Chapter 7

Advertising Design: Message Strategies and Executional Frameworks
Chapter Focus

• Message strategies
• Executional frameworks
• Spokespersons and endorsers
• Principles of effective advertising
Leverage Points

- Fuel Efficiency → Save Money
  - Leverage points
    - Comfortable Life
    - Personal Accomplishment

- Less Pollution → Clean Air
  - Pleasure
    - Smart
  - Happiness
  - Excitement
  - Fun
  - Security
  - Wisdom

- Style → Cute Car

- Reliable → Safe for family
Advertising Appeals

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

The main challenge involved here is to develop a personnel message even while it is being delivered through an impersonal medium.
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
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
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

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

New!
Natural Finish fLIPSTICK

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

SHAMPOO
SHOWER
SHAVE

NIVEA
FOR MEN

ACTIVE3
Shower Gel
Body, Hand and Face

WHAT MEN WANT

Get more done in the shower
with the extraordinary efficacy
of NIVEA’s first 3 IN 1 shower gel.

ACTIVE3

Discover more about
what men want at
NIVEAFORMENusa.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

MINTS SO STRONG THEY COME IN A METAL BOX.

THE CURIOUSLY STRONG MINTS

ALTÖIDS®
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.
Comparative

Verizon Wireless

AT&T

DOMINO'S
OVEN BAKED SANDWICHES
THE TASTE THAT BEAT SUBWAY
2 TO 1

CHICKEN FARM
PHILLY
CHICKEN RANCH
ITALIAN
STARTING AT $4.99 EACH
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 5% average reduction.

“Cheerios
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

SAVE THE SEALS
END CANADA’S SEAL SLAUGHTER

INK, NOT MINK

Be comfortable in your own skin, and let animals keep theirs.

AMAR’E SToudemire
FOR PETA
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
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
Metlife

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.

Metropolitan Life AND AFFILIATED COMPANIES
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
- Interaction
- Solution
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
STAY IN THE GAME WITH Chiropractic

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

Jerry Rice, one of the game’s most dynamic players, a 13-time Pro Bowl football player who won 3 Super Bowl rings and three MVP awards, shares his positive experiences with chiropractic care.

“I am proud to continue to work with the American public about the value of chiropractic care. Professional footbal players, in very rough and rigorous sports, and athletes in any sport and exercise program and chiropractic adjustments. Chiropractic care can be a great addition to any athletic program, not only on the field but also on the dance floor.”

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

I AM PAUL McCARTNEY, AND I AM A VEGETARIAN

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.

EAT NO

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
Expert
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:

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.
EVERY TIME I PLAY SOCCER,
I'M PROUD OF THEM.
AND WEAR MY DRESSED SHOES.
MY MOTHER WORRIES
I WILL NEVER MARRY.
WITH KNEES LIKE THAT.
BUT I KNOW
THEY'RE SOMEBODY 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

Pay & Benefits
If you enlist in the Army,
you'll start with good pay; a
long list of skill-training
courses to choose from; 30
days paid vacation each
year; the opportunities to
travel to enhance your
education, and to qualify
for veteran's educational
benefits. For more
information about all the
opportunities in today's Army,
and the post office call
1-800-431-8742. In
NY call 800-252-5311.

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 Chaparral Missile 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.'

Join the people
who've joined the Army.

HOT Rios AUGUST 1978 BD

M.P. Calico Jr., Schofield, Germany

Sergeant John T. Jr., Schofield, Germany
Source Characteristics

- Attractiveness
- Trustworthiness
- Similarity
- Expertise
- Likeability
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.
Objective 5: Creating an Ad

- Begins with the creative brief, which outlines the message theme of the advertisement as well as other pertinent information.

- Using the creative brief as the blueprint, the creative develops a means-ends chain starting with an attribute of the product that generates a specific customer benefit.

- Following the development of the means-ends chain, the creative chooses the following:
  - A message strategy
  - The appeal
  - The executional framework
  - A source or spokesperson

- In terms of the executional framework, it must match the leverage point and other features of the advertisement.
Creating an Advertisement

Message Strategy
• Cognitive
• Affective
• Conative

Creative Brief
• (Message Theme)

Executional Framework
• Animation
• Slice of Life
• Dramatization
• Testimonial
• Authoritive
• Demonstration
• Fantasy
• Informative

Appeals
• Fear
• Humor
• Sex
• Music
• Rationality
• Emotions
• Scarcity

Means-End Chain

Leverage Point
Moves consumer from product attribute/benefit to desired end state

Spokesperson
Creative Brief

- Document prepared by client and account management for creative team
- Creatives take the information and develop ads that convey the desired message
- Garbage in/garbage out
- All creatives use the main objective to begin work
Creative Brief

- The objective
- The target audience
- The message theme
- The support
- The constraints
Objective

- Identify the objective of the advertisement.
- Some possible objectives may include:
  - Increase brand awareness
  - Build brand image
  - Increase customer traffic
  - Increase retailer or wholesaler orders
  - Increase inquiries from end-users and channel members
  - Provide information.
The Objective
Target Audience

- The Target Audience

- A creative should know the target audience. The more detail that is known about the target audience, the easier it is for a creative to design an advertisement that will be effective.

- Target market profiles that are too general are not very helpful
The Message Theme

- Unique selling point
- Benefit or promise
- “Left brain” advertisement
  - Logical, rational side of brain
  - Manages numbers, letters, words, concepts
  - Use rational appeal
- “Right-brain” advertisement
  - Emotional side of brain
  - Manages abstract ideas, images, feelings
  - Use emotional appeal
Support and Constraints

- **The Support**
  - Support takes the form of the facts, which substantiate the message theme.

- **The Constraints**
  - Constraints deal with legal and mandatory restrictions for ads, or company imposed requirements.
    - They include:
      - Legal protection for trademarks, logos, and copy registrations.
      - Disclaimers about warranties, in which the disclaimer specifies the conditions under which they will be honored.
      - Disclaimers about offers spell out the terms of financing agreements, as well as when bonuses or discounts apply.
      - Disclaimers about claims identify the exact nature of the statement made in the advertisement.
Creative Brief
Del Monte

- **The Objective** – increase awareness of the smaller-size cans with pull-top lid
- **Target Audience** – senior citizens, especially those who live alone and suffer from arthritis
- **Message Theme** – the new cans contain a smaller portion and are easier to open
- **Support** – 30 cent introductory coupon to encourage usage
- **Constraints** – copyright logo, toll free number, Web site address, legal requirements of a coupon, and what is meant by a small serving
Principles Effective Advertising

- Visual consistency - repeated
- Campaign duration – how long running
- Repeated tag lines
- Consistent positioning
- Simplicity
- Identifiable selling point
- Effective flow – move the reader’s eye
Beating Ad Clutter

- Because mere repetition of an ad does not always work, advertisers have begun to take advantage of the principles found in variability theory.
- Repetition – in various environments
- Multiple mediums
- Ads that gain attention
- Ads that relate to the target audience