PART FOUR
EFFECTIVE ADVERTISING MESSAGES
Chapter 4 + Chapter 12
How advertising works + The Creative Side AND Message Strategy
Key Points

• Explain the Facets Model of Advertising Effects to show how brand advertising works
• Define creative advertising and explain how it leads to a Big Idea
• List the six key effects that govern consumer response to advertising messages
• Discuss key creative strategy approaches
Advertising Communication Model

Source: Advertiser (objectives)

Message: Encoding (by Agency)

Media Mix: Channels

Noise: External
- Public Opinion
- Marketing Strategy
- Competition
- Other Noise

Receiver: Consumer Reception and Response
- Perceive
- Understand
- Feel
- Connect
- Believe
- Act

Noise: Internal
- Perceived Needs
- Information Processing
- Attitudes and Opinions
- Other Noise

Feedback
KitKat Chocolate

Take a break

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Feedback

Greenpeace vs. Nestlé
Social media lessons from Nestlé’s reputation crisis

BUY

FAT
Then what?

• There are so many noises, we have to break through the clutter by producing creative advertisements.
THE ART & SCIENCE OF CREATIVE ADVERTISING

- The **ROI** of effective advertising
  - **Relevant:** means something to the target
  - **Original:** novel, fresh, unexpected, unusual
  - **Impact:** ad gets attention & sticks in memory
Creative strategy
  What to say
  (Big Idea)

Creative execution
  How to say
  (Story telling)
The **BIG IDEA** or **CREATIVE CONCEPT**

- Implements the advertising strategy so that the message is both **attention getting** and **memorable**
- Expressed visually and verbally
Examples:
Creative Idea (Big Idea)

- Pepsodent: keep the teeth whitest
Examples:
Creative Idea (Big Idea)

- Darlie: gives freshness
Examples:
Creative Idea (Big Idea)

- Colgate: keep the good breath
**HEAD and HEART Strategies**

Two basic creative strategies

- **Rational Approach/Hard Sell:**
  touches the mind and creates a response based on logic

- **Emotional Approach/Soft Sell:**
  uses emotional appeals or images to create a response
WHICH APPROACH EACH AD USED?

Hard-sell approaches – use reasons
Soft-sell approaches – use emotion
To be continued...
the advertiser is seeking to convince viewers that a given product is superior to other brands. One form is using **expert people**.

**Demonstration**

execution shows how a product works. It is an effective way to communicate the attributes of a product to viewers. Product benefits can be described as the product is exhibited.

**Authoritative**

convey communication without any gimmicks, emotion, or special effects.

**Testimonial**

When a customer is presented in an advertisement telling about a positive experience with a product. Most buyers believe what others say about a company more than they believe what a company says about itself.
Animation

is the rapid display of a sequence of images to create an illusion of movement. The most common method of presenting it is as a motion picture or video program, although there are other methods.

Slice of life

advertisers attempt to provide solutions to the everyday problems consumers face. Show the common experiences and especially the problems people encounter. Then, the good or service is made available to solve the problem.

Creative execution

How to say
(Story telling)

similar to the slice-of-life executional framework. It uses the same format in which a problem is first presented and then a solution is offered. The difference lies in the intensity and story format but uses a higher level of excitement and suspense to tell the story which normally builds to a crisis point.

Dramatization
The Facets Model of Effective Advertising
Perception

• The process by which we receive information through our five senses and assign meaning to it
• If an advertisement is to be effective, it, first of all, has to get noticed.

1. Exposure
2. Selection & Attention
3. Interest & Relevance
4. Awareness
5. Recognition
Perception

1. Exposure
   • Being seen or heard
   • Media planners try to find the best way to **expose** the target audience to the message
   • IMC planners consider all contacts a consumer has with a company or brand

2. Selection and Attention
   • The ability to **draw attention**, to bring visibility
   • One of advertising’s greatest strengths

**Creating stopping power**

*Making contact*
3. Interest and Relevance

• 3.1 Interest
  – The receiver of the message has become mentally engaged with the ad and the product
  – Ad messages are designed not only to get but also hold the audience’s interest

• 3.2 Relevance
  – The message connects on some personal level

Creating pulling power
Perception

4. Awareness
• Results when an ad initially makes an impression
• Most evaluations of advertising effectiveness include a measure of awareness as an indicator of perception

5. Recognition
• Recognition: remember seeing the ad
• Recall: remember of what the ad said

Making an impression

Making a mental note
Key components of perception and their roles in effectiveness are:

**Exposure**
- Making contact

**Selection and attention**
- Creating stopping power

**Interest and relevance**
- Creating pulling power

**Awareness**
- Making an impression

**Recognition**
- Making a mental note

https://www.youtube.com/watch?v=krDW6rLTr-Q
Creative side & Message Strategy

**Perception:** Drive Perception (attention getting + memorable)

- Attention and awareness
  - Stopping power is created by
    - “NEW IDEA”

- Interest: keep attention
  - Pulling power
    - Teaser ad (elicit curiosity)
    - Ad that reflects our personal interest

- Memory
  - Repetition
    - Jingle, Slogan, Color, Shape
Attention & Awareness

Adidas:
Forever sport
Interest: Keep attention

Nissan LEAF Car TV Ad
Commercial Gas Powered
Everything 2011
Memory
Cognition

- How consumers respond to information, learn, and understand something

- 1. Needs
- 2. Information
- 3. Cognitive learning
- 4. Differentiation
- 5. Memory recall
Cognition

1. Needs

• The cognitive impact of an advertising message
• A cognitive ad explains how a product works and what it can do for the consumer (address consumer needs)

Matching product features to consumer needs
Cognition

2. Information
• Facts about product performance and features
• Particularly important for products that are complex, have a high price, or are high risk

3. Cognitive Learning
• When a presentation of facts, information, and explanations leads to understanding
• Used by consumers who want to learn everything about a product before they buy it

Fact about products and their features
Creating understanding
Cognition

4. Differentiation
• Occurs when consumers understand the explanation of a competitive advantage
• A consumer has to understand the features of a brand and be able to compare competing products

5. Memory Recall
• When the consumer remembers seeing the advertisements and remembers the copy points

Understanding the differences between competitive products

Locking info. in memory
Cognition

Key components of cognition and their roles in effectiveness are:

Needs: Matching product features to consumer needs

Information: Fact about products and their features

Cognitive learning: Creating understanding

Differentiation: Understanding the differences between competitive products

Memory recall: Locking info. in memory
Cognitive: Drive Cognition

- These messages get consumers to learn about products by focusing on a product’s features (give info.)
  - Differentiation
    - Claim, Infomercial
      (Long copy approaches)
The Affective or Emotional Response

- Mirrors a person’s feelings about something
  - Stimulates wants
  - Touches the emotions
  - Creates feelings
- 1. Want
- 2. Emotion
- 3. Liking
- 4. Resonance
To creatively communicate its new seating in coach,

- American Airlines used a picture of a brand
- with the left brain representing cognitive thinking
- and the right brain illustrating an affective response
Affective or Emotional Response

1. Wants
   - Influenced more by emotion or desire
   - Desire is based on wishes, longings, and passion

Creating Desire

2. Emotions
   - Agitates (excite) passions or feelings
   - It appears in a number of forms such as humor, love or fear

Affecting feelings
Affective or Emotional Response

3. Liking
- Liking a brand or ad is one of the best predictors of consumer behavior
- If a consumer likes the ad, the positive feeling will transfer to the brand

Create positive feelings for the ad and the brand

4. Resonance
- Help the consumer identify with the brand on a personal level
- Stronger than liking because it involves an element of self-identification e.g. associate the concern of the target group

Appeal to self-interest
Key components of affective response and their roles in effectiveness are:

Wants: Creating desire
Emotions: Affecting feeling
Liking: Creating positive feeling for the ad and the brand
Resonance: Appeal to self-interest
Affective: Touch Emotions

- Highlight psychological attraction of the product to the target audience through emotional responses e.g. love, fear, pride, freedom etc.

- A general emotional goal is to deliver a message that people like in order to create liking for the product (like ad → like product)
To be continued...
Persuasion

- The conscious intent on the part of the source to influence the receiver of a message to believe or do something

- 1. Attitude
- 2. Argument
- 3. Motivation
- 4. Preference
- 5. Loyalty
Persuasion

1. Attitudes
- Mental readiness to react to a situation in a given way
- Can be positive, negative or neutral

A state of mind, tendency

2. Arguments
- Uses logic, reasons, and proofs to make a point and build confidence

Reason, proof

3. Motivation
- When something prompts a person to act in a certain way
- Marketing communications uses incentives to encourage response

Incentive to respond
Persuasion

4. Conviction/Preference
- **Conviction**
  - Consumers believe something to be true
- **Preference**
  - Belief is indicated when consumer develops preference for, an intention to try or buy a product

5. Loyalty
- Measured both as an attitude and by repeat purchases
- Built on customer satisfaction
- (Both attitude and action)
  
  *Repeat purchase, satisfaction, advocate*

*Creating agreement and consideration*
Key components of persuasion response and their roles in effectiveness are:

Attitudes: *A state of mind, tendency*

Argument: *Reason, proof*

Motivation: *Incentive or reason to respond*

Conviction/preference: *Creating agreement and consideration*

Loyalty: *Repeat purchase, satisfaction, advocate*
Persuasion: Affect Attitudes and Create Belief

- Consumer committed to something, prefer it, probably intend to buy it
- **Appeal:** Psychological of product
- **Conviction**  
  Testimonial; Test result; Before-after visual; Demonstration, Endorsement, Product placement
- **Selling Promises:** A proposition on which an argument is based or a conclusion is drawn. A benefit statement to show consumer about future rewards from using products
Persuasion

Attitudes: Create positive attitude lifestyle
Argument: Cleans better by demonstrating
Motivation: Small in size, big in power (better value for money)
Conviction/preference: Convince that OMO is more preferable than Ariel
Loyalty: Give satisfaction
Association

- The process of making symbolic connections between a brand and characteristics that represent the brand’s image and personality
- (connection between the brand and desired quality)

1. Symbolism
2. Conditioned learning
3. Brand transformation
Association

1. Symbolism
   • The brand stands for a certain quality
   • A bond or relationship is created based on these meanings e.g. Rolex

Something that stands for something else

Rolex = Luxurious, prestigious

It’s not just a watch, it’s Rolex
2. Conditioned Learning
• The way association implants an idea in a consumer’s mind
• e.g. Beer always use sporting events, parties, young women

Creating links and bond through repetition
3. Brand Transformation

- A brand takes on meaning when it is transformed from a product into something special
- Differentiated from other products in the category by virtue of its image and identity

Creating brand image
Key components of association and their roles in effectiveness are:

Symbolism: Something that stands for something else
Conditioned learning: Creating links and bonds through repetition
Brand transformation: Creating brand meaning
**Transformation:** Transform Product into a Brand

- **Branding**
- Image advertising is used to create a representation in the customer’s mind
- **Associations:** a brand with a certain type of person, lifestyle, or other characteristic
Not just having a chocolate or snack. But having Kitkat which is having a break
Behavior

• The action response
• Effectiveness is measured in terms of its ability to motivate people to do something

• 1. Try and buy
• 2. Contact
• 3. Prevention
Behavior

1. Try and Buy
   • Initiating action through trial
   • Trial is important because it lets a customer use the product without investing in its purchase

Try the product

2. Contact
   • Making contact with the advertiser can be an important sign of effectiveness

Respond by visiting, calling, sending back a card, clicking on website, etc.
3. Prevention

• Involves counter-arguing by presenting negative messages about an unwanted behavior

• If you don’t do this you are out-of-date

Discourage unwanted behavior/or creating the proper incentives to stimulate the desired behavior.
Key components of persuasion:

Try and buy: Initiating action through trial
Contact: Making it easy to buy
Prevention: Discouraging unwanted behavior
Behavior: Drive Action

- A signature that serves to identify the company or brand
- Also serves as a call to action if it gives direction to the consumer about how to respond
Musical fitting room: Starhub
SUMMARY

• All the SIX responses seem to be combined in one ad
• However, the proportion of the response depends on the ad OBJECTIVE
• Behavioral response is the highest level and what most ads want to ACHIVEVE
SUMMARY

• Creativity is the essence of effective advertising

• Creativity is the combination of the image and the copy (or either one)=message in the ad.

• Balance between creativity and commerciality is required.