ADVERTISING DESIGN: THEORETICAL FRAMEWORKS AND TYPES OF APPEALS

Chapter 6
Chapter Objectives

1. How do advertising theories help the creative move a consumer from awareness of a product to the eventual purchase decision?
2. What roles do attitudes and values play in developing advertising messages?
3. When should visual and verbal elements be integrated into advertisements?
4. What factors might influence the effectiveness of an advertising appeal?
5. Are there differences in creating advertisements for business-to-business and in international markets?
What has been your favorite ad?

- Funny
- Serious
- Jingle
- Annoying
- Sexy
- Sad
- Fear
- Buy the product
- Buy again
- Recommend to a friend
Recap: Overall Advertising Management Program

Account Executive

Pitches the Account

Work with Media Planners & Buyers

Develops a Creative Brief for message design
Creative Brief

The Objective

The Target Audience

The Message Theme

The Support

The constraints
In developing an advertisement for an advertising campaign, there are theoretical frameworks that can be useful, including:

1. The hierarchy of effects model
2. A means-ends theory
3. Visual and verbal frameworks
1. Hierarchy of Effects Model

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

- Awareness
- Knowledge
- Liking
- Preference
- Conviction
- The actual purchase
Dannon Activia Yogurt

How Can Activia Help Me

What is Activia? Activia is a yogurt, in every yogurt, Activia, with Bifidus Regularis, helps naturally regulate your digestive system as part of a balanced diet and healthy lifestyle.

Active, with the probiotic culture called Bifidus Regularis (Bifidobacterium lactis DH 179), works to help regulate your digestive system.

Activia is delicious, and it tastes good. You can enjoy Activia every day, as a delicious snack, part of a nutritious breakfast or as a delicious end to your favorite meal.

How Does it Work? Activia helps regulate your digestive system as part of a balanced diet and healthy lifestyle. But how does it do it, and why is the probiotic culture, Bifidus Regularis, so important?

After you eat, food passes through the digestive tract and is gradually broken down into smaller parts, like sugars, fats and proteins. These nutrients are absorbed by your body and are part of what you feed your active and healthy lifestyle.

This is where Activia, with Bifidus Regularis (Bifidobacterium lactis DH 179), comes into play. Clinical studies show that Bifidus Regularis survives passage through the digestive system and arrives at the gut, where it can provide its beneficial effects with Bifidus Regularis helps regulate the digestive system.

What is a probiotic? A probiotic is a living microorganism that, when consumed in adequate amounts, shows benefit on host. Some cultures are considered genuine probiotics; others are not. Some are made from food and some are patented. A probiotic strain is effective when it reaches the site of action and provides the benefits that go beyond basic nutrition. The benefits of probiotics include Bifidus Regularis cultures, such as a proven ability to help regulate your digestive system.

Scientifically proven to help with slow intestinal gas

Activia

Dannon Activia

Yogurt
For ENERGY and VITALITY
Children Must Have BREAD in Abundance

The youngsters are always active, using up energy, burning up the substance of their bodies... and they are growing too.

BREAD makes bone, and brain, and brawn

When you give your children plenty of bread you give them the best foundation for a sound constitution.

Professor Mottram and Dr. Hutchinson in “Food and the Dietetics” state: “Undoubtedly Bread is one of the best energy producing foods.”

There is no food which approaches Bread for economy and fool value.

Give Your Children Bread

Inserted in the interests of better nutrition by THE BREAD MANUFACTURERS OF SOUTH AUST.
2. Means-End Theory

- The advertising message contains a MEAN
- Which drive the consumer to a desired state, an END
- Consumer viewing the ad will reach one of the desired end state
Personal Values

- 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 Theory

Drinking Milk…. Will Lead to…
Means-End Theory

Investing in the future….

Will Lead to…. 
Means-End Theory

Wearing Gucci....

Will Get You....
PULSE

Feel the Power

The Electric New Fragrance by Beyoncé
5 Elements should be used in creating ads:

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

Consumer Benefits

Executional Framework

Leverage Point

Personal Value
Means-End Chain for Hybrid Car

Leverage points

Fuel Efficiency → Save Money
  → Comfortable Life
  → Personal Accomplishment

Less Pollution → Clean Air
  → Pleasure
  → Smart

Style → Cute Car
  → Happiness
  → Excitement
  → Fun
  → Freedom
  → Social Acceptance

Use Car Pool Lane → Save Time
Means-End Chain for Milk

Attributes
- Low fat
  - Benefit: Healthy
  - Personal Value: Self respect, Wisdom
- Calcium
  - Benefit: Healthy Bones
  - Personal Value: Comfortable life, Wisdom
- Ingredients
  - Benefit: Good Taste
  - Personal Value: Happiness, Pleasure
- Vitamins
  - Benefit: Enhanced Sexual ability
  - Personal Value: Excitement, Pleasure
Objective #2: How can leverage points and tag lines help ads?

- A leverage point is the feature of the ad that leads the viewer to transform the advertising message into a personal value.

- To construct a quality leverage point, the creative must be able to build a pathway that connects a product benefit with the potential buyer’s value system.

- Creatives spend considerable amounts of time designing ads with powerful leverage points.
Taglines

- A tagline is something that is memorable and identifies the uniqueness of a brand or that conveys some type of special meaning.
I'd never let my wife ride it.
At least not until she's 18.
love.
without the handles.

"I curl popchips straight to my lips. Good thing they don't go straight to my hips."
Katy Perry

nothing fake about 'em.
Objective 3. What role does Verbal and Visual Elements play in advertisements?

- A key decision made by the creative determines the degree of emphasis given to the visual elements of the ad versus the verbal elements.
- Combining visual with verbal elements can cause a message to be dual-coded and more easily remembered.
- Visual images:
  - Often lead to more favorable attitudes toward both the advertisement and the brand
  - Tend to be more easily remembered than verbal copy
  - Are stored in the brain both as pictures and words
  - Range from very concrete and realistic to very abstract
Taglines

- Key phrase in an advertisement
- Memorable
- Identify uniqueness or special meaning
- Provide consistency
- Taglines identified with specific brands
- Catchy taglines transcend campaigns
- Developing new taglines
Visual Images

- Lead to more favorable attitudes toward both the advertisement and the brand
- More easily remembered than verbal copy
- Are stored in the brain both as pictures and words
- Range from very concrete and realistic to very abstract
Adopt. You will receive more than you can give.

If you really want to touch someone, send them a letter.
Objective 4: Advertising Appeals

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

- This appeal Works!!
- Fear increases both the viewer’s interest in an advertisement 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
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
Online Humor Ads

Lose the belly in 5 days!

before

after

neu.de
**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.
Disney
It'll Blow Your Mind Away

Bk Super Seven Incher

Subliminal Messages

Sometimes a Samwich is just a Samwich

$6.25 Meal
Sex Appeal

Sensuality Approach

This is normally targeted toward women who might respond to more of a sensual suggestion than an overt sexual approach.

- Viewed as 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
You know you’re not the first.
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
Blow in her face and she’ll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It’s Wild! Tipalet. It’s new. Different. Delicious in taste and in aroma. A puff in her direction and she’ll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

Smokers of America, do yourself a flavor. Make your next cigarette a Tipalet.

New from Muriel. About 5 for 25¢.
Calvin Klein
Are Sex Appeals Effective?

Research Results:

- Sex and nudity 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.
Oreo
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.
- Print media are used extensively by business-to-business advertisers
- 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
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.
Hallmark
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
Integrated Campaign in Action