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Chapter Six

Advertising Design

Theoretical Frameworks and Types of Appeals

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mcgarrybowen

- Founded 2002
- Strategic approach
- Agency of the Year – 2009, 2011
- New York, Chicago, London
- Full service approach
- Hire and believe in people
- Storytelling
- Unification concept



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Advertising Management

Chapter Objectives

1. How can the hierarchy of effects model and a means-ends analysis help an advertising creative design better commercials?
2. How can leverage points and taglines increase advertising effectiveness?
3. What roles do visual and verbal images play in advertisements?
4. What are the seven main types of advertising appeals?

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Advertising Management

Chapter Objectives

5. How can fear be used to create an effective ad?
6. How can humor be used to create an effective ad?
7. Why does sex play such a prominent role in advertising?
8. How can music, rationality, and scarcity be used to increase advertising effectiveness?
9. What are the primary areas of concern in international advertising?

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Advertising Design: Theoretical Frameworks and Types of Appeals

Chapter Overview

- Advertising design theories
 - Hierarchy of effects model
 - Means-end theory
 - Visual and verbal imaging
- Advertising appeals



Adweek Media and Harris Interactive Survey

- Ads somewhat or very interesting (55%)
- Ads not interesting at all (12%)
- Ads very influential in purchase decisions (6%)
- Ads somewhat influential in purchase decisions (29%)
- Nearly half of 18-34 year-olds influenced by advertising
- 37% of 35-44 year-olds influenced by advertising
- 28% of individuals 45+ influenced by advertising

Hierarchy of Effects Model

1. Awareness
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. Purchase

Hierarchy of Effects Model

- Steps are sequential
- Some question if sequential
- Consumers spend time at each step
- Brand loyalty involves all six steps
- Similar to attitude formation
- Cognitive → affective → conative
- Cognitive – awareness, knowledge
- Affective – liking, preference, conviction
- Conative – actual purchase

Hierarchy of Effects Model

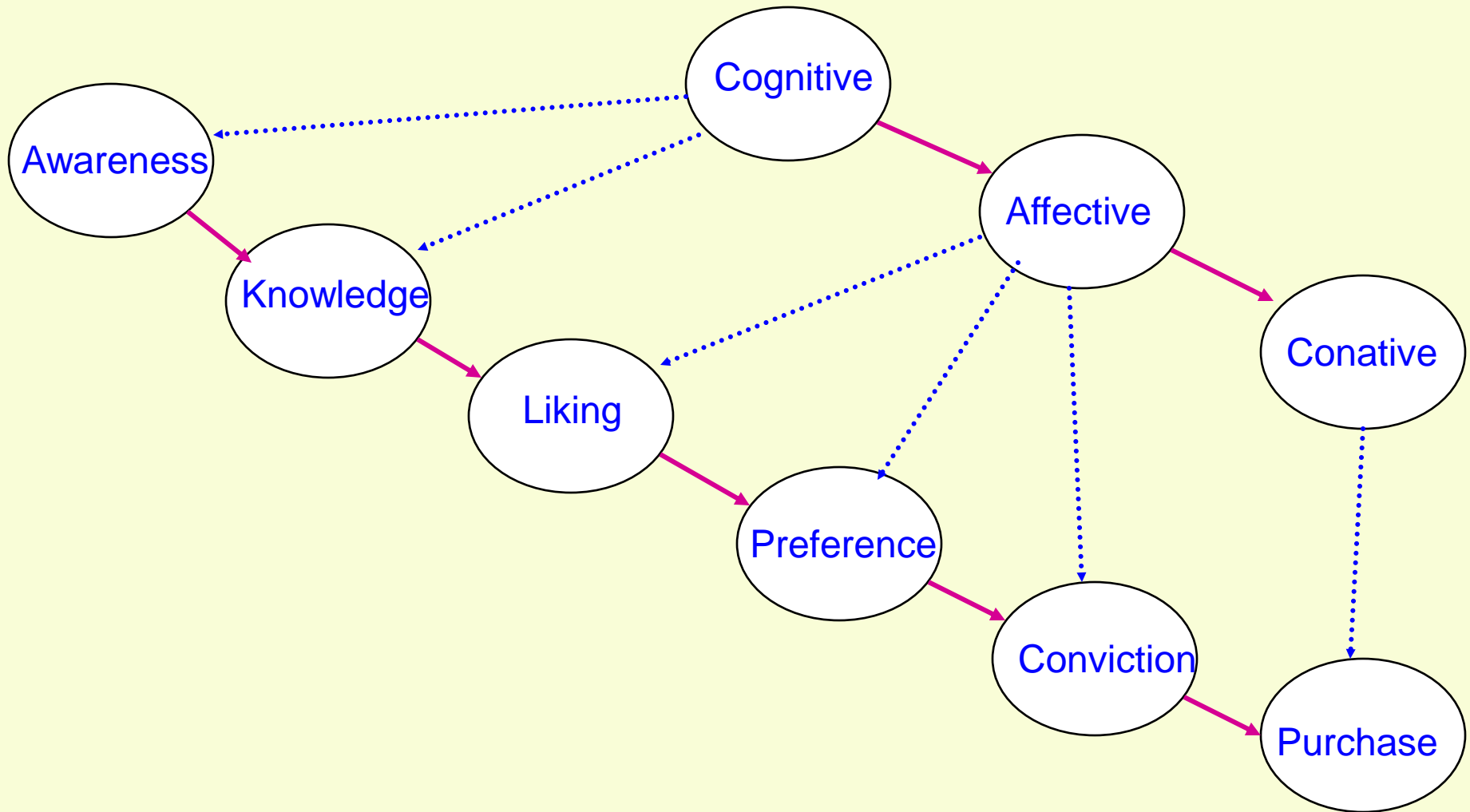


FIGURE 6.1

Personal Values

- Comfortable life
- Equality
- Excitement
- Freedom
- Fun, exciting life
- Happiness
- Inner peace
- Mature love
- Personal accomplishment
- Pleasure
- Salvation
- Security
- Self-fulfillment
- Self-respect
- Sense of belonging
- Social acceptance
- Wisdom

Means-End Theory

- Means-end chain
- Message (means) lead to end state (personal values)
- Means-End Conceptualization of Components of Advertising Strategy (MECCAS)
- Model suggests six elements
 - Product attributes
 - Consumer benefits
 - Leverage points
 - Taglines
 - Personal values
 - Executional framework

Means-End Chain

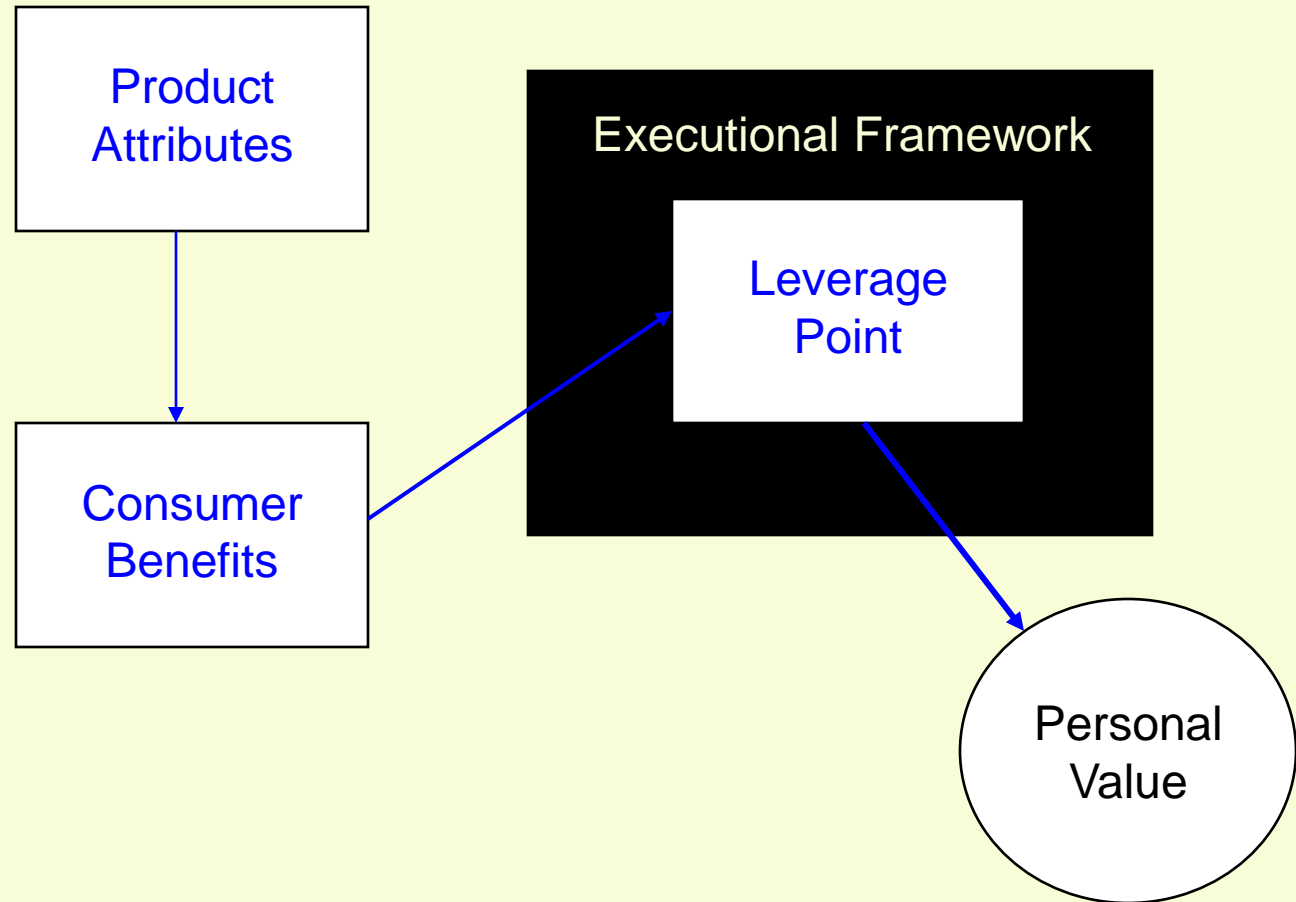
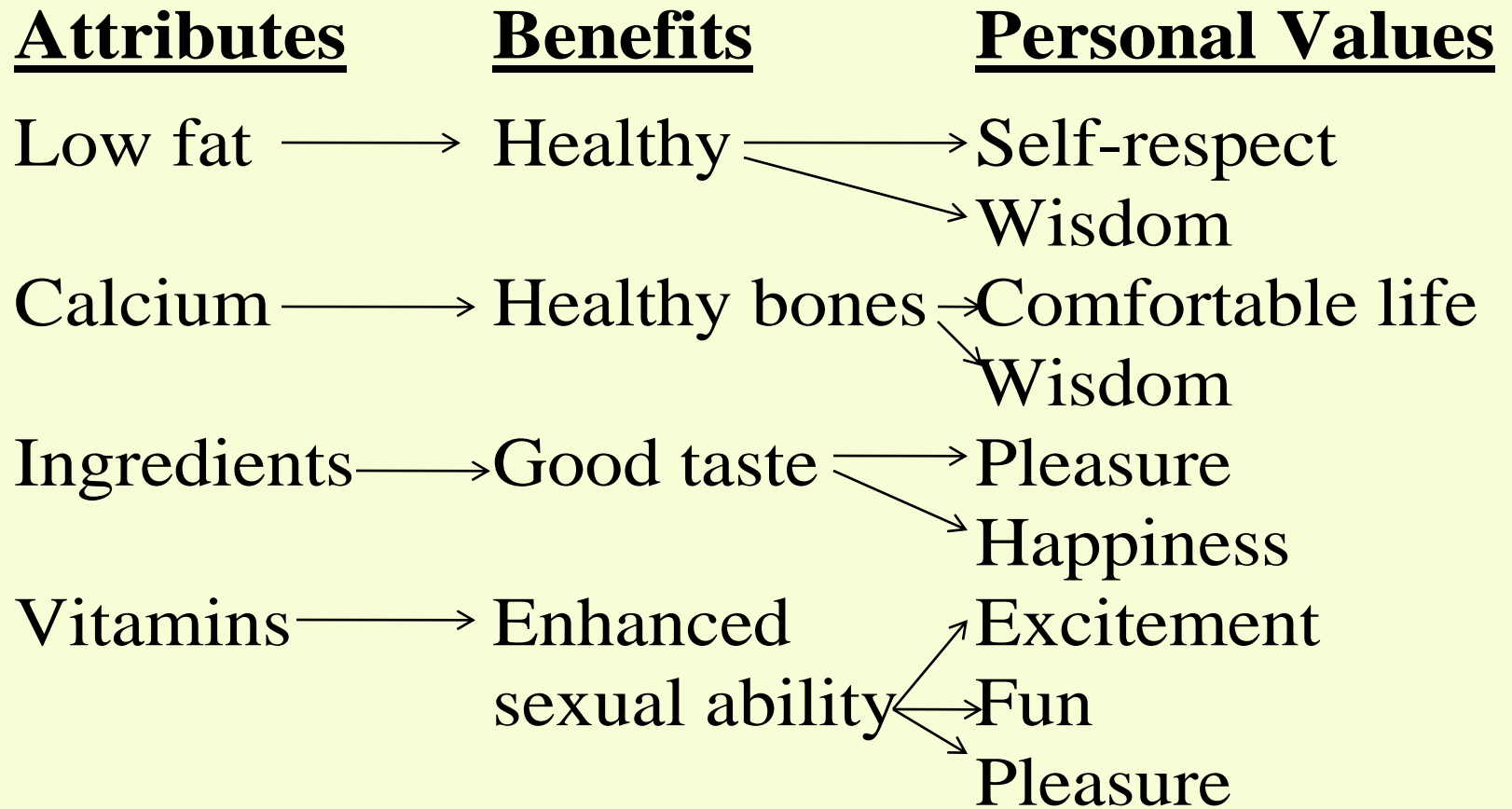


FIGURE 6.2

Means-End Chain for Milk



There's one person I won't be.



A woman with osteoporosis. So it's bloody marvelous
that fat free milk has the calcium to help prevent it.
Thank goodness there's enough to go around.

got milk?

TRACEY ULLMAN © 1999 NATIONAL FLUID MILK PROCESSOR PROMOTION BOARD

FIGURE 6.4

B-to-B Means-End Chain for Greenfield Online

Attributes

Internet

Speed

Expertise

Experience

Benefits

Robust samples

Quicker results

Actionable
information

Reliability

Personal Values

Job security

Self-fulfillment

Wisdom

Social acceptance

Job security

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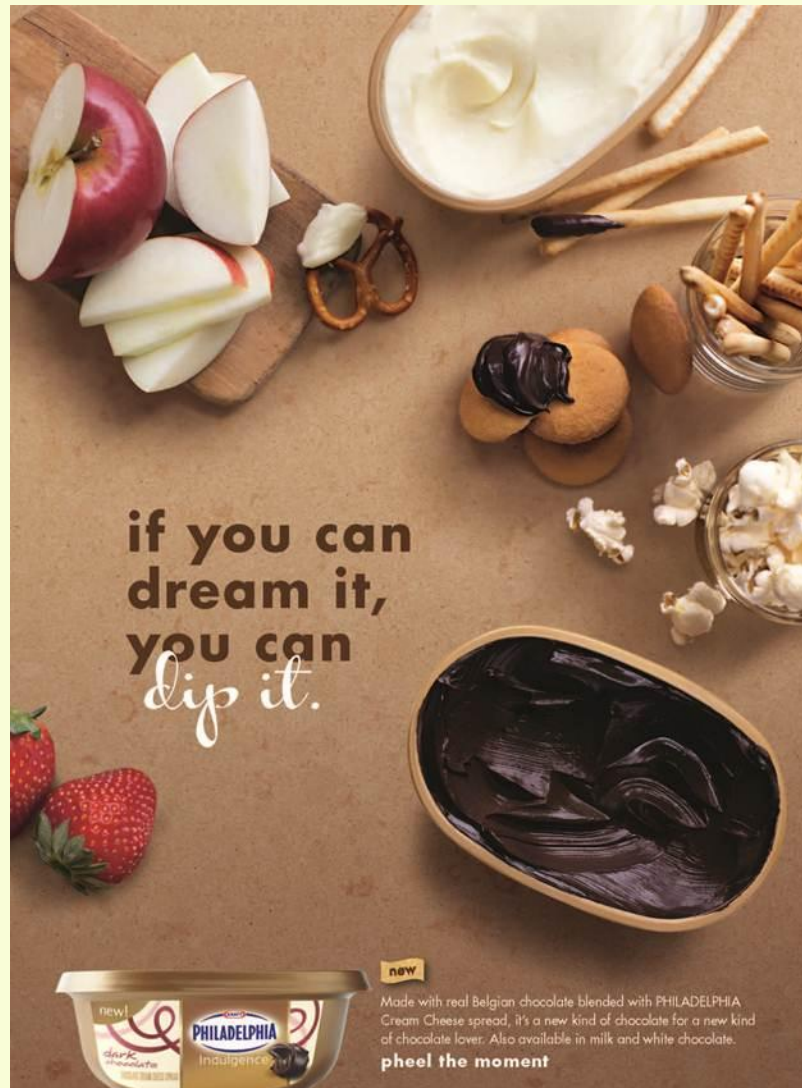
Leverage Points

- Moves consumer from benefits to personal value
- Links attributes – benefits – personal values
- Associated with attitude change
- Ads need powerful leverage points

Taglines

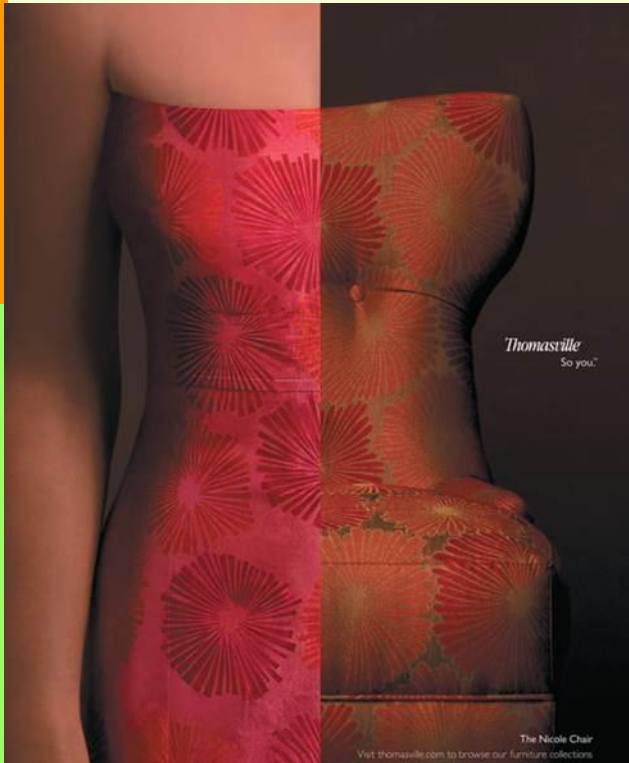
- Key phrase in an advertisement
- Memorable
- Identify uniqueness or special meaning
- Provide consistency
- Taglines identified with specific brands
- Catchy taglines transcend campaigns
- Developing new taglines

Tagline for Philadelphia Cream Cheese



“Pheel the moment”

Verbal and Visual Elements



• Balance between visual and verbal

• Visual processing

- Easier to recall
- Stored both as pictures and words
- Concrete vs. abstract

• Radio visual imagery

• Visual esperanto

• International ads

• B-to-B advertisements

FIGURE 6.5

Types of Appeals

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



What you can't see
about your e-business
performance can hurt.

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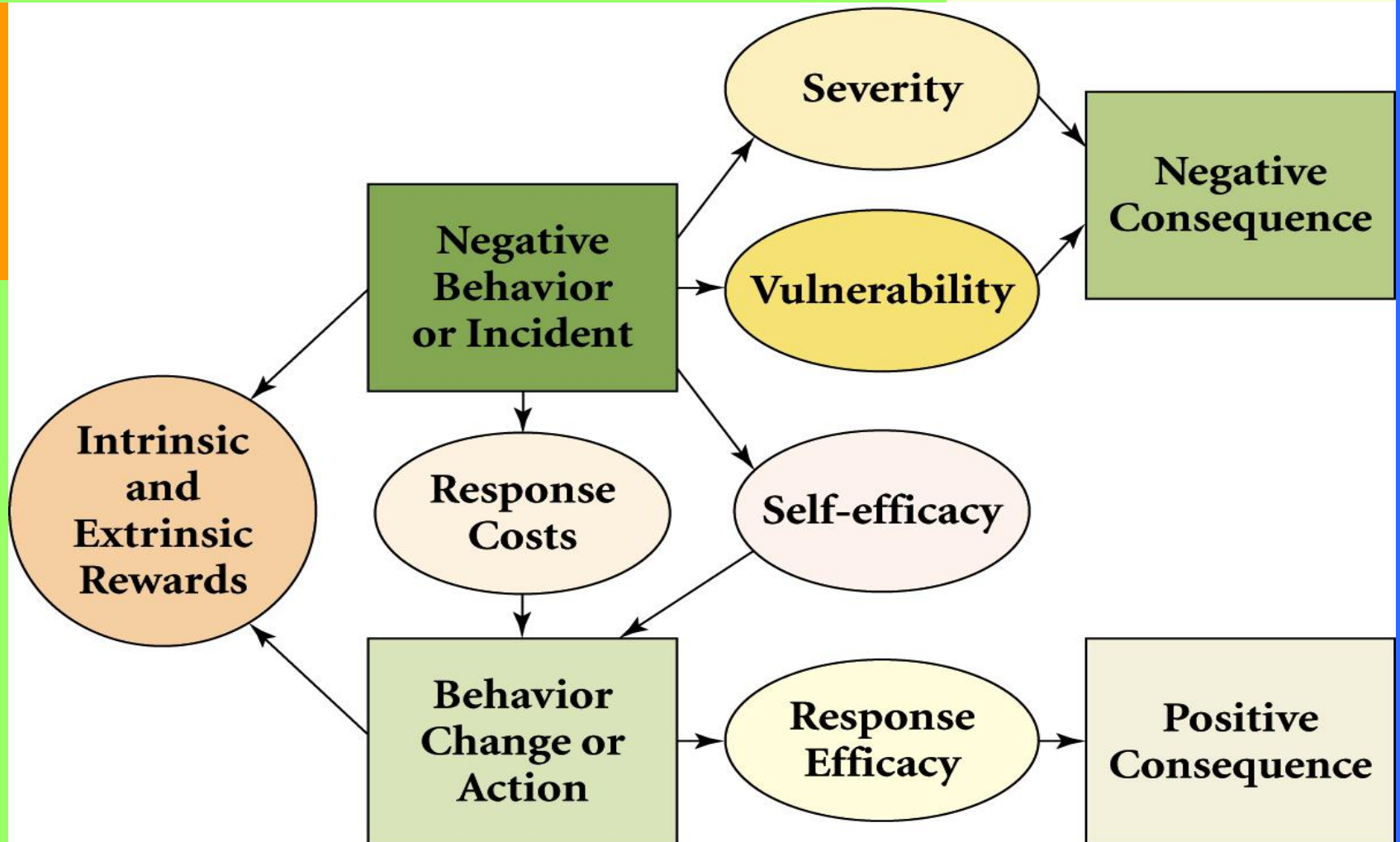
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Fear Appeal

- Fear appeals are common
- Fear increases interest and is remembered
- **Severity and vulnerability**
 - Severity – level of consequence
 - Vulnerability – probability of event occurring
- **Response efficacy**
 - Intrinsic reward
 - Extrinsic reward
 - Response costs
 - Self-efficacy
 - Response efficacy

FIGURE 6.6

Behavioral Response Model



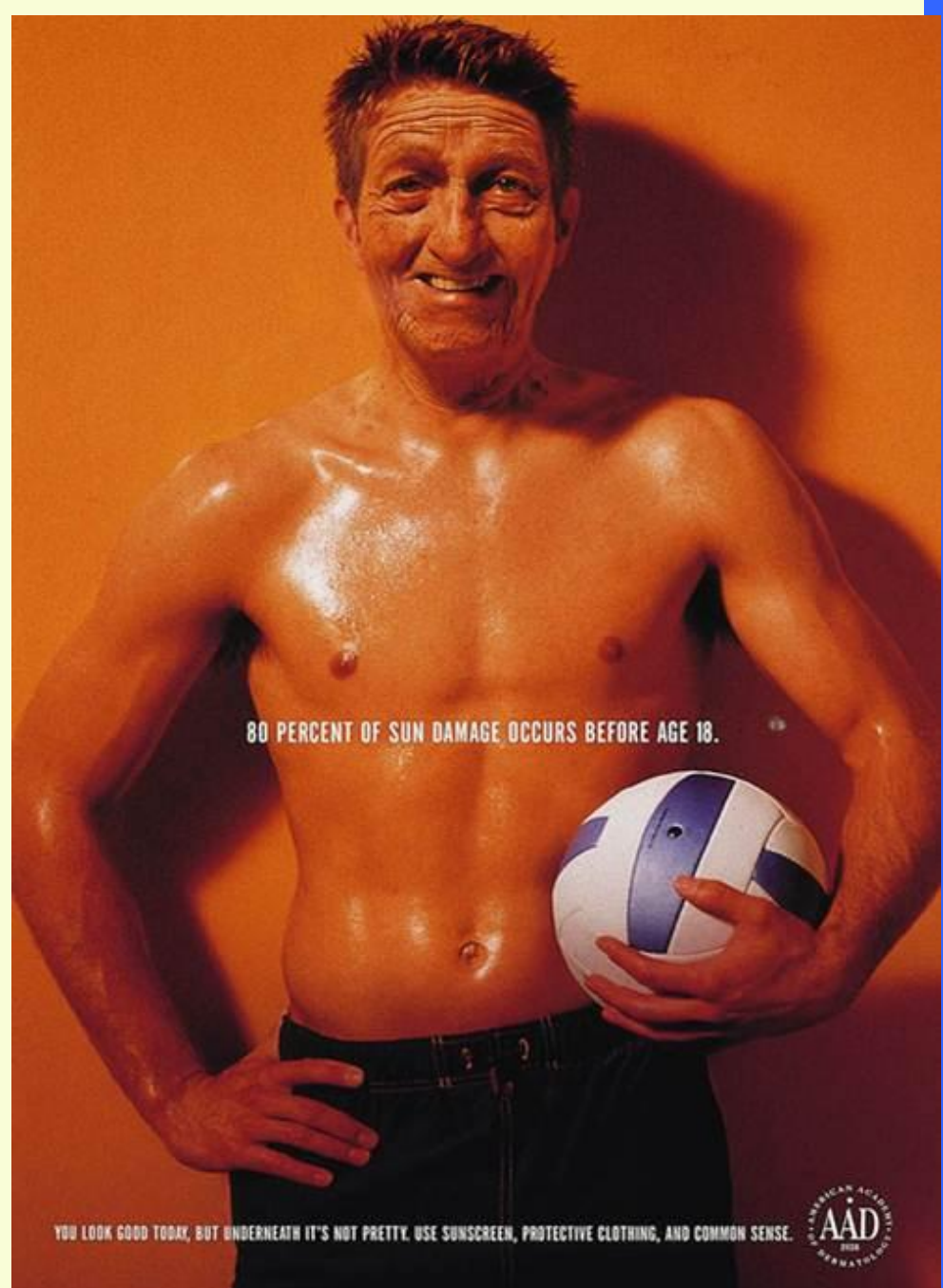
Fear Appeal

Appeal strength

Low – not noticed

High – ignored

Moderate – works best



Humor Appeal

- Excellent for getting and keeping attention
- Used in 30% of TV and radio ads
- Humor causes consumers to
 - Watch
 - Laugh
 - Remember



Humor Appeal

- **Advantages of humor**
 - Piques interest
 - Increases recall and comprehension
 - Elevates mood
- **Problems with humor**
 - Offensive
 - Overpower message
- Humor should focus on product
- **International usage**
 - Humor often rooted in culture
 - Humor varies across countries
- Good humor difficult to achieve

FIGURE 6.7

Reasons for Using Humor in Ads

- Captures attention
- Holds attention
- Often wins creative awards
- High recall scores
- Consumers enjoy funny ads
- Evaluated as likeable ads

FIGURE 6.8

Sexuality Approaches

- Subliminal techniques
- Sensuality
- Sexual suggestiveness
- Nudity or partial nudity
- Overt sexuality

Sex Appeal

- Breaks through clutter
- Use has increased
- Not as effective as in the past
- Advertisers shifting to more subtle sexual cues.



Subliminal Approaches

Sex Appeal

- Sex cues or icons placed in ads
- Goal is to affect subconscious
- Not effective
- Ad clutter requires stronger ads to get attention

Sensuality Approaches

Sex Appeal

- Women respond more favorably
- More sophisticated
- Relies on imagination
- Images of romance and love can be enticing

Sexual Suggestiveness

Sex Appeal

- Hints about sex

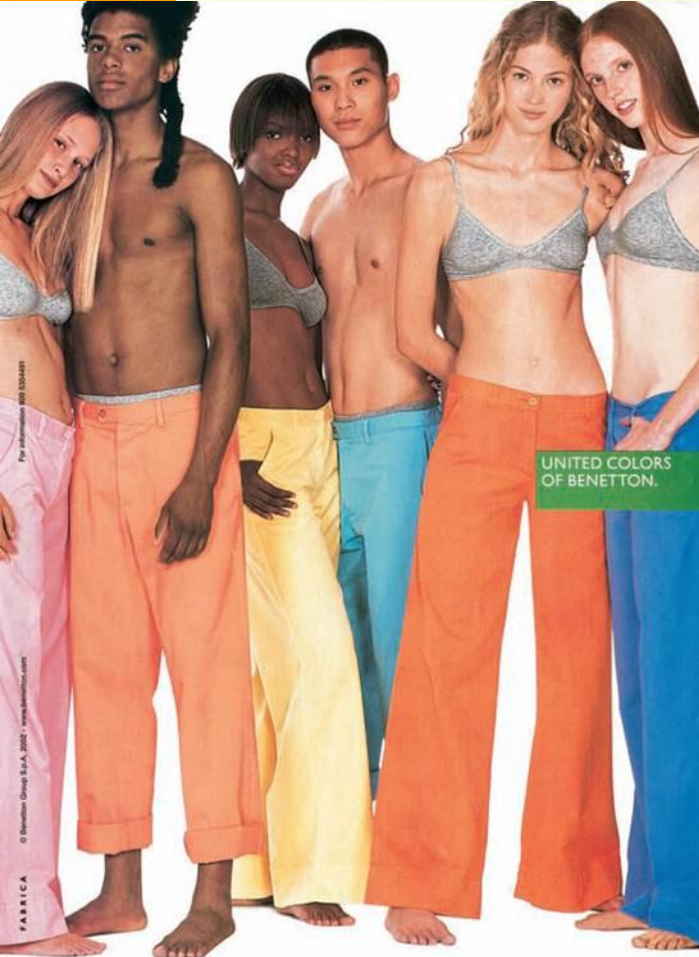


This Finnish ad, promoting tourism to Helsinki, stays away from overt sexuality

Instead, it focuses more on sexual suggestiveness

Nudity or Partial Nudity

Sex Appeal



- Used for wide variety of products
- Attract attention
- Not always designed to elicit sexual response
 - Underwear commercials
- Decorative models

FIGURE 6.9

Factors to Consider Before Using Decorative Models

- Improves ad recognition, not brand recognition
- Influences emotional and objective evaluations
- Produces higher purchase intentions when the product is sexually relevant
- Attractive models produce a higher level of attention than less attractive models

Overt Sexuality

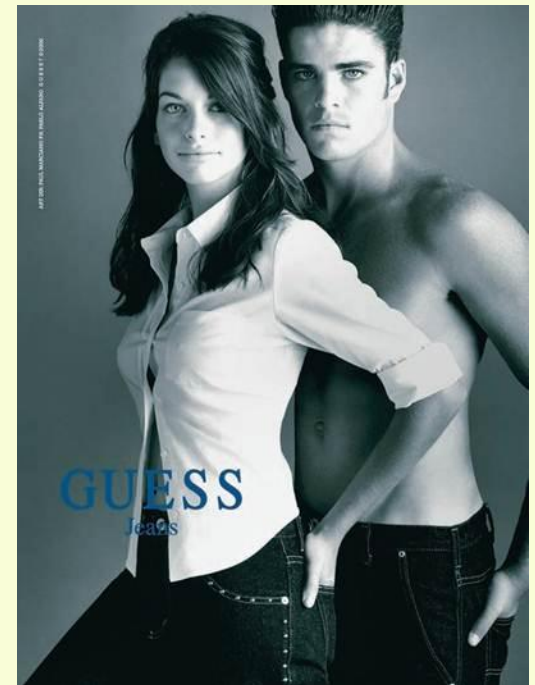
Sex Appeal

- Acceptable for sexually-oriented products
- Used to break through ad clutter
- Often used for a shock effect
- Danger of being offensive

Are Sex Appeals Effective?

Attracting attention

- Sexually-oriented ads do attract attention
- Attention greater for models of opposite gender
- Brand recall is lower
- Sexual theme often distracts from brand name
- Normally rated more interesting
- Controversial ads
 - Interest increases
 - Fail to transmit ad information



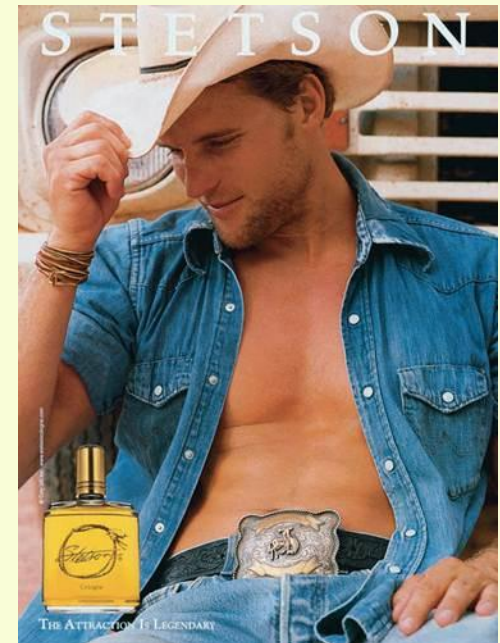
Are Sex Appeals Effective?

- **Physiological arousal**
 - Overt sexual cues or nudity increases arousal
 - Affective and cognitive responses
 - Higher for opposite genders
- **Cognitive impressions**
 - Depends on viewers view of ad
 - Like ad – positive cognitive impression of brand
 - Dislike ad – negative cognitive impression of brand

Are Sex Appeals Effective?

Societal trends

- Consider society's view of sex
- Attitude towards sex cycles over time
- High level of tolerance early 2000s
- Super Bowl of 2003 – Janet Jackson
- Tolerance level declined
- Pendulum swinging back



Disadvantages of Sex Appeals

- Less influence today
- Reduces brand recall
- Affects comprehension
- Creates dissatisfaction with one's body
 - Females
 - Males
- Stereotyping of females

Sex Appeals in International Advertising

- Varies across countries
- Determined by religion, culture, and values
 - Moslem countries
 - Middle eastern countries
 - European countries
 - France
 - United States
 - Chile

Music Appeals

- Connects with emotions and memories
- Has intrusive value
- Gains attention
- Increases the retention of visual information
- Better recall
- Can increase persuasiveness
- Stored in long-term memory

Music Appeals

Design Questions:

- What role will music play?
- Will a familiar song be used or new song created?
- What emotional feeling should song elicit?
- How does the music fit with the message of the ad?

Music Appeals

- Variety of roles in advertisements
 - Incidental to ad
 - Primary theme
- Selecting the music
 - Familiar tune
 - Write a jingle
 - Background or mood music
- Solicit music for an advertisement

Music Appeals

- **Advantages of music appeals**
 - Consumers have affinity with existing songs
 - Brand awareness, brand equity, and brand loyalty become easier
 - Emotional affinity transference to brand
 - Popular songs expensive
- **Alternative methods**
 - Musicians see ad songs as way to be heard
 - Songs posted on YouTube and other sites
 - Occasionally full song becomes popular

Rational Appeals

- Based on hierarchy of effects model
- Active processing of information
- **Media outlets**
 - Print media and Internet best mediums
- **Business-to-business**
 - Print media, trade publications
 - Information search by buying center members
- **Product attributes**
 - Complex and high involvement products
 - If processed, excellent at changing attitudes

FIGURE 6.10

Reasons for Using Emotional Appeals

- Consumers ignore most ads
- Rational ads go unnoticed
- Emotional ads capture attention



Emotional Appeals

- **Brand loyalty**
 - Key to developing brand loyalty
 - Creates bond with brand
- **Business-to-Business**
 - Used more frequently (25%)
 - Emotions important in business decisions
- **Media outlets**
 - Television best medium
 - Internet
 - Work well when tied with other appeals

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

Scarcity Appeals



A Television ad by Diamond Security using a scarcity appeal.

Ouachita Independent Bank

(Part 6)



- **Hierarchy of Effects** – Liking, preference
- **Leverage point** – Dog (trust, rely)
- **Tagline** – Local bank, local trust
- **Advertising appeal** - Emotions

Integrated Campaigns in Action

Philadelphia Cream Cheese

