

# 7

## Chapter Seven

# Advertising Design

## Message Strategies and Executional Frameworks

# 7

## Pantene's Advertising Campaigns

- Empowering and inspiring messages
- Local celebrities – Mona Zaki as brand ambassador for Middle East
- Supported female athletes at 2012 Olympic Games
- “Healthy is the new beautiful” message
- Promotes strength and achievement



# 7

# Advertising Design

## Message Strategies and Executional Frameworks

### Chapter Objectives

1. How are the three main types of message strategies used to increase advertising effectiveness?
2. What types of executional frameworks help to deliver quality advertising messages?
3. What types of sources or spokespersons can be used in advertisements or commercials?
4. What characteristics are most important when selecting a source or spokesperson?
5. What process is used to create advertisements?
6. What are the principles of advertising effectiveness?
7. How are advertising programs adjusted to fit international circumstances?

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## Advertising Design Message Strategies and Executional Frameworks

### Chapter Overview

- Message strategies
- Executional frameworks
- Spokespersons and endorsers
- Principles of effective advertising

# Message Strategies

Cognitive

Affective

Conative



# Message Strategies

Cognitive

Affective

Conative



- Generic
- Preemptive
- Unique Selling Proposition
- Hyperbole
- Comparative



# Generic

## Cognitive Message Strategy



100 Years of Growing  
by Helping Others Grow

MARION   
STATE BANK

 Marion • Farmerville • Sterlington • [www.MarionStateBank.com](http://www.MarionStateBank.com)

# Preemptive Cognitive Message Strategy



A television advertisement for the Waterfront Grill created by Sartor Associates using a pre-emptive cognitive message strategy.



# Unique Selling Proposition

## Cognitive Message Strategy

An advertisement by Bonne Bell using the unique selling proposition.

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

**LipShades**  
Natural Finish fLIPSTICK

New!

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](http://www.bonnebell.com)

# Hyperbole Advertising Cognitive Message Strategy

- Untestable claim
- Does not require substantiation
- Popular cognitive approach

**DEAR JOHN, I FOUND  
SOMETHING BETTER.**

**SCOTT  
EQUIPMENT**

[ [WWW.SCOTTCOMPANIES.COM](http://WWW.SCOTTCOMPANIES.COM) ]  
870-772-0204 TEXARKANA

**CASE  
CONSTRUCTION**

**CASE**

**CASE**

**CASE**

The advertisement features a large orange CASE excavator on a construction site. The background is a blue sky with a light blue gradient. The text is in white and black, with some elements in bold. The CASE logo is prominently displayed in the top right and on the excavator.

# Comparative Advertising

## Cognitive Message Strategy

- Direct or indirect comparisons
- Real or fictitious competitor
- Advantage – captures attention
  - Brand awareness increases
  - Message awareness increases
- Negative – less believable, negative attitude
  - Negative comparative ad
  - Spontaneous trait transference
- Choose comparisons carefully

# Message Strategies



- Resonance
- Emotional

# Affective Message Strategy

- Invoke feelings or emotions
- Attempts to enhance likeability
- **Resonance Advertising**
  - Connects with consumer experiences
  - Comfort marketing
- **Emotional Advertising**
  - Emotions lead to recall and choice
  - Consumer and b-to-b markets
  - Leads to positive feelings



Advertisement by Cheerios using a resonance, affective message strategy.

**Y**our 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 4% average reduction.

*"The One and Only Cheerios"*



# Message Strategies

Cognitive

Affective

Conative



- Action-inducing
- Promotional support

# An advertisement for Cub Cadet encouraging immediate action!

**Cub Cadet.** cubcadet.com

## \$50 APPRECIATION

PRESENT THIS CARD AND RECEIVE \$50 APPRECIATION BONUS\* TOWARD PURCHASE OF CUB CADET'S LAWN AND GARDEN TRACTORS AND RZT ZERO TURN RIDERS.

---

**SERIES S2000 GARDEN TRACTOR** WITH ELECTRONIC POWER STEERING

STARTING AT: **\$3,599\*\***  
Includes 42" deck



**SERIES S1000 LAWN TRACTOR**

STARTING AT: **\$1,499\*\***

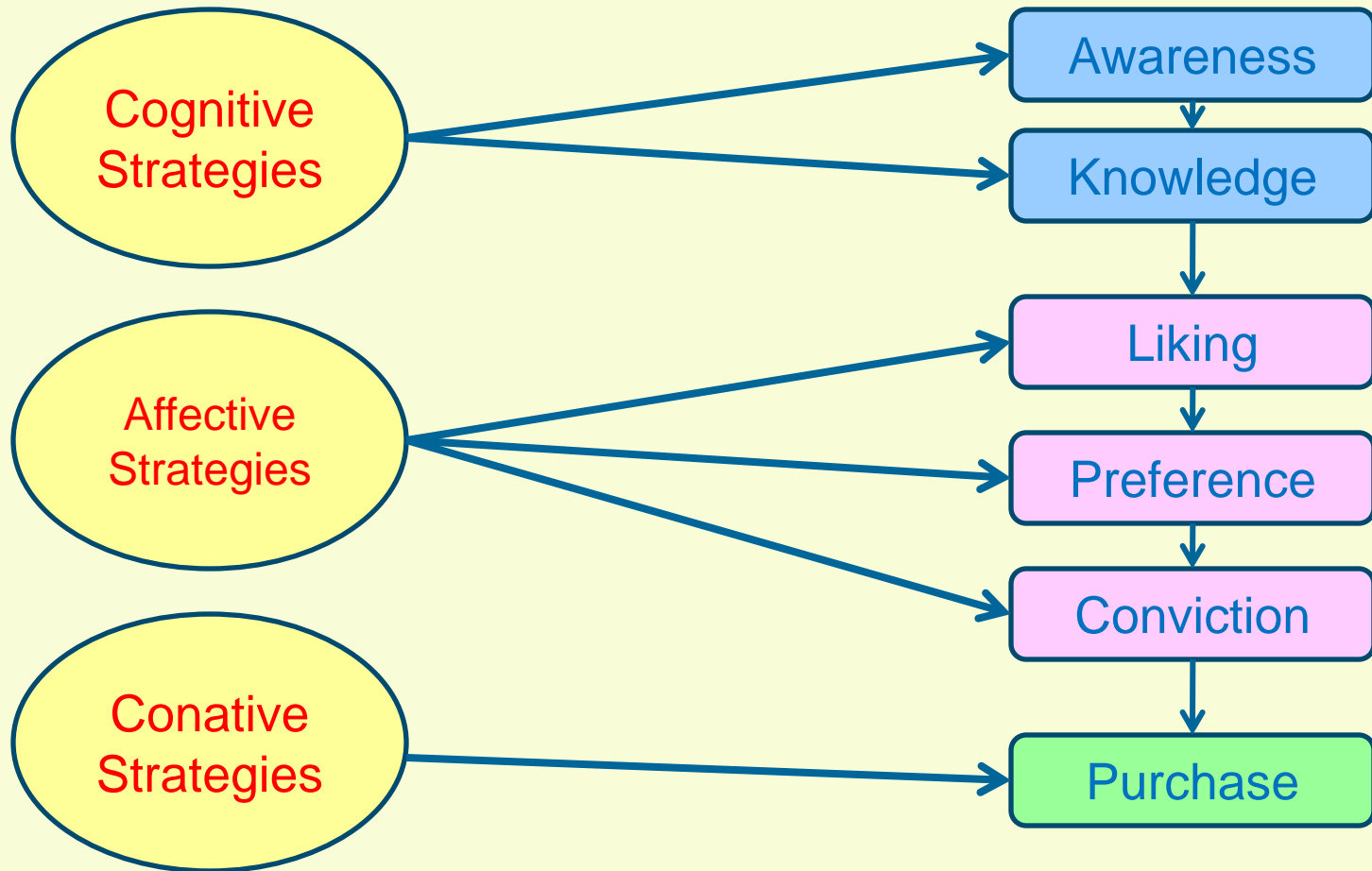


\* Scott Equipment \$50 appreciation program applies toward the purchase or delivery of all LTX 1045, LTX 1046, SLTX 1050, SLTX 1054 and GTX 1054 and all Series 2000 lawn and garden tractors. Offer valid between 8/1/11 - 9/15/11 and is not eligible on other models. Specifications and programs are subject to change without notice. Images may not reflect dealer inventory and/or unit specifications. ©2011 Cub Cadet.  
\*\* Product price — Actual retail prices are set by dealer and may vary. Taxes, freight, setup and handling charges may be additional and may vary. Deals subject to limited availability.

**SCOTT EQUIPMENT** Scott Equipment Company  
905 North Market Street  
Shreveport, LA 71107  
(318) 226-9171  
www.scottcompanies.com

# FIGURE 7.2

## The Hierarchy of Effects Model and Message Strategies



# FIGURE 7.3

## Executorial Frameworks

- Animation
- Slice-of-life
- Testimonial
- Authoritative
- Demonstration
- Fantasy
- Informative



**HIKING BOOTS, A BOTANY TEXTBOOK, AND AN OLD PICK-UP.  
THIS WAS VENTURE CAPITAL FOR A TEA COMPANY IN 1969.**

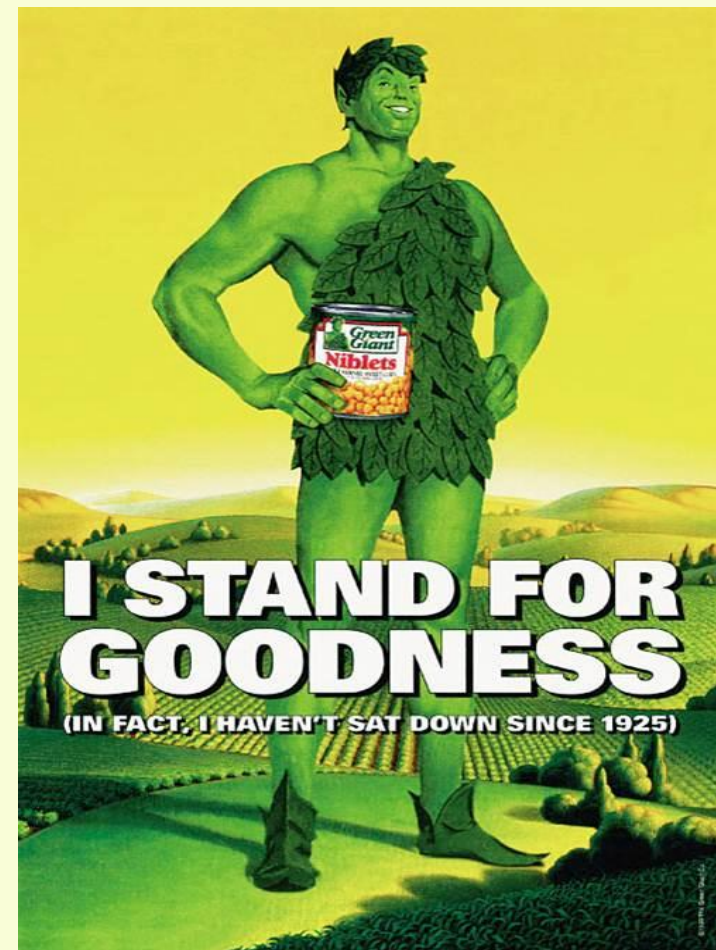
We may have had an unorthodox business plan when we started making tea in 1969, but we worked hard to create the most delicious blends of herbs the Rocky Mountains had to offer. Today our operation is a little more sophisticated, but we still create our tea the old-fashioned way: hand-blended from the finest ingredients in the world.



[celestialseasonings.com](http://celestialseasonings.com)

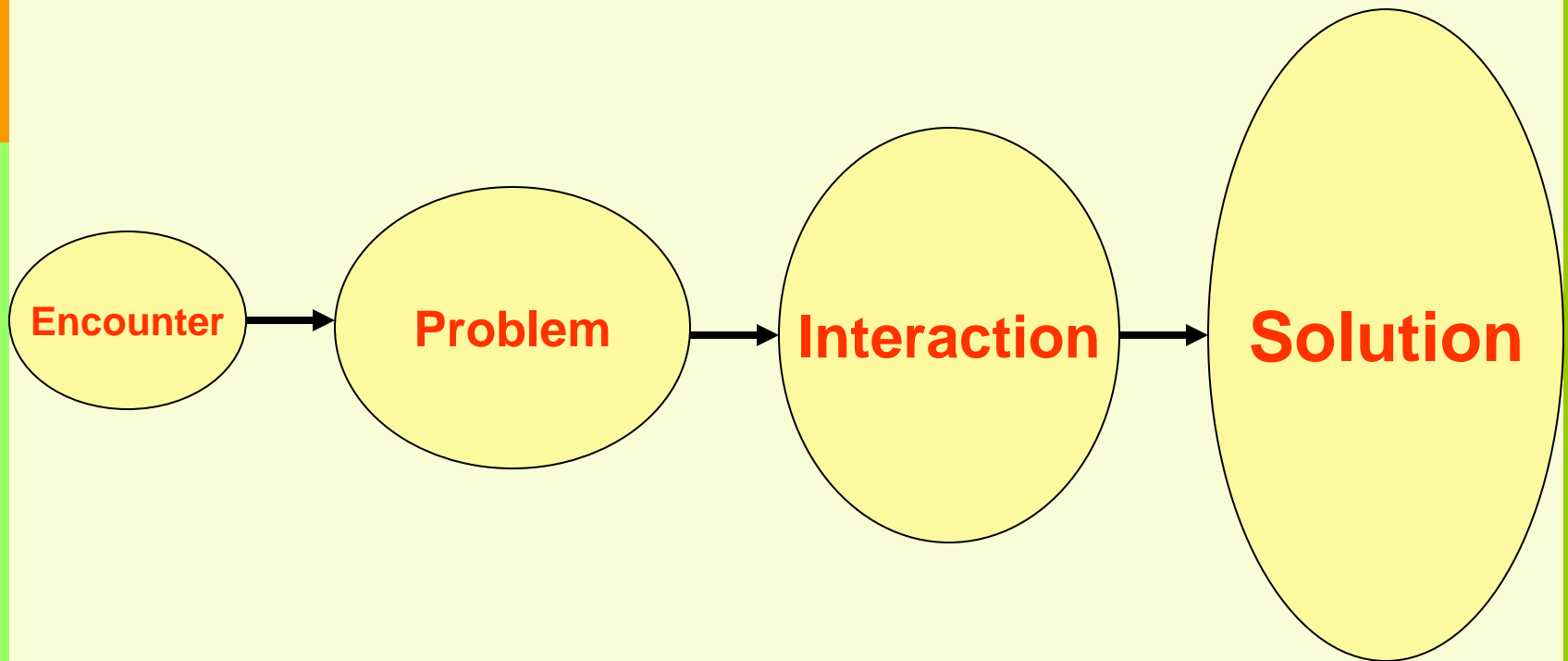
# Animation

- Originally – cheap method
- Usage has increased
- Enhanced graphics technology
- Rotoscoping
- Costs coming down
- Business-to-business use



# FIGURE 7.4

## Components of a Slice-of-Life Ad






# Slice-of-life

A business-to-business print advertisement using a slice-of-life executional framework.

## The text asks:

*“If the average single female **breaks up** with 4.3 men, **avoids** 237 phone calls and **ignores** 79 red lights per year - What are the chances she’ll read your e-mail message?”*



**If...**  
the average single female  
**BREAKS UP** with 4.3 men,  
avoids 237 phone calls and *ignores*  
approximately **79 RED LIGHTS** per year -  
What are the *chances* she'll read  
your e-mail message?  
**...Say something specific.**  
Contact us for e-messaging  
campaigns that *get results*.

  
message media  
e-mail • e-customers • e-business  
www.messagemedia.com  
888.440.7550

# Testimonials

- Business-to-business sector
- Service sector
- Enhance credibility
- Source
  - Customers
  - Paid actors

# Testimonials



Use of the testimonial execution by Diamond Security.

# Authoritative

- Expert authority
- Scientific or survey evidence
- Independent evidence
- Business-to-business ads
- Cognitive processing
- Specialty print media



**Scotch**

We know tape.  
We've been at this awhile.

Scotch® brand products come from a proud tradition of quality and innovation. When you ship a package, mend a document, or tape together an important project, you benefit from decades of proven performance. So tape with confidence. With Scotch® Office and Packaging tapes, you've chosen the perfect product for a job done right.

3M

3M, Scotch and the Scotch Design are trademarks of 3M. © 3M 2013

# Demonstration

- Shows product being used
- Business-to-business sector
- Television and Internet

# Fantasy

- Beyond reality
- Common themes
  - Sex
  - Love
  - Romance
- Perfume/Cologne





# Informative

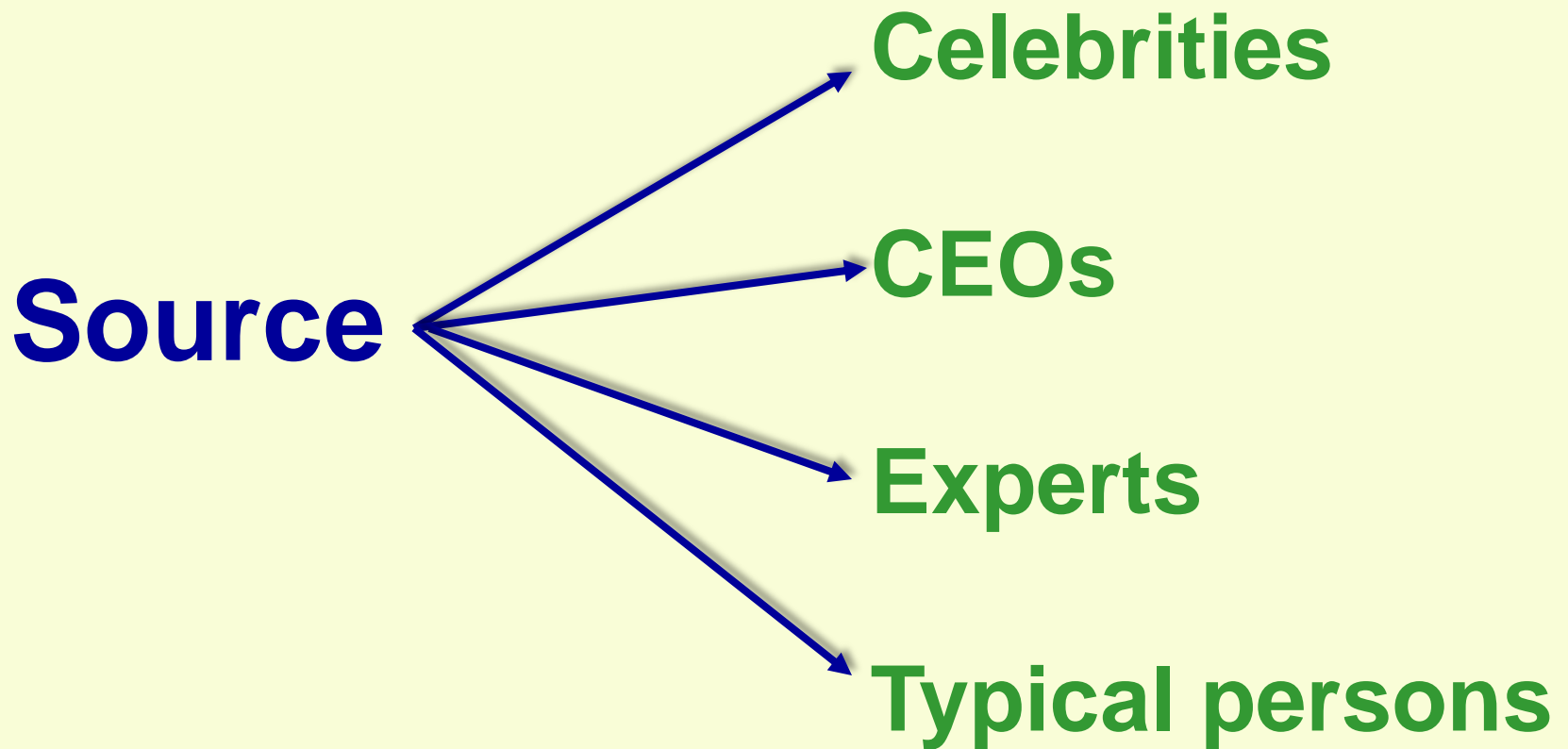
- Used extensively in radio
- Business-to-business usage
- Key is buying situation
- Level of involvement

# Informative



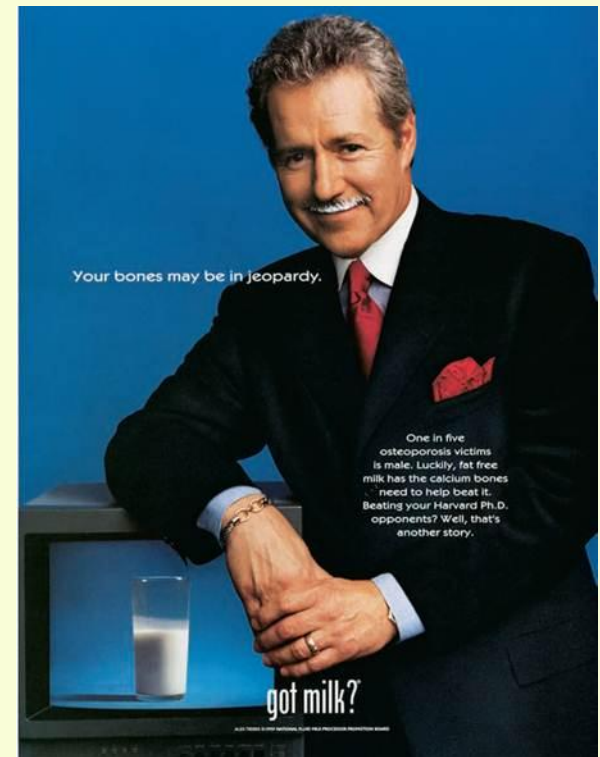
A television ad for Koestler Crystal using an informative execution.

# Sources and Spokespersons



# 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

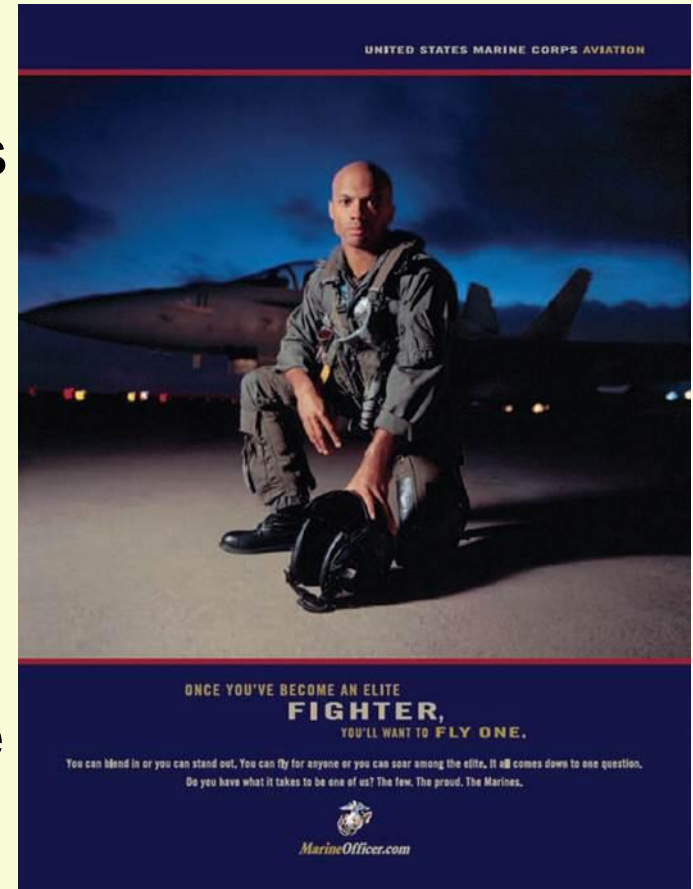


# Additional Celebrity Endorsements

- Unpaid spokespersons
  - High level of credibility for causes
- Celebrity voice-overs
  - Quality voice
  - Voice recognition
  - Can be distraction
- Dead-person endorsements
  - Somewhat controversial
  - Becoming more common

# Spokespersons

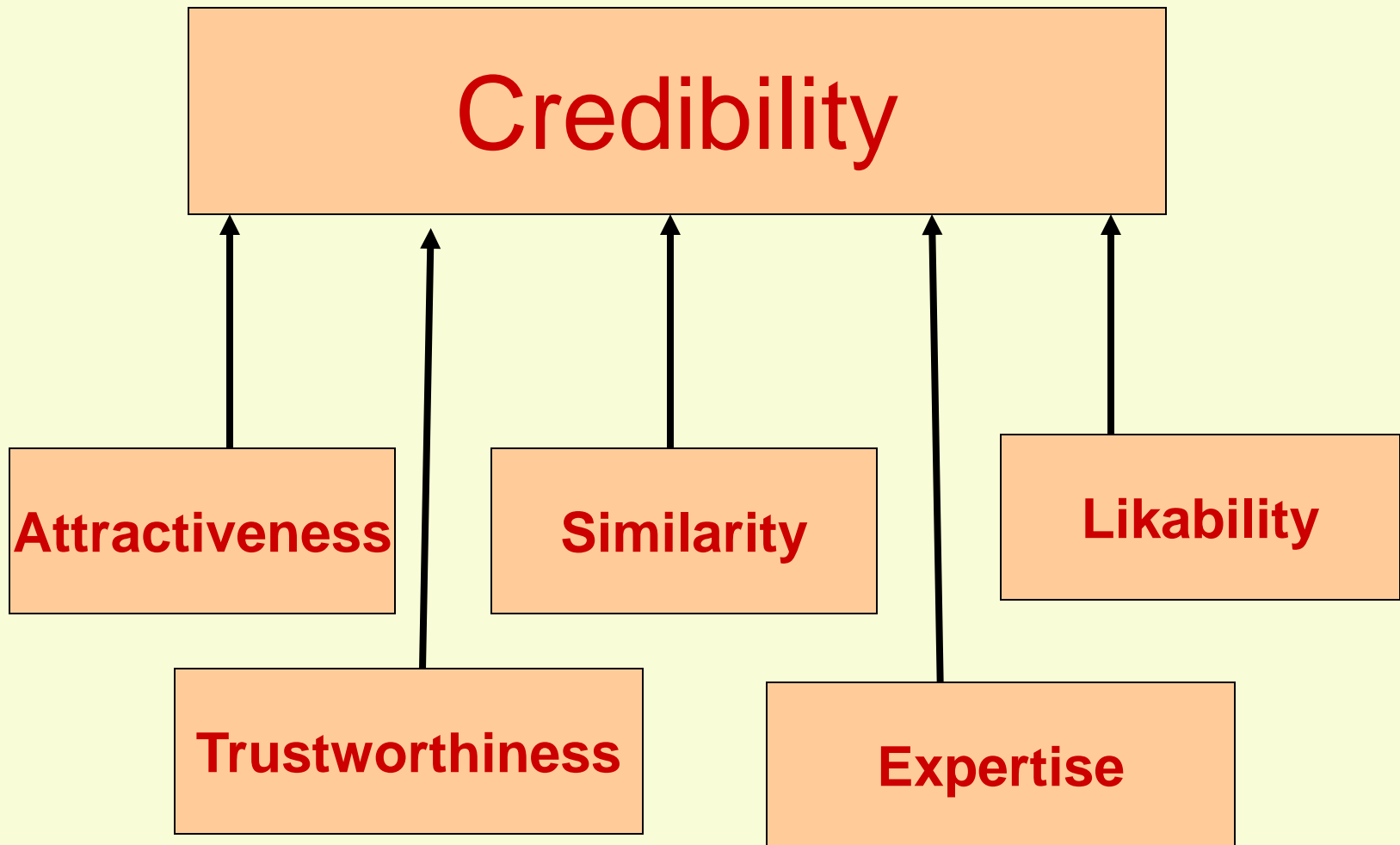
- **CEOs**
  - Highly visible and personable
  - Can be major asset
  - Used by local companies
- **Experts**
  - Expert in their field
  - Authoritative figures
- **Typical persons**
  - Paid actors
  - Typical, everyday people





# FIGURE 7.6

## Characteristics of Effective Spokespersons



# Credibility

## Source Characteristics

- Derived from other five characteristics
- Acceptance of individual and message
- Believable
- Most sources do not score high in all characteristics
- Celebrities most likely to possess all characteristics



**RSB**  
**Richland State Bank**  
*Turning houses into homes since 1902.*

*The Richland State of Mind*

Whether you're a first-time homebuyer, looking to finance your next home, or interested in exploring your refinancing options, you can be confident that Richland State Bank has your best interests in mind.

**FHA Loans**  
**Rural Development Loans**  
**VA Loans**  
**Conventional Loans**  
**Construction To Permanent Financing**

*The Home Team*

 <b>Patricia Kuethe</b> Mortgage Loan Officer Monroe Office Phone: 318-699-8412 Cell: 318-789-2300 pkuethe@richlandbank.net NMLS# 90275	 <b>Terri Crawford</b> Mortgage Loan Officer West Monroe Office Phone: 318-355-8338 Cell: 318-331-4217 crawford@richlandbank.net NMLS# 732945	 <b>Neal Stapleton</b> Mortgage Loan Officer Minden Office Phone: 318-377-3636 Cell: 318-453-0136 nstapleton@richlandbank.net NMLS# 106129
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**RAYVILLE MONROE WEST MONROE MANGHAM MINDEN OAK GROVE richlandbank.net NMLS #478055**

# Attractiveness

## Source

## Characteristics

- Physical attractiveness
- Personality attractiveness

# Similarity

## Source Characteristics

- Closely related to attractiveness
- Allows for identification
- Source has similar beliefs or attitudes
- Preferences or behaviors similar
- Aspiration similarity

Females can identify with Anna Roberts since most jockeys are male.



# Likeability

## Source Characteristics

- Consumers respond to sources they like
- May like role an actor plays
- May like an athlete because on favorite team
- May like source because supports favorite cause
- Transfer of dislike to brand being endorsed

# Trustworthiness

## Source Characteristics

- Not all spokespersons are viewed trustworthy
- Degree of confidence or acceptance
- Helps consumers believe message
- Likeability and trustworthiness related

# FIGURE 7.7

## Most Trusted Celebrities

1. Betty White
2. Denzel Washington
3. Sandra Bullock
4. Clint Eastwood
5. Tom Hanks
6. Harrison Ford
7. Morgan Freeman
8. Kate Middleton
9. Will Smith
10. Johnny Depp

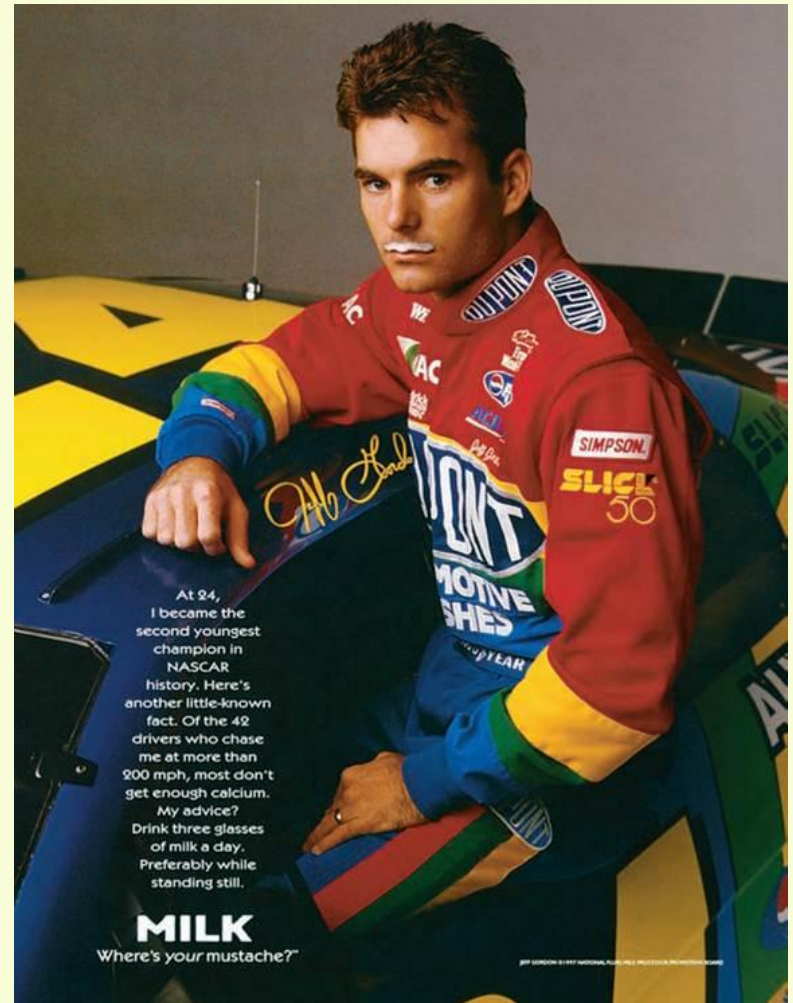
Source: Adapted from “Betty White Voted America’s Most Trusted Celebrity: Poll,” *Reuters*, August 18, 2011, [www.reuters.com/assets/print?aid=USTRE77H2WE20110818](http://www.reuters.com/assets/print?aid=USTRE77H2WE20110818)



# Expertise

## Source Characteristics

- Higher expertise
- Higher credibility

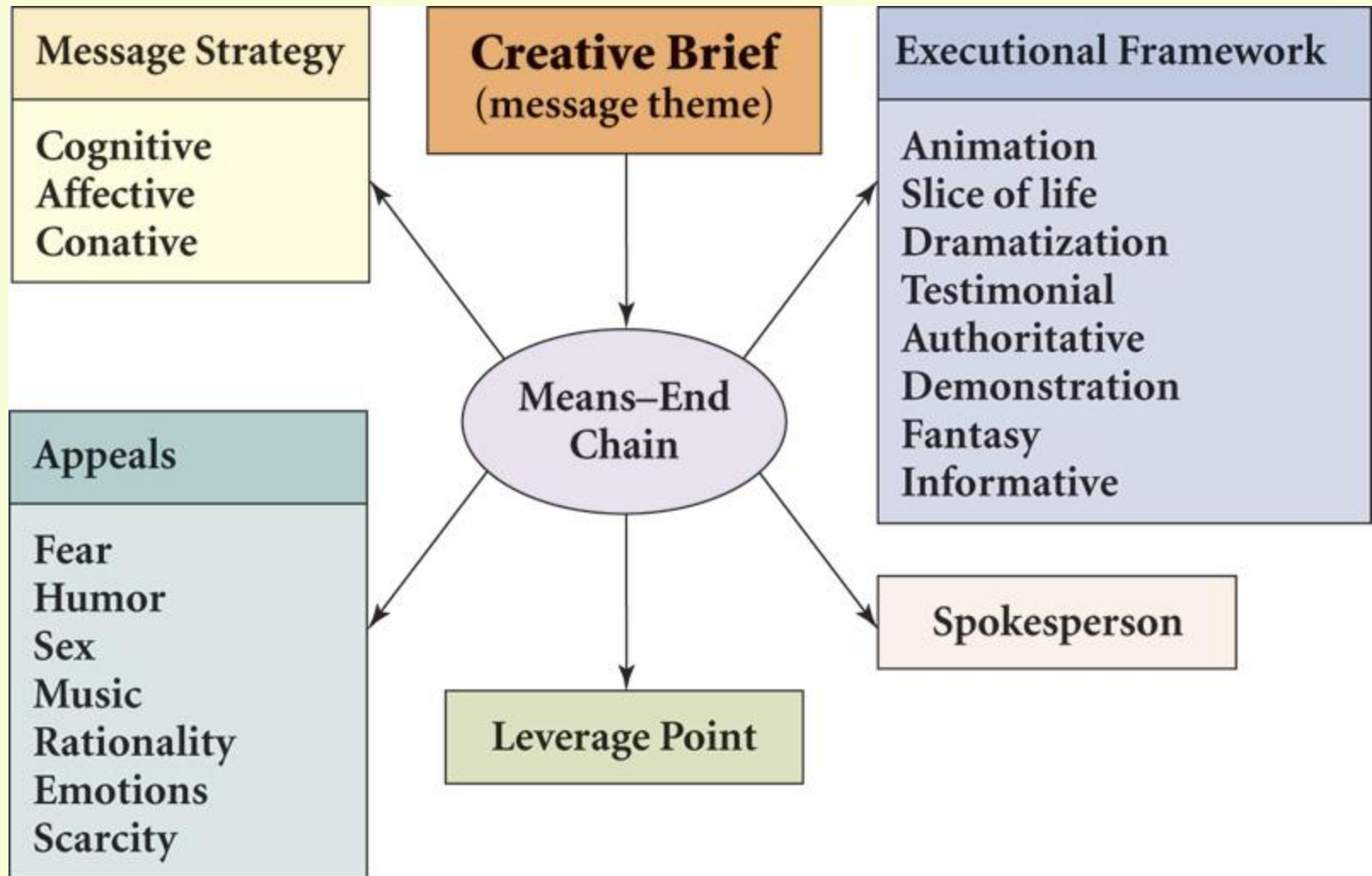


# Matching Source Types and Characteristics

- **Celebrities**
  - Tend to score high in credibility
  - Negative publicity
  - Endorsement of too many products
- **CEO**
  - Trustworthy, expertise, and some credibility
  - Must exercise care in selection
- **Expert**
  - Seek experts who are attractive, likable, trustworthy
  - Valid credentials important
- **Typical person**
  - Multiple typical persons increase credibility
  - Real-person
  - Actor

# FIGURE 7.8

## Creating an Advertisement



# FIGURE 7.9

## Principles of Effective Advertising

- Visual consistency
- Campaign duration
- Repeated taglines
- Consistent positioning- avoid ambiguity
- Simplicity
- Identifiable selling point
- Create an effective flow

# FIGURE 7.10

## Which Taglines Can You Identify?

1. Finger Lickin' Good
2. Think Small
3. Between Love and Madness Lies Obsession
4. Save Money, Live Better
5. Innovation
6. Connecting People
7. I'm Lovin It
8. A Diamond is Forever
9. Have It Your Way
10. Buy It. Sell It. Love It.

# Beating Ad Clutter

- Presence of competitor ads
- Repetition
- **Variability Theory**
- **Multiple mediums**

# International Implications

- Match culture of region
- Comparison ads less common
- Message strategy effects execution
- Soft sell preferred in Japan



# Ouachita Independent Bank

## (Part 7)



- **Message Strategy** - Affective, Resonance
- **Execution** – Informative
- **Spokesperson** – Chairman, CEO

# Ouachita Independent Bank

## (Part 7)



# Credibility

- Attractiveness
- Similarity
- Likeability
- Trustworthiness
- Expertise

# Integrated Campaigns in Action

## The Soap Opera

**the Soap Opera**  
(Ruston's *only* drop-off & self-serve laundromat)



After trying to do *his own* laundry, Troy (AKA TINY) found out the hard way that hot water can also cause *shrinkage*.

**Fluff and Fold**  
drop off service  
Hours: M-F 7:00am - 6:00pm

**Self Serve**  
LAUNDROMAT  
Self-Serve Hours: 24/7

**ALL**  
students  
receive  
**10%**  
OFF

1314 Farmerville Highway  
Ruston, LA 251-9614  
facebook.com/thesoapopera