There are three broad categories of message strategies.

- Cognitive
- Affective
- Conative
Cognitive Message Strategy

The presentation of rational arguments or pieces of information are presented to consumers

- Ideas require cognitive processing
- When cognitive message strategies are used, the ad’s key message is about attributes & benefits customer can obtain if use the product
- Impact consumers belief and knowledge structure
- Ex: foods may be described as healthful, pleasant tasting, low calorie
- A blender can be described as durable, strong, convenient, easy to use
Cognitive Message Strategy

• Cognitive message strategies would make benefits clear to potential customers
5 forms of Cognitive Strategies

- Five major forms
  - Generic
  - Preemptive
  - USP
  - Hyperbole
  - Comparative ads
1. Generic Messages

- Direct promotion of good or service attributes or benefits without any claim of superiority.
- They work best for a firm that is clearly the brand leader and dominant in the industry within which it operates.
Starbucks Coffee: Freshly brewed Instagrams from Starbucks in Seattle, WA. Tag your coffee photos with #Starbucks! http://starbucks.com
2. Preemptive messages

- Claims of superiority based on a specific attribute or benefit of a product.
- Once made, the claim normally preempts the competition from making such a statement.
Preemptive Messages
3. Unique Selling Proposition

- An explicit, testable claim of uniqueness or superiority, which can be supported or substantiated in some manner.
- Stresses unique product feature
- Often used in food and cosmetics advertising
Unique Selling Proposition
Cognitive Message Strategy
Unique Selling Proposition
4. Hyperbole

- An untestable claim based upon some attribute or benefit.
- Claims do not need to be substantiated
- Very popular strategy
MINTS SO STRONG THEY COME IN A METAL BOX.

The Curiously Strong Mints

Hyperbole
5. Comparative Advertising

- An advertiser directly or indirectly compares a good or service to the competition.
- The competitor may or may not be mentioned by name.
- A danger is the negative attitudes consumers may develop toward the ad.
- Less common in other countries due to both social and cultural differences as well as legal restrictions.
Message Strategies

- Generic message
- Preemptive message
- Unique Selling Proposition
- Hyperbole
- Comparative ad
Message Strategies

• Cognitive

• Affective

• Conative
Affective Message Strategies

• Affective message strategies are designed to invoke feelings and emotions and match them with the product, service, or company.
  • Seek to enhance the likability of the product
  • Build recall of the appeal
  • Increase comprehension of the advertisement
  • Elicit emotions which then in turn affect the consumer’s reasoning process, and finally lead to action
Affirmative Message Strategies fall into two categories

**Resonance**

Resonance advertising attempts to connect a product with a consumer’s past experiences in order to develop stronger ties between the product and the consumer. – Ad for Epson printers – tag line: “memories from Home”

**Emotional**

Emotional advertising attempts to elicit powerful emotions which eventually lead to product recall and choice, including trust, reliability, friendship, happiness, security, glamour, luxury, serenity, pleasure, romance, and passion.

*Image 1: Epson ad*  
*Image 2: Nike ad*
Resonance Creative Style

- Does not focus on product claims or brand images but rather seeks to present circumstances or situations that find counterparts in the real or imagined experience of the target audience.
- Examples: Dove’s “Real Beauty” campaign
Emotional Message Strategy

When properly used, emotions can help facilitate consumers' understanding and acceptance of an advertising message. ... Advertisers have an entire range to consider: positive, “feel good” emotions such as happiness and contentment or negative emotions such as fear and anger.
Each year, tens of thousands of seals, many of whom are still babies, are massacred. It’s time to demand a permanent end to Canada’s cruel seal slaughter.
Message Strategies

• Cognitive
• Affective
• Conative
Conative Message Strategies

- Designed to lead more directly to some type of consumer behavior. (purchase)

- *Action-inducing* approaches to create situations in which consumers buy first and evaluate later
  - A point of purchase display (impulse buys)
Conative Message Strategies

- Promotional support conative advertisements are designed to support other promotional efforts using:
  - Coupons
  - Phone-in promotions
  - Sweepstakes
  - Internet promotions/coupons
The Hierarchy of Effects Model

Cognitive Strategies
- Awareness
- Knowledge

Affective Strategies
- Liking
- Preference
- Conviction

Emotional

Conative Strategies
- Actual Purchase
Advertising Appeals

- Fear
- Humor
- Sex
- Music
- Rationality
- Emotions
- Scarcity

- Advertising appeals are the hooks companies use in ads to persuade customers.
- Commercial and print ads use some form of appeal to reach potential customers.
- Advertisers use appeal to influence a customer to purchase a product or support a cause.
- Appeals speak to an individual’s need, wants or interest.
This appeal Works!!

Increases both the viewer’s interest and the persuasiveness of that ad

A key decision is how strong to make the fear in the advertisement.

- moderate level of fear will be the most effective.

- Too much fear causes the viewer to turn away.
  - Too little does not attract attention.
YOU JUST ATE 26 PACKS OF SUGAR.

All those extra calories can bring on obesity, diabetes and heart disease.

Are you pouring on the pounds? Find out at nyc.gov/health/drinkingfat

NYC

Might as well text 911 while you’re at it.
Fear
Humor Appeal

- Used in 30% of ads.
- Excellent in capturing attention.
- Score high in recall tests.
- Should be related directly to customer benefit.
- The success of humor as an advertising tactic is based on causing consumers to:
  - Watch
  - Laugh
  - Remember
Humor

- Captures Attention
- Holds Attention
- Wins creative Awards
- High recall scores
- Consumers enjoy
- Fun to create
Sex Appeal

- Sex appeals are one approach to building brand awareness
  - Breaks through clutter
  - Use has increased
  - Not as effective as in the past
  - Advertisers shifting to more subtle sexual cues.
Sex Appeal

- Subliminal techniques
- Nudity or partial nudity
- Sexual suggestiveness
- Overt sexuality
- Sensuality
Subliminal Techniques

This involves placing sexual cues or icons in advertisements where they will affect a viewer’s subconscious mind.
Facebook helps you connect and share with the people in your life.

Is Your Child Ready To
- Give up his pacifier?
- Sleep in a bed?
- Drink from a cup?
AND MORE...

54
SMART PRODUCTS
EVERY MOM NEEDS

THE SAFEST
FAMILY CARS

Parents Special Report

Clip-And-Save Babyproofing Guide

Feed A Picky Eater

HEALTHY BABY
Protect Your Child From Scary Germs

Can You Afford To Quit Your Job?
We'll Help You Figure It Out
Sex Appeal
Sensuality Approach

- Targeted toward women who might respond to more of a sensual suggestion than an overt sexual approach.
- More sophisticated
- Relies on imagination
  - Requires greater mental processing
- Can be more enticing than raw sexuality
Sex Appeal
Sexual Suggestiveness

• This is used to make the product seem more sensuous.
• Gay and lesbian themes
• Encourages use of imagination
  • Requires greater mental processing
Sex Appeal

Nudity or Partial Nudity

• Used for wide variety of products
• Attracts attention
• Not always designed to solicit sexual response
  • Underwear commercials
• Decorative models
HEAVENLY

The fragrance

The romantic, luminous fragrance you fell in love with, now in a gorgeous new bottle.

Our original

SIGNATURE SCENT

Dreamy, delicate & soft as Cashmere, this best-selling scent is a smooth & sophisticated blend of vanilla, powdery & cashewwood.

HEAVENLY

Eau de Parfum

Heavenly

Angel Wash

Heavenly

Angel Touch Lotion

Heavenly

Angel Mist

Heavenly Eau de Parfum Roll On
Overt Sexual Approach

• The most strongly used sexual method.
• Acceptable for sexually-oriented products
• Used to break through ad clutter
• Often used for a shock effect
• Danger of being offensive
Sky Vodka
Are Sex Appeals Effective?

Research Results:

- Do increase attention.
- Rated as being more interesting.
- Often leads to strong feelings about the ad.
- Brand recall is lower.
- Often interferes with message comprehension.
- May impact feelings toward the brand
Disadvantages of Sex Appeals

- Less influence today
- Reduces brand recall
- Affects comprehension
- Creates dissatisfaction with one’s body
  - Females
  - Males
- Stereotyping of females
Objective #8: Music Appeal

- Gains attention and increases the retention of visual information at the same time. Most consumers remember the song along with images of the product or company.
- Music can lead to a better recall of the visual and emotional aspects of an ad.
- Increase the persuasiveness of argument.
- Musical memories are often stored in long-term recall areas of the brain.
Music Appeal Considerations

- What role will music play in the ad?
- Will a familiar song be used, or will something original be created?
- What emotional pitch should the music reach?
- Popular songs are often costly and some musicians refuse to sell them.
• A rational appeal often follows the hierarchy of effects stages of awareness, knowledge, liking, preference, conviction, and purchase.

• To be successful, rational appeals rely on consumers actively processing the information presented in an advertisement.

• Print media offers the best outlets for rational appeals, because they give the readers a greater opportunity to process copy information.
Rational Appeal

- Print media offers the best outlets
  - give the readers a greater opportunity to process copy information.
- Well suited for high involvement and complex products.
- High involvement decisions require considerable cognitive activity and consumers spend more time evaluating the attributes of the individual brands.
  - Complex products require more time to absorb key information.
Rational Appeal
Emotional Appeal

- Based on three ideas:
  - Consumers ignore most ads
  - Rational ads go unnoticed
  - Emotional ads can capture attention
- Key to developing brand loyalty.
- Effie Awards – humor and emotions.
- Use more in b-to-b advertising.
- Works well when tied to other appeals.
Emotional Appeals

• Television is one of the best media
  • It has intrusion value and can utilize both sound and sight. Facial expressions can convey emotions and attitudes.

• Emotions can be tied with humor, fear, music, and other appeals to make a compelling case for a product.
Extra Gum
Scarcity Appeals

- Based on limited supply
- Based on limited time to purchase
- Often tied with promotion tools such as contests, sweepstakes, and coupons
- Encourages customers to take action
Objective #2: Executional Frameworks

An executional framework is the manner in which an ad appeal is presented

- Animation
- Slice of life
- Dramatization
- Testimonial
- Authoritative
- Demonstration
- Fantasy
- Informative
Animation

- Originally used by firms with small advertising budgets.
- Increased use due to advances in computer technology.
- Rotoscoping
- Clay animation
- Computer graphics
Metlife
Slice of Life (Dramatization)

- Attempt to provide solutions to the everyday problems faced by consumers or businesses.
- Show common things people experience, especially the problems they encounter. Then, the product is made available to solve the problem.

- Encounter
- Problem
Dramatization

Similar to slice-of-life executional framework.

- Uses the same format of presenting a problem, then providing a solution.
- The difference lies in the intensity and story format.

- An effective and dramatic advertisement is difficult to pull off, because it must be completed in either thirty or sixty seconds. Building a story to a climatic moment is challenging, given such a short time period.
The testimonial type of executional framework is being used when a customer in an advertisement tells about a positive experience with a product.

- Enhance credibility
- Source
- Customers
- Paid actors
I did a lot of things to stay in the game, but regular visits to my chiropractor were among the most important.

Stay in the Game with Chiropractic

Jerry Rice, one of the game’s most decisive players, a 3-time Super Bowl football player who owns 34 career records and three Super Bowl rings, shares his positive experiences with chiropractic care.

“I am proud to communicate with the American public about the value of chiropractic care. Professional football is a very rough and rigorous sport, and without my chiropractor, I would not be able to maintain my longevity and continuing to dedicate exercise programs and chiropractic adjustments. Chiropractic gave me the edge to succeed, not only on the gridiron but also on the dance floor.”

Learn the facts about chiropractic care and its vital role in America’s well being. Visit www.whyischiropractic.com

Many years ago, I was fishing, and as I was reeling in the poor fish, I realized, “I am killing him—all for the passing pleasure it brings me.” And something inside me resisted. I realized as I watched him fight for breath, that his life was as important to him as mine is to me.

I AM PAUL McCARTNEY, AND I AM A VEGETARIAN

PETA.org
Authoritative

- In using the authoritative executional framework, an advertiser seeks to convince viewers that a given product is superior to other brands.
- Expert authority
- Scientific or survey authority
Listen to an expert!
Choosing the right heating/ventilating system is a major decision. Here's why YMV Enterprises chose RAPID.
Advertisements using the demonstration executional framework are designed to show how a product works.

- Effective way to communicate the attributes of a product
- Shows product being used
- Television and the Internet
Fantasy executions are designed to lift the audience beyond the real world to a make-believe experience.

Some fantasies are meant to be realistic. Others are completely irrational.

Common themes
- Sex
- Love
- Romance

Products such as perfume/cologne
Informative ads present information to the audience in a straightforward matter.

One of the keys to informative advertising is the placement of the advertisement.

Informative ads are prepared extensively for radio advertisements, where only verbal communication is possible but are less common in television and print because consumers tend to ignore them.

Informative ads work well in high involvement purchase situations. As a result, the informative framework continues to be a popular approach for business-to-business advertisers.
Objective #3: Spokespersons

- Celebrities
- CEOs
- Experts
- Typical persons
Celebrity Spokespersons

- Most common
- Featured in 6% of ads
- Enhance brand equity
- Create emotional bonds
- More effective with younger consumers
- Athletes popular
- Establish brand personality
Three variations on celebrity endorsements:

- Unpaid spokespersons for charitable causes.
- Celebrity voice-overs.
- Dead-person endorsements.
Dead Celebrities
Spokespersons

- **CEOs**
  - Highly visible and personable
  - Can be major asset
  - Used by local companies

- **Experts**
  - Expert in their field
  - Authoritative figures

- **Typical persons**
  - Paid actors
  - Typical, everyday people
Expert Sources

- Physicians
- Lawyers
- Financial Planners
- Nutritionists
- Musicians
Typical Person
Sources

RESPONSIBLE.

"It's like the way a baby grows. It's a child, then a teenager, then a man. It all comes with responsibility."
Source Characteristics

- Attractiveness
- Trustworthiness
- Similarity
- Expertise
- Likeability
Matching Source Types and Characteristics

- Several dangers exist in using celebrities.
  - Any negative publicity about the celebrity caused by inappropriate conduct can reflect on the brands being endorsed.
  - Celebrities can endorse so many products that they lose their credibility.
  - It is this potential for negative publicity that has led some advertisers to use deceased celebrities.