

*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

Overview

- 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

Hierarchy of Effects Model

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



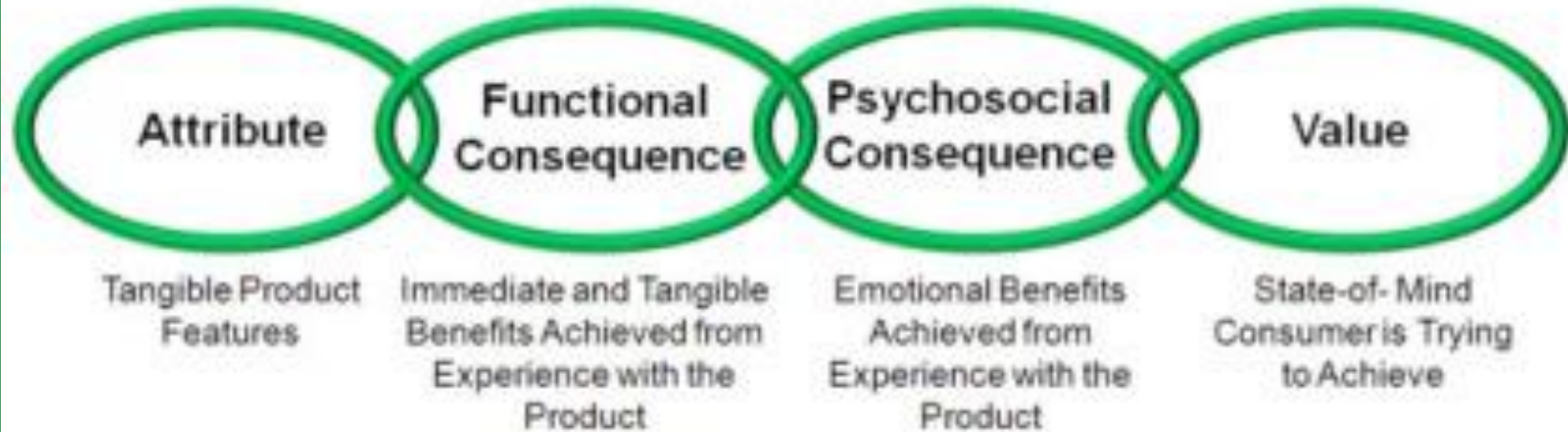
Personal Values – End State

- 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

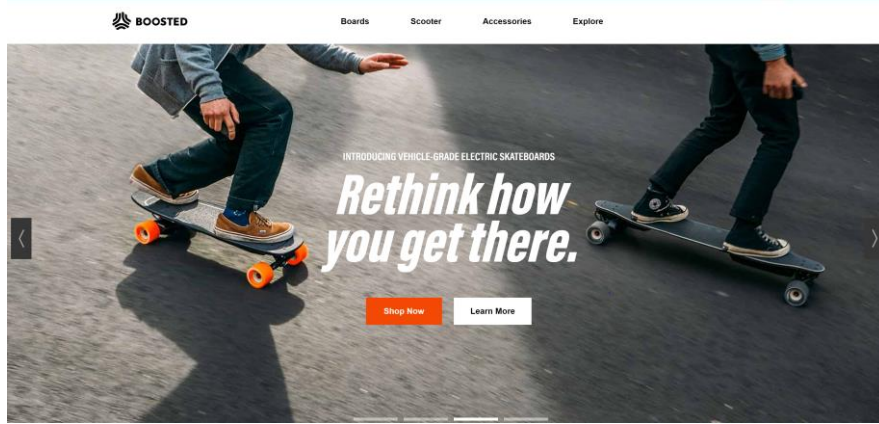
Means-end is used to uncover the underlying emotions, consequences, and personal values that drive consumer choice. Approach is based on a theory that product and service attributes are associated with consequences, or product benefits and risks, and even the personal values the product can help consumers fulfill.

The result is a value chain linking a product attribute to its functional consequence, to the psychosocial (or emotional) consequence, to the underlying personal value.

Means-end Value Chain



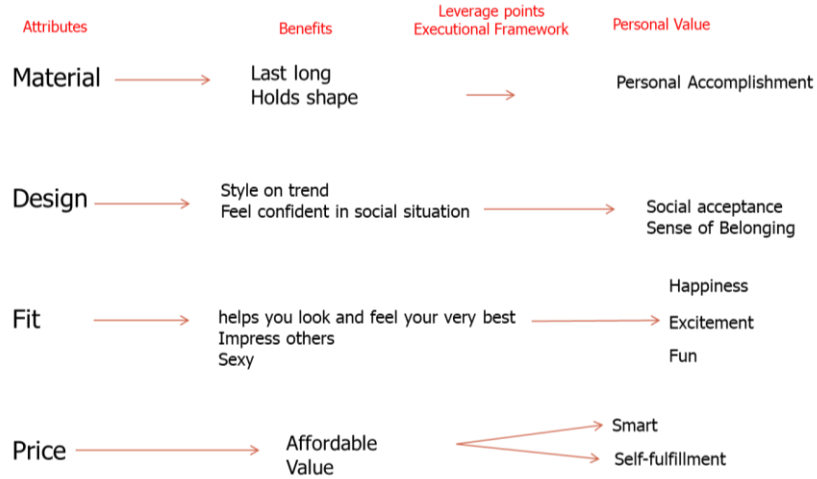
Means-End Value Chain



5 Elements should be used in creating ads:

- Product attributes
- Consumer benefits
- Leverage points
- Personal values
- Executional framework

<https://www.instagram.com/p/B2e9a6xAC-u/>



Means End Chain

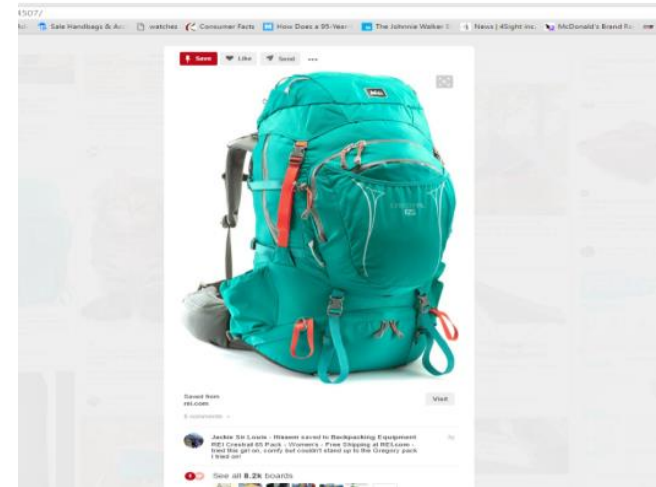


Promotional Goals

- 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.



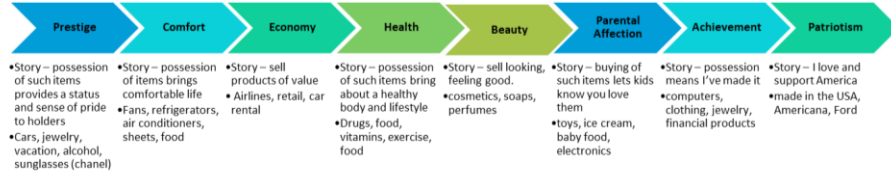


Message Theme

- 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

Story – Key Message in the advertisement



Message Strategy

The message then can be created using a number of different message strategies



Cognitive - **rational arguments** or pieces of information are presented to consumers

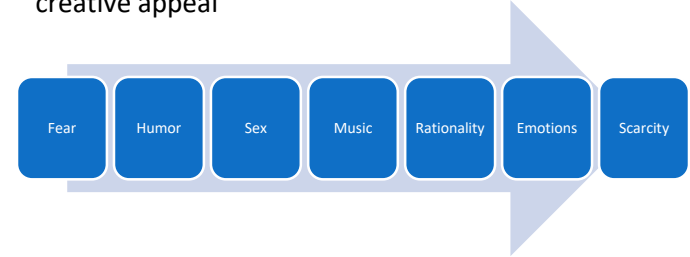
- Generic
- Preemptive
- USP
- Hyperbole
- Comparative ads

Affective message strategies are designed to invoke feelings and emotions and match them with the product, service, or company.

- Resonance
- Emotional

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

Advertising Appeals - The decision about what type of approach to use should be based on the creative appeal



Executorial framework is the manner in which an ad appeal is presented

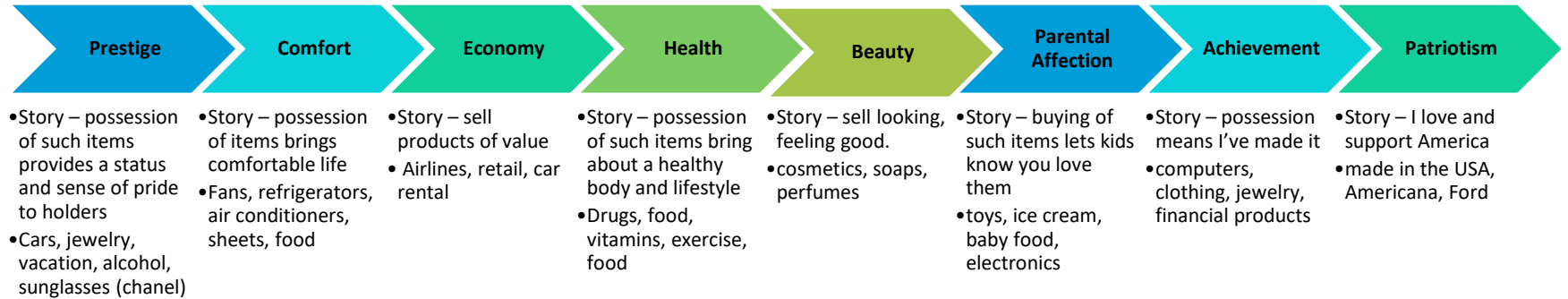


Message Theme tells a Story

- 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





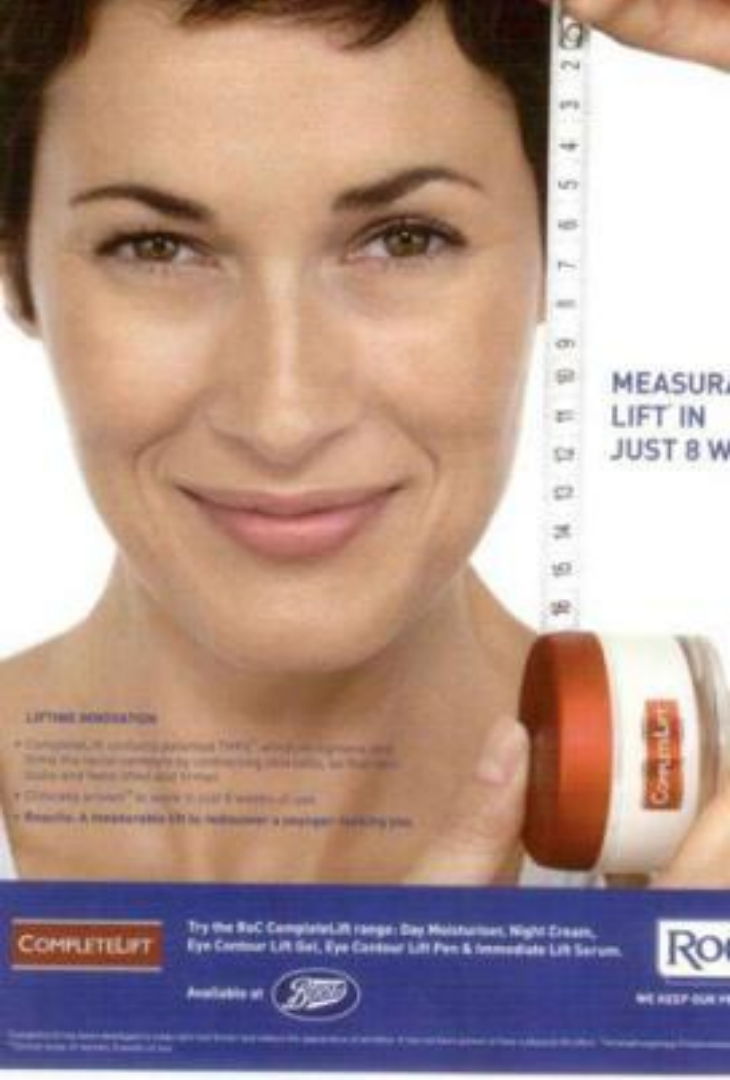
Message Strategies

The **message theme** outlines the key ideas in an advertisement.

Message Strategy - The message then can be created using a number of different **message strategies**, which is the primary tactic or approach used to deliver the message theme.

Message strategies can be divided into three main categories that correspond with the three components of attitude – cognitive, affective, and conative.

- 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

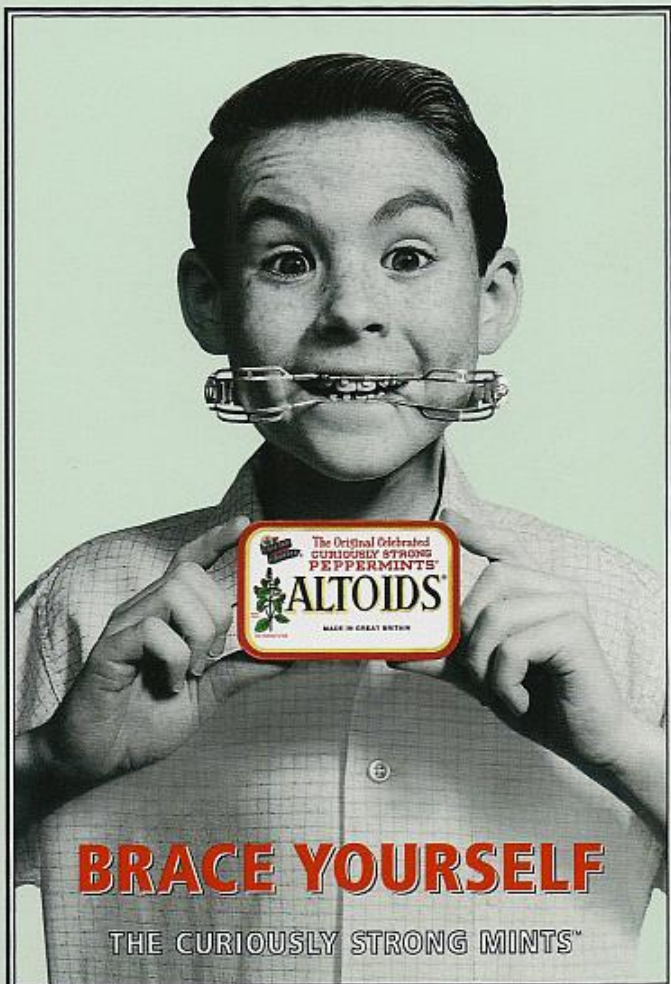


- Five major forms
 - Generic
 - Preemptive
 - USP
 - Hyperbole
 - Comparative ads

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.





Generic



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



Let Your Beauty be Seen...



Palmolive Brings Out Beauty
WHILE IT CLEANS YOUR SKIN!

SO MILD ...
SO PURE!



For Tub or Shower Get
Big Bath Size Palmolive!

36 LEADING SKIN SPECIALISTS IN 1285
SCIENTIFIC TESTS PROVED THAT PALMOLIVE'S
BEAUTY PLAN BRINGS MOST WOMEN LOVELIER
COMPLEXIONS IN 14 DAYS

Start Palmolive's Beauty Plan today! Discover for your-
self—as women everywhere have discovered—that
Palmolive's Beauty Plan brings exciting complexion
loveliness.

Here's all you do: Gently massage Palmolive's extra-
mild, pure lather onto your skin for just a minute,
three times a day. Then rinse and pat dry. You'll see
Palmolive bring out your beauty while it cleans your skin.

Doctors Prove Palmolive's Beauty Results!

adslip.com

A vintage Palmolive soap advertisement. At the top, a cursive headline reads 'Let Your Beauty be Seen...'. Below it is a color illustration of a smiling man and woman. The main headline 'Palmolive Brings Out Beauty' is in a large, elegant script, followed by the bold claim 'WHILE IT CLEANS YOUR SKIN!'. To the left, a bar of Palmolive soap is shown with the text 'SO MILD ... SO PURE!' next to it. Below the soap is a small illustration of pink flowers. At the bottom left, text encourages buying the 'Big Bath Size Palmolive!'. On the right, a block of text cites '36 LEADING SKIN SPECIALISTS IN 1285 SCIENTIFIC TESTS PROVED THAT PALMOLIVE'S BEAUTY PLAN BRINGS MOST WOMEN LOVELIER COMPLEXIONS IN 14 DAYS'. Below this, a paragraph describes the 'Beauty Plan' and its benefits. At the very bottom, it says 'Doctors Prove Palmolive's Beauty Results!' and includes the website 'adslip.com'.



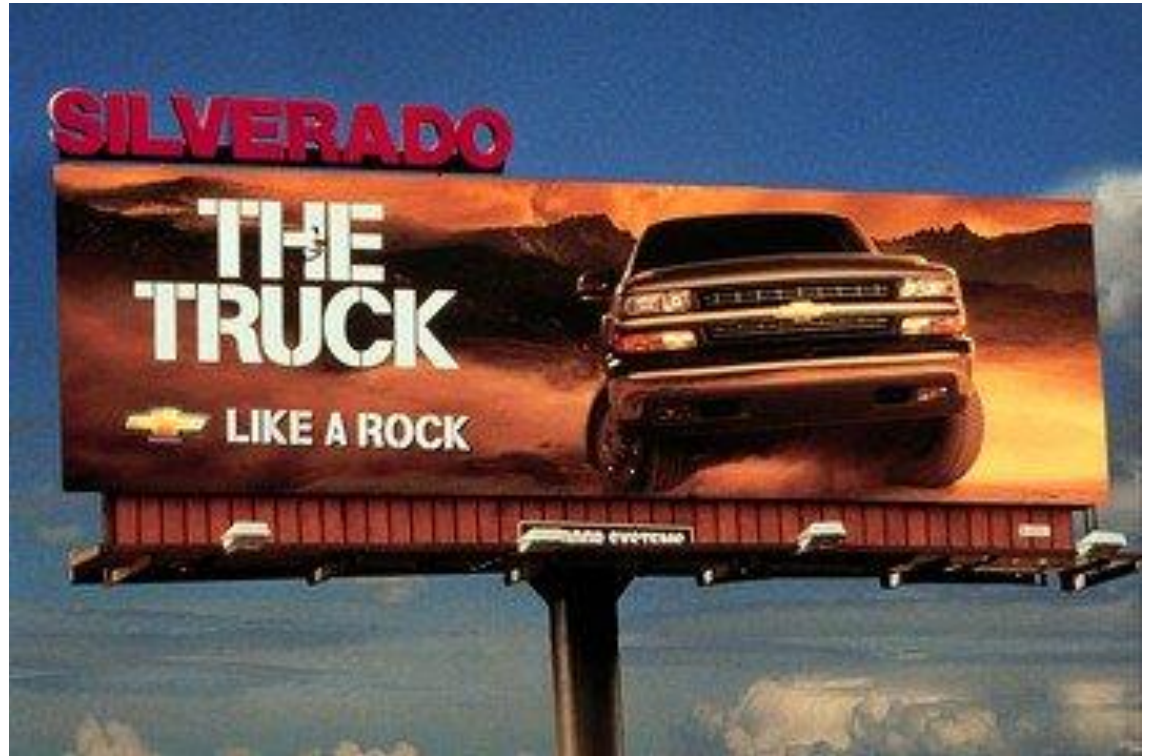
Unique Selling Proposition |



4. Hyperbole

- An untestable claim based upon some attribute or benefit.
- Claims do not need to be substantiated
- Very popular strategy

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.



THE TRUTH IS OUT!
DUNKIN' BEAT STARBUCKS

In a recent national blind taste test, more Americans preferred the taste of Dunkin' Donuts coffee over Starbucks.
It's just more proof it's all about the coffee (not the couches or music).

« SPREAD THE TRUTH »   « LEARN THE TRUTH » »

FIND A DUNKIN' DONUTS NEAR YOU
Enter your ZIP code: [SEARCH](#)

[▶ WATCH THE COMMERCIAL](#)

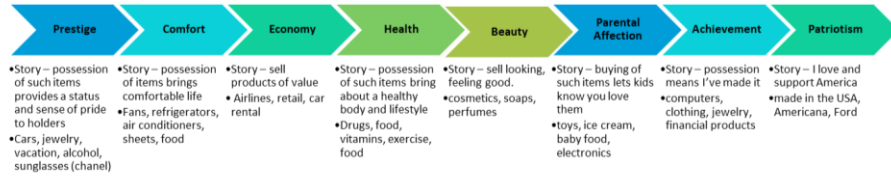
 AMERICA RUNS ON DUNKIN'™

Comparative



Message Theme

Story – Key Message in the advertisement



Message Strategy

The message then can be created using a number of different message strategies



Cognitive - **rational arguments** or pieces of information are presented to consumers

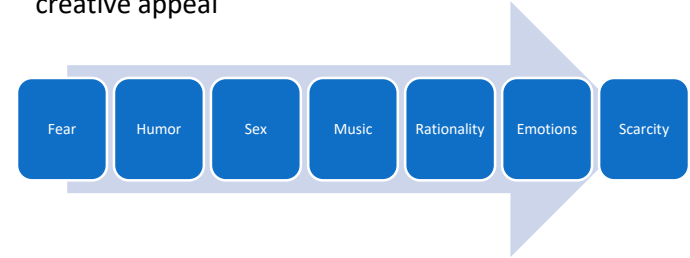
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- Resonance
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Advertising Appeals - The decision about what type of approach to use should be based on the creative appeal



Executional framework is the manner in which an ad appeal is presented




Message Strategies

Cognitive

Affective

Conative

Brand

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

Message Strategies



Cognitive



Affective

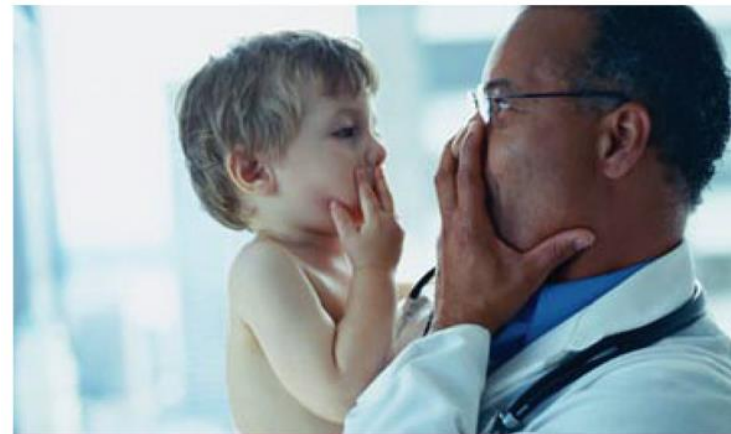


Conative



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



Wells Fargo BusinessLine® line of credit.
The prescription for a healthier practice.

Easy access to as much as \$100,000 whenever you need it.

**A BusinessLine
line of credit offers:**

- Immediate access to cash by check or phone
- Competitive interest rates lower than most credit cards
- No cash advance fees for phone or check transfers

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Keep your practice in top form with a Wells Fargo BusinessLine line of credit. Use the extra cash it provides to even out your cash flow while waiting for insurance reimbursements, or to upgrade equipment or furnishings. Our interest rates on cash are attractively low. And you'll only pay for the money you use.

Applying is painless. No tax returns or collateral are required. And we'll waive your first year's annual fee. Call us weekdays between 8a.m. and 8p.m ET, and we'll fill out the brief application for you. Or apply online anytime. But act today to insure the financial health of your practice.



Apply today by calling 1-866-261-6788,
or visit us at www.wellsfargo.com/biz/quickapp

Affirmative Message Strategies fall into two categories

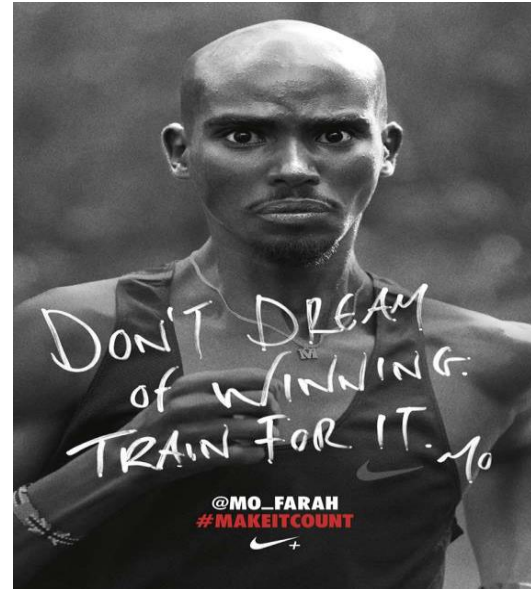
Resonance

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.



Resonance

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

Resonance Advertising

The collage consists of three distinct advertisements. The leftmost ad is a Dove 'Real Beauty' campaign featuring a close-up of a woman's face. It includes statistics: '82% of women say they feel more confident when they look like they are in their 20s', '83% of women say they feel more confident when they look like they are in their 30s', and '78% of women say they feel more confident when they look like they are in their 40s'. The middle ad is a Clairol advertisement showing a woman's face and a box of Clairol hair product. The rightmost ad is a Kellogg's Special K advertisement featuring a woman in a red sari and a box of cereal. The tagline for the Kellogg's ad is 'The look that makes him look again.'

by charlie



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.

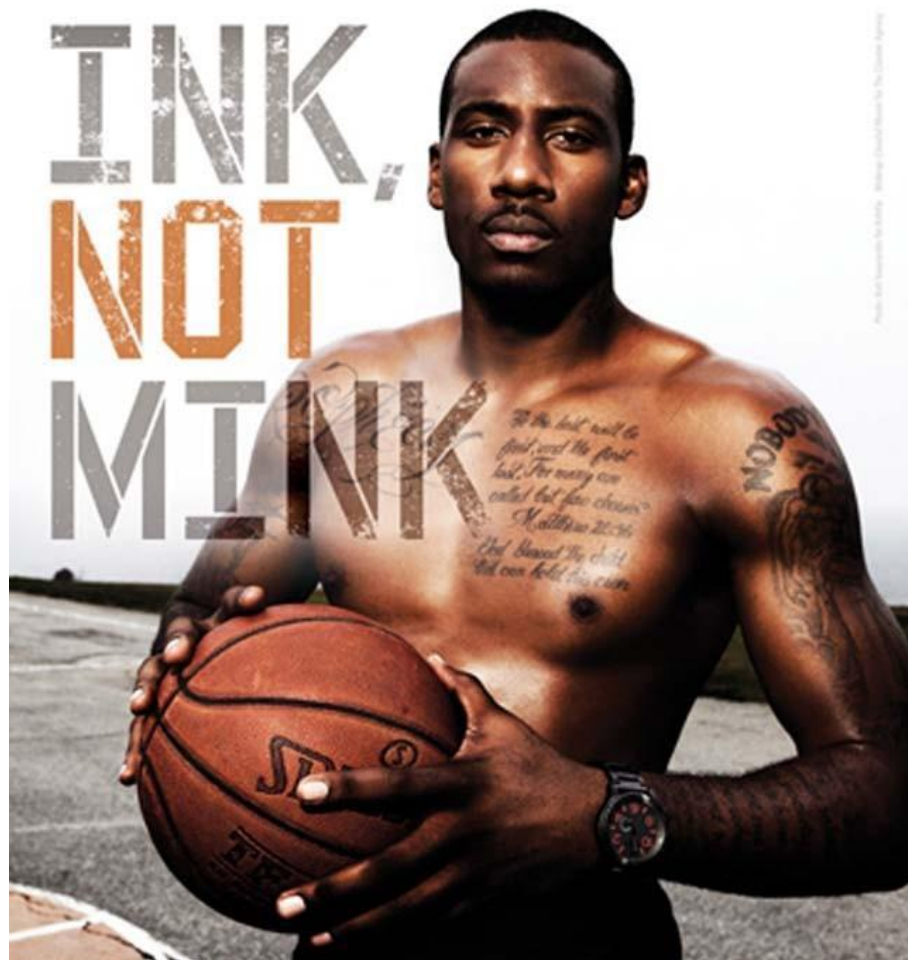


Photo: Scott Rosenbaum for iStockphoto. Makeup: Christy Moore for The Makeup Agency

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.

KELLY OSBOURNE
FOR *PETA*



Photo: Mark Spier for iStockphoto. Hair and Makeup: Neil Thompson and Makeup by MNC

Message Strategies



COGNITIVE



AFFECTIVE



CONATIVE



Conative Message Strategies

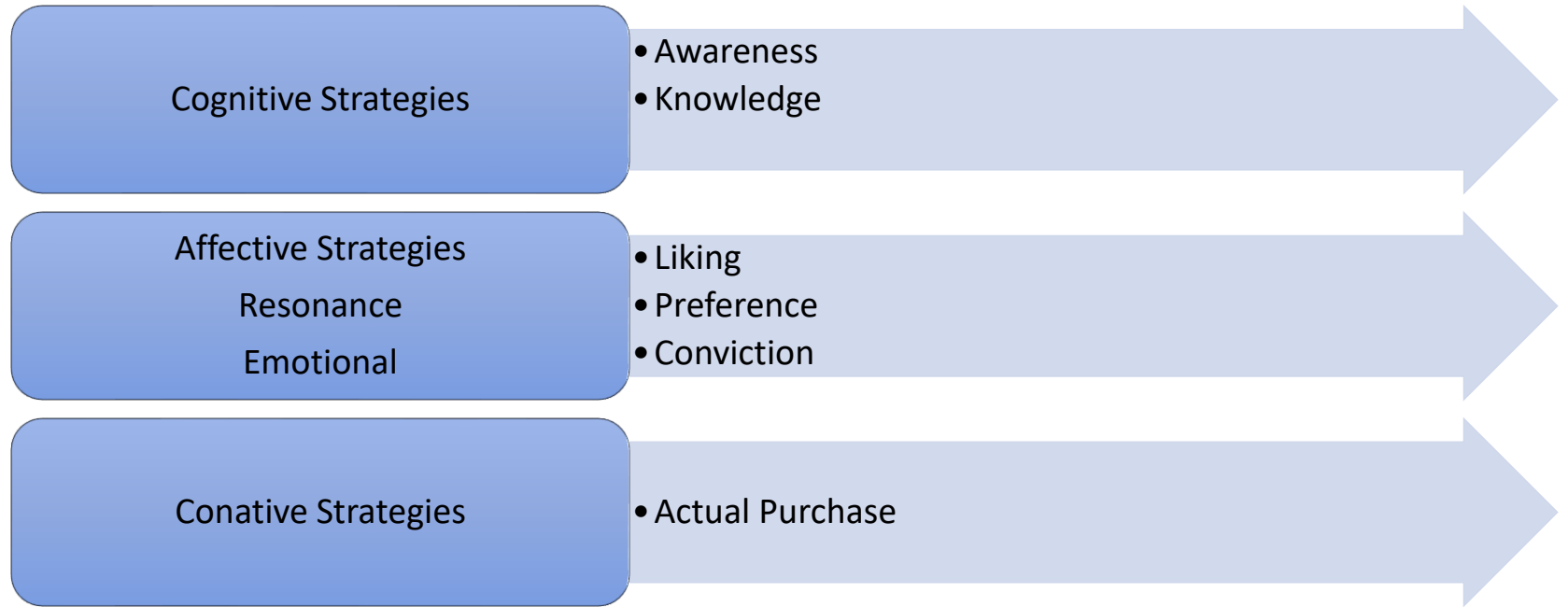
- Designed to lead more directly to some type of consumer behavior. (purchase)
- *Action-inducing* approaches to create situations in which consumers buy first and evaluate later
 - A point of purchase display (impulse buys)





Conative Message Strategies

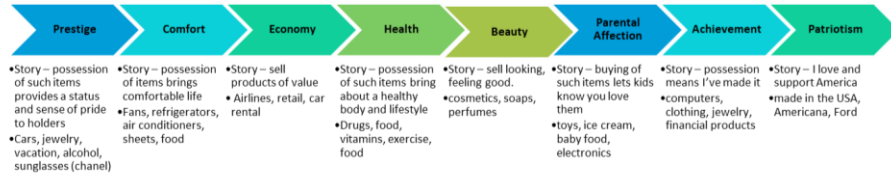
- ☐ *Promotional support conative advertisements* are designed to support other promotional efforts using
 - ☐ Coupons
 - ☐ Phone-in promotions
 - ☐ Sweepstakes
 - ☐ Internet promotions/coupons



The Hierarchy of Effects Model

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Story – Key Message in the advertisement



Message Strategy

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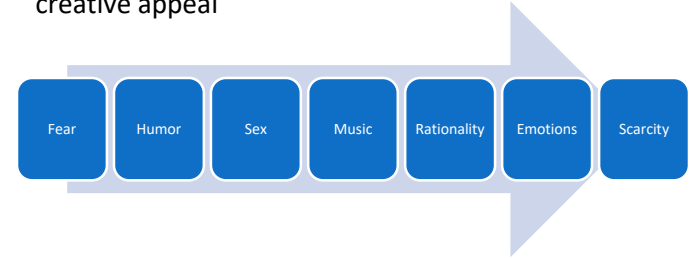
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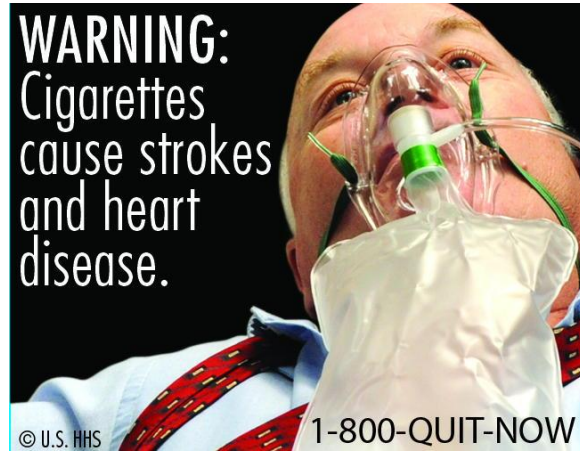


Executorial framework is the manner in which an ad appeal is presented



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.



Fear

- 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.

(Large 32oz. soda)

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

Facebook icon Become a fan at facebook.com/drinkingfat

NYC

Michael R. Bloomberg,
Mayor
Thomas Farley, M.D., M.P.H.,
Commissioner



Not everyone who gets hit
by a drunk driver dies.



Jacqueline Salazar was 30 years old when the car she was riding in was
hit by a drunk driver. Today, at 33, she is still working to put her life back together.
Learn more at www.TexasDRI.org

DON'T DRINK & DRIVE

Save a

Life



Fear



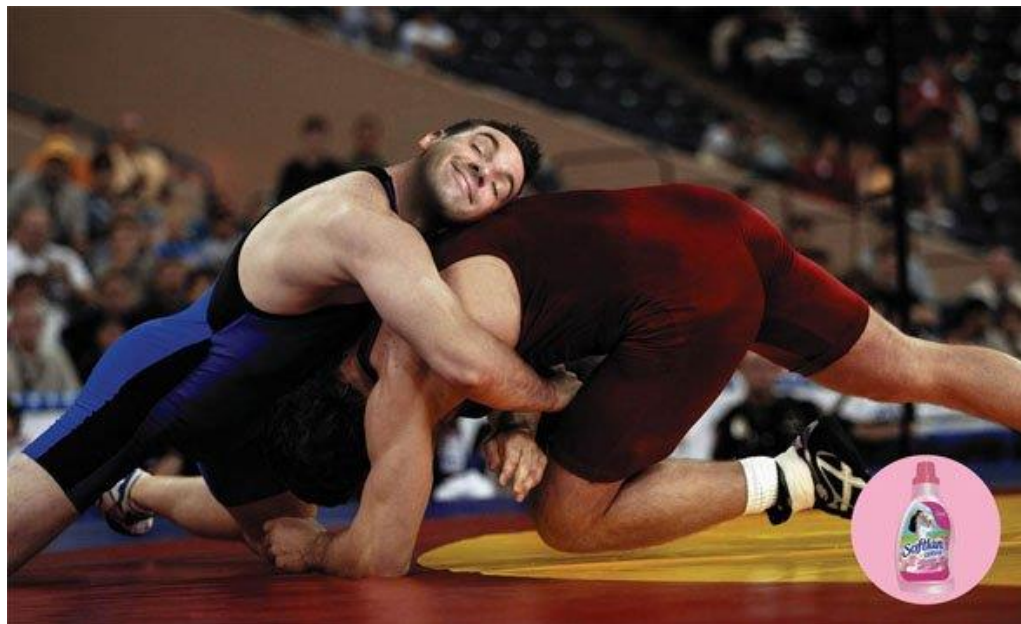
Humor Appeal

- 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

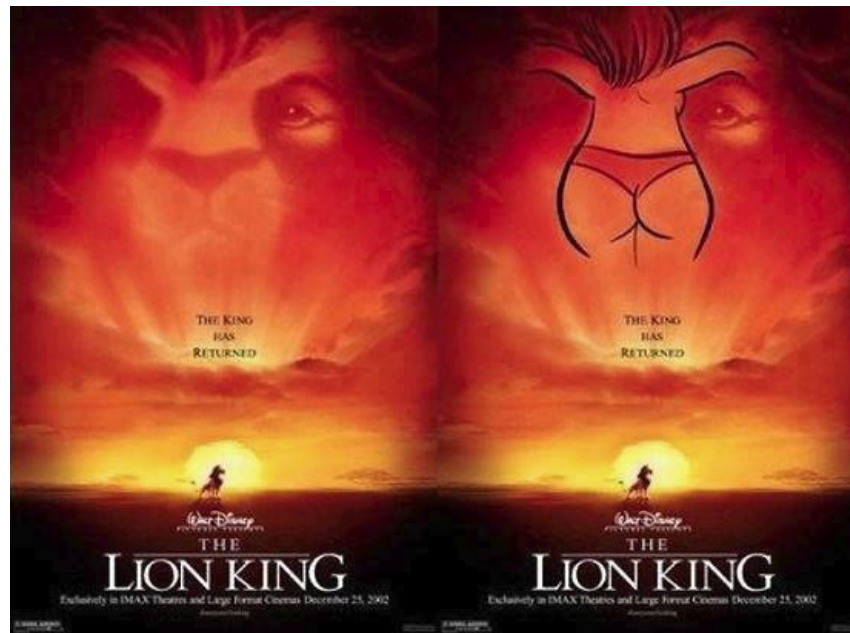
Subliminal Techniques

This involves placing sexual cues or icons in advertisements where they will affect a viewer's subconscious mind.





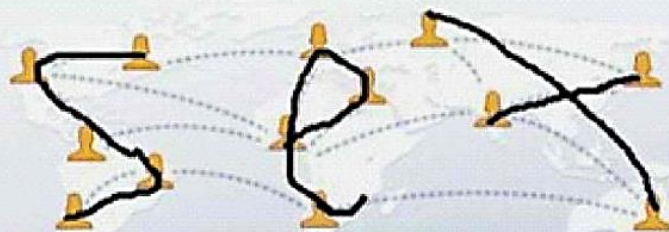




facebook

Facebook logo

Facebook helps you connect and share with the people in your life.




Clip-And-Save Babyproofing Guide

APRIL 2008

Feed A Picky Eater
This Week

Parents

THE #1 FAMILY MAGAZINE SINCE 1926



Is Your Child Ready To


- * Give up his pacifier?
- * Sleep in a bed?
- * Drink from a cup?

AND MORE...


HEALTHY BABY
Protect Your Child From Scary Germs

54
SMART
PRODUCTS
EVERY MOM
NEEDS

Can You Afford To Quit Your Job?
We'll Help You Figure It Out

THE SAFEST FAMILY CARS  Special Report


\$3.50 U.S. \$4.50 Canada



THE LITTLE MERMAID



Sex Appeal Sensuality Approach



Targeted toward women who might respond to more of a sensual suggestion than an overt sexual approach.

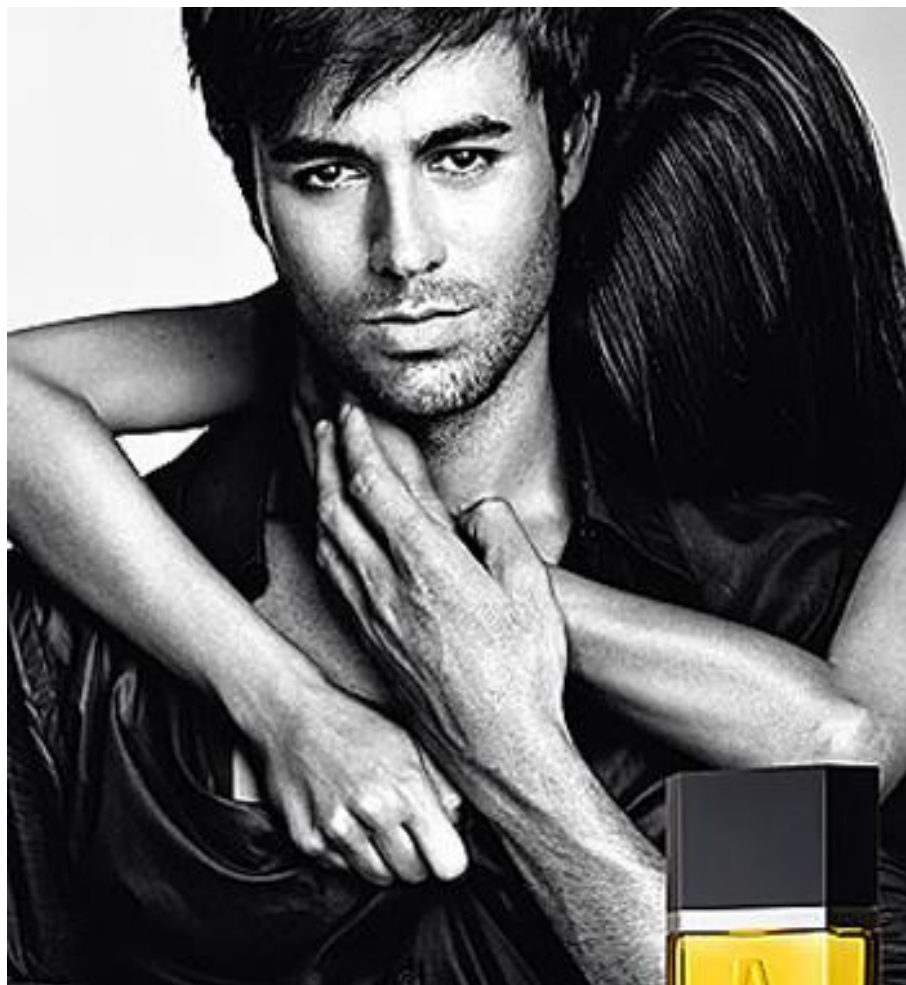
The diagram consists of two chevron-shaped boxes pointing to the right. The first box is blue and contains the text 'Targeted toward women who might respond to more of a sensual suggestion than an overt sexual approach.' The second box is a lighter blue/cyan and contains the text 'Can be more enticing than raw sexuality'. The boxes are connected by a small gap, suggesting a flow or relationship between the two statements.

Can be more enticing than raw sexuality

- More sophisticated
- Relies on imagination
 - Requires greater mental processing



ESTÉE LAUDER
SENSUOUS






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

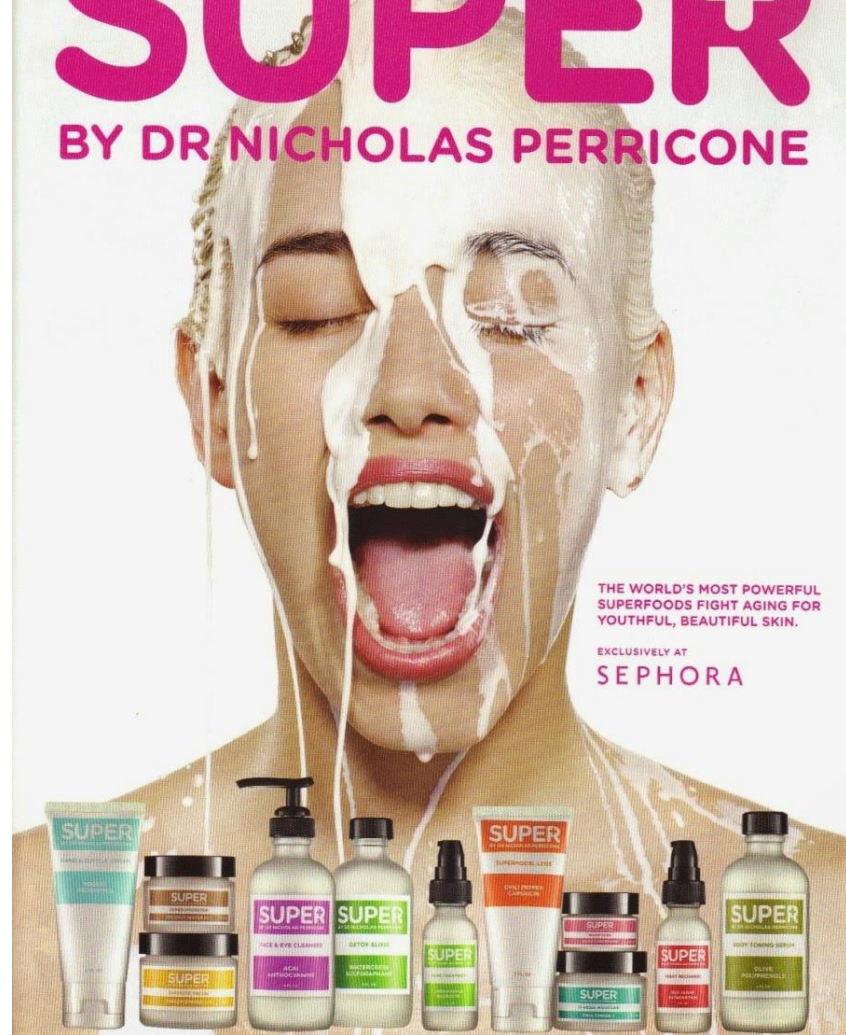


Perfect fits.

Big or small, we love them all. At M&S you'll find beautiful bras for every size, at gorgeous prices. If nature has blessed you with more than your fair share, you certainly won't be charged extra for it. That big boob is all in the past. Bra C18 Kickers \$65.

marksandspencer.com

YOUR **M&S**
Quality worth every penny.



SUPER

BY DR NICHOLAS PERRICONE

THE WORLD'S MOST POWERFUL SUPERFOODS FIGHT AGING FOR YOUTHFUL, BEAUTIFUL SKIN.

EXCLUSIVELY AT
SEPHORA

Products shown include: SUPER Hydration Cream, SUPER Face & Eye Creams, SUPER Acne Treatment, SUPER Eye Cream, SUPER Superfood Lotion, SUPER Superfood Lotion, SUPER Superfood Lotion, SUPER Superfood Lotion, SUPER Superfood Lotion, SUPER Superfood Lotion.

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





VICTORIA'S SECRET
HEAVENLY
 The Fragrance

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

① Heavenly
 Eau de Parfum

② Heavenly
 Angel Wash

③ Heavenly Angel
 Touch Lotion

④ Heavenly
 Angel Mist

⑤ Heavenly Eau
 Parfum Rollerball

luminous romantic
 OUR ORIGINAL
 SIGNATURE SCENT
 alluring ethereal

Dreamy, delicate & soft as cashmere, this best-selling scent is
 a smooth & sophisticated blend of vanilla, peony & sandalwood.







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



DOLCE & GABBANA

Calvin Klein





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.

iPad



Rational Appeal

- 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

There are 17,000 mutual funds out there.
How about 7 that are right for me?

TALK TO CHUCK

charles SCHWAB

Schwab Portfolios, featuring overwatched by mutual fund choices in a portfolio facing many investors, including how to diversify properly in another. So we made the choice. Just answer a few straightforward questions, and we'll suggest a simply balanced portfolio designed with your goals in mind. Our focus is on the future of the fund industry. So we want you to feel good about it. About the way we do it.

Schwab Portfolios, featuring overwatched by mutual fund choices in a portfolio facing many investors, including how to diversify properly in another. So we made the choice. Just answer a few straightforward questions, and we'll suggest a simply balanced portfolio designed with your goals in mind. Our focus is on the future of the fund industry. So we want you to feel good about it. About the way we do it.

SUBARU
DRIVEN BY WHAT'S INSIDE.

MEET YOUR KRYPTONITE


FASTER THAN
FERRARI 360 SPIDER
FERRARI 550
PORSCHE 911 GT2
ACURA NSX

FASTER THAN
FERRARI 456M
PORSCHE 911 CARRERA
MASERATI SPYDER
ASTON MARTIN DB9

0-60 MPH IN
4.6 SECONDS

60-0 MPH IN
111 FEET

SUPERCARS



Get clearer skin with Clearasil



Clearasil Daily Face Wash helps fight pimples by thoroughly cleansing skin without over drying.

It doesn't take a genius.



iPhone 5
4.8" screen
HD LTE
Retina Display
1136 x 960 resolution
Up to 225 hrs standby time
Up to 10 hrs talk time
Full HD 1080p video recording
1.2 megapix
8 GB
16, 32 or 64GB fixed internal storage
iOS 6.0 OS
A totally different plug
1GB RAM
iCloud Sync
iCloud Call
iCloud Mail
iCloud Photos
iCloud Music
iCloud News
iCloud Newsstand
iCloud Reminders
iCloud Notes
iCloud Calendar
iCloud Contacts
iCloud Keychain
iCloud Game Center
iCloud Find My iPhone
iCloud Find My Mac
iCloud Find My iPad
iCloud Find My Watch
iCloud Find My AirPods
iCloud Find My Home
iCloud Find My Car
iCloud Find My Pets
iCloud Find My Keys
iCloud Find My Wallet
iCloud Find My Backpack
iCloud Find My Luggage
iCloud Find My Suitcase
iCloud Find My Baggage
iCloud Find My Luggage
iCloud Find My Suitcase
iCloud Find My Baggage

The Next Big Thing Is Already Here
GALAXY S III

f/SamsungMobileUSA

SAMSUNG

Don't settle for cheap plastic.



iPhone 5
4.8" screen
HD LTE
Retina Display
1136 x 960 resolution
Up to 225 hrs standby time
Up to 10 hrs talk time
Full HD 1080p video recording
1.2 megapix
8 GB
16, 32 or 64GB fixed internal storage
iOS 6.0 OS
A totally different plug
1GB RAM
iCloud Sync
iCloud Call
iCloud Mail
iCloud Photos
iCloud Music
iCloud News
iCloud Newsstand
iCloud Reminders
iCloud Notes
iCloud Calendar
iCloud Contacts
iCloud Keychain
iCloud Game Center
iCloud Find My iPhone
iCloud Find My Mac
iCloud Find My iPad
iCloud Find My Watch
iCloud Find My AirPods
iCloud Find My Home
iCloud Find My Car
iCloud Find My Pets
iCloud Find My Keys
iCloud Find My Wallet
iCloud Find My Backpack
iCloud Find My Luggage
iCloud Find My Suitcase
iCloud Find My Baggage

iPhone 5

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



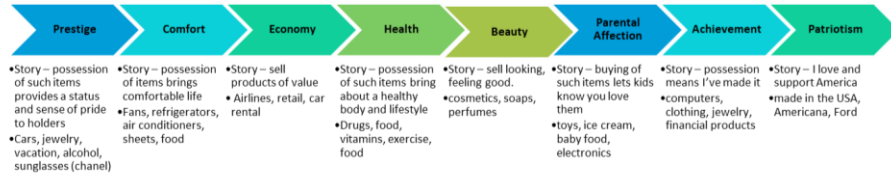


Scarcity Appeals

- 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

Message Theme

Story – Key Message in the advertisement



Message Strategy

The message then can be created using a number of different message strategies



Cognitive - **rational arguments** or pieces of information are presented to consumers

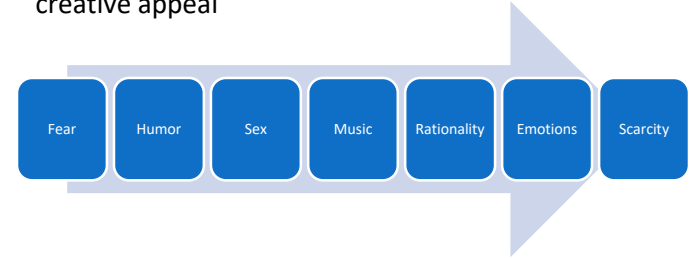
- Generic
- Preemptive
- USP
- Hyperbole
- Comparative ads

Affective message strategies are designed to invoke feelings and emotions and match them with the product, service, or company.

- Resonance
- Emotional

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

Advertising Appeals - The decision about what type of approach to use should be based on the creative appeal



Executorial framework is the manner in which an ad appeal is presented



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.



Testimonials

- ▶ 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

STAY IN THE GAME WITH Chiropractic

“I did a lot of things to stay in the game, but regular visits to my chiropractor were among the most important.”

NFL Football Legend & “Dancing with the Stars” Celebrity
— JERRY RICE

Jerry Rice, one of the game’s most durable players, a 13-time Pro Bowl football player who owns 38 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 vigorous sport, and I attribute my longevity and durability to a vigorous exercise program and chiropractic adjustments. Chiropractic gave me the edge to succeed, not only on the gridiron but also on the dance floor.”

He continues to rely upon chiropractic adjustments to keep himself healthy and active.

PHOTO BY MARY WALSH

Learn the facts about chiropractic care and its vital role in America’s well being. Visit www.yes2chiropractic.com

Foundation for Chiropractic Progress

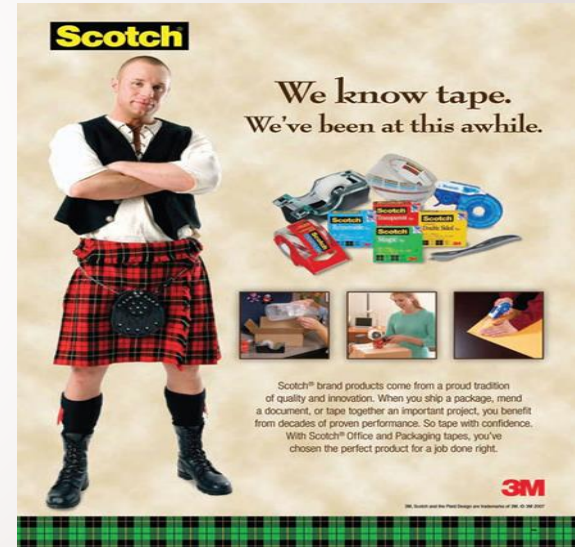
Many years ago, I was fishing, and as I was reeling in the poor fish, I realized, “I am killing him—all for the passing pleasure it brings me.” And something inside me clicked. I realized as I watched him fight for breath, that his life was as important to him as mine is to me.

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



"We've used RALPH
Instruments' DMF for
about a year now, and
I can count on my
hands and toes the
times I've spent
any time at all
there've saved
me a lot of
headache."

Don Williams
 54-yr. Oklahoma City
 and Tulsa resident
 4-1984, 1-1985, 1-1986

Choosing the right heating/ventilating system is a major decision. Here's why VMV Enterprises chose RAPID.

¹⁴MEI marketed its books distributed by bookstores and libraries, not via large mail-order catalogues, nor booksellers. MEI had a strong focus on the mailings. This made the marketing difficult, especially writing the book and the CD-ROMs, and the mailings and the accompanying website (see 3.3.2).

² In a very recent work, it has been shown that the β -phase of BaTiO_3 is a ferroelectric material with a spontaneous polarization of about 0.26 C/m^2 (see, e.g., Ref. [10]).

EASY MATHSHEET

"They've had SHARED members at SMC for almost two years now and I've never seen any funds from the Shared Fund appear in statements. Besides, just changing some facts. They've asked me a lot of questions."

U.S. LAND REFORMING AID
 "As much as we in the United States can do, we think and create and hang on to the U.S. Southern aid. It is the almost unbelievable fact that 80% of the money goes to Vietnam. And I think it's very good. It's just good!"

[illegible]

BENEFITS OF A PSYCHOSE

"I'm a big supporter of B&B's initiatives. They make my life easier, they improve the patient care quality, and they save my MD's money. It's really a fast product!"

Russ Hefner, MD
Chief, Gastroenterology at Northwestern

→ Building between _____ and _____: **BRIDGE** nature
→ Que stands between _____ and _____: **BRIDGE** over
→ Que stands between _____ and _____: **BRIDGE** over
→ _____, _____, _____: **BRIDGE** over



Protek Engineering, Inc.
1100 Seven Mile Road
Cambridge Park, VA 23002
tel 804 264-0600
fax 804 264-0601



Listen to an expert

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Demonstration

- ▶ 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

- ▶ 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

- ▶ 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.



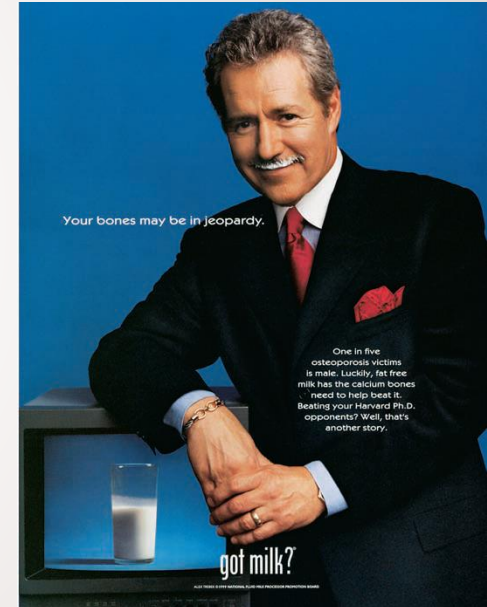
Objective #3: Spokespersons

- ▶ Celebrities
- ▶ CEOs
- ▶ Experts
- ▶ Typical persons

Celebrity Spokespersons

7-104

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

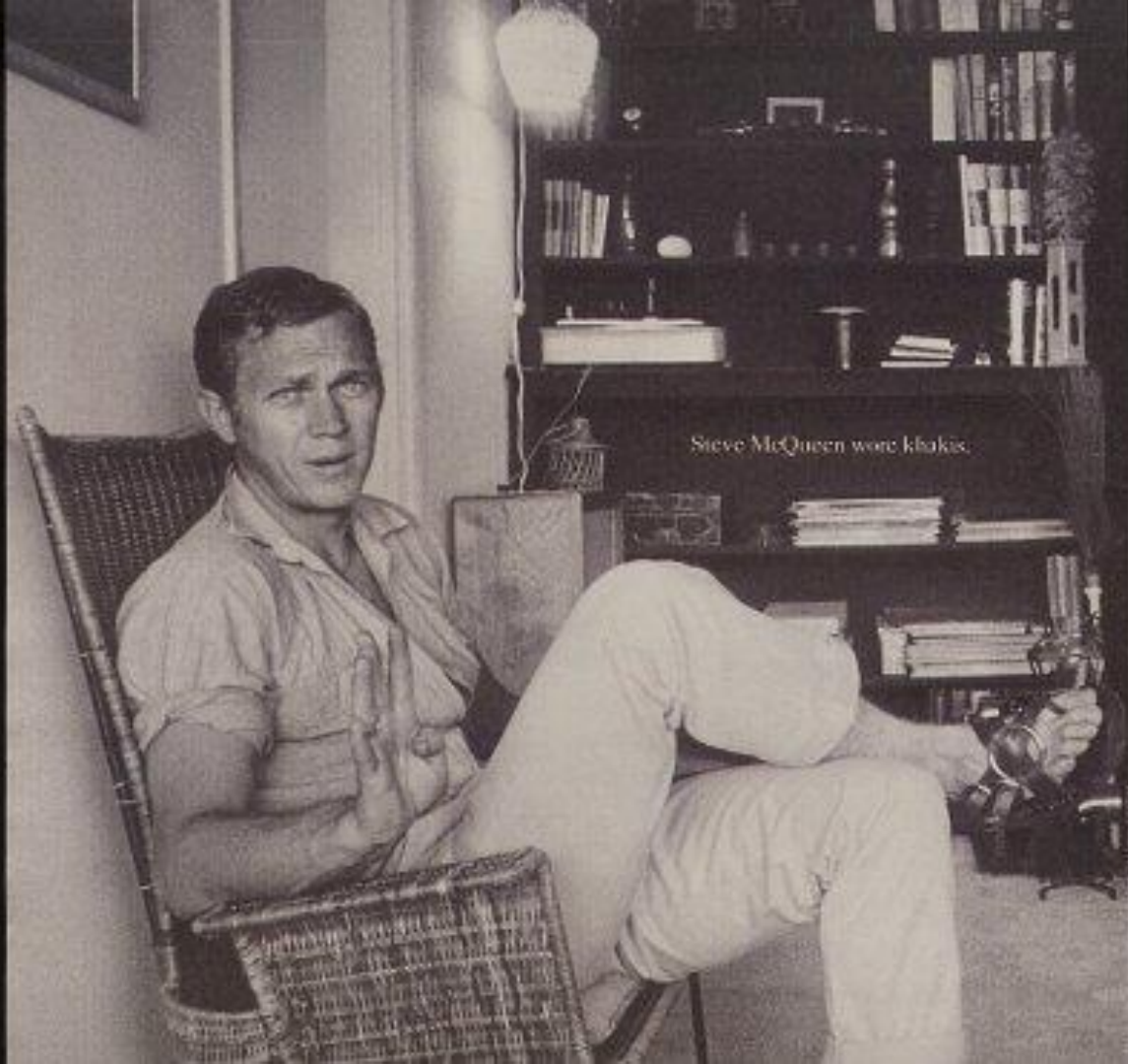


Three variations on celebrity endorsements:

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



Dead Celebrities





ONCE YOU'VE BECOME AN ELITE
FIGHTER,
YOU'LL WANT TO **FLY ONE.**

You can blend in or you can stand out. You can fly for anyone or you can soar among the elite. It all comes down to one question.
Do you have what it takes to be one of us? The few. The proud. The Marines.



MarineOfficer.com

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



■ The figures quoted have been checked and verified as to LYBRAND, ROSE BRID AND MONTGOMERY, Accountant and Auditors.

20,679* Physicians
say **“LUCKIES**
are less irritating

“It's toasted”

Your Throat Protection against irritation against cough

Expert Sources

- ▶ Physicians
- ▶ Lawyers
- ▶ Financial Planners
- ▶ Nutritionists
- ▶ Musicians

MY KNEES ARE TOMBOYS.

THEY GET BRUISED AND CUT
EVERY TIME I PLAY SOCCER.
I'M PROUD OF THEM
AND WEAR MY DRESSES SHORT.
MY MOTHER WORRIES
I WILL NEVER MARRY
WITH KNEES LIKE THAT.
BUT I KNOW
THERE'S SOMEONE OUT THERE
WHO WILL SAY TO ME:
I LOVE YOU
AND I LOVE YOUR KNEES.
I WANT THE FOUR OF US
TO GROW OLD TOGETHER.
JUST DO IT.

NIKEWOMEN.COM



Responsible.

"It's like the way a baby grows. It's a child, then a teenager, then a man. It all comes with responsi-

Typical Person Sources



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