

Advertising psychology

Agenda



- Advertising revealed

- Advertising tactics

Elaboration Likelihood Model

Communication Model/Techniques

1) Who say?

2) What?

3) By what means?

4) To whom?

- Methods of measuring advertising effects

- Trends and future developments

Advertising revealed

Unique Selling Proposition

- ▣ USP is a motivating idea, uniquely associated with a particular brand, which is to be registered in the mind of the consumer
- ▣ The U.S.P.
 - ▣ *is about uniqueness*
 - ▣ *must sell*
 - ▣ *must make a proposition*

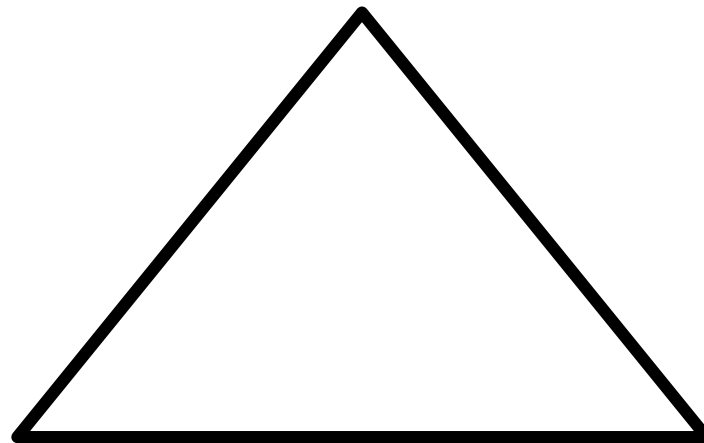
Unique Selling Proposition

- ▣ In best cases our brand or product is unique in itself or is determined to be something unique for a special target group
- ▣ Can you provide three examples of unique products or brands?
 - ▣
 - ▣
 - ▣

Unique Selling Proposition

Unique

Advertising that promises a unique benefit, or a benefit that is perceived as distinct and/or superior



Selling

Significant and relevant to consumers - persuasive enough to incite action

Proposition

A clear, compelling consumer benefit that is delivered by the product

Unique Selling Proposition



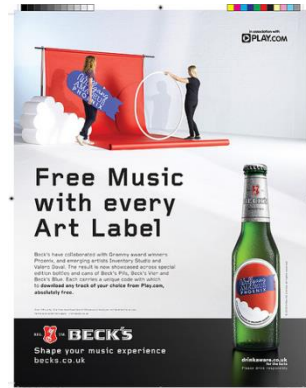
Unique
taste, shape, color, different
flavors



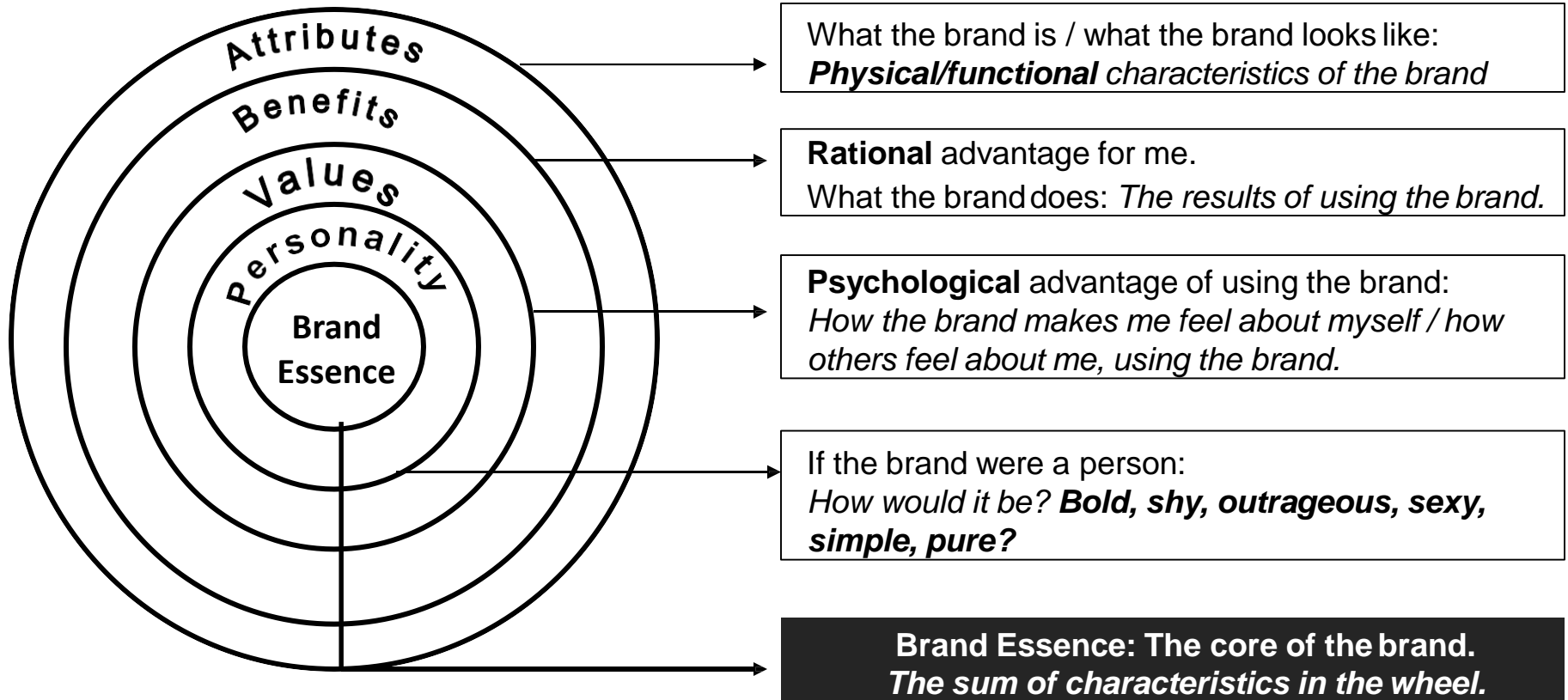
Selling
Bottles, cans & kegs



Proposition
The Beck's experience

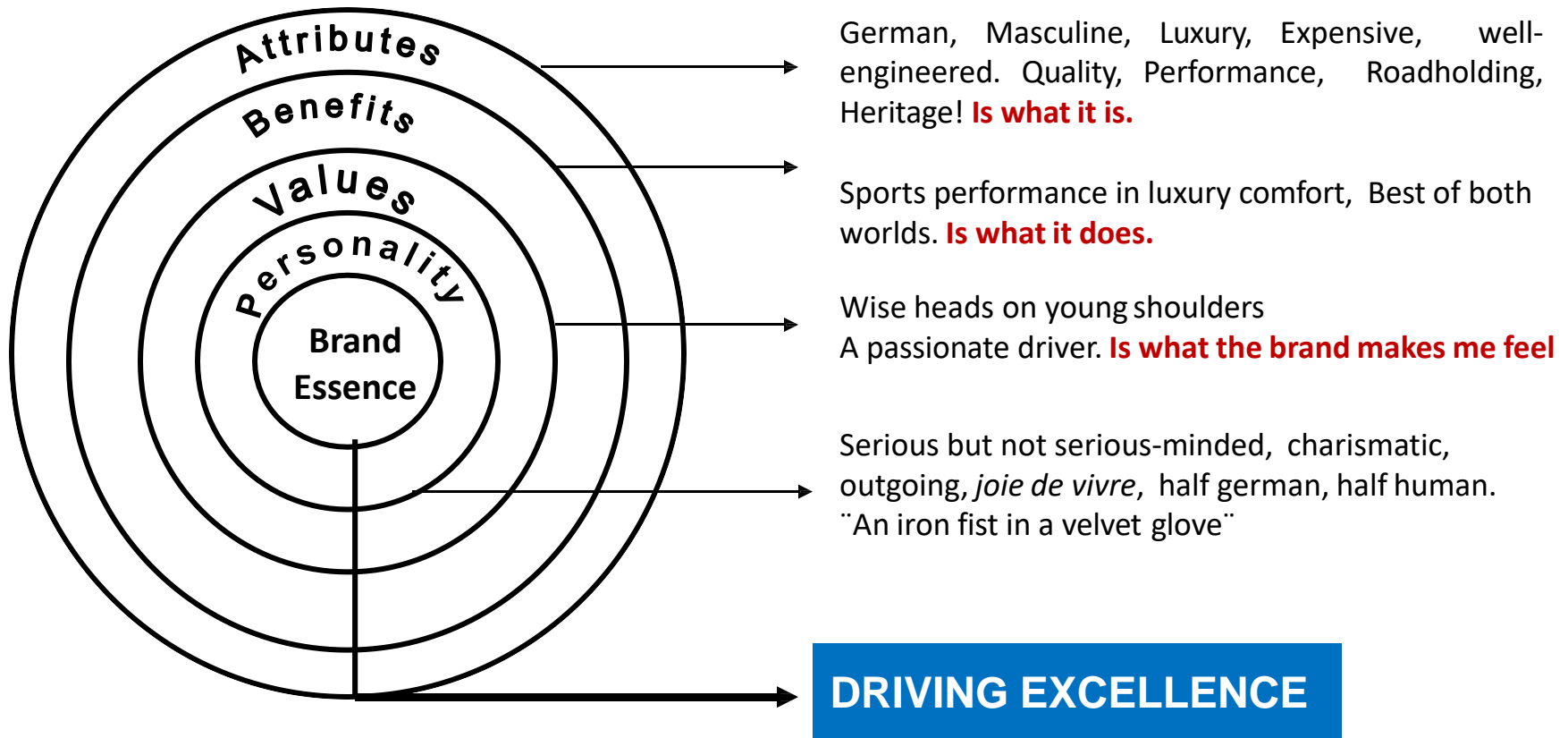


Brand Wheel



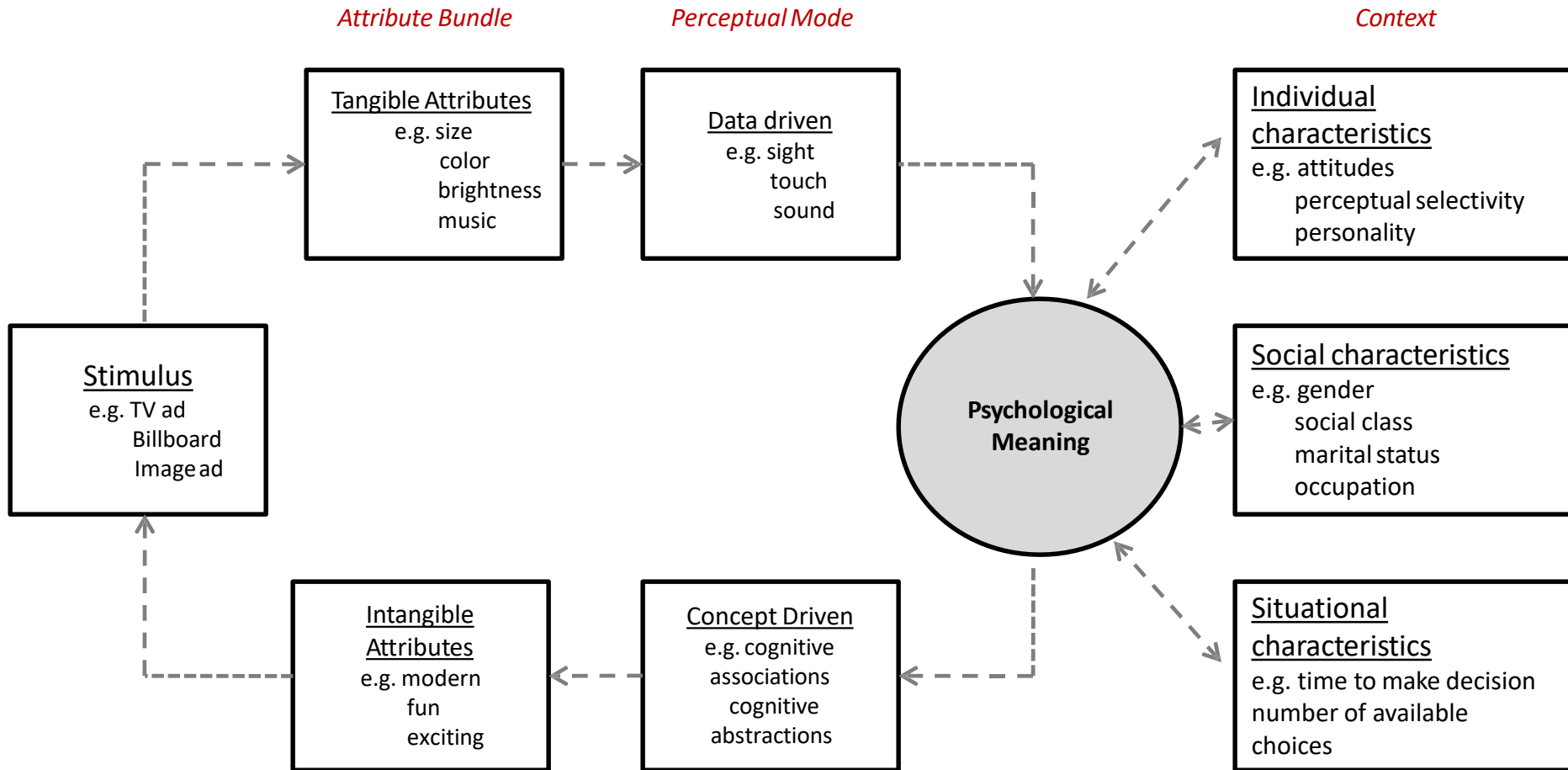


Brand Wheel



Advertising Tactics

A framework of psychological meaning



Elaboration Likelihood Model *(Petty & Cacioppo, 1986)*

Implies two routes to persuasion:

Central Route to
Persuasion

*Consumers that are **motivated** and **able** to process the message will devote more thought to the message contained in advertisement “elaboration”*

Attitude change depends on the quality of the arguments

Peripheral Route to
Persuasion

*Consumers that are not **motivated** and/or **unable** to process the message will switch to a less involved and elaborate processing of information*

Attitude change depends on the peripheral cues

Examples of peripheral cues



- ▣ *celebrity*
- ▣ *attractive source*
- ▣ *sources with high credibility*
- ▣ *expert sources*
- ▣ *humor*
- ▣ *erotic stimuli*

Elaboration Likelihood Model

- ▣ **Motivation** to process the message can be influenced by
 - ▣ *personal relevance of the product*
 - ▣ *need for cognition (a tendency to engage in and enjoy effortful analytical activity)*
 - ▣ *personal responsibility*
- ▣ **Ability** to process the message can be influenced by
 - ▣ *distraction*
 - ▣ *prior knowledge*
 - ▣ *intelligence*
 - ▣ *message comprehensibility*

Elaboration Likelihood Model

Consequences of elaboration

Attitude change

Central route
to persuasion

- *relatively enduring / shows a greater temporal persistence*
- *more predictive of behavior*
- *shows a greater resistance to counter-persuasion*

Peripheral route
to persuasion

- *less enduring / relatively temporary*
- *unpredictive of behavior*
- *shows a greater susceptibility to counter-persuasion*

Communication Model

Who?

Says what?

By what means?

To whom?

Communication Model

Who? Says what? By what means? To whom?

▣ Source characteristics

1) Credibility

- ▣ *Lower credibility sources are used - when the receiver's thoughts about the product are favorable*
- ▣ *Higher credibility sources are used – when the receiver's thoughts are negative*
- ▣ *Profession has a greater effect upon perceived credibility rather than the spokesperson*

2) Attractiveness

3) Gender

Communication Model

Who? Says what? By what means? To whom?

▣ Source characteristics

1) Credibility

2) Attractiveness

- ▣ *Works for low involvement products – coffee, perfume*
- ▣ *Attractive models do not enhance recall, but facilitate ad recognition*

3) Gender

Source

Credibility

Attractiveness

Gender

*Nespresso. What else?**



The advertisement features George Clooney in a dark pinstriped suit, looking intensely at the camera while holding a small glass cup of coffee. The background is dark, with the Nespresso logo and tagline visible. In the bottom right corner, a Nespresso coffee machine is partially visible.

NESPRESSO
Le café corps et âme.

www.nespresso.com *Quel d'autre ?

Source

Credibility

Attractiveness

Gender



Communication Model

Who? Says what? By what means? To whom?

▣ Source characteristics

1) Credibility

2) Attractiveness

3) Gender

- ▣ *Gender of models should match the image of the product held by users*
- ▣ *Any role depiction should be realistic and natural rather than stereotypical and false*

Source

Credibility

Attractiveness

Gender



NOKIA
7250

Look no further than
your camera for
fashion with the
Nokia 7250. It's
not just a camera,
it's a fashion
statement. The
Nokia 7250 is the
perfect camera for
the fashionista.
It's got the latest
technology and
features the Nokia
7250 camera lens,
which captures the
most beautiful
moments. All profits
go to charity. Nokia
7250. Official
camera phone of
the fashion world.

eye for fashion



NOKIA
Camera Phone

Communication Model

Who?

Says what?

By what means?

To whom?

Communication Model

Who? | Says what? By what means? To whom?

Message appeal - *the overall style of the advertising*

Rational appeal?

Emotional appeal?

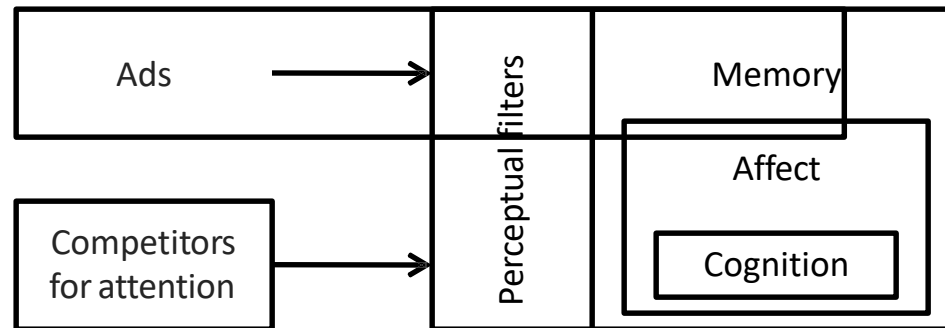
***One- vs. two- sided and
comparative appeals?***

Communication Model

Who? | Says what? By what means? To whom?

The MAC Model

- ▣ **Memory only** – most of the choices we make are determined by habit
- ▣ **Memory + affect** – most of the conscious choices that make us pause are determined by affect.
- ▣ **Memory + affect + cognition** – some ads make us think, as well as do some decision



Communication Model

Who? | Says what? By what means? To whom?

The role of emotion

A Typology of Emotional Content		
	<i>Positive</i>	<i>Negative</i>
<i>Pleasure</i>	Joy Friendliness	Sadness Loneliness
<i>Arousal</i>	Vitality Liveliness	Overstimulation
<i>Dominance</i>	Competence Self-fulfillment	Futility

Message appeal

Pleasure



Message appeal

Arousal

Vitality

Liveliness



Life's Good

The endless hustle and stress of the modern world many people accept it as part of the game. But it doesn't need to be that way. When technology helps life run more smoothly, the modern world can be unbelievably peaceful.

Meet LG Electronics and enjoy it all:
Life's pleasures. Life's rewards. Life's Good.



LG DMB mobile phone lets you watch TV anywhere you want.



LG Plasma TV lets you record your favorite shows and stop them live.



LG Recorder Home Theatre lets you enjoy superior sound and picture quality.



LG Steam Washer's innovative technology refreshes your day.



Message appeal

Dominance

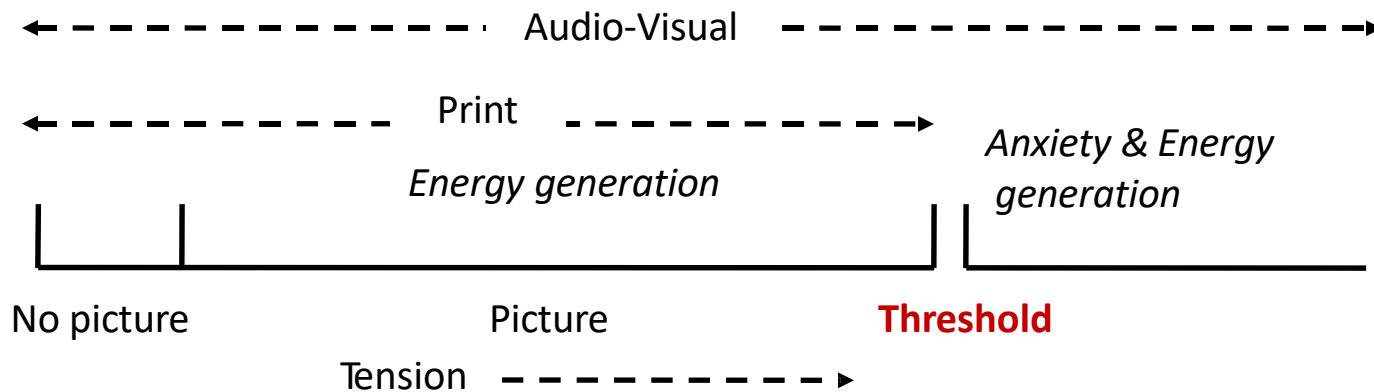


Communication Model

Who? | Says what? By what means? To whom?

Fear appeals as arousal

- ▣ Optimal range of tension
- ▣ Point of inflection where increasing tension activates anxiety → negative feelings



Message appeal

Fear

SMOKING REDUCES WEIGHT
(one lung at a time)



CANCER PATIENTS AID ASSOCIATION

Ad from AdverBox.com

Message appeal

Fear




NHS

The average smoker needs over five thousand cigarettes a year.

Get unhooked. Call 0800 169 0 169 or visit getunhooked.co.uk

SMOKEFREE

Detailed description: A black and white photograph of a man looking upwards with a hook in his mouth. The hook is attached to a thin wire that extends from the top right corner of the frame. The NHS logo is in the top right, and the SMOKEFREE logo is in the bottom right. A dark blue banner with white text is overlaid across the middle of the image.



“ I WISH I HAD
BREAST
CANCER ”

Kerry, 24
#Kerryswish

Today 23 people will be told they have Pancreatic Cancer. Like Kerry, this is what they face:

- Only 3% will survive because of late diagnosis
- Most will die within 4 to 6 months
- It's the UK's 5th biggest cancer killer

Pancreatic cancer has the lowest survival rate of all 22 common cancers. Early diagnosis saves lives.

www.PancreaticCancerAction.org

Pancreatic Cancer Action is a registered charity in England and Wales No 1137689

Pancreatic Cancer Action

Detailed description: A black and white portrait of a woman with a shaved head, looking directly at the camera with a serious expression. The background is dark. The text is overlaid on the right side of the image. The Pancreatic Cancer Action logo is in the bottom left corner.

Message appeal

Fear



Message appeal

Fear



Communication model

Who? | Says what? By what means? To whom?

Humor appeal

"Trying to figure out why something is funny is like dissecting a frog. You'll come up with answers, but the frog always dies." Mark Twain

- ❏ One of the most common techniques, but hard to realize
- ❏ The belief that humor can increase advertising effectiveness has led to its unprecedented popularity
 - ❏ However, it can work for you or it can work against you!
- ❏ Peripheral cue - drawing attention to the ad

Message appeal

Humor



Message appeal

Humor



Communication Model

Who? | **Says what?** By what means? To whom?

Subliminal Messages

- ▣ the use of hidden or otherwise imperceptible stimuli to manipulate viewers or listeners to behave in ways they otherwise would not.
- ▣ The Vicary “Eat Popcorn/Drink Coke” Study
- ▣ Below **threshold**
 - ▣ *Subjective threshold*
 - ▣ *Objective threshold*



Communication Model

FedEx®

amazon



Communication Model

Who?

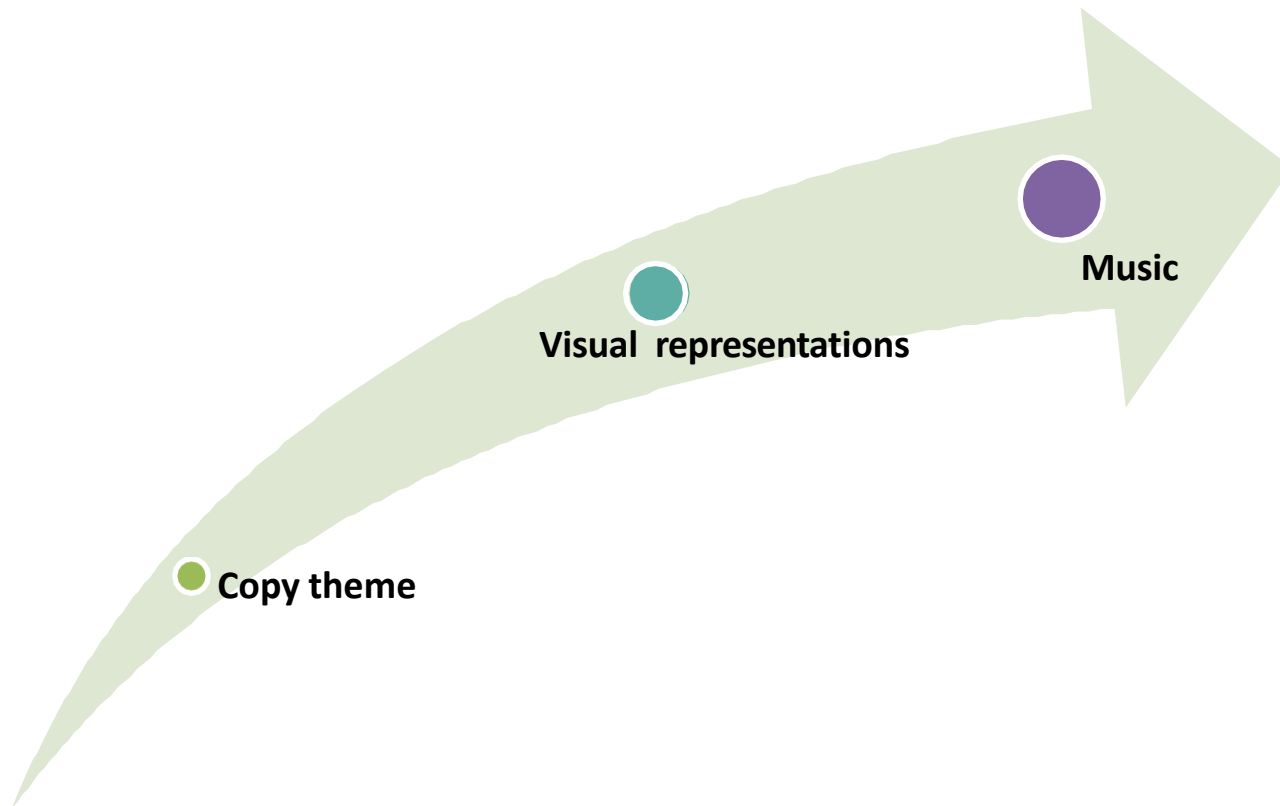
Says what?

By what means?

To whom?

Communication Model

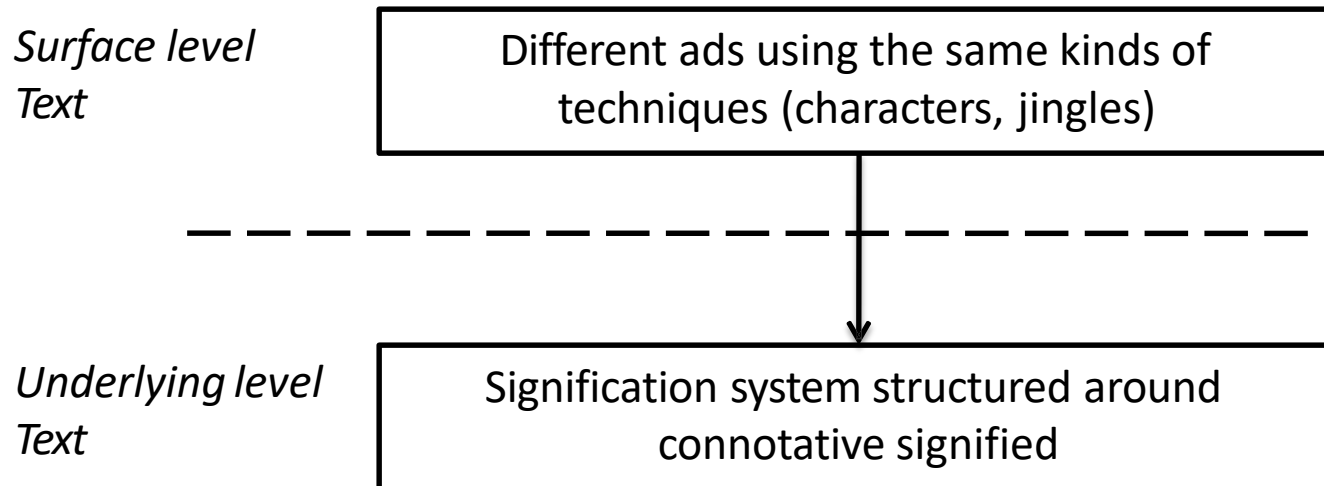
Who? Says what? | By what means? To whom?



Communication Model

Who? Says what? | By what means? To whom?

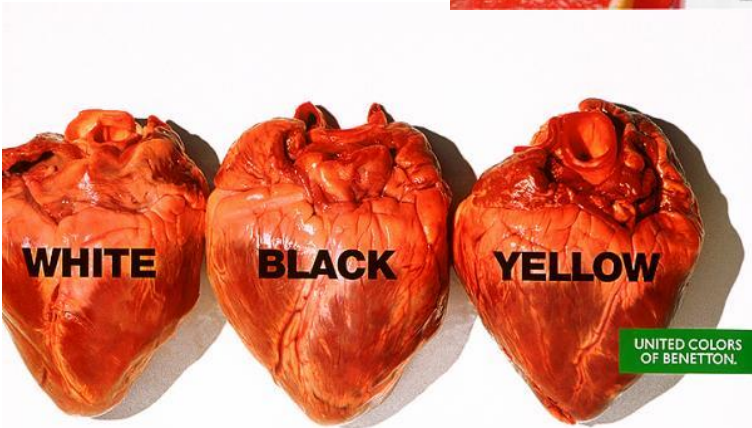
1) Copy theme



Communication Model



Communication Model



Communication Model

Who? Says what? | By what means? To whom?

1) Copy theme

- ▣ Use of figurative language and rhetorical devices

Metaphor

- used in creating brand identity
- **Beetle** (small and quick)
- **Mustang** (very fast)

Slogans

- reinforce the recognizability of a brand name
- **Live for Now, Pepsi**

Imperative forms

- this creates the effect of advice coming from an unseen authoritative source
- **Trust your senses**

Formulas

- create the effect of making meaningless statements sound truthful
- **A volkswagen is a Volkswagen**



Communication Model

Who? Says what? | **By what means?** To whom?

2) Visual representations

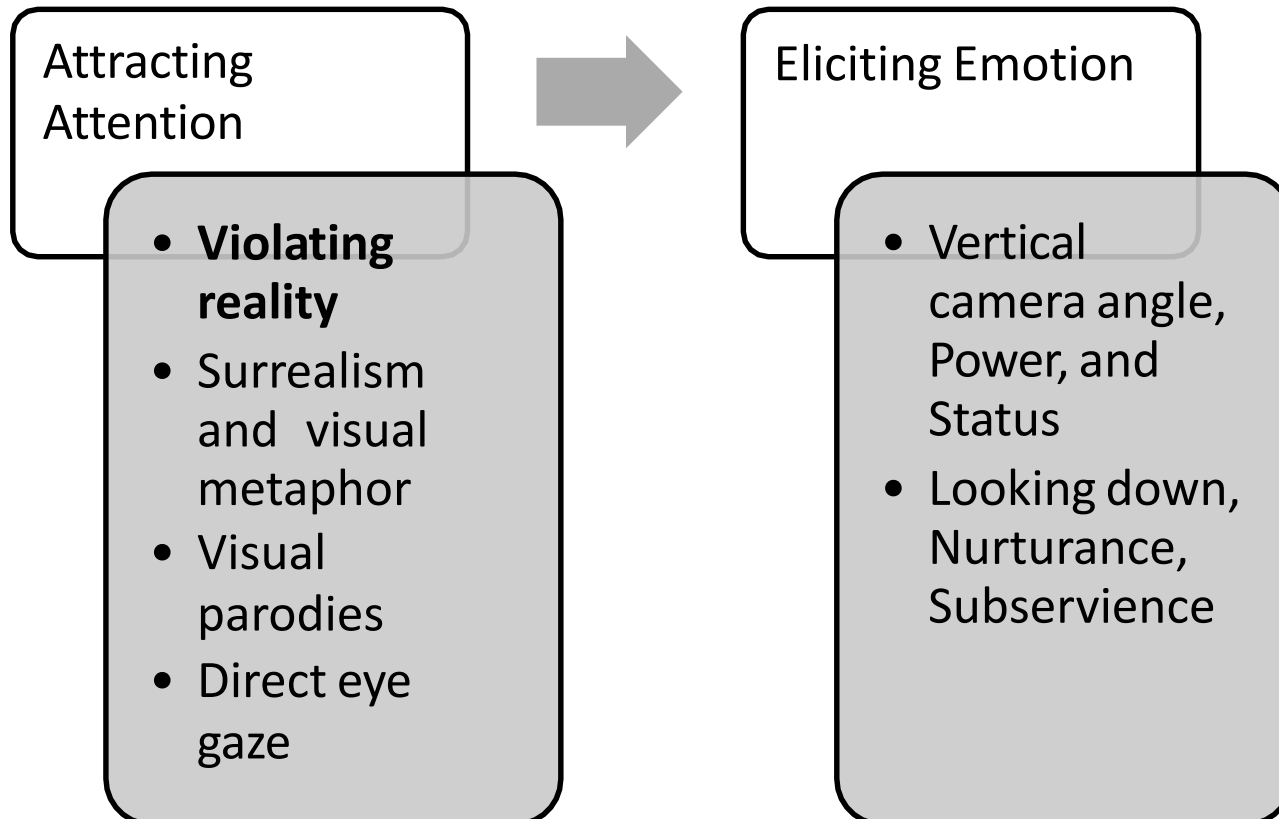
„What visual images express can only be approximated by words, but never fully captured by them. Words represent an artificially imposed intellectual system removed from primal feeling; images plunge us into the depth of experience itself.“ (Barry, 75)



Communication Model

Who? Says what? | By what means? To whom?

2) Visual representations



Attracting attention

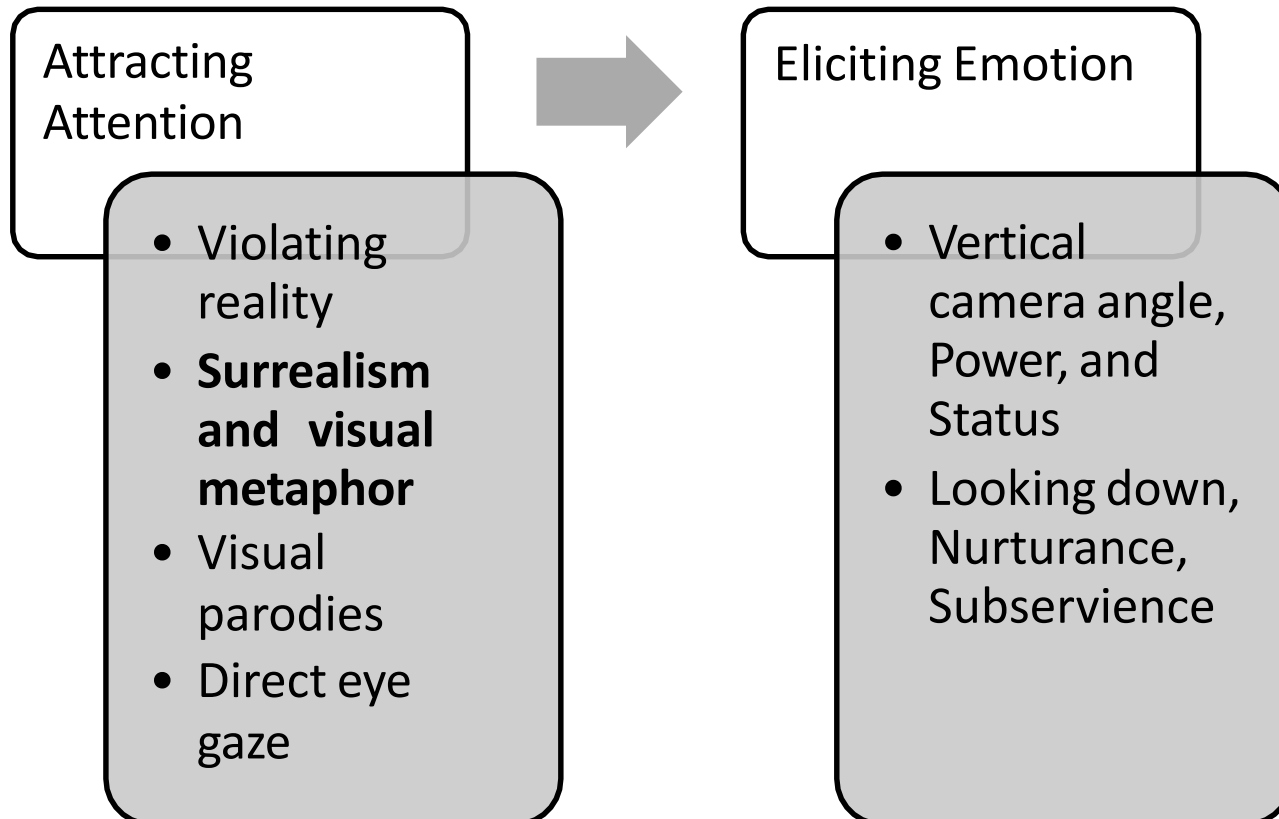
Violating reality



Communication Model

Who? Says what? | By what means? To whom?

2) Visual representations



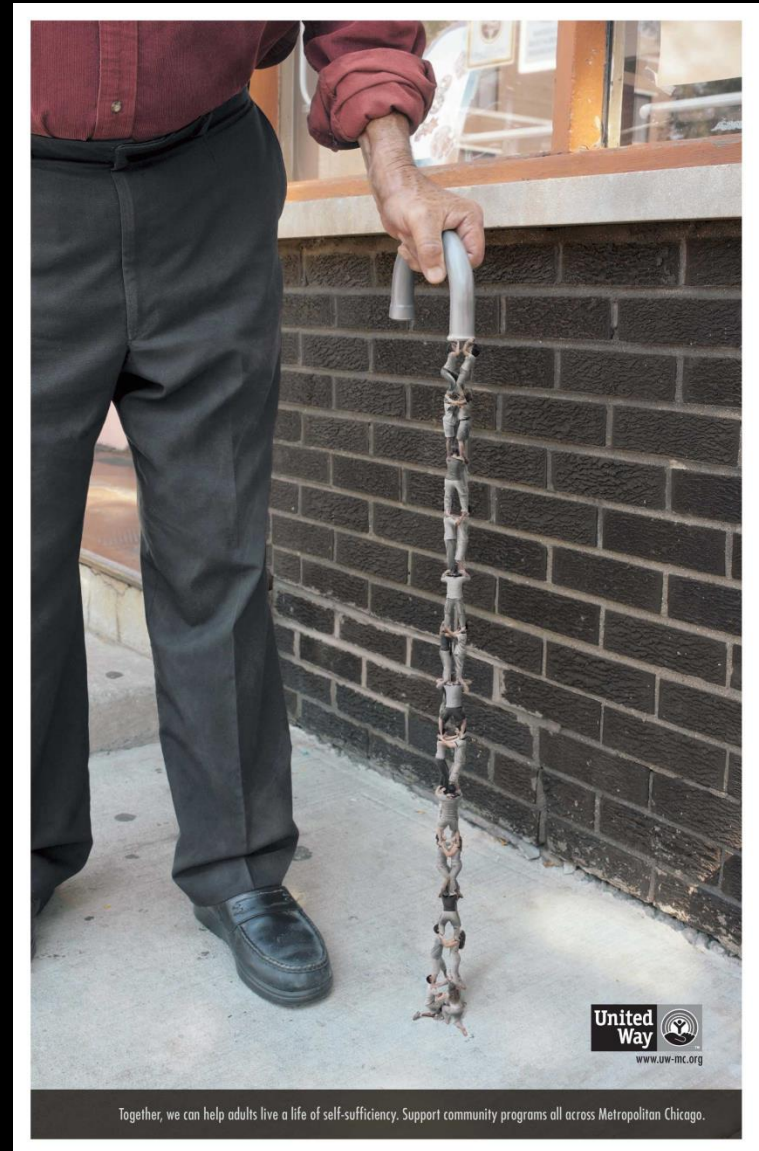
Attracting attention

Surrealism
and Visual
Metaphor



Attracting attention

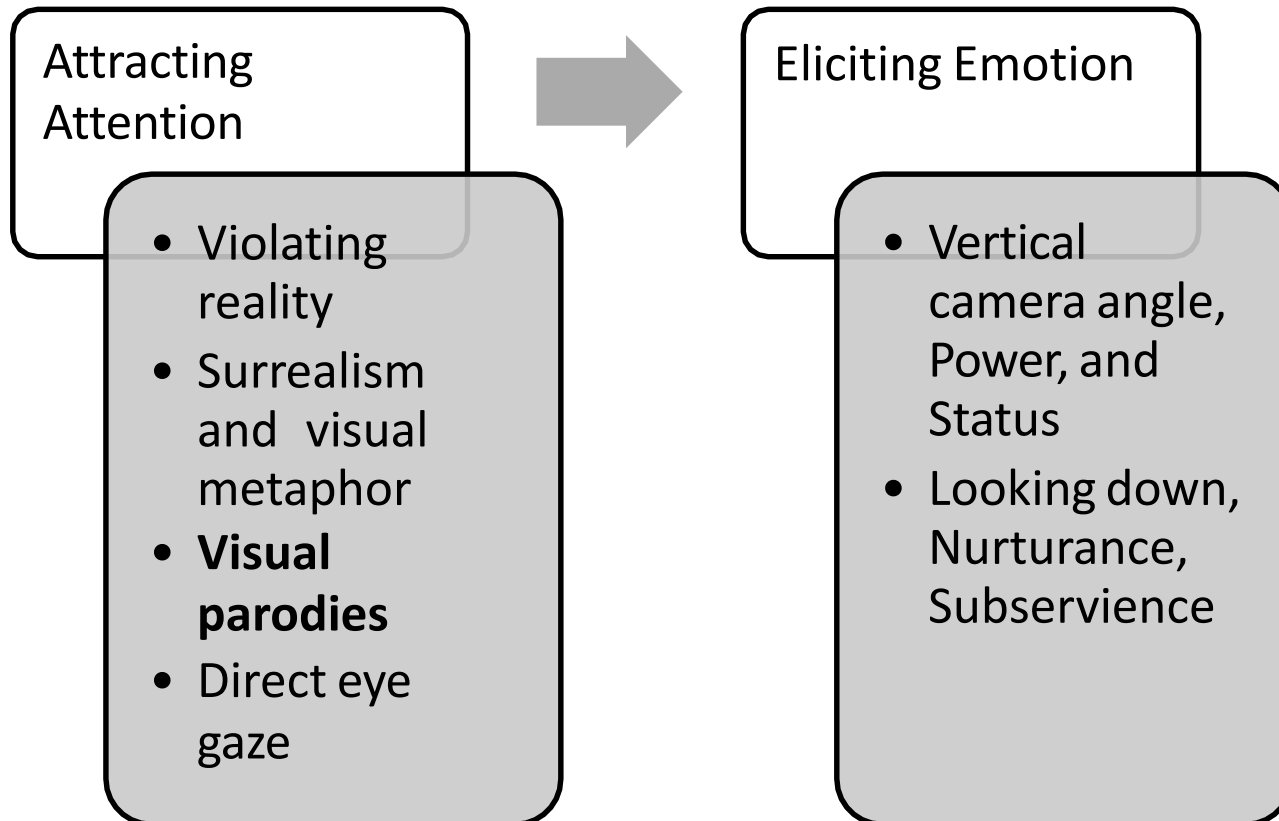
Visual Metaphor



Communication Model

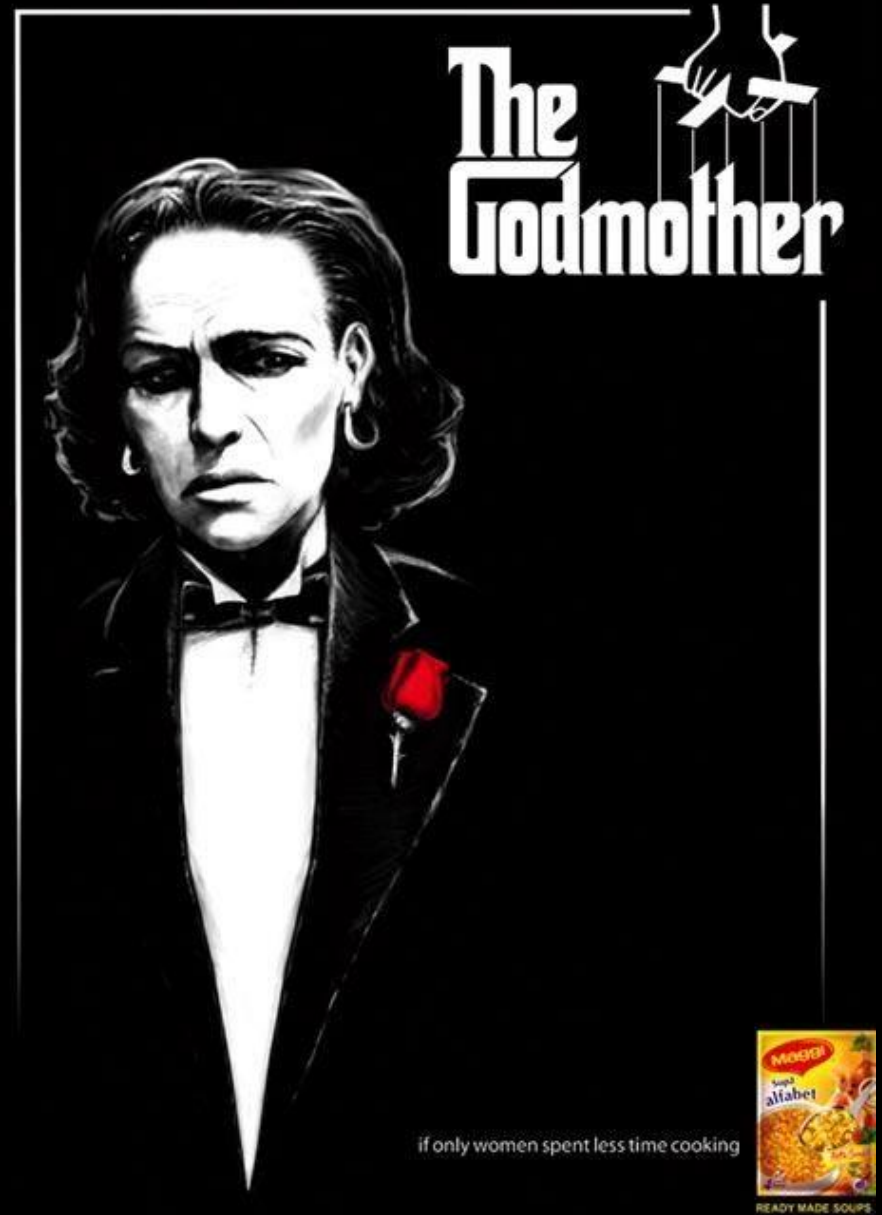
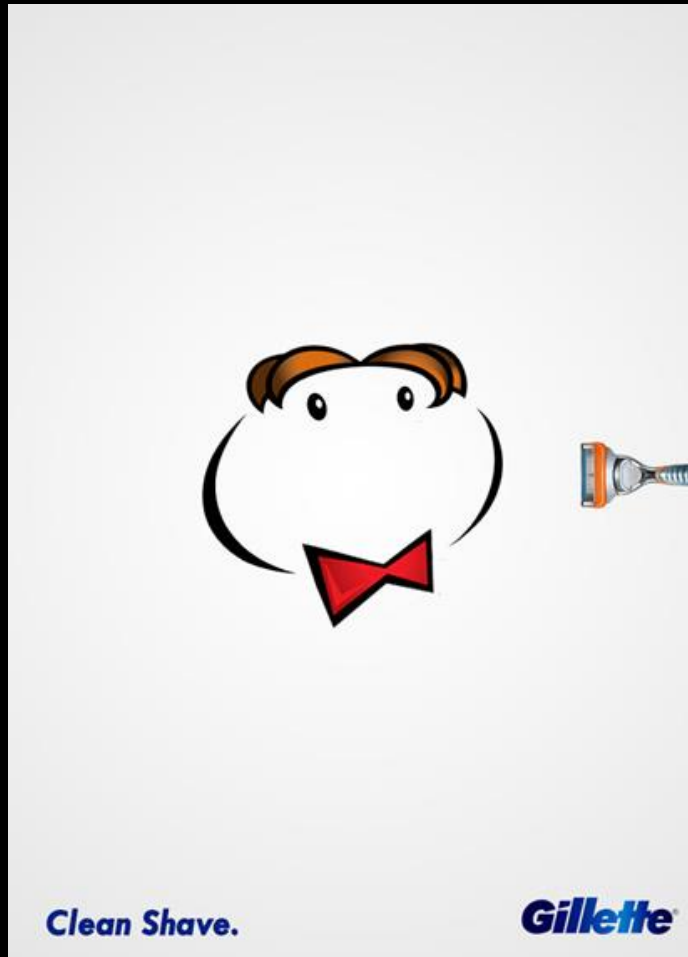
Who? Says what? | By what means? To whom?

2) Visual representations



Attracting attention

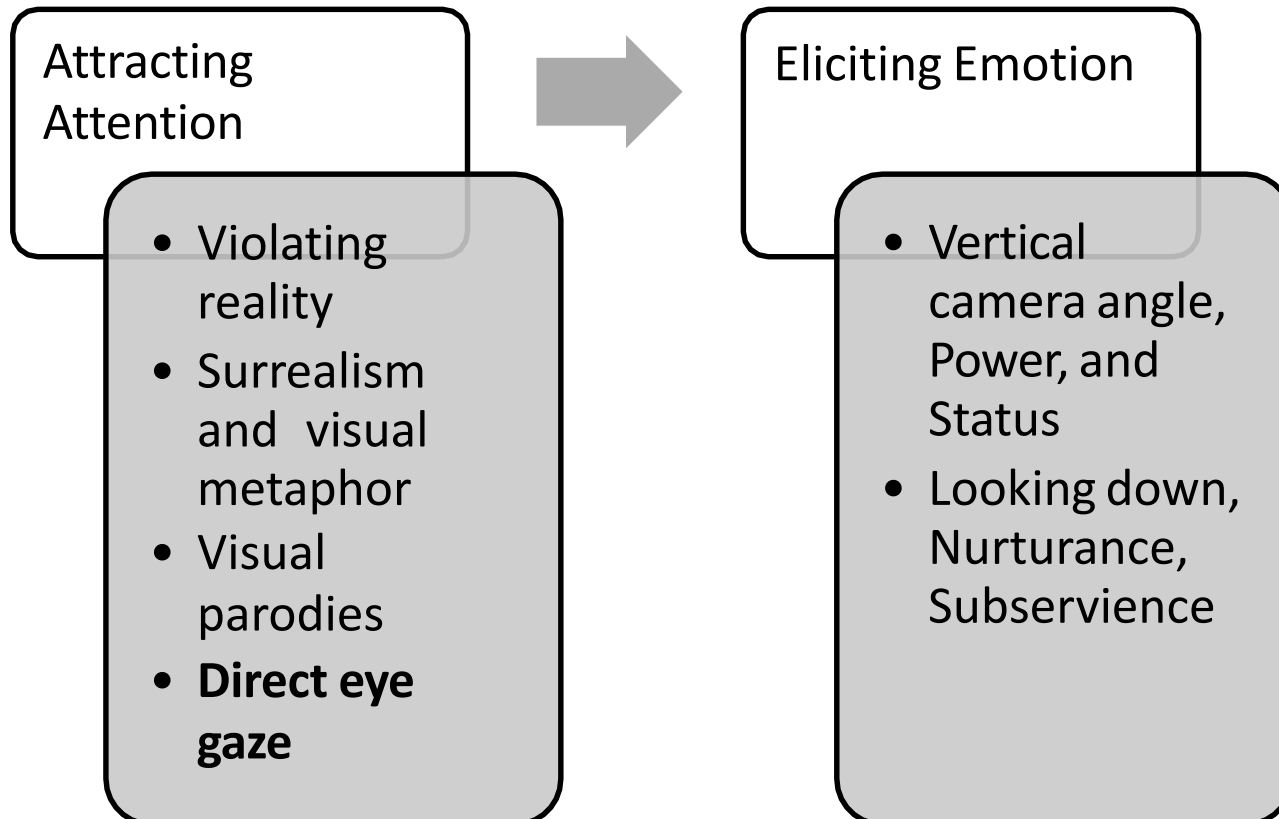
Visual parodies



Communication Model

Who? Says what? | By what means? To whom?

2) Visual representations



Attracting attention

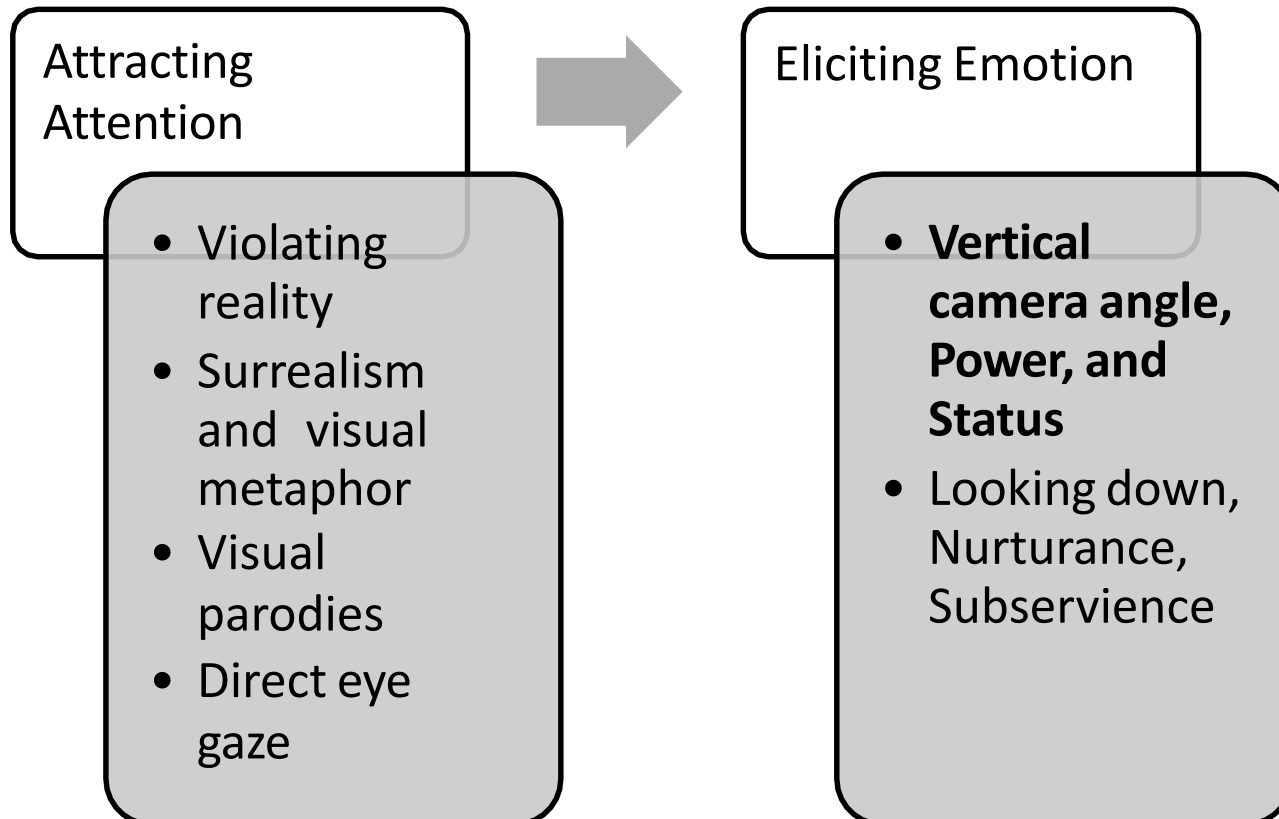
Direct eye gaze



Communication Model

Who? Says what? | **By what means?** To whom?

2) Visual representations



Eliciting Emotion

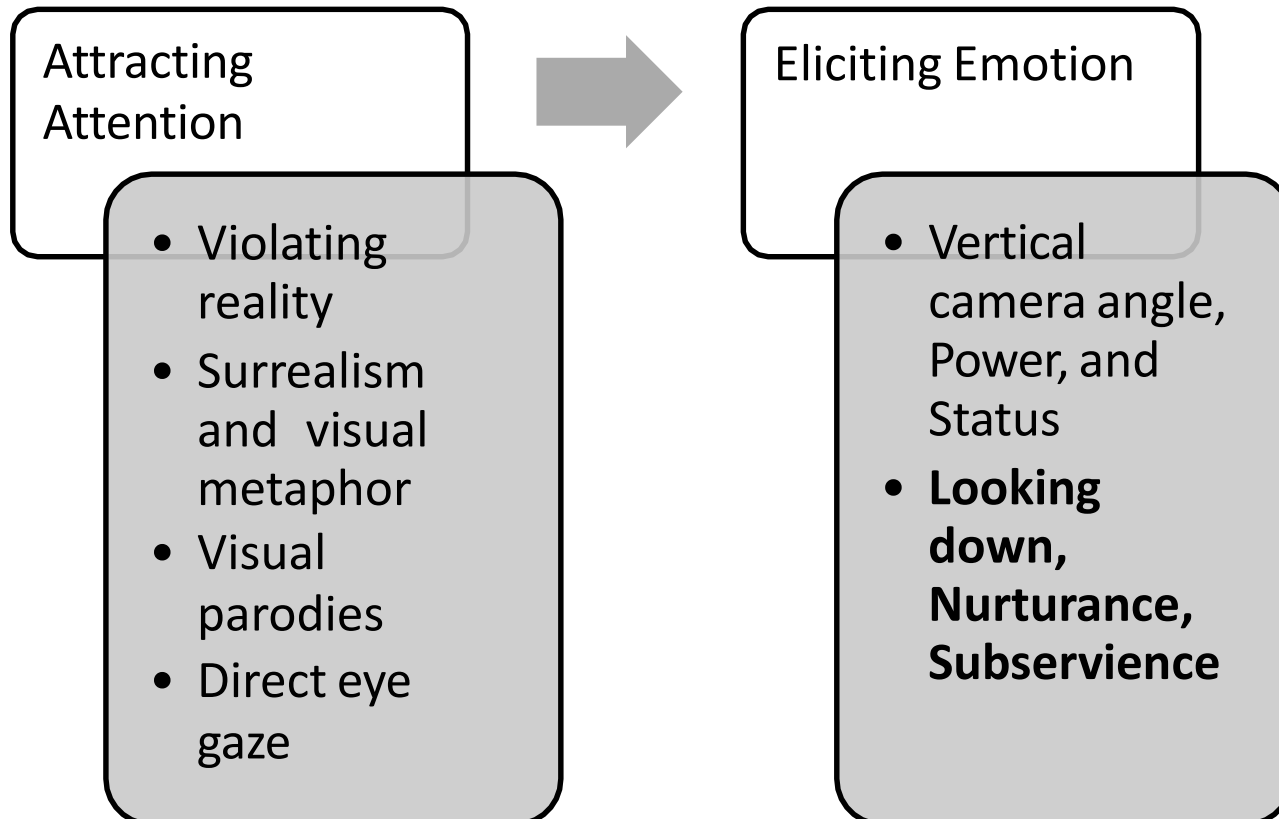
*Vertical camera Angle, Power,
and Status*



Communication Model

Who? Says what? | By what means? To whom?

2) Visual representations



Eliciting Emotion

*Looking down, Nurturance,
Subservience*



Communication Model

Who? Says what? | **By what means?** To whom?

3) Music

▣ **Attention gaining value**

- ▣ Ability to engage a listener's attention through speed and loudness
- ▣ Role in advertising – attract and hold attention
- ▣ However, can be act as a distractive factor

▣ **Message congruence**

- ▣ The extent to which purely instrumental music conveys meanings (feelings, images, thoughts) that are congruent with those evoked by ad messages





Communication Model

Who?

Says what?

By what means?

To whom?

Communication Model

Who? Says what? By what means? | To whom?

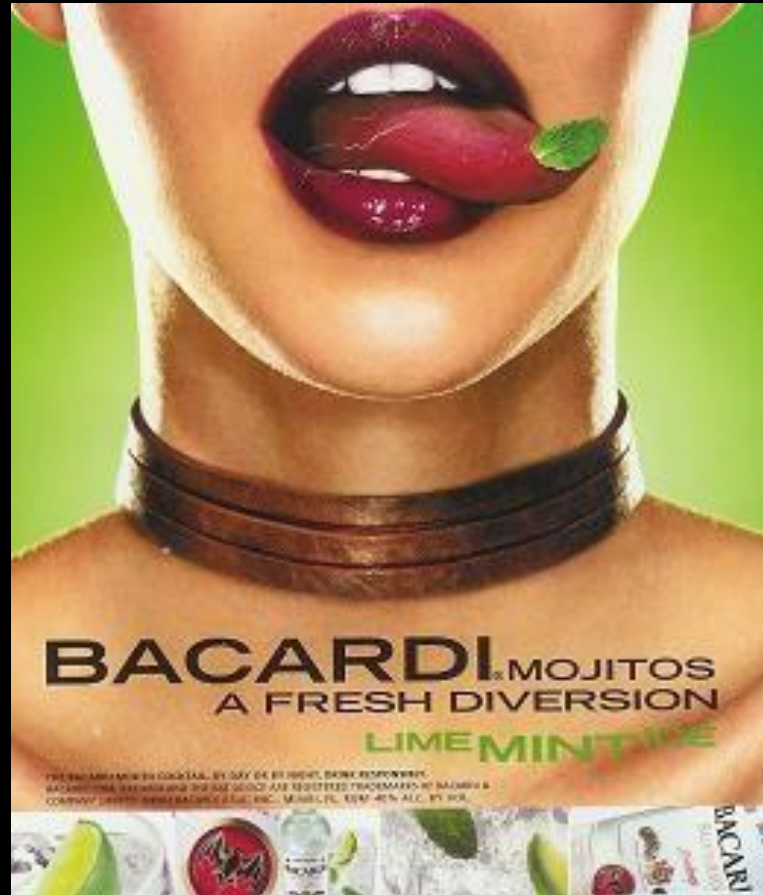
Targeting Cultures

- ▣ *Language*
- ▣ *Communication Style*
- ▣ *Symbols*
- ▣ *Cultural Values*

Linguistics
Cultural Suitability

Targeting Cultures

Linguistics



Targeting Cultures

Cultural Suitability

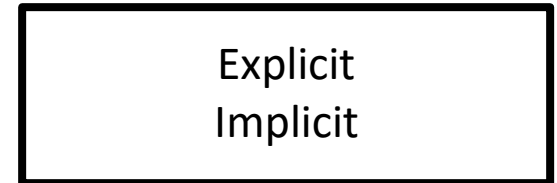


Communication Model

Who? Says what? By what means? | **To whom?**

Targeting Cultures


- ▣ *Language*
- ▣ *Communication Style*
- ▣ *Symbols*
- ▣ *Cultural Values*




Targeting Cultures

Explicit



Chaos.



Order.



Introducing the all-new Centro[®]

Organize your life with 

Palm, Palm OS, Treo and Centro are among the trademarks or registered trademarks owned or licensed to Palm, Inc. All other brand and product names are or may be trademarks of, and are used to identify products or services of, their respective owners.

Targeting Cultures

Explicit



Targeting Cultures

Implicit



The advertisement shows a woman in a red shirt and black skirt sitting in an airplane seat, wearing large black headphones and looking out the window. Next to her, a man in a blue shirt and shorts is sitting in another airplane seat, holding a camera up to his eye. The man's seat has a large, white, horn-shaped speaker mounted on the backrest, which is pointed towards the woman. The scene is set in an airplane cabin with windows and overhead storage bins. In the foreground, a pair of black Sony headphones is shown on a grey surface.

SONY.
NOISE-CANCELING HEADPHONES

Yadda Yadda Nada. The Sony MDR-NC700 Noise-Canceling Headphones. Dramatically reduces unwanted sounds. So you can travel to your quiet place. sony.com/headphones

Like no other.

Targeting Cultures

Implicit



Communication Model

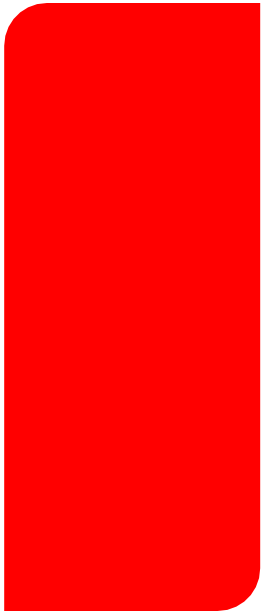
Who? Says what? By what means? | **To whom?**

Targeting Cultures

- ▣ *Language*
- ▣ *Communication Style*
- ▣ *Symbols*
- ▣ *Cultural Values*

Colors
Numbers

Colors and cultures



Communication Model

Who? Says what? By what means? | **To whom?**

Targeting Cultures

- ▣ *Language*
- ▣ *Communication Style*
- ▣ *Symbols*
- ▣ *Cultural Values*

Religion
Individualism
Generation type

Targeting Cultures

Religion



Communication Model

Targeting Cultures



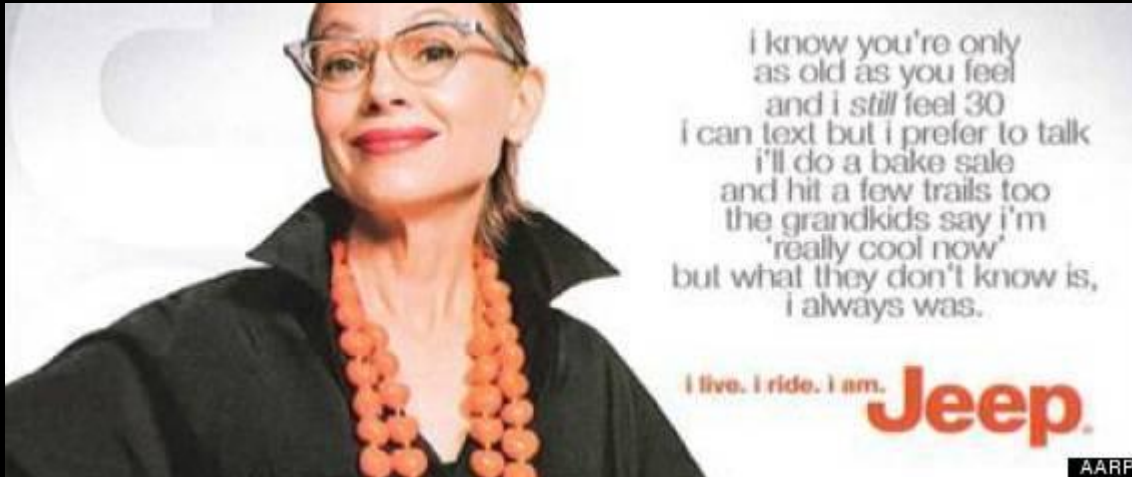
US Melting Point

Targeting Generations

BOOMER	GEN X	MILLENNIAL
55+ years old	35-55 years old	18-35 years old
Work is a career	Work is a job	Work is a calling
Loyal to company	Loyal to self	Loyal to community
Value experience	Value productivity	Value contribution
Principled, resolute, creative	Savvy, practical, independent	Selfless, rational, competent

Targeting Generations

Baby Boomers



A photograph of Andie MacDowell, a woman with glasses and a black jacket, smiling. The text to her right reads: "I know you're only as old as you feel and I still feel 30. I can text but I prefer to talk. I'll do a bake sale and hit a few trails too. The grandkids say I'm 'really cool now' but what they don't know is, I always was." Below this is the slogan "I live. I ride. I am. Jeep." and the AARP logo.

I know you're only as old as you feel
and I still feel 30
I can text but I prefer to talk
I'll do a bake sale
and hit a few trails too
the grandkids say I'm
'really cool now'
but what they don't know is,
I always was.

I live. I ride. I am. **Jeep.**

AARP



A photograph of Andie MacDowell with a red double-headed arrow on her forehead, indicating wrinkle reduction. The text reads: "Give us 8 weeks, you'll see clinical results on DEEP-SET WRINKLES." Below this is the product name "NEW Advanced REVITALIFT DEEP-SET WRINKLE REPAIR" and a list of ingredients: "Pro-Retinol A - Fiber-Restoring Complex". A small inset shows "CLINICAL RESULTS" with "Before" and "After" images of skin. The product bottle is shown on the right. The L'Oréal Paris logo is at the bottom.

L' O R É A L PARIS

Give us 8 weeks,
you'll see clinical results
on **DEEP-SET WRINKLES.**

NEW Advanced
REVITALIFT
DEEP-SET WRINKLE REPAIR
Pro-Retinol A -
Fiber-Restoring Complex

**MORE THAN SMOOTHING.
ADVANCED REPAIR.**
For top results on deeper
wrinkles: Pro-Retinol A -
Fiber-Restoring Complex.

CLINICAL RESULTS
Used daily, you reduced
forehead lines, forehead lines,
and mouth lines.

DO I SEE A DIFFERENCE? EVERY DAY.
Andie MacDowell

L' O R É A L
PARIS
Because you're worth it.

Targeting Generations

Gen X

The advertisement features a man, Rafael Grampá, sitting in a wooden chair in a cluttered, artistic studio. He is wearing a dark leather jacket and jeans. The studio is filled with books, framed artwork, and various tools. A bottle of Absolut Vodka is visible on a small table next to him. The lighting is dramatic, with a strong blue and purple hue. The background shows a window with a view of a city at night.

BELIEVE IN YOUR OWN STORY

RAFAEL GRAMPÁ, GRAPHIC NOVEL CREATOR, TRANSFORMS HIS DARING IMAGINATION INTO AWARD-WINNING EPIC STORIES. DISCOVER HIS JOURNEY AT ABSOLUT.COM

ABSOLUT.
TRANSFORM TODAY

ENJOY WITH ABSOLUT RESPONSIBILITY.®

ABSOLUT VODKA PRODUCT OF SWEDEN. 40% ALC/VOL (80 PROOF). © 2014 V&S VIN & SPRIT AB. ABSOLUT VODKA IS A REGISTERED TRADEMARK OF V&S VIN & SPRIT AB.

Targeting Generations

Millennials



We might not all believe in reincarnation, but we do believe in recycling.

More than 80% of our paper usage at Y&R is recycled.

