



Advertising your training business: From setting objectives of the ad campaign to assessing its impact on the target group

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Adapted from

DISCLAIMER

Advertising & IMC Principles and Practice

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Key Learning Objectives

- Communication tools
- What makes an ad effective?
- Functions of advertising
- Elements of an effective ad campaign
- Components of advertising
- Transforming a product into a brand
- Setting advertising objectives
- Generating desired responses
- How to stand out in a competitive market?

Assumptions

- ❑ Type of market
- ❑ Type of product/service
- ❑ Resources available for the ad development
- ❑ Social norms, values, traditions, etc.
- ❑ Planning side of the ad development.
- ❑ Brand communication
- ❑ Examples of successful ad campaigns/known brands



Promotional Toolkit

- Advertising
- Personal selling
- Direct marketing
- Sales promotion
- Publicity
- Public relations

But even in the absence of this toolkit, your brand is constantly speaking for itself.

AN EFFECTIVE AD...

- ☑ It creates an **impression** for a product or brand.
- ☑ It **influences people to respond** in the way the advertiser hope they do.
- ☑ It **separates** the product or brand from the competition in the **mind of the consumer.**

Identification

- New business – New aspect of an already established business – Changing location

Information

- Facts and figures – work processes – benefits you are offering

Persuasion

- Convincing people to buy things by using **certain appeal** (emotions).

Commercial Messages

That perform three functions identify, inform, persuade.

Promotional Messages

Create reinforcement of any type. Buy 1 get 1 free, discounts etc. Sales promotion messages

**COMPONENTS
OF ADVERTISING**

1 Strategy

2 Message

3 Execution

4 Media

5 Evaluation



COMPONENTS OF ADVERTISING

Strategy

- The **logic and planning** behind the ad
 - The **objective**
 - Advertisers **create messages that speak to the audience's concerns.**
-

Message

- The **central idea** that grabs the client's attention. A.k.a. CREATIVE IDEA
 - Align with **consumer insights**
 - **Creativity** drives the entire field of advertising.
-

Execution

- **Effective ads** are well executed.
 - Details, photography, writing, acting, setting, printing, background music; **on point.**
-

COMPONENTS OF ADVERTISING

Media

- **Communication channels** that reach a broad audience (For whom you made the ad).
 - **How** to deliver the message is just as important as coming up with the creative idea of the message.
 - Directly **linked with “message”** component.
-

Evaluation

- Effective ads **meet the desired objectives**
 - Strategic planning
 - Standards
 - Social responsibility
-

ELEMENTS OF AN EFFECTIVE AD CAMPAIGN

Three key elements
are at the heart of
effective ad planning

Audience Insight

Message Strategy

Media Strategy



Audience Insight

METHODS TO GATHER INFORMATION ABOUT AUDIENCE INSIGHT

Collecting feedback

Be interactive

Monitoring Buzz

Hashtags

Tracking Behavior

Online/offline behavioral targeting



Message Strategy

STRATEGIC ADVERTISING APPROACH

STRATEGIC ADVERTISING FORMAT

MATCHING MESSAGES TO OBJECTIVES

Head & Heart

1. Cognitive objective speaks to the head.
2. Affective/Emotional objective speaks to the heart.

Hard-Sell & Soft-Sell

1. Hard-sell informational message leads to rational decision
2. Soft-sell emotional messages create responses based on attitudes, moods, and feelings.

STRATEGIC
ADVERTISING
APPROACH

STRATEGIC
ADVERTISING
FORMAT

MATCHING
MESSAGES TO
OBJECTIVES

Lecture & Dramas

1. Lectures are instructions usually given verbally OR it could be a demonstration using visuals.
 - Provide evidences
 - Valid arguments
2. Dramas rely on the viewers to make inferences about the brand. ○ Story constructed with the help of cues

Psychological Appeals

Appeals generally pinpoint the anticipated response of the audience to the product and the message.

- Emphasizing price means???
- Emphasizing the product saving time???
- Using a status appeal???

STRATEGIC
ADVERTISING
APPROACH

**STRATEGIC
ADVERTISING
FORMAT**

MATCHING
MESSAGES TO
OBJECTIVES

Selling Premise

It is the logic behind the offer.

- Product features – benefit
- Product claim – promise
- Product Unique Selling Point

Other Approaches

1. Straightforward message
2. Comparison
3. Problem-solution message
4. Problem-avoidance message
5. Humor
6. Slice-of-life message
7. Teasers

STRATEGIC
ADVERTISING
APPROACH

STRATEGIC
ADVERTISING
FORMAT

**MATCHING
MESSAGES TO
OBJECTIVES**

Messages that get attention

1. Make a creative ad
2. Use loud and bold effects
3. Create curiosity

Messages that create interest

Teaser campaign where the message unfolds over time

Messages that resonate

Engage consumers in personal connection with the brand.

Messages that create believability

1. Use credible source
2. Use data to support

STRATEGIC
ADVERTISING
APPROACH

STRATEGIC
ADVERTISING
FORMAT

**MATCHING
MESSAGES TO
OBJECTIVES**

Messages that are remembered

1. Use catchy headlines, intriguing visuals, and create curiosity
2. Repetition
3. Slogans and Taglines
4. Key visual

Messages that touch emotions

- Love
- Fear
- Anxiety
- Envy
- Happiness & joy
- Safety
- Sorrow
- Pride
- Pleasure
- Nostalgia

Messages that inform

Focus on features and attributes seek to create understanding about a product's advantages.

STRATEGIC
ADVERTISING
APPROACH

STRATEGIC
ADVERTISING
FORMAT

**MATCHING
MESSAGES TO
OBJECTIVES**

Messages that teach

1. Through demonstration that how the product works.
2. Why is it important to use a product?

Messages that persuade

1. Testimonials
2. Celebrity endorsement
3. Before and after visual

Messages that create brand association

1. Try to connect the brand with a certain type of person or lifestyle
2. Identify the user

STRATEGIC
ADVERTISING
APPROACH

STRATEGIC
ADVERTISING
FORMAT

**MATCHING
MESSAGES TO
OBJECTIVES**

Messages that drive action

1. Offer something free or on discounted price.
2. Give URL, call on toll-free numbers, email address, give direction of the store.



Media Strategy

Breadth of Media



Broadcast

- Television
- Radio
- Movie theater

Print and Out-door

- Magazines
- Newspapers
- Billboards/DOOH
- Pamphlets
- Banners
- Transit

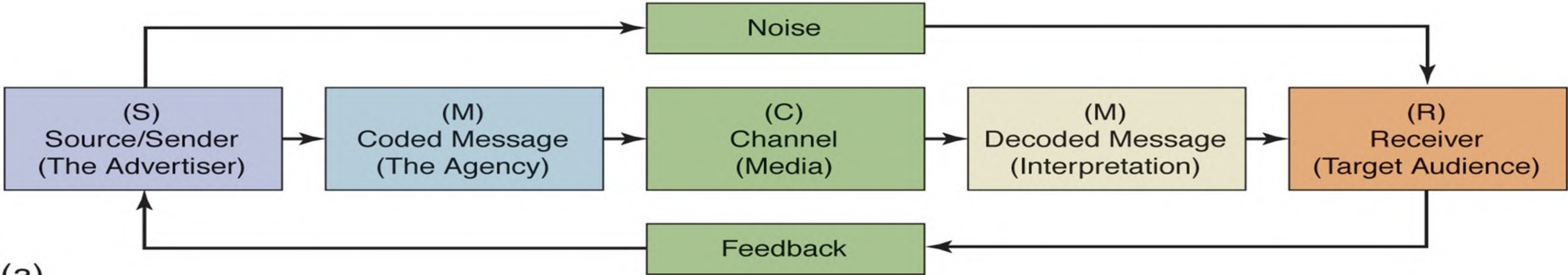
Digital

- Social media handles
- Influencer marketing
- User generated content
- SMS marketing

HOW DOES ADVERTISING WORK AS COMMUNICATION PROCESS?

THE COMMUNICATION MODEL (SMCMR MODEL)

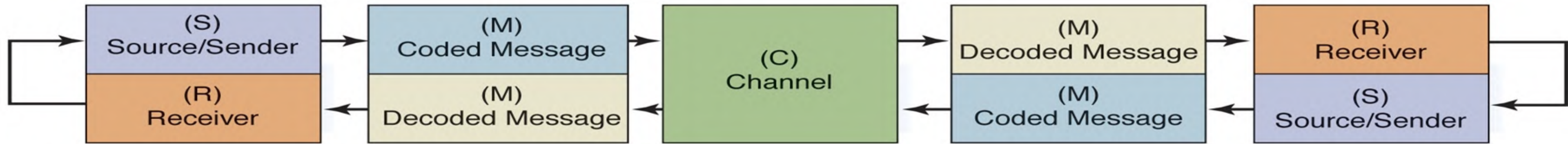
A Basic Communication Model



(a)

THE COMMUNICATION MODEL (SMCMR MODEL)

An Interactive Communication Model

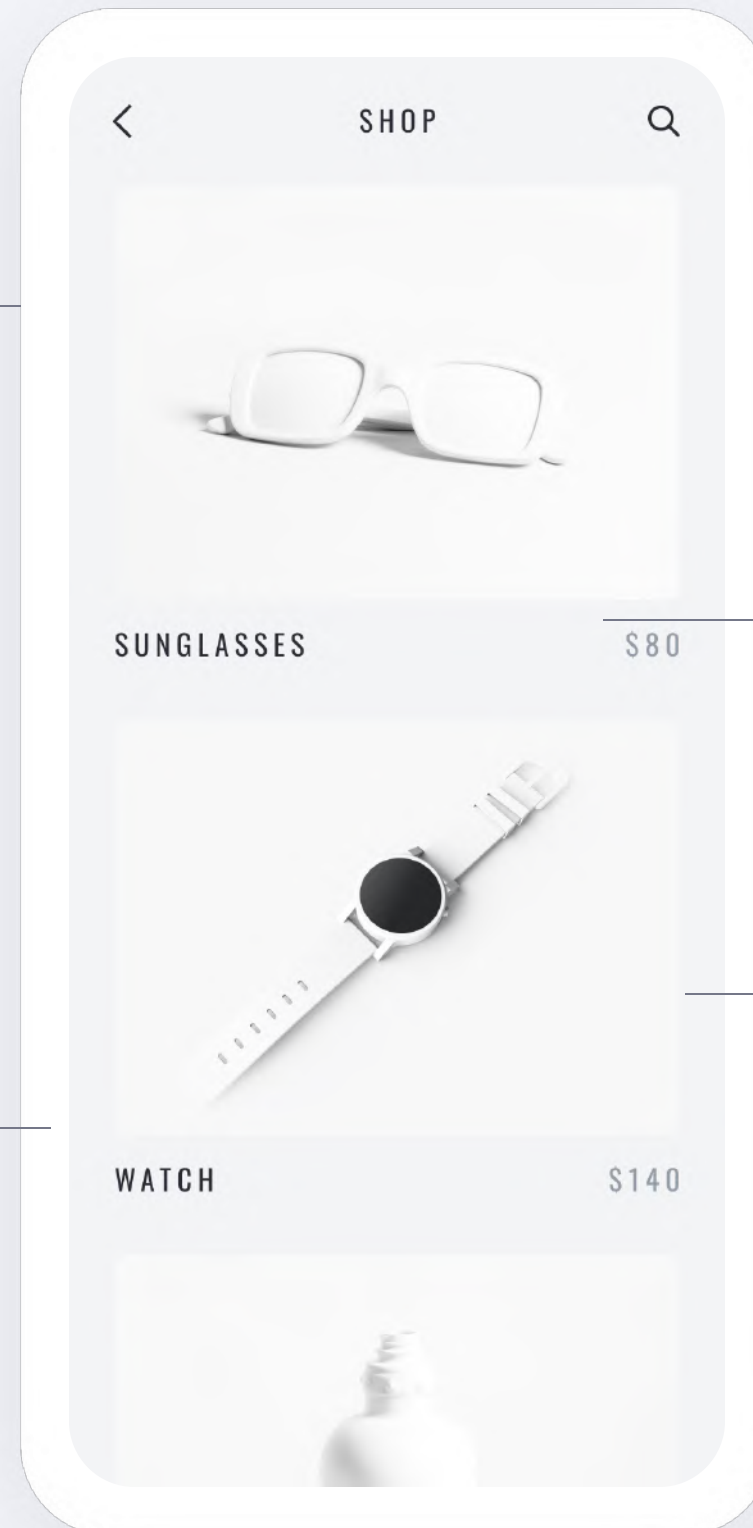


(b)

THE "EFFECTS" BEHIND ADVERTISING EFFECTIVENESS

Effect = Impact an advertisement has on the receiver of the message.

Advertisers design ads to generate desired response.



The desired impact is stated as a **set of advertising objectives.**

Views on measuring "effect/impact"

- Traditional
- Contemporary

Traditional Approaches

Think/Feel/Do Model

AIDA model

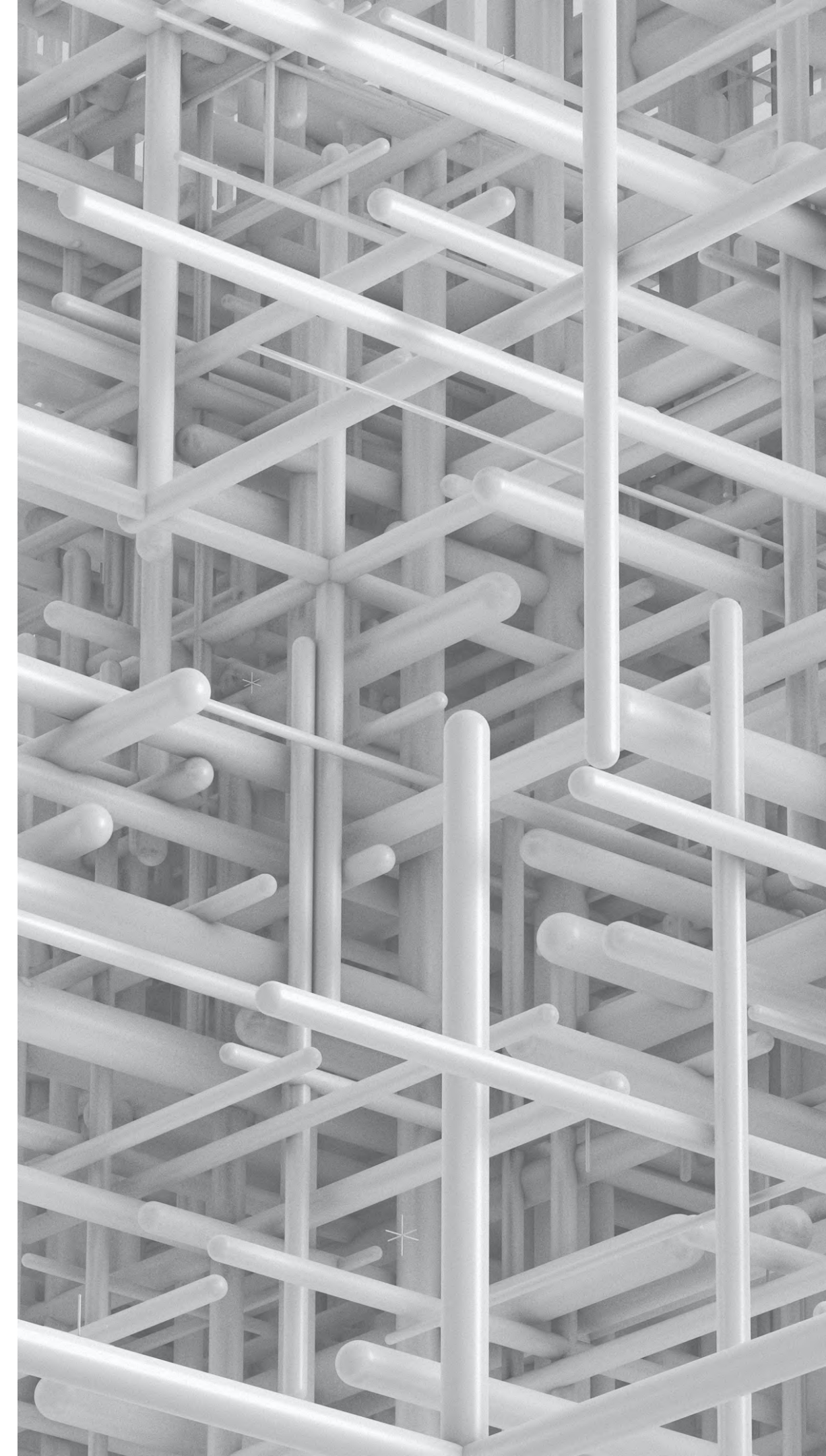


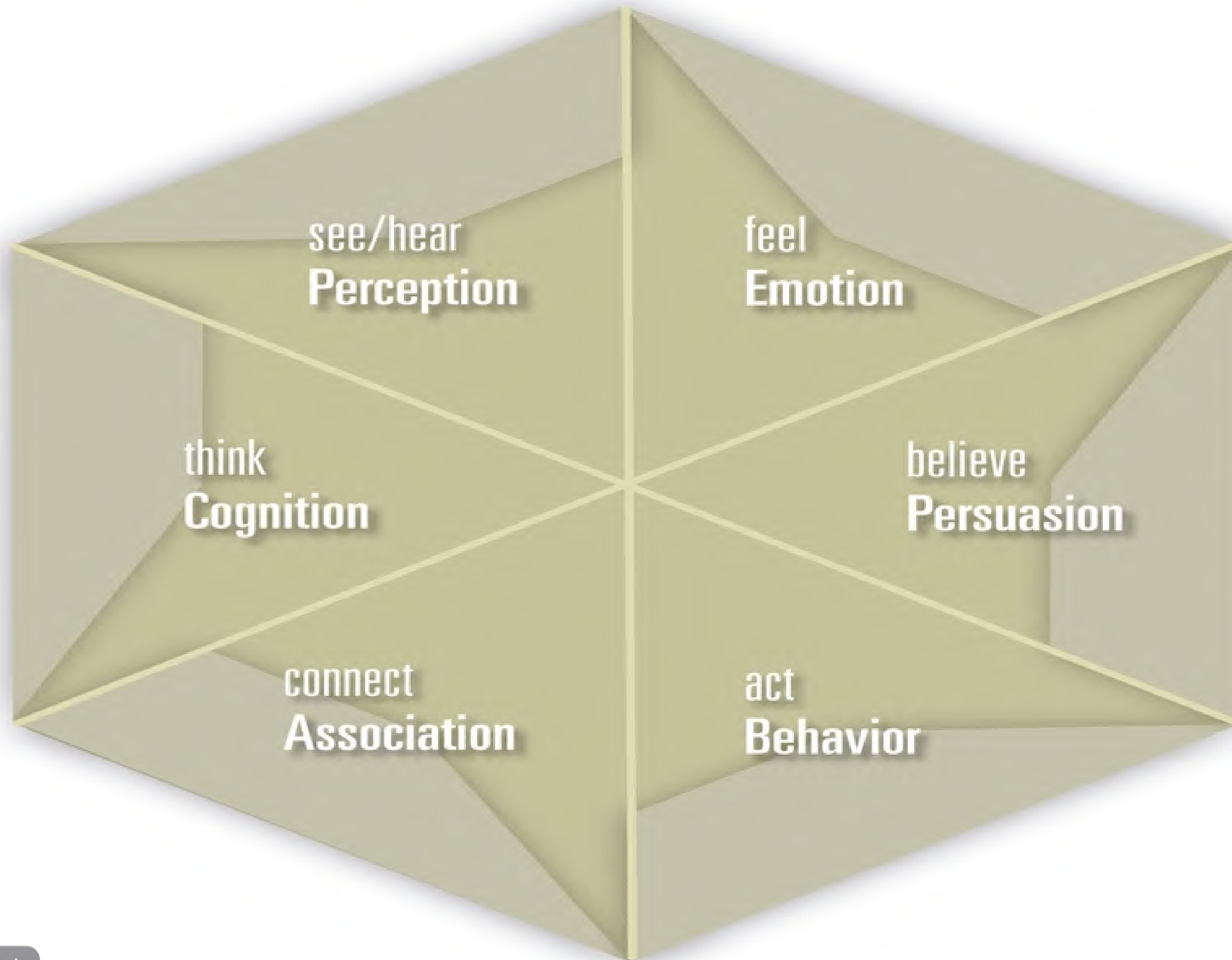
Attention, Search, Interest, Desire, Action, Share

PROBLEM WITH TRADITIONAL APPROACH

Assumption → Based on **predictable behavior** where consumer goes through decision making process. Human behavior is simple.

Reality → **people buy out of habit or impulse.** In many instances, customer buys first and then thinks back on purchase. Human behavior is complex.





CONTEMPORARY VIEW - THE FACETS MODEL OF EFFECTS

- This model does a more thorough job of explaining how advertising creates consumer responses.
- Useful in both setting objectives and evaluating advertising effectiveness.
- The six facets come together to make up a unique customer response to an advertising message.

**EFFECTIVE ADVERTISING CREATES SIX
TYPES OF CONSUMER RESPONSES.**

1 See/hear (Perception)

2 Think/understand (Cognition)

3 Feel (Emotion)

4 Connect (Association)

5 Believe (Persuasion)

Pitch **6** Act/do (Behavior)





Perception facet: See/hear

- Everyday, we receive number of stimuli.
- If an advertisement is to be effective, first of all, it must get noticed or seen or heard.

Challenge:

To create breakthrough messages that grab (get attention) and stick (lock in memory).

THE COMPONENTS/DRIVERS OF PERCEPTION FACET

1 Exposure

2 Selection and Attention

3 Interest and Relevance

4 Curiosity

5 Awareness

Pitch **6** Recognition



THE COMPONENTS/ DRIVERS OF PERCEPTION FACET

Exposure

making contact and reach consumers with the message.

- Message is seen or heard. Use any sense.
-

Selection and Attention

creating stopping power and receiver attends to a message

- The ads have to be intrusive.
 - Use any appeal to grab the attention:
 - Surprise
 - Humor etc.
-

Interest and Relevance

creating pulling power

- The receiver of the message has become mentally engaged in some way with the ad and the product.
- Level of interest is sometimes known as STICKINESS (particularly for websites).
- Relevance means message connects to customer at personal level.

THE COMPONENTS/ DRIVERS OF PERCEPTION FACET

Curiosity

media don't tell us what to think; they tell us what to think about.

- Questioning and wanting to know more. Objective of teaser campaigns
- Problem for certain campaigns like anti-smoking efforts. People trying negative things out of curiosity

Awareness

Making an impression.

- When you register something. Brand reminder ads on billboards or web pages, logos on clothing maintain high level of awareness.
 - Awareness is important when the product is new to enter market
 - It is considered a relatively low level of response in comparison to a behavior response
-

THE COMPONENTS/ DRIVERS OF PERCEPTION FACET

Recognition

making a mental note in memory system

- Advertisers are interested in two memory factors:
 - **Recognition**, which means people remember seeing the ad.
 - **Recall**, which means they remember what the ad said.
- Recognition is measure of perception and determines awareness.
 - Relies on simple visuals e.g. logos, colors, jingles and sounds, characters, and slogans
- Recall is a measure of understanding.
 - Depends on heavy repetition to create an impression in the mind.
BUT REMEMBER TO AVOID ADVERTISING WEAR-OUT.... •

iPad & iPen

Use it flat on your lap, slightly angled on your desk, or docked to the desktop stand.

Specifications:

- 24-inch diagonal display (10000 X 8000 pixels)
- ALL Colors
- NASA/Intel "Quantum Coreless™" proprocessor
- Full 1024-bit graphics from Boeing™
- 100 Terrabytes of optical video ram
- 4095 Terrabytes light-speed RAM DISK
- All glass touch panels, user-configurable
- Battery life 300 hours - Recharge: 5 mins.

Wireless keyboard

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COGNITION FACET: THINK/UNDERSTAND

- ☑ Cognition refers to how consumers **search** for and **make sense** of information, **respond** to that information, **learn**, and **understand** something
- ☑ It's a **rational response** to a message that comes from thinking something through

The components/drivers of cognition facet



THE COMPONENTS/ DRIVERS OF COGNITION FACET

Needs

something is lacking in consumers' lives

- An informational ad **explains how a product works** and **what it can do for the user** e.g. the benefits offered.
- The objective is to **provide information** that meets a consumer's needs in order to **develop their understanding**, For example virus protection for a laptop.

Comprehension

understanding at its best

- The process by which people understand, make sense of things, and acquire knowledge.
- Opposite of understanding is confusion and misunderstanding which concerns brand communicators equally.
- Due to logic problems usually arise because of brand extension strategies.

THE COMPONENTS/ DRIVERS OF COGNITION FACET

Recall

remembering the message of an ad

- *Recall is a measure of learning or understanding.*
- *To improve recall, one must:*
 - *Concentrate on the ad*
 - *Repeat the ad*

Differentiation

Distinguishing between competing brands

- A key characteristic of an effective ad is to separate one brand from another
- Differentiation develops **competitive advantage**
- Sony Bravia → colors like no others.

BUT....

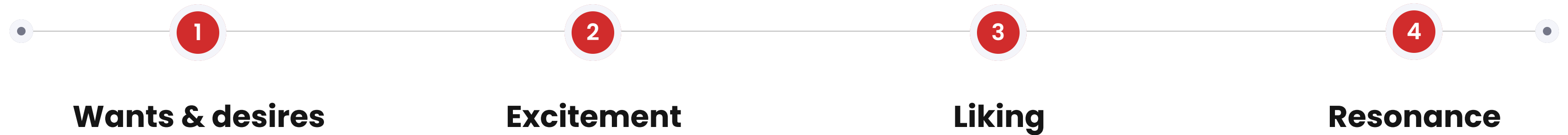
Feeling and thinking work together because emotions for the ads activate thinking process for that brand.

In all acts of creating perception and communication, emotions come first, and thoughts come second.

Emotion facet: feel

- Affective responses mirror our **feelings** about something.
- Anger, love, hate, fear etc.
- Affective describes something that
 - ☑ stimulates wants,
 - ☑ touches the emotions,
 - ☑ establishes a mood,
 - ☑ creates liking, and
 - ☑ elicits feelings.
- Some ads are designed to make you feel negative about something.
- Negative messages are usually used to alert consumers to problems that need to be solved, usually by applying or using the product being advertised.
- Irritating ads are disliked and usually considered as failed campaigns.

The components/drivers of emotion facet



THE COMPONENTS/ DRIVERS OF EMOTION FACET

Wants & desires

- Wants are driven by emotions and based on wishes, longings, and cravings.
 - Impulse behavior. Things look desirable on the counter
-

Excitement

- A step above interest
 - Emotions and passions are aroused
 - Feel more energized and willing to participate or make commitment
-

Liking

- Two responses:
 - Liking the ad (ad is entertaining)
 - Liking the brand (brand personality is good)
- Dislike leads to **aversion**, which means people might not buy the brand because they did not like the ad
- A positive response to an ad is important because marketers hope that liking the ad will increase in liking the brand and hence will help in increase in sales.

THE COMPONENTS/ DRIVERS OF EMOTION FACET

Resonance

- Feeling that the message “rings true”
- Advertisements that create resonance help the consumer identify with the brand on a personal level
- It is stronger than liking because it involves an element of **self-identification**
→ personal connection with a brand



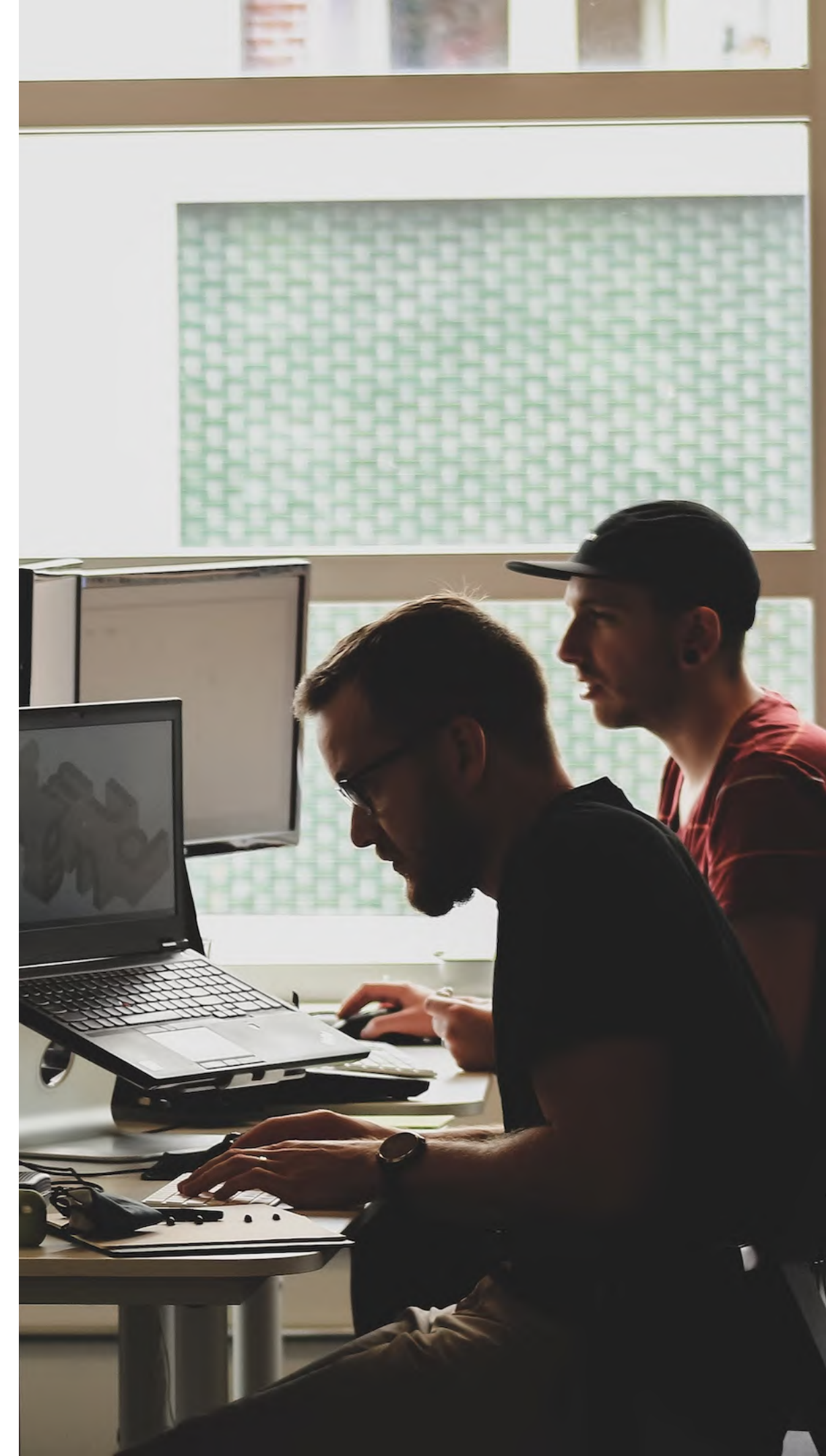
Association facet: Connect

- Association is a **technique** of communicating through **symbolism**.
- It is the process of making **symbolic connections** between a **brand (characteristics, qualities, or lifestyles)** and meaning of the brand.
- It is represented by the **brand's image and brand's personality**.

THE COMPONENTS/DRIVERS OF ASSOCIATION FACET

1 Symbolism

2 Conditioned learning



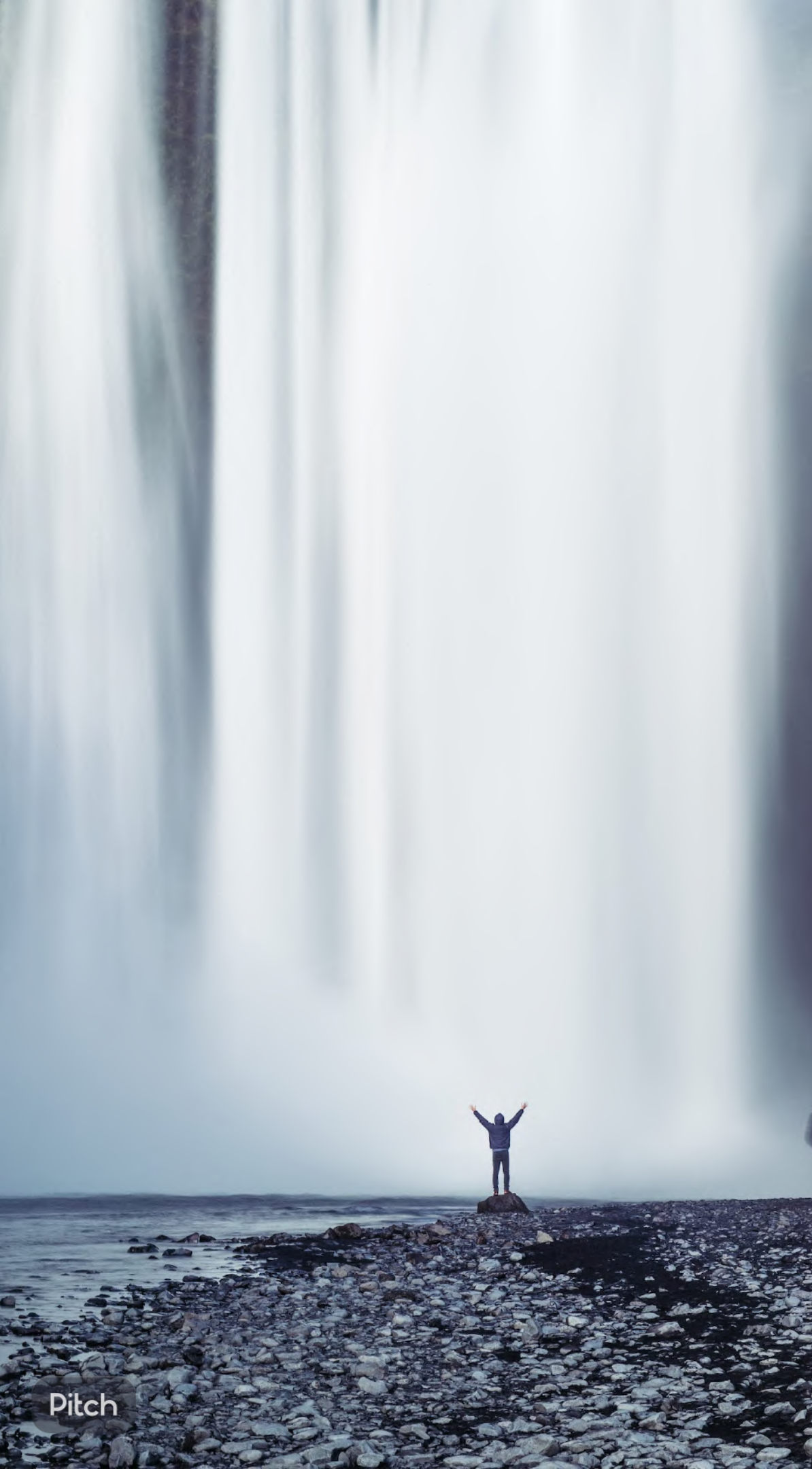
THE COMPONENTS/ DRIVERS OF ASSOCIATION FACET

Symbolism

- The association takes on a **symbolic meaning**, which means the brand stands for a certain quality, such as luxury or status
 - The symbolic meaning represents something **abstract**
-

Conditioned learning

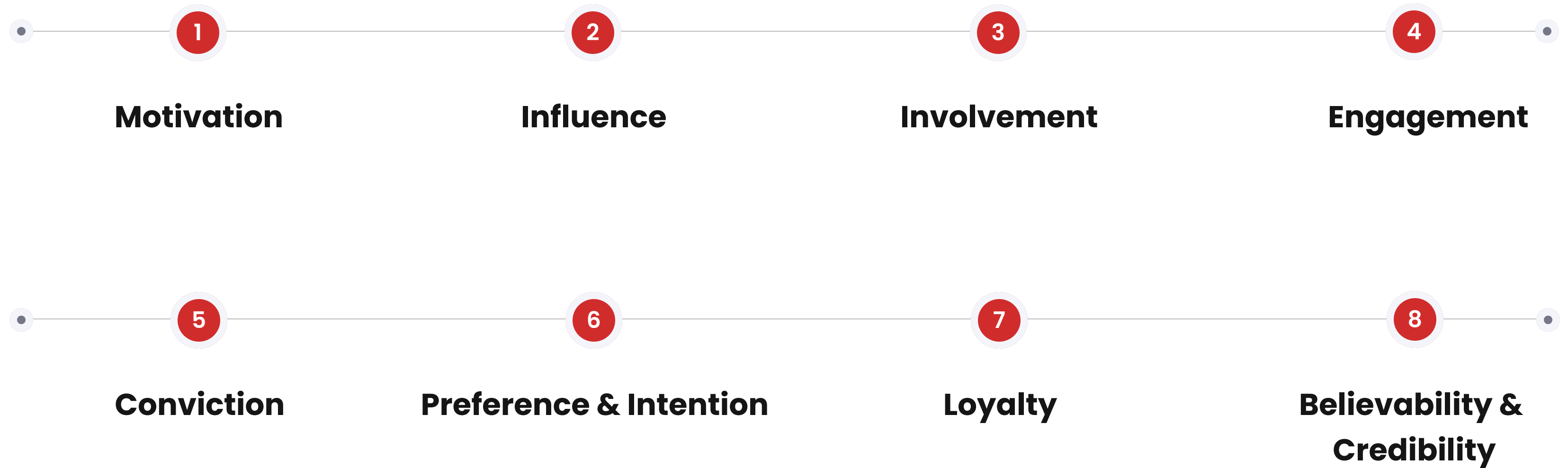
- Non-cognitive association
 - The process by which a group of thoughts and feelings becomes linked to the brand through repetition of the message
 - **Social/observational learning** – learning by watching other people; the way they are dressed etc.
-



Persuasion facet: Believe

- Persuasion is the **conscious intent** on the part of the **source** to **influence** or motivate the **receiver of a message** to believe in something.
- **Persuasive communication** is creating or changing attitudes and creating conviction.
- It can be produced by both rational arguments and compelling emotional arguments.
- Affective/Rational information processing

The components/drivers of persuasion facet



THE COMPONENTS/ DRIVERS OF PERSUASION FACET

Motivation

- Something, such as desire of looking beautiful, **prompts** a person **to act** in a certain way
- A state of tension arises and THE product becomes a tool to reduce that tension and achieve the goal

Influence

- **Opinion leaders** – influence other peoples' attitudes and convince them to take "right" decision.
- **Bandwagon appeal** – message that everyone is doing it.
- **Word-of-mouth communication**

Involvement

- The degree to which you are **engaged** in attending to a message, the **time you take to go** through in interacting with a product, including **responding to the message** and **making a decision to buy**
- High involvement and low involvement products
- Media tool choice. Ad appeal selection.

THE COMPONENTS/ DRIVERS OF PERSUASION FACET

Engagement

- Passion that drives people to be more involved cognitively in a brand experience
- Social media engagement i.e. hashtag#
- **Word-of-mouth communication**

Conviction

- State of belief about the brand.
- Depends on power of the argument – logic, reasoning, proof to make a point.

Preference and Intention

- Conviction ensures preference for or an intention to try or buy a product.
- Intention can be heightened by “promotional deals” and “cause marketing”

Loyalty

- Favorite brand
- An attitude + an emotion + an action = brand loyalty
- **Highest** customer satisfaction level

**THE
COMPONENTS/
DRIVERS OF
PERSUASION
FACET**

Believability and Credibility

- Credibility of the argument in the message
 - **Sense making** (9 out of 10 doctors suggest.....)
 - **Credibility** is the **trustworthiness** of the source (i.e. the company)
 - **Source credibility** is the trust on the expert giving the message
-



Behavior facet: act/do

- Loyalty ensures behavior.
- The behavioral response involving action of some kind is (most of the time) the most **important goal of advertising**.
- Advertising has **delayed effects** that consumers might hear or see the ad but doesn't recall the brand when in store.
- It is measured in terms of its ability to motivate people **to do something**.

o To visit a store, call on toll-free number, donate to a cause, click on website link, follow on social media pages.

**THE COMPONENTS/DRIVERS OF
BEHAVIOR FACET**

1 Trial

2 Buying

3 Contacting

4 Advocating and referrals

5 Prevention



THE COMPONENTS/ DRIVERS OF BEHAVIOR FACET

Trial

- First step in making a purchase
- Important for **new products entering in market** and **expensive** products
- **No initial commitment** to purchase
- **Sampling and free gifts** are good gestures to ensure purchase.

Buying

Objective of all MARCOM programs → **SALES**

Contacting

Responding by **making contact with the advertiser** is an important sign on effectiveness.

Advocating and Referrals

- Brand fans speaking on behalf of the brand and referring it to people when they seek recommendations
- Word-of-mouth

Prevention

- To avoid certain situation or purchase
- Say No to...



How does brand transformation work?

FIVE KEY STRATEGIC DECISIONS

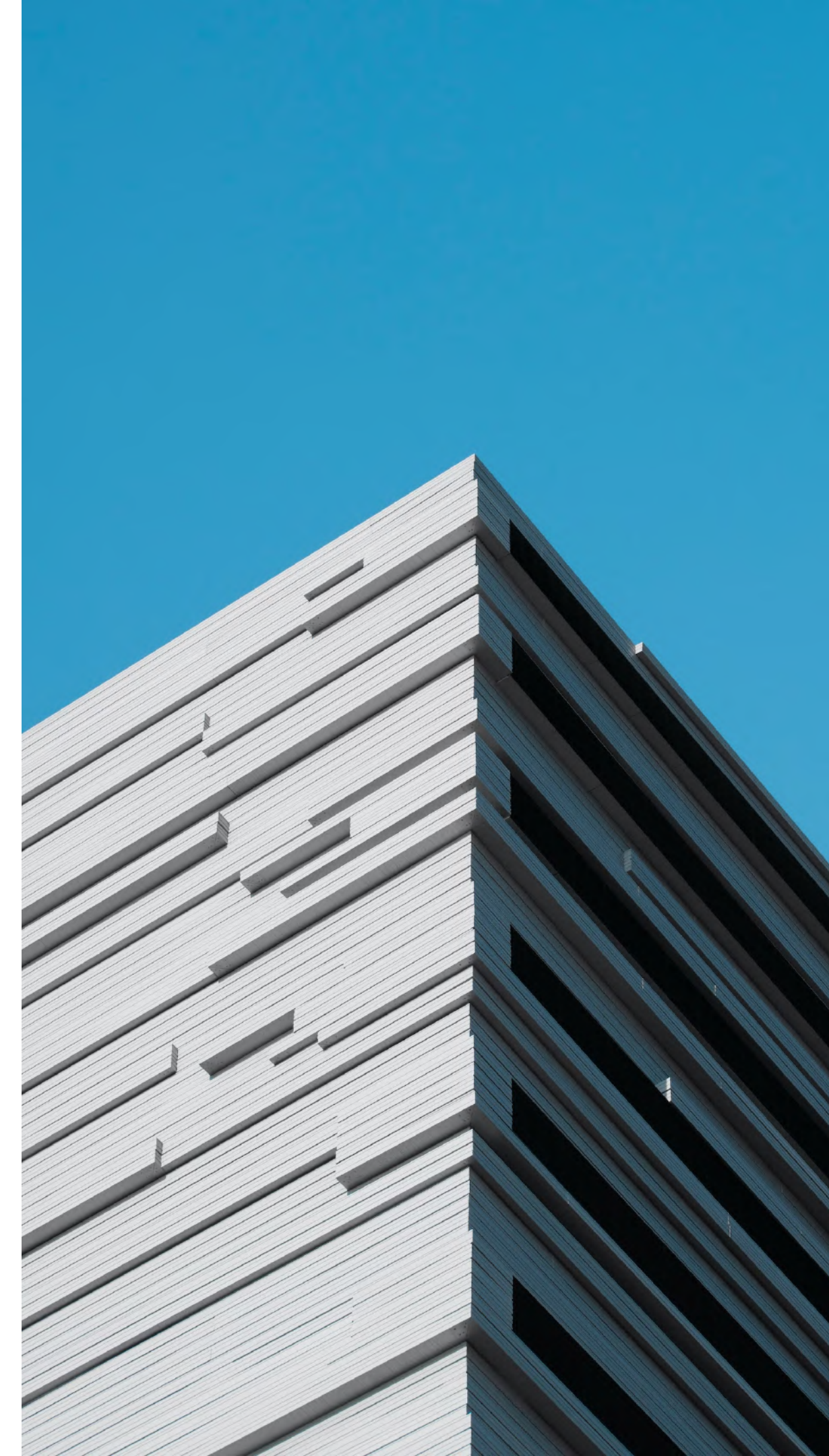
1 Brand identity

2 Brand positioning

3 Brand promise

4 Brand image

5 Brand personality





BRAND IDENTITY

- Done by designers of the product and marketing communicators
- Brand identity cues – the strongest ones are brand name and the symbol used as logo
- Choice of brand name

CHARACTERISTICS OF SUCCESSFUL BRAND NAMES

1. Distinctive
2. Offer benefits
3. Carry a heritage
4. Simple
5. Distinctive graphics (logo, trademark, characters, or other visual cues like color and packaging)

Brand Positioning and Promise

Brand positioning is a way to identify the location a product or brand occupies in consumers' minds relative to competitors.

Brand promise is what you say to the customer and what is to be delivered (the expectations..)



Brand Image and Personality

Brand image is a UNIQUE mental picture/idea about a brand that contains both emotions and associations

Brand personality symbolizes the personal qualities of people you know. Partly, it is the people who you associate with the brand.



10 desires successful brands satisfy

To feel safe and secure

To feel comfortable

To be connected to others and be cared for

To be desired by others

To be free and do what you want

To grow

To serve others

To be excited and surprised

To believe there is a higher purpose

To feel that you matter



DEVELOPING BRAND POSITIONING



Product features and attributes



Differentiation and competitive advantage



Location of the brand in the mind

PRODUCT FEATURES AND ATTRIBUTES

- Initial step in making a position
- Compare them with competitor's and look for your advantage
- Tangible (size, color etc.) and intangible (quality, value etc.) benefits.

DIFFERENTIATION AND COMPETITIVE ADVANTAGE

- How do you stand out in the crowd?
- Intense competition
- **Product differentiation** is a process of creating a difference that distinguishes the company's product from all others.
- Branding of parity products?
- Competitive advantage is found using "feature analysis" – Importance vs performance?

LOCATION OF THE BRAND IN THE MIND

- Advertising shapes positioning.
- Personal experience anchors it in consumer's mind.
- Perceptual mapping

Thank you Q&A?

Contact me: hqais21@gmail.com