

7

Chapter Seven

Advertising Design

Message Strategies and Executional Frameworks

7

Dove's Campaign for Real Beauty

- 2007 – “Onslaught”
 - Social pressures of young girls
 - Does not mention Dove in ad
- Age compression marketing
- Body image issues
- “Campaign for Real Beauty”
- Unilever Axe – sexually-oriented advertising



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Advertising Design

Message Strategies and Executional Frameworks

Chapter Objectives

1. How are the three main types of message strategies used to increase advertising effectiveness?
2. What types of executional frameworks help to deliver quality advertising messages?
3. What types of sources or spokespersons can be used in advertisements or commercials?
4. What characteristics are most important when selecting a source or spokesperson?
5. What process is used to create advertisements?
6. What are the principles of advertising effectiveness?
7. How are advertising programs adjusted to fit international circumstances?

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Advertising Design Message Strategies and Executional Frameworks

Chapter Overview

- Message strategies
- Executional frameworks
- Spokespersons and endorsers
- Principles of effective advertising



Message Strategies

Cognitive

Affective

Conative



Message Strategies

Cognitive

Affective

Conative



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

Generic

Cognitive Message Strategy



Preemptive Cognitive Message Strategy



A television advertisement for the Waterfront Grill created by Sartor Associates using a pre-emptive cognitive message strategy.

Unique Selling Proposition

Cognitive Message Strategy

An advertisement by Bonne Bell using the unique selling proposition.

Your **1** and **ONLY**,
1 handed,
sleek sweep
fLIPSTICK!

LipShades
Natural Finish fLIPSTICK

New!

sleek, slimline lipstick flips
up for neat and easy application
smooth, moisture-rich color
SPF 15 plus great, kissable taste

Gear
BONNE BELL
we are girls

www.bonnebell.com

Hyperbole Advertising

Cognitive Message Strategy

- Untestable claim
- Does not require substantiation
- Popular cognitive approach



Comparative Advertising

Cognitive Message Strategy

- Direct or indirect comparisons
- Real or fictitious competitor
- Advantage – captures attention
 - Brand awareness increases
 - Message awareness increases
- Negative – less believable, negative attitude
 - Negative comparative ad
 - Spontaneous trait transference
- Choose comparisons carefully

Message Strategies

Cognitive

Affective

Conative



- Resonance
- Emotional

Affective Message Strategy

- Invoke feelings or emotions
- Attempts to enhance likeability
- **Resonance Advertising**
 - Connects with consumer experiences
 - Comfort marketing
- **Emotional Advertising**
 - Emotions lead to recall and choice
 - Consumer and b-to-b markets
 - Leads to positive feelings



Advertisement by
Cheerios using a
resonance,
affective message
strategy.

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"

Message Strategies

Cognitive

Affective

Conative



- Action-inducing
- Promotional support

An advertisement for Cub Cadet encouraging immediate action!

Cub Cadet.

cubcadet.com

\$50 APPRECIATION

PRESENT THIS CARD AND RECEIVE \$50 APPRECIATION BONUS* TOWARD PURCHASE OF CUB CADET'S LAWN AND GARDEN TRACTORS AND RZT ZERO TURN RIDERS.

SERIES S2000
GARDEN TRACTOR

WITH ELECTRONIC
POWER STEERING

STARTING AT:
\$3,599**

Includes 42" deck



SERIES S1000
LAWN TRACTOR

STARTING AT:
\$1,499**



* Scott Equipment \$50 appreciation program applies toward the purchase or delivery of all LTX 1045, LTX 1046, SLTX 1050, SLTX 1054 and GTX 1054 and all Series 2000 lawn and garden tractors. Offer valid between 8/1/11 - 9/15/11 and is not eligible on other models. Specifications and programs are subject to change without notice. Images may not reflect dealer inventory and/or unit specifications. ©2011 Cub Cadet.
** Product price — Actual retail prices are set by dealer and may vary. Taxes, freight, setup and handling charges may be additional and may vary. Models subject to limited availability.

**SCOTT**
EQUIPMENT

Scott Equipment Company
905 North Market Street
Shreveport, LA 71107
(318) 226-9171
www.scottcompanies.com

FIGURE 7.2

The Hierarchy of Effects Model and Message Strategies

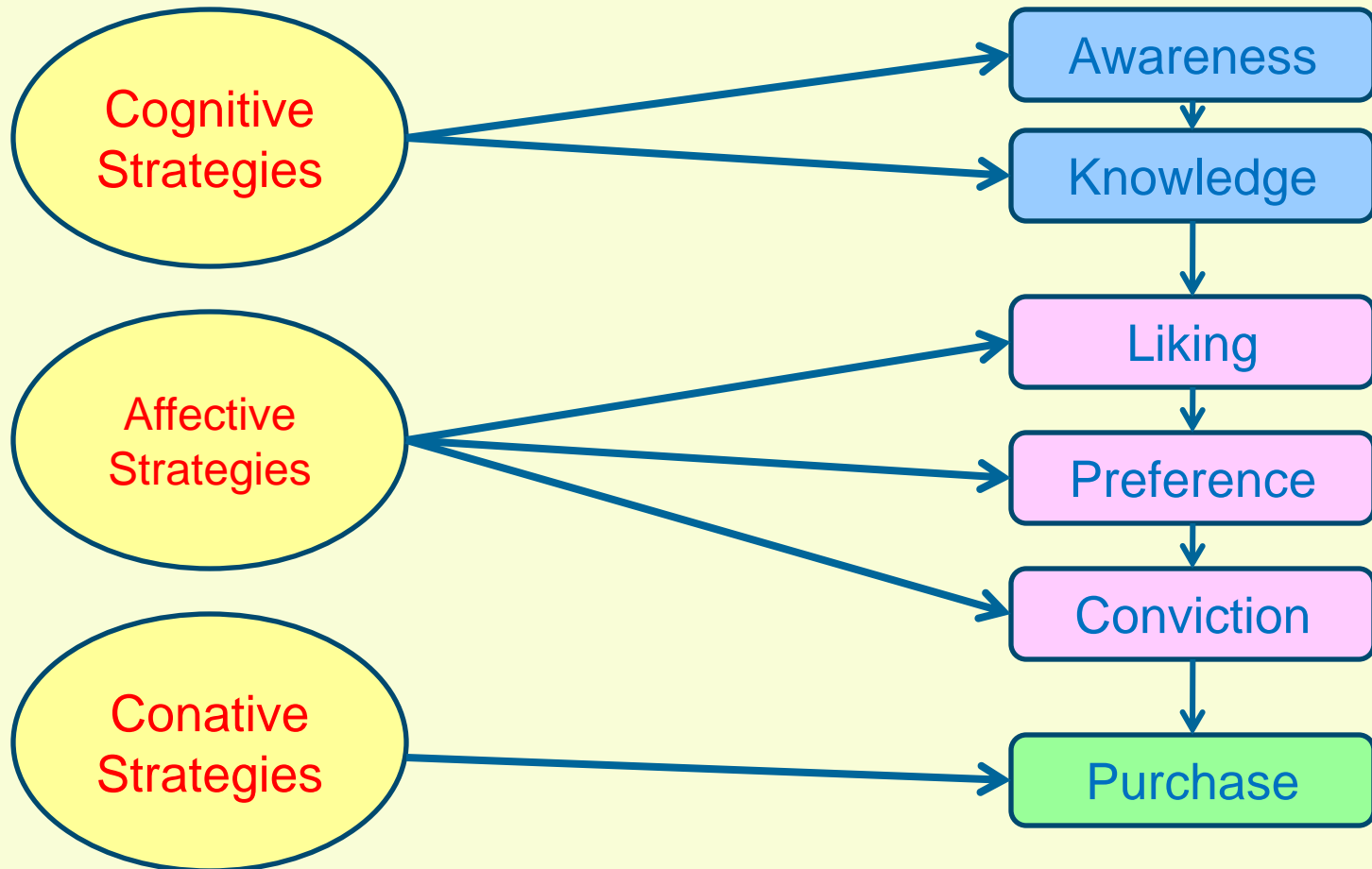


FIGURE 7.3

Executorial Frameworks

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



**HIKING BOOTS, A BOTANY TEXTBOOK, AND AN OLD PICK-UP.
THIS WAS VENTURE CAPITAL FOR A TEA COMPANY IN 1969.**

We may have had an unorthodox business plan when we started making tea in 1969, but we worked hard to create the most delicious blends of herbs the Rocky Mountains had to offer. Today our operation is a little more sophisticated, but we still create our tea the old-fashioned way: hand-blended from the finest ingredients in the world.



celestialseasonings.com

Animation

- Originally – cheap method
- Usage has increased
- Enhanced graphics technology
- Rotoscoping
- Costs coming down
- Business-to-business use

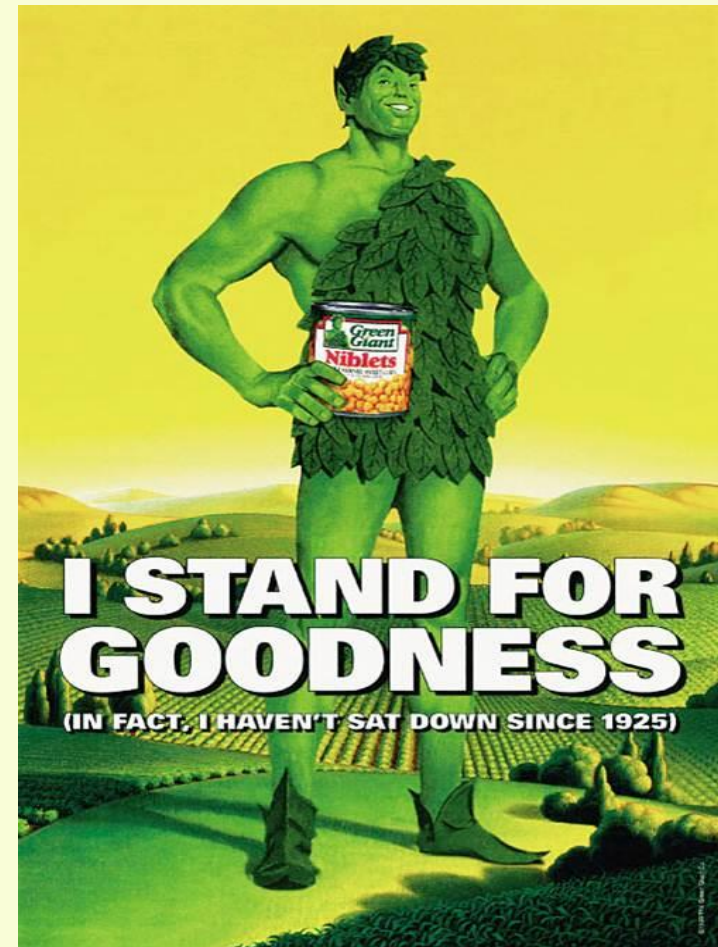
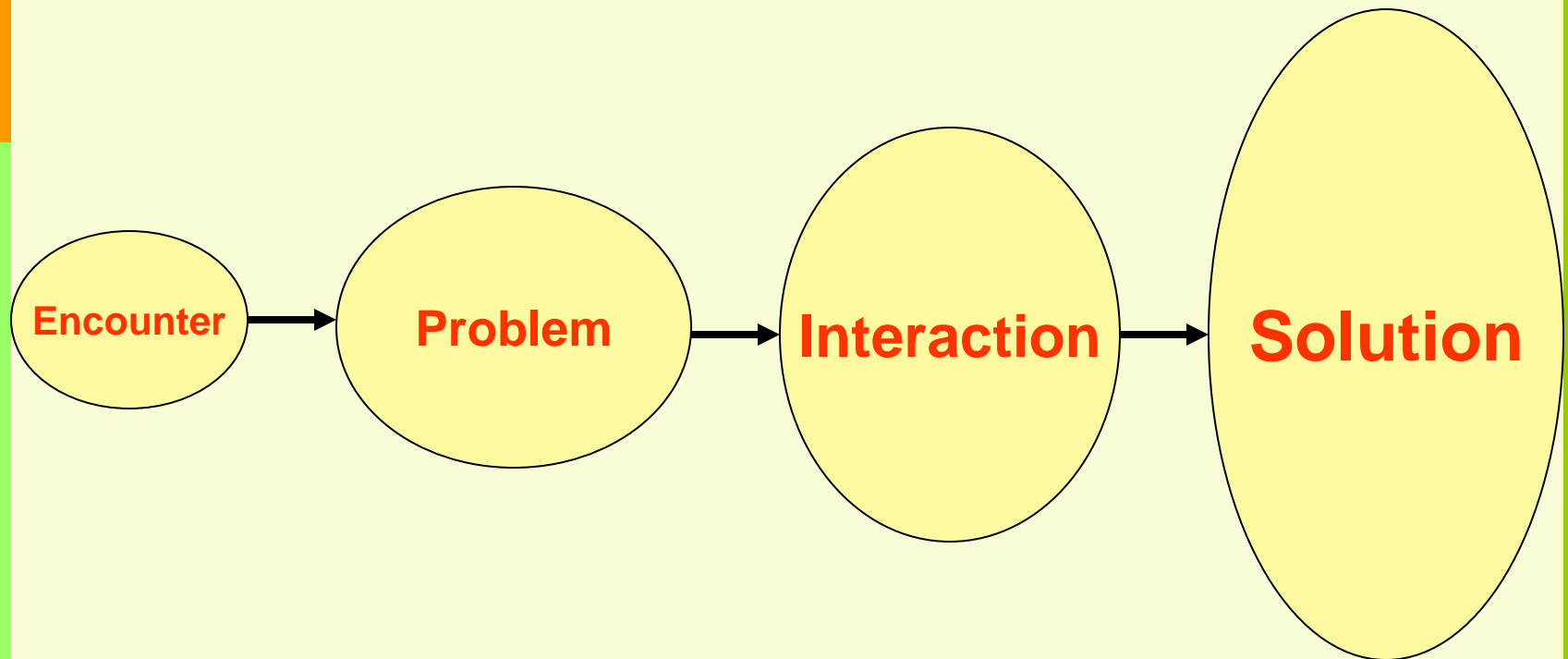


FIGURE 7.4

Components of a Slice-of-Life Ad

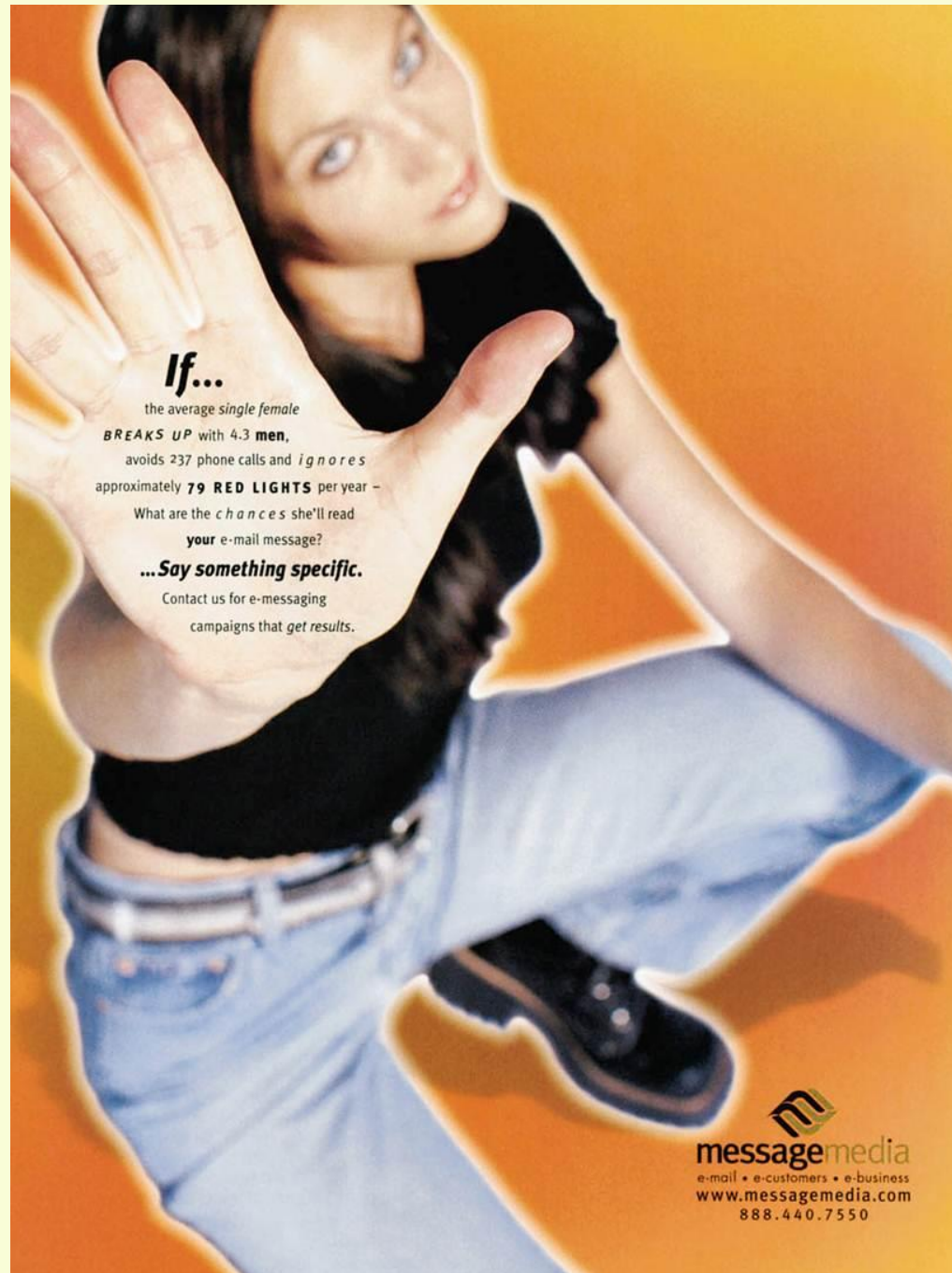


Slice-of-life


A business-to-business print advertisement using a slice-of-life executorial framework.

The text asks:

*“If the average single female **breaks up** with 4.3 men, **avoids** 237 phone calls and **ignores** 79 red lights per year - What are the chances she’ll read your e-mail message?”*



If...
the average single female
BREAKS UP with 4.3 **men**,
avoids 237 phone calls and *ignores*
approximately **79 RED LIGHTS** per year -
What are the *chances* she'll read
your e-mail message?
...Say something specific.
Contact us for e-messaging
campaigns that *get results*.


message media
e-mail • e-customers • e-business
www.messagemedia.com
888.440.7550

Testimonials

- Business-to-business sector
- Service sector
- Enhance credibility
- Source
 - Customers
 - Paid actors

Testimonials



Use of the testimonial execution by Diamond Security.

Authoritative

- Expert authority
- Scientific or survey evidence
- Independent evidence
- Business-to-business ads
- Cognitive processing
- Specialty print media



Demonstration

- Shows product being used
- Business-to-business sector
- Television and Internet

Fantasy

- Beyond reality
- Common themes
 - Sex
 - Love
 - Romance
- Perfume/Cologne



Informative

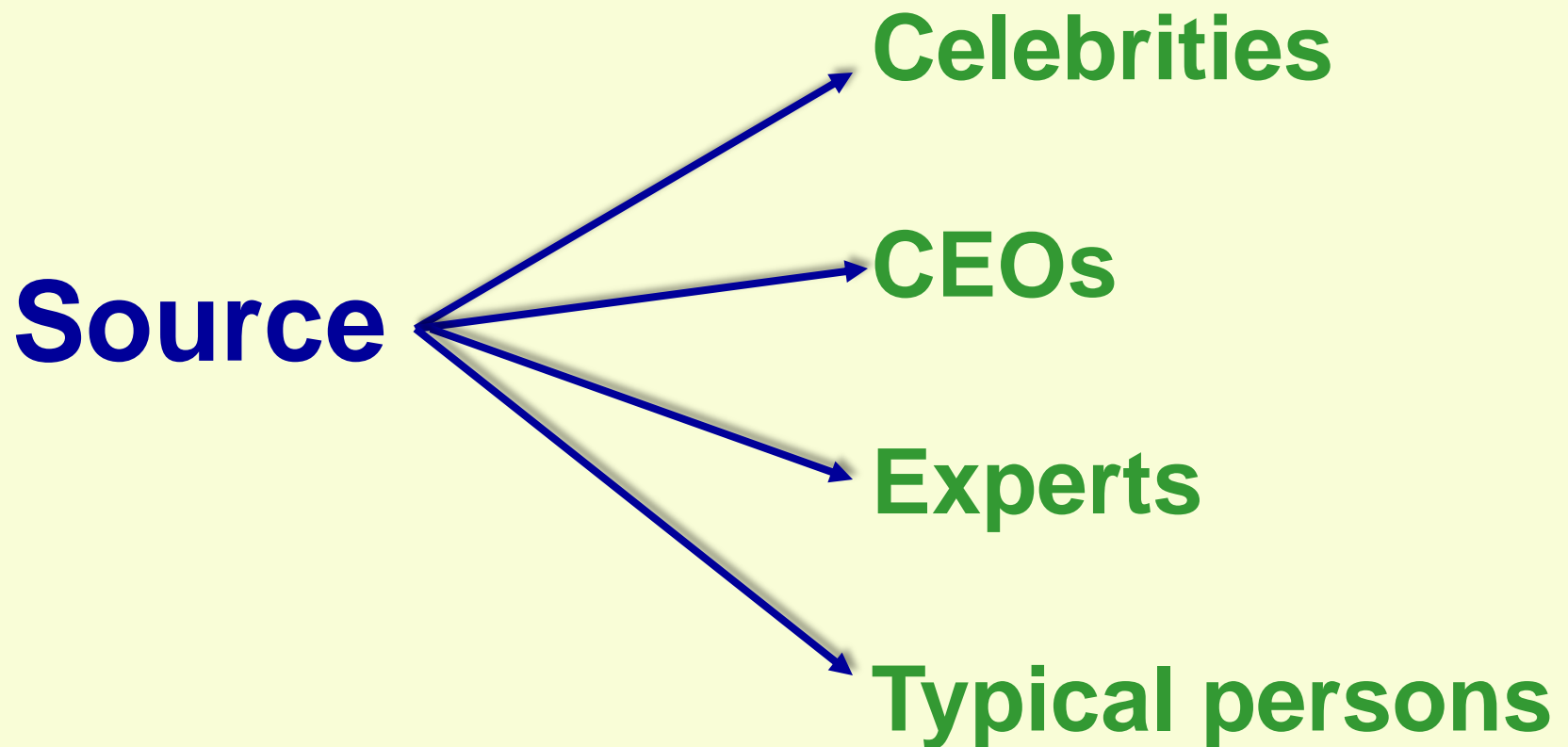
- Used extensively in radio
- Business-to-business usage
- Key is buying situation
- Level of involvement

Informative



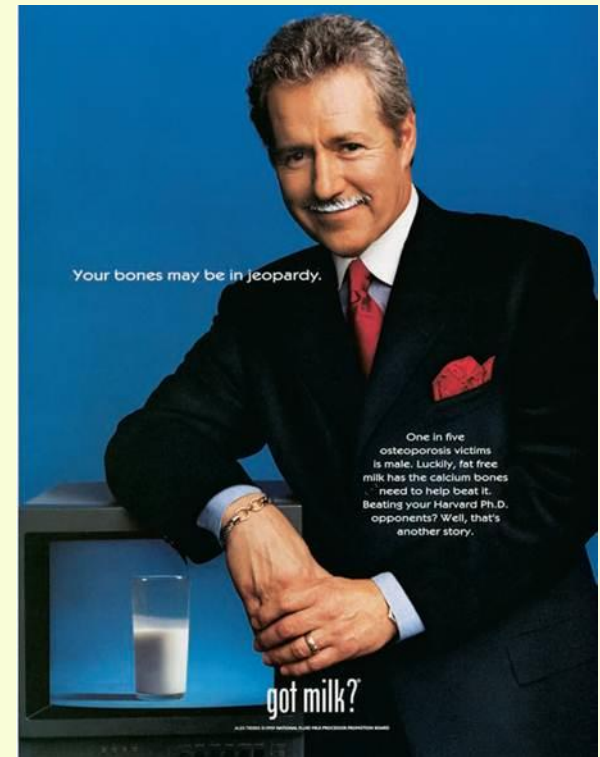
A television ad for Koestler Crystal using an informative execution.

Sources and Spokespersons



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



Additional Celebrity Endorsements

- Unpaid spokespersons
 - High level of credibility for causes
- Celebrity voice-overs
 - Quality voice
 - Voice recognition
 - Can be distraction
- Dead-person endorsements
 - Somewhat controversial
 - Becoming more common

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

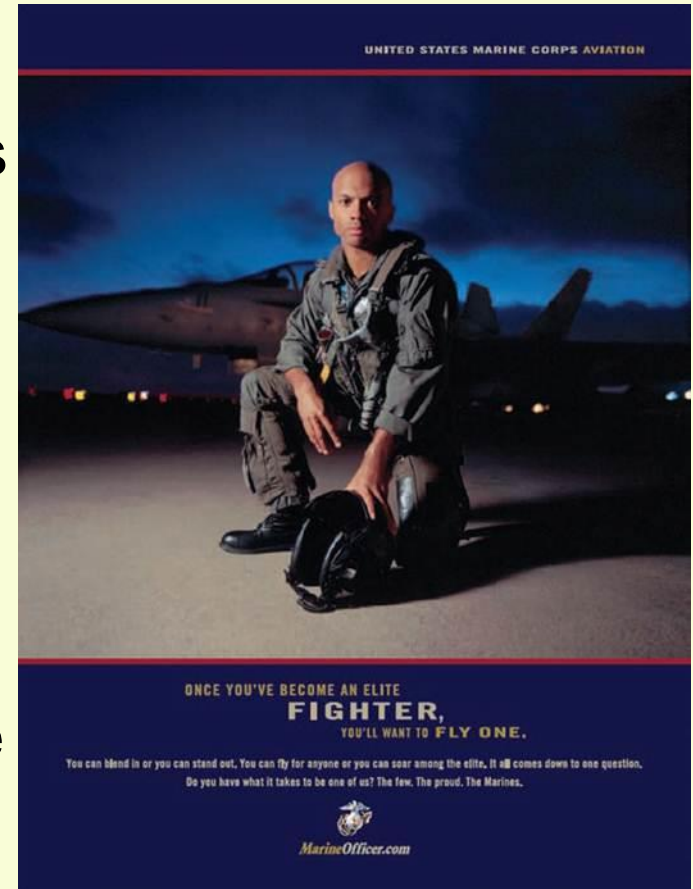
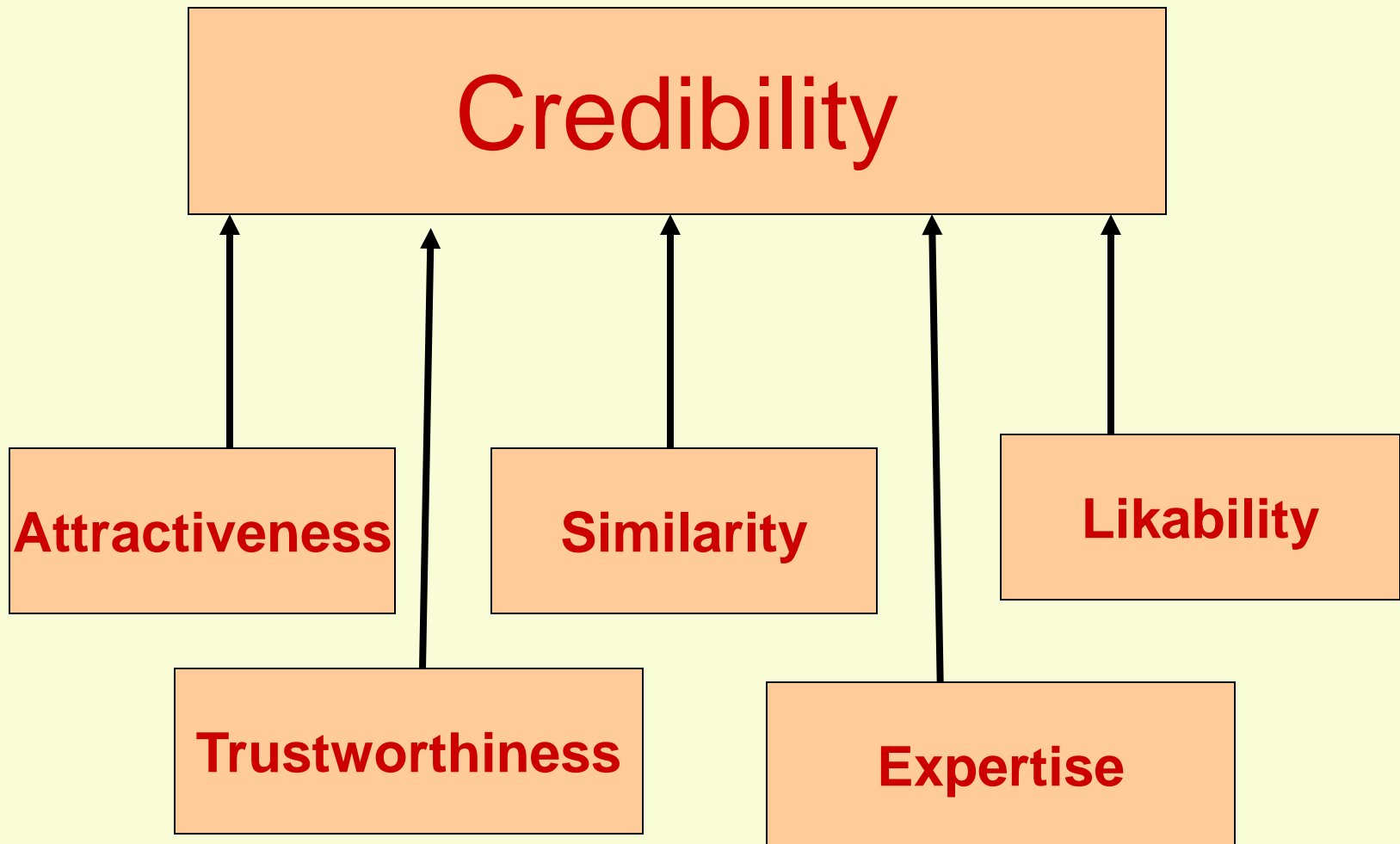


FIGURE 7.6

Characteristics of Effective Spokespersons



Credibility

Source Characteristics

- Derived from other five characteristics
- Acceptance of individual and message
- Believable
- Most sources do not score high in all characteristics
- Celebrities most likely to possess all characteristics



Richland State Bank
Turning houses into homes since 1902.

The Richland State of Mind

Whether you're a first-time homebuyer, looking to finance your next home, or interested in exploring your refinancing options, you can be confident that Richland State Bank has your best interests in mind.

FHA Loans
Rural Development Loans
VA Loans
Conventional Loans
Construction To Permanent Financing

The Home Team

 Patricia Kuethe Mortgage Loan Officer Monroe Office Phone: 318-699-8412 Cell: 318-789-2300 pkuethe@richlandbank.net NMLS# 90275	 Terri Crawford Mortgage Loan Officer West Monroe Office Phone: 318-355-8338 Cell: 318-331-4217 crawford@richlandbank.net NMLS# 732945	 Neal Stapleton Mortgage Loan Officer Minden Office Phone: 318-377-3636 Cell: 318-453-0136 nstapleton@richlandbank.net NMLS# 106129
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RAYVILLE MONROE WEST MONROE MANGHAM MINDEN OAK GROVE richlandbank.net NMLS #478055

Attractiveness

Source

Characteristics

- Physical attractiveness
- Personality attractiveness

Similarity

Source Characteristics

- Closely related to attractiveness
- Allows for identification
- Source has similar beliefs or attitudes
- Preferences or behaviors similar
- Aspiration similarity

Females can identify with Anna Roberts since most jockeys are male.



Likeability

Source Characteristics

- Consumers respond to sources they like
- May like role an actor plays
- May like an athlete because on favorite team
- May like source because supports favorite cause
- Transfer of dislike to brand being endorsed

Trustworthiness

Source Characteristics

- Not all spokespersons are viewed trustworthy
- Degree of confidence or acceptance
- Helps consumers believe message
- Likeability and trustworthiness related

FIGURE 7.7

Most Trust Celebrities

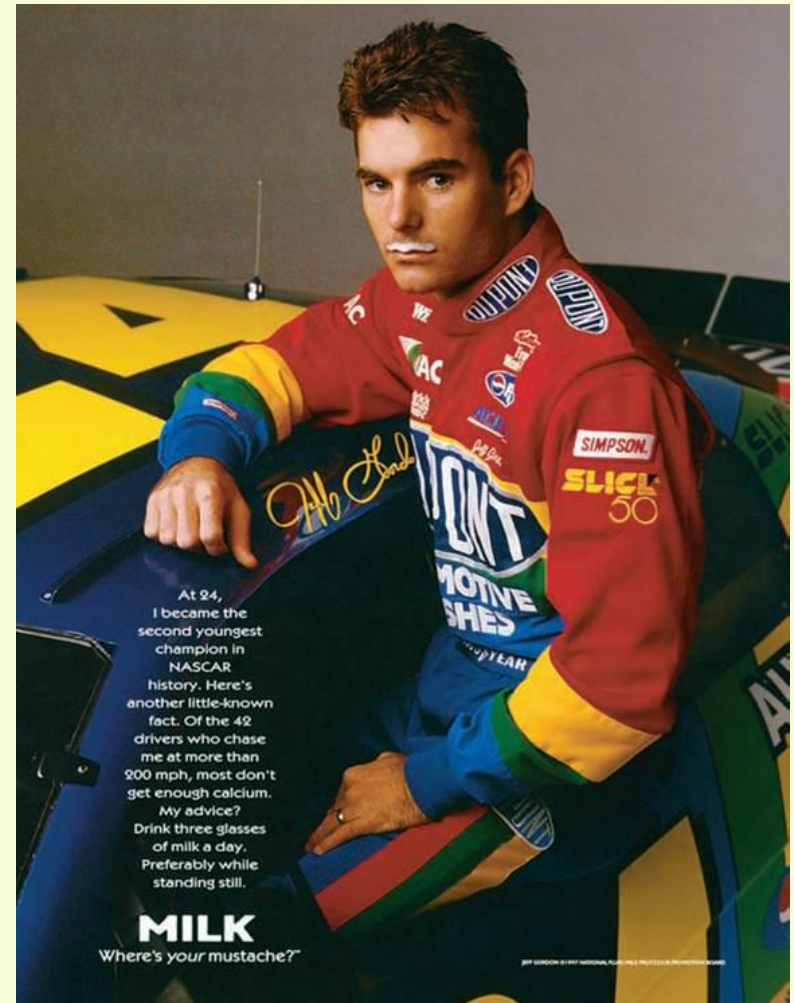
1. Betty White
2. Denzel Washington
3. Sandra Bullock
4. Clint Eastwood
5. Tom Hanks
6. Harrison Ford
7. Morgan Freeman
8. Kate Middleton
9. Will Smith
10. Johnny Depp

Source: Adapted from “Betty White Voted America’s Most Trusted Celebrity: Poll,” *Reuters*, August 18, 2011, www.reuters.com/assets/print?aid=USTRE77H2WE20110818

Expertise

Source Characteristics

- Higher expertise
- Higher credibility



Matching Source Types and Characteristics

- **Celebrities**
 - Tend to score high in credibility
 - Negative publicity
 - Endorsement of too many products
- **CEO**
 - Trustworthy, expertise, and some credibility
 - Must exercise care in selection
- **Expert**
 - Seek experts who are attractive, likable, trustworthy
 - Valid credentials important
- **Typical person**
 - Multiple typical persons increase credibility
 - Real-person
 - Actor

FIGURE 7.8

Creating an Advertisement

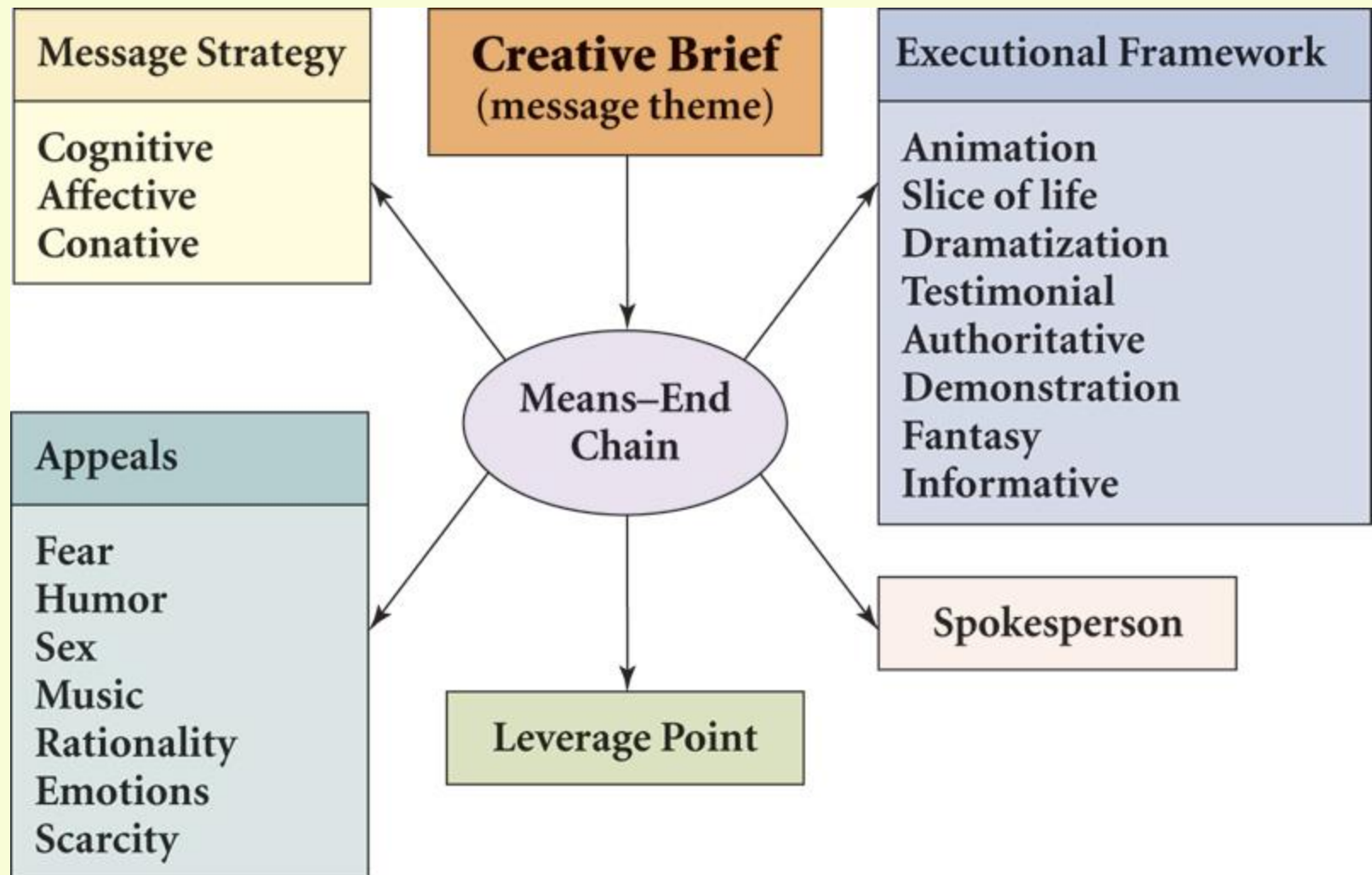


FIGURE 7.9

Principles of Effective Advertising

- Visual consistency
- Campaign duration
- Repeated taglines
- Consistent positioning- avoid ambiguity
- Simplicity
- Identifiable selling point
- Create an effective flow

FIGURE 7.10

Which Taglines Can You Identify?

1. Finger Lickin' Good
2. Think Small
3. Between Love and Madness Lies Obsession
4. Save Money, Live Better
5. Innovation
6. Connecting People
7. I'm Lovin It
8. A Diamond is Forever
9. Have It Your Way
10. Buy It. Sell It. Love It.

Beating Ad Clutter

- Presence of competitor ads
- Repetition
- **Variability Theory**
- **Multiple mediums**

International Implications

- Match culture of region
- Comparison ads less common
- Message strategy effects execution
- Soft sell preferred in Japan

Ouachita Independent Bank

(Part 7)



- **Message Strategy** - Affective, Resonance
- **Execution** – Informative
- **Spokesperson** – Chairman, CEO

Ouachita Independent Bank

(Part 7)



Credibility

- Attractiveness
- Similarity
- Likeability
- Trustworthiness
- Expertise

Integrated Campaigns in Action

The Soap Opera

