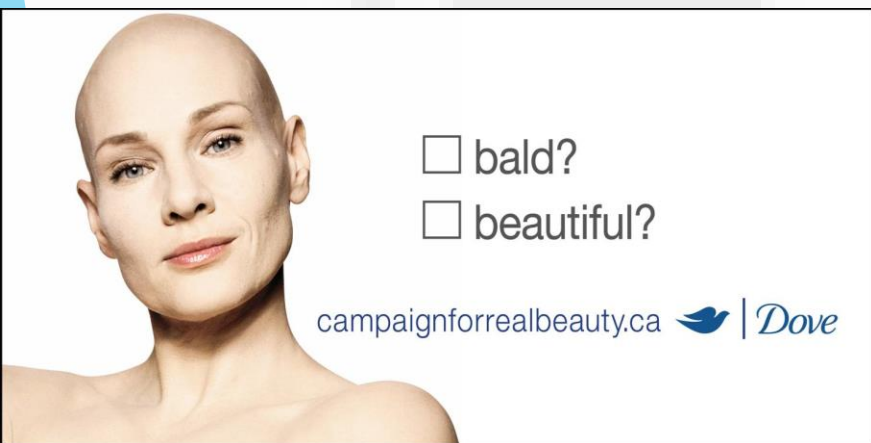


Applying likability

- ▶ Some companies have developed marketing campaigns that undermine the traditional approach to beauty care advertising by telling women that they are beautiful just the way they are
 - ▶ Dove real beauty campaigns



Source power

- ▶ How powerful the source is for persuasion
- ▶ Compliance occurs when receiver perceives a sources as having power
- ▶ However, persuasion through compliance may be superficial and lasts only as long as the receiver perceives that the source can administer some reward or punishment
- ▶ e.g: Kid smoking campaign

Message factors

- ▶ Message structure
 - ▶ Order of appearance
 - ▶ Conclusion drawing
 - ▶ Message sidedness

Message structure

- ▶ Order of appearance
- ▶ Research have indicated that items presented first or last are remembered those that are presented in the middle
- ▶ Presenting the strongest argument in the beginning of the message assumes a *primary effect*, whereby the information presented first is the most effective
- ▶ e.g. KFC
- ▶ Presenting the strongest argument at the end of the message assumes a *recency effect*, whereby the information presented last are the most effective

Message structure

- ▶ Conclusion drawing
 - ▶ whether the message should explicitly draw a firm conclusion or allow receivers to draw their own conclusion
 - ▶ messages with explicit conclusion are more easily understood and effective in influencing attitudes
- ▶ However, it may depend on the type of issue or the nature of the situation



Message structure

- ▶ Education level
 - ▶ More highly educated people prefer to draw their own conclusion whereas less educated people need a conclusion to avoid misinterpretation of the message.
 - ▶ e.g Nolan cheese commercial
 - ▶ Advil advertisement

Message structure

- ▶ Complexity of the topic
 - ▶ Even a highly educated person may need assistance if their knowledge level of that particular area is low.
 - ▶ e.g the AT&T Scorsese commercial

Message structure

- ▶ Effect term
 - ▶ For an immediate action form the audience, a concrete conclusion is necessary
 - ▶ Election day campaigns
 - ▶ When a long term plan is taken, repeated exposure will provide the audience the opportunity to draw their own conclusion. So an open-ended message is used

PAID FOR BY OBAMA FOR AMERICA

VOTE FOR BARACK TOMORROW

★★ *Confirm Your Polling Place Now* ★★

STREET ADDRESS

ZIP CODE

CONFIRM

← BACK

TOMORROW, VOTE FOR BARACK:

CELL PHONE NUMBER

SEND

Your phone number is only used to send you your polling place information one time and is not stored by Obama for America or YouTube.

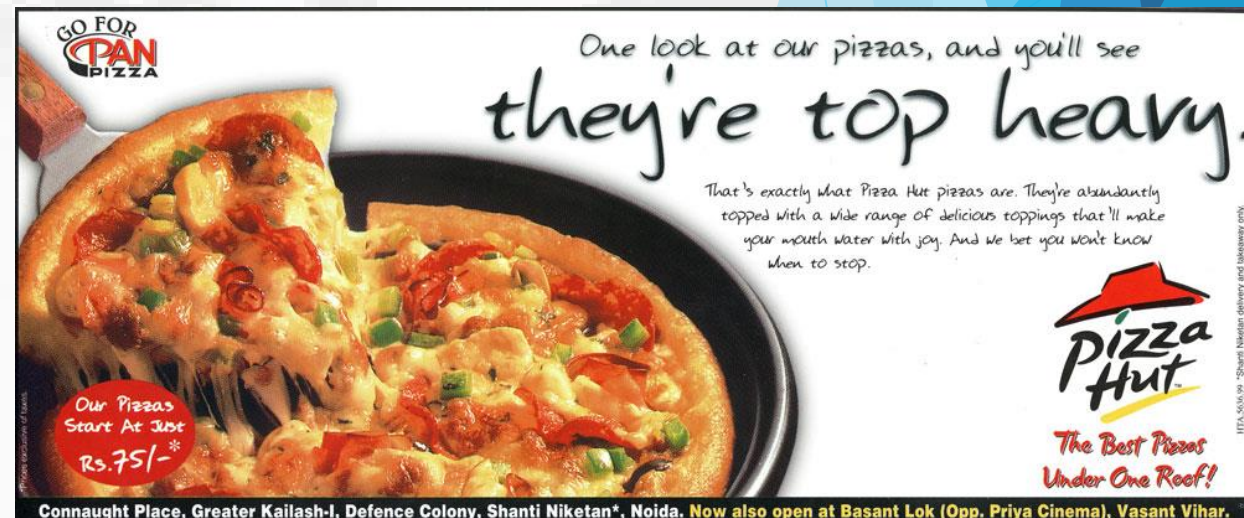
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Message structure

- ▶ Message sidedness
 - ▶ One sided message mentions only the positive attributes/benefits
 - ▶ Two sided message mention both the good and bad points i.e arguments and counterarguments regarding the product/brand
 - ▶ e.g: Dominos pizza turnaround campaign



GO FOR PAN PIZZA

One look at our pizzas, and you'll see
they're top heavy.

That's exactly what Pizza Hut pizzas are. They're abundantly topped with a wide range of delicious toppings that'll make your mouth water with joy. And we bet you won't know when to stop.

Our Pizzas Start At Just **Rs. 75/-***

Pizza Hut.
The Best Pizzas Under One Roof!

© 2014 Pizza Hut. All rights reserved. *Small pizzas delivery and takeaway only.

Connaught Place, Greater Kailash-I, Defence Colony, Shanti Niketan*, Noida. Now also open at Basant Lok (Opp. Priya Cinema), Vasant Vihar.

Verbal vs Visual messages

- ▶ Studies show that when verbal information is low in imagery value, the use of pictures increase both immediate and delayed recall of the product attributes
- ▶ Sometimes advertisers use visual portions that might be contradictory to the verbal statements presented.



Message appeals

- ▶ Comparative appeal
- ▶ Fear appeal
- ▶ Humor appeal

Comparative appeal

- ▶ Particularly useful for new brands
- ▶ Users of the brand being attacked by the comparative brand might be skeptical about the advertiser's claim



Fear appeals

- ▶ A low level of fear can have facilitating effects. It may attract attention & interest in the message & may motivate the receiver to resolve the threat
- ▶ Increasing level of fear increases persuasion
- ▶ High level of fear can produce inhibiting effects. The receiver may block out the message.



Not everyone who gets hit by a drunk driver dies.



Jacqueline Sabunfo was 20 years old when the car she was riding in was hit by a drunk driver. Today, at 27, she is still working to put her life back together. [Join us now at www.itsas247.org](http://www.itsas247.org)



DON'T DRINK & DRIVE 

Photo: Shutterstock.com

Fear appeal

- ▶ Studies have shown that not all fear messages are equally effective because different people fear different things
- ▶ Marketers should consider emotional responses generated by the message & how they will affect reaction towards the message



Humor appeals

- ▶ Best known and best remembered of all advertising messages
- ▶ e.g: Heins beans ad
- ▶ Yamaha Bike ad

Comparative Ads

- Especially useful for new brands
- Often used for brands with small market share
- Used often in political advertising

Fear Appeals

- May stress physical danger or threats to health
- May identify social threats
- Can backfire if level of threat is too high

Humor Appeals

- Can attract and hold attention
- Often the best remembered
- Puts consumers in a positive mood

Humor appeal criticism

- ▶ Distraction from the actual brand attributes
- ▶ Wearouts
 - ▶ Humorous ads have a higher wear-out than other ads
- ▶ Can be difficult to produce and some humor might be too subtle for the mass audience



Thank you