Part Two:
Planning and Strategy

- Part 2 uncovers various aspects and details of consumer behavior
- Looks at the important role of research
- Discusses development of an ad plan

Chapter Outline

I. Chapter Key Points
II. How Advertising Works as Communication
III. The Effects Behind Advertising Effectiveness
IV. Perception
V. Cognition
VI. The Affective or Emotional Response
VII. Association
VIII. Persuasion
IX. Behavior
Key Points

• Demonstrate why communication is a key factor in advertising effectiveness
• Explain the Facets Model of Advertising Effects to show how brand advertising works
• List the six key effects that govern consumer response to advertising messages

SignBoy is a Hole in One

The Communication Model

• Mass communication is generally a one-way process
• Feedback is obtained by monitoring the response of the receiver to the message
Advertising as Communication
- Advertiser and agency determine message objectives
- Objectives predict message impact
- Noise hinders consumer’s reception of message

Adding Interaction to Advertising
- Feedback occurs in an environment of give-and-take communication
- Achieved by using more interactive forms of marketing communication

Effects Behind Ad Effectiveness
- AIDA (attention, interest, desire, action)
- Think-Feel-Do

**Table 4.1**

<table>
<thead>
<tr>
<th>Path</th>
<th>Goal</th>
<th>Example</th>
<th>Advertising’s Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>think-feel-do</td>
<td>learning,</td>
<td>computer game, CD, DVD</td>
<td>provide information, emotion</td>
</tr>
<tr>
<td></td>
<td>interest</td>
<td>college, a computer, a vacation</td>
<td>provide information, arguments</td>
</tr>
<tr>
<td>feel-think-do</td>
<td>needs</td>
<td>a new suit, motorcycle</td>
<td>create desire</td>
</tr>
<tr>
<td>feel-do-think</td>
<td>wants</td>
<td>cosmetics, fashion</td>
<td>establish a psychological appeal</td>
</tr>
<tr>
<td>do-feel-think</td>
<td>impulse</td>
<td>a candy bar, a soft drink</td>
<td>create brand</td>
</tr>
<tr>
<td>do-think-feel</td>
<td>habit</td>
<td>cereal, shampoo</td>
<td>remind of satisfaction</td>
</tr>
</tbody>
</table>
The Facets Model of Advertising Effects

OnStar GPS System: Creating a Desire for Safety

Perception

- The process by which we receive information through our five senses and assign meaning to it
Perception

- Exposure
- Selection and attention
- Interest and relevance
- Awareness
- Recognition

Making an Impression with a Simple ‘Thank You’

The Subliminal Issue

- Subliminal effects are message cues given below the threshold of perception
Cognition

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

Cognition

• Needs
• Information
• Learning

• Differentiation
• Recall

Using Demonstration to Prove You’re ‘Like Nothing Else’
The Affective Response

- Mirrors a person’s feelings about something

The Affective Response

- Wants
- Emotions
- Liking
- Resonance

Proactiv: The Emotional Way to Fight Acne
**Association**

- The process of making symbolic connections between a brand and characteristics that represent the brand’s image and personality

**Association**

- Symbolism
- Conditioned learning
- Brand transformation

**Association**

<table>
<thead>
<tr>
<th>Brand Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Brand identity</td>
</tr>
<tr>
<td>2. Brand position</td>
</tr>
<tr>
<td>3. Brand personality</td>
</tr>
<tr>
<td>4. Brand image</td>
</tr>
<tr>
<td>5. Brand promise</td>
</tr>
<tr>
<td>6. Brand loyalty</td>
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</tbody>
</table>
Linking Mountain Dew to Teenage Fun

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

Persuasion
- Attitudes
- Arguments
- Involvement
- Motivation
- Influence
- Conviction and preference
- Loyalty
The YMCA: Creating Conviction in America’s Youth

Behavior

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

Behavior

- Try
- Buy
- Contact
- Prevention
Stimulating a Response and Creating Soldiers

Discussion Questions

Discussion Question 1

• What is breakthrough advertising?
• Give an example and explain how it works.
• Find an example of an ad that you don’t think is breakthrough advertising and explain why you evaluate it that way.
Discussion Question 2

• This chapter identifies six major categories of effects or consumer responses.
• Find an ad that you think is effective and explain how it works, analyzing the way it cultivates responses in these six categories.

Discussion Question 3

• Uma Proctor is a planner in an agency that handles a liquid detergent brand that competes with Lever’s Wisk.
• The Wisk theme, “ring around the collar” is one of the longest-running themes on television, and it has been successful.
• The Wisk history includes numerous consumer surveys that show consumers find “ring around the collar” to be a boring, silly, and altogether irritating advertising theme.
  – Can you explain why Wisk is such a popular brand even though its advertising campaign has been so disliked?

Discussion Question 4

• You have been asked to participate in a debate in your office about two different approaches to advertising.
• The question is: Which is most important in creating effective advertising – informing consumers about the product’s features or creating an emotional bond with consumers?
• Take one side or the other and develop an argument in support of that view.