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
2. Means-End Theory

- Suggests the ad contains a message (mean) that leads the consumer to a desired end state.
  - End States are personal values
- Consumers buy features that bring them benefits that get them closer to valued end state.
  - Consumer viewing the ad will reach one of the desired end state
## Personal Values – Desired End State

<table>
<thead>
<tr>
<th>Comfortable life</th>
<th>Pleasure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equality</td>
<td>Salvation</td>
</tr>
<tr>
<td>Excitement</td>
<td>Security</td>
</tr>
<tr>
<td>Freedom</td>
<td>Self-fulfillment</td>
</tr>
<tr>
<td>Fun, exciting life</td>
<td>Self-respect</td>
</tr>
<tr>
<td>Happiness</td>
<td>Sense of belonging</td>
</tr>
<tr>
<td>Inner peace</td>
<td>Social acceptance</td>
</tr>
<tr>
<td>Mature love</td>
<td>Wisdom</td>
</tr>
</tbody>
</table>
Means-End Chain for Toyota Prius Car

Attributes | Benefits | Leverage points | Personal Value
---|---|---|---
Fuel Efficiency | Save time/money | | Comfortable Life
| | | Personal Accomplishment
Less Pollution | Clean Air | | Social acceptance
| | | Smart
Style/ Versitivity | Fits lifestyles | | Happiness
| | | Excitement
| | | Fun
Affordable | Fits budget | | Smart
| | | Self-fulfillment
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
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.
- Central repetitive message that promotes brand awareness
  - Effective when brand association is created immediately
- Created so the theme can be used in any advertising medium
THEY CALLED YOUR BLUFF, YOU SHOWED THEM FOOTAGE, THEY SHUT UP.
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
Message Themes

- **Beauty** – cosmetics, soaps, perfumes
- **Parental Affection** – toys, ice cream, baby food, electronics
- **Achievement** – computers, clothing, jewelry, financial products
- **Patriotism** – made in the USA, Americana, Ford
Message Strategies

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.

- Cognitive
- Affective
- Conative
Cognitive Message Strategy

- When rational arguments or pieces of information are presented to consumers
- Ideas require cognitive processing
- Key message is about attributes & benefits customer can obtain if use the product
- Impact consumers belief and knowledge structure
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

Prudential Billboard Ad
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
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

MINTS SO STRONG THEY COME IN A METAL BOX.

THE CURIOUSLY STRONG MINTS
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

- Cognitive
- Affective
- Conative
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
- Emotional
Your Heart Has Better Things To Do Than Deal With Heart Disease

Eating heart-healthy whole grain oat foods like Cheerios as part of a low-fat diet, may be a good way to lower your cholesterol and reduce your risk of heart disease. So make health a habit for your heart, body and soul. And let your heart do something it’s better at...holding your family together.

Three cups of Cheerios per day, combined with a diet low in saturated fat and cholesterol, has been shown to lower cholesterol, about 4% average reduction.

“The One and Only Cheerios”
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

SAVETHESEALS
END CANADA'S 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

- **Conative Strategies**
  - Actual Purchase
Comparative
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.

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

Become a fan at facebook.com/drinkingfat

NYC
Don't buy exotic animal souvenirs.

Not everyone who gets hit by a drunk driver dies.

Jacqueline Saburido was 20 years old when the car she was riding in was hit by a drunk driver. Today, at 23, she is still working to put her life back together. Learn more at www.TrySmall.org.

DON'T DRINK & DRIVE.
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.
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...

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
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
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 boobs is all in the past. Bra £19 Knickers £5.
markasandspencer.com
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,-peony & sandalwood.

© Peter Lindbergh
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
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.
Fruit of the Loom

Mindy Gledhill – Indie Singer
iPad
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 to 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

MEET YOUR KRYPTONITE

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

FASTER THAN
FERRARI 458
PORSCHE 911 CARRERA
MASERATI SPYDER
ASTON MARTIN DB9

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

TALK TO CHUCK

charlesschwab
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.

Don't settle for cheap plastic.

The Next Big Thing Is Already Here

GALAXY S III

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
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.
- Rotoscopying
- Clay animation
- Computer graphics
It's good to know that your Metropolitan Homeowners Insurance can automatically keep pace with rising home values.

Is your insurance coverage keeping up with the value of your home? For information about homeowners insurance that automatically keeps you better protected against rising repair and replacement costs, contact your local Metropolitan representative.

Get Met. It pays.
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

Jerry Rice, one of the game’s most decisive players, a 3-time Super Bowl champion and one of the best running backs in history, this is a personal endorsement of chiropractic care.

“On my last knee issue, I was in excruciating pain. My Chiropractor was the first one that was able to successfully treat me. I’ve been with him for 17 years now. He’s always been able to help me when I’m injured.”

Jerry Rice

“Jerry Rice is a great asset to the visceral health of sports and the health of millions of athletes and fans alike.”

Paul McCartney

“Many years ago, I was fishing, and as I was reeling in the pole, I felt something pull. 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 an important to him as mine is to me.

Paul McCartney

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

I AM PAUL McCARTNEY, AND I AM A VEGETARIAN

PETA.org
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
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 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:

1. Unpaid spokespersons for charitable causes.
2. Celebrity voice-overs.
3. 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

**MY KNEES ARE TOMBOYS.**

They get brushed and cut.
I'm proud of them.

*My Mother Horrified*

I'll never marry

with knees like that.

But I know

they'll someday outlive

who will say to me:

I love you

and I love your knees,

I want the two of us

to grow old together.

**Just Do It.**

SNEAKWOMEN.COM

---

**Pay & Benefits**

If you enlist in the Army, you'll be given a two-day 
long list of skill-training 
sources to choose from.

10 days paid vacation each 
year. The opportunity to 
earn a college degree at 
no cost, including 
education, and to qualify 
for extensive educational 
benefits. For more 
information about all the 
opportunities available, visit 
the website. Call 800-331-1750 in the 
U.S. or 800-433-4267 in Canada.

**Responsible.**

It's like the way a baby grows. It's a child, then a teenager, then a man. It all comes with responsibility. You've got to prove yourself every step of the way. That's the way the Army is. They'll give you a piece of equipment, train you, and say, 'You are responsible.' If you're good and you know your job, you'll move up and get more. Right now, I'm a senior gunner in a Chopper Main Gun section, and every guy on this section is responsible for the other guy. That can make you an adult quickly. Responsibility feels like— it feels like strength.
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.