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**هذه الوثيقة متوفرة لمساندة مقرارات الجامعة.**

**ويمنع منعاً باتاً نسخها في نسخ متعددة أو إرسالها بالبريد الإلكتروني الى قائمة تعميم بدون الحصول على إذن مسبق من صاحب الحق القانوني للملكية الفكرية لكن يمكن للمستفيد أن يطبع أو يحفظ نسخة منها لاستخدام الشخصي لأغراض التعلم والبحث العلمي فقط.**

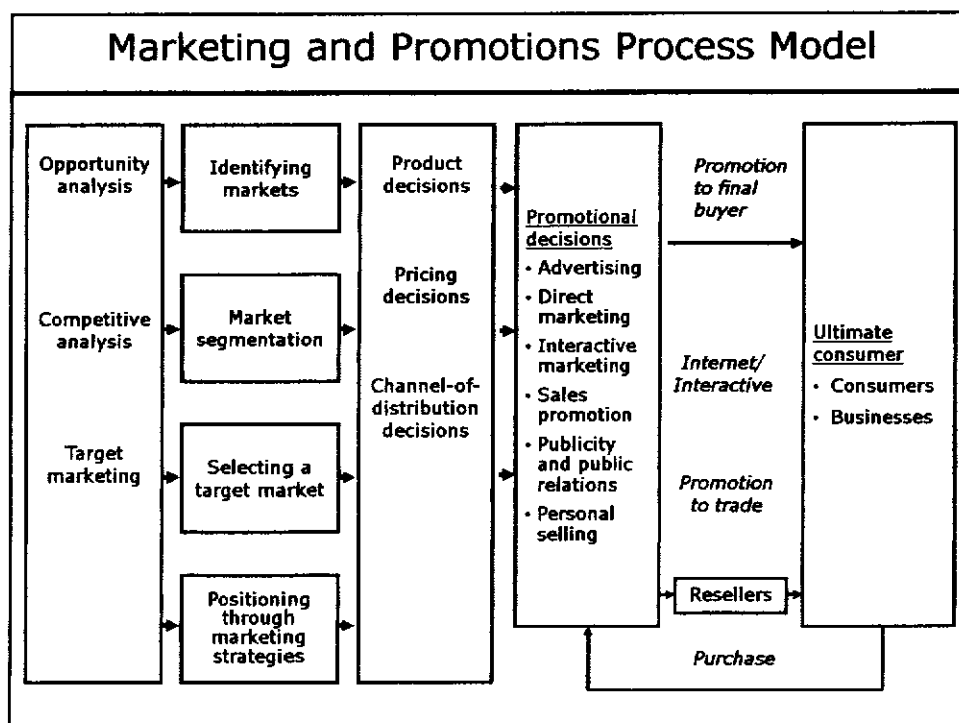
**TOUR 323**

**Advertising for  
Tourism**

**Dr. Hassan Sherif**

# Chapter 1

## Marketing Promotion Process Model



### Promotional Objectives

- Create memorable images of specific companies and their brands
- Build awareness/interest for unfamiliar service/brand
- Build preference by communicating brand strengths and benefits
- Compare service with competitors' offerings and counter their claims
- Reposition service relative to competition
- Stimulate demand in off-peak and discourage during peak

### Promotional Objectives

- Encourage trial by offering promotional incentives
- Reduce uncertainty/perceived risk by providing useful info and advice
- Provide reassurance (e.g., promote service guarantees)
- Familiarize customers with service processes before use
- Teach customers how to use a service to best advantage
- Recognize and reward valued customers and employees

## **The Communications Mix**

- Advertising
- Sales promotions
- Merchandising
- Public relations and publicity
- Personal Selling

## **Communications Strategy**

- Concerned with planning, usage and control of persuasive communication with customers
- Strategy is the plan and tactics are the actions

## Communication Strategy

- The communication process has six broad stages
  - To whom to say it
  - Why to say it
  - What to say
  - How to say it
  - How often to say it
  - Where to say it

## Communications Strategy

### To whom to say it

- Define the target market
- Research
- Wants and needs clearly identified

### Why say it

- Expect it to have a certain effect
- What needs to be accomplished

## Communications Strategy

### What to say

- Methods chosen need to achieve the strategic objective
- Consumer adoption process model

### How to say it

- The execution stage
- Communication that most accurately accomplishes the goals consistent with the target market

## Communications Strategy

### How often to say it

- Consumer-driven and budget-driven

### Where to say it

- Using the various components of the communications mix
- Select appropriate media

## Communications Strategy

- Push/pull strategies
  - Push strategy
    - Marketing communication efforts to intermediaries, who then push the product to their customer base
  - Pull strategy
    - Marketing communication efforts directly to the consumer, who purchases the product directly or through an intermediary
  - Both are common in the communications industry

## Word of Mouth (WOM) Communication

- Most powerful form of communication
- Products cannot be tested before purchase so outside advice is important
- Elements of the communication mix can influence WOM
- In this way, what we do has more impact than what we say



### Word of Mouth (WOM) Communication

- Measuring word of mouth
  - Lifetime value of a customer based on:
    - Gross profit on an average purchase
    - Average number of purchases a customer makes each year
    - Average number of years customer will continue to purchase
    - Probability that customer will continue to purchase

### Budgeting the Communications Mix

- No universally accepted standards
- May be difficult to calculate
- May or may not have a marketing department
- In general, about 2-3% of sales on advertising
- Major hotel will usually base budget on forecasted total sales
  - Rule of thumb 5-6% of forecasted total revenue

### **Budgeting the Communications Mix**

- Allocation across the communications mix
  - 2% salaries
  - 1.5% advertising
  - 1% travel/entertainment
  - .5% collateral/miscellaneous

### **Budgeting the Communications Mix**

- Budgeting methods:
  - Zero-based budgets
  - Competitive-level budgets
  - Whatever's left over method
  - Percentage of sales method

## C 2

### Advertising, Merchandising and Public Relations

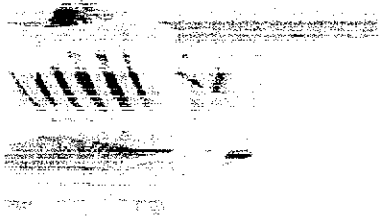
#### Advertising

- Role of advertising
  - To inform, create awareness, and attempt to persuade new customer and reinforce the buying behavior of present customers
  - Most important to create and maintain awareness of the firm, or promote a particular component or service

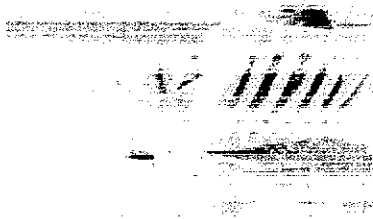
## Advertising

- Ideally, will accomplish:
  - Tangibilize the service element
  - Promise a benefit that can provide solutions to problems
  - Differentiate the property from that of the competition
  - Have positive effects on employees who must execute the promises
  - Capitalize on word of mouth

**BEFORE HURRICANE DENNIS.**



**AFTER HURRICANE DENNIS.**



**Same Beach. Same Vacation. Only Now You Get Your 4<sup>th</sup> Night Free:**

Make your next beach vacation the best one ever by staying at the newly renovated, 100-room, 4-star hotel, the Oceanfront Resort. The resort has been completely renovated and now offers the best of both worlds: a luxurious, modern interior with all the amenities you need for a perfect vacation, and a beautiful, pristine beachfront location. The resort is now open for business, and you can enjoy the best of both worlds. The resort is now open for business, and you can enjoy the best of both worlds.

The Oceanfront Resort is a 100-room, 4-star hotel located on the beautiful beachfront. The resort has been completely renovated and now offers the best of both worlds: a luxurious, modern interior with all the amenities you need for a perfect vacation, and a beautiful, pristine beachfront location. The resort is now open for business, and you can enjoy the best of both worlds. The resort is now open for business, and you can enjoy the best of both worlds.

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## Advertising

- Use of advertising today
  - If cannot make a significant impact, save the advertising dollars
  - Opinioned that hospitality properties and services have reached commodity status
  - Difficult to gain differentiation via advertising
  - Manage advertising with well thought out strategy

## Advertising

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Collateral<ul style="list-style-type: none"><li>– Promotional materials such as brochures, direct mail, and other forms of advertising that are used to inform customers and create interest</li></ul></li></ul> | <ul style="list-style-type: none"><li>• Merchandising<ul style="list-style-type: none"><li>– A tool used in the marketing communications mix to reach identified target markets</li><li>– Primarily an in-house marketing technique used to stimulate sales of additional products or services on premise</li><li>– A long-term goal is increasing customer satisfaction</li></ul></li></ul> |
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## Public Relations

- PR effort can steer in a positive or negative way
- Press release is a prepared document for release to selected media containing information or “news” about a firm

## Public Relations

### Undertaking public relations

An ongoing task that is an important part of the marketing planning  
Happens at corporate, property or unit level  
Employee and management belonging to public organizations contributes in some manner to PR

### Planning public relations

Identify a purpose and know the target markets  
Consider the benefit to the customer  
Know the correct media to reach the target market prospects  
Establish relationships with editors and writers and other media

## Public Relations

- Public relations guidelines from Yesawich, Pepperdine, Brown & Russell:
  - Budget and spend wisely
  - Use reputable PR personnel or firms
  - Have a written PR plan
  - PR people must understand your plan
  - Have a consistent, ongoing program
  - Generate innovative ideas
  - Great PR depends on creative management

## Publicity

- Publicity is created to generate continued positive coverage of a firm
- Have a targeted purpose and an evaluation post-publicity
- Publicity helps with promotions
- Starts with inviting media to cover a specific event
- Press releases of background information are made available at the event
- PR works the event, pitching to the media
- Program evaluation
- Make provisions for the unexpected; crisis management teams

## **C 3**

### **Personal Selling and Sales Promotions**

#### **Overview of Personal Selling**

**Personal selling is the direct interaction between a seller and a buyer for the purpose of making a sale**

**A salesperson has the direct responsibility for personal selling to identified target markets**

**Organized personal selling depends on:**

- Targeted source of revenue**
- Complexity of the products and services offered**
- Quantities in which they are purchased**
- Price that is paid**



### **Overview of Personal Selling**

- Personal selling usually found when:
  - Product requires that the customer receive assistance and the purchase is a major commitment for the buyer
  - The final price is negotiated
  - Information needed by the customer cannot be obtained by advertising
  - The market perceives selling as an essential part of the product

### **Advantages of Personal Selling**

- Solving customer problems which are really customer needs
- Make selling services tangible
- Sales can be targeted to the individual customer's needs
- Prospective buyers can be identified
- Can reduce risk
- Permits direct feedback from the consumer
- Excellent opportunity for relationship marketing

## **Prospecting**

- Looking for customers to purchase a product
- New customers need to be convinced that your product satisfies their need
- Most common way to get new customers is to take them from the competition

## **Prospecting**

- **Methods**
  - “Cold calling” is calling on a prospect without notice
  - “Blitz” is making calls on many businesses within one area or building
- **Other methods**
  - Travel marts
  - Direct mail
  - Email campaigns
  - Telemarketing

## Qualifying Prospects

- Salesperson should consider:
  - Can they afford it?
  - Do they have business in this destination?
  - Do they have authority to make this decision?
  - How serious are they about using our facilities, or are they using us for leverage against another property?
  - Do they use properties in our product class?

## Sales Approach

- Includes communicating directly with the customer
- A personal skill that can be done correctly or incorrectly
- Is more about long-term relationships and consistently delivering what the buyer wants

*Taking orders*

*Solving Customer Problems*

## **Probing**

- Asking a prospective customer questions to establish their true wants and needs by freely discussing feelings
  - Open probes
  - Closed probes
- Once a need has surfaced, support it by:
  - Acknowledging the need
  - Providing benefit and feature information to the customer

## **Benefits and Features**

- Features are the tangible or intangible parts of the product that the consumer will buy
- The benefit is the value of the feature
- Customers do not buy features, they buy benefits
- A good salesperson will match benefits and features with a customer's objectives and needs

## **Handling Objections**

- When there is a problem with your product offering that cannot be changed
- Need to be prepared and have a strategy for objections
- Overcome the objection by:
  - Providing an acceptable solution
  - Agreeing that it cannot be overcome and market the advantages over the disadvantages of the facility or product

## **Closing the Sale**

- Confirmation that the customer has now agreed to purchase the product
- The salesperson summarizes all of the benefits and then asks for customer commitment

### **Sales Action Plan**

- Sets out the detailed plan of tasks for a sales manager to accomplish over a set period of time
- Is set for a predetermined period of time
  - This allows for flexibility to realignment with market conditions

### **Development of Sales Personnel**

- If the wrong people are hired, better opportunities exist elsewhere or openings are not filled, business will be lost
- High turnover is because of the “move up and out” philosophy
- Development of staff begins with recruitment

## **Sales and Operations**

- “Sales sells and operations provides”
- Relationship is important
- Knowledge of the product is essential
- Sales needs to overcome:
  - Perception of job being “cushy”
  - No direct authority over operations yet need to be held accountable for promises made
- This relationship is internal marketing at its best

## **Principles and Practices of Sales Promotions**

- Sales promotions are marketing communications that serve as incentives to sales on a short-term basis
- Can be used to stimulate trial purchases
- Usually used in periods of slow demand or low occupancy
- Must be in tune with overall goals and other elements of the communications and marketing mix

### **Guidelines for Sales Promotions**

- Designed to fulfill a specific marketing need
- First, define the need
- They should be tied to something positive:
  - A new or better facility
  - A new product
  - A trial
- Promotions tied to negative concerns usually backfire and can be costly

### **How to Create Successful Sales Promotions**

- Define the target market
- Decide specifically what you want to promote
- Decide on the best way to promote it
- Make sure you can fulfill the demand
- Communicate clearly all related aspects of the promotion
- Communicate the promotion to your employees
- Measure the results



### **Developing Sales Promotions**

- Twofold goal: increase the satisfaction of the guest while increasing revenues for the hospitality establishment
- Two types:
  - Event centered
    - Create excitement and build volume
  - Stand alone
    - More difficult to execute

### **Developing Sales Promotions**

- Identify the gap
- Design the sales promotion
- Analyze the competition
- Establish goals
- Execute the sales promotion

## **Developing Sales Promotions**

- **Evaluate the sales promotion**
  - Ask the questions:
    - Were the goals met?
    - Would the customers have come anyway?
    - Did it generate revenue to cover costs?
    - Were the customers satisfied?
    - Were there complaints?
    - Do comments reflect any information that might be useful for future promotions?

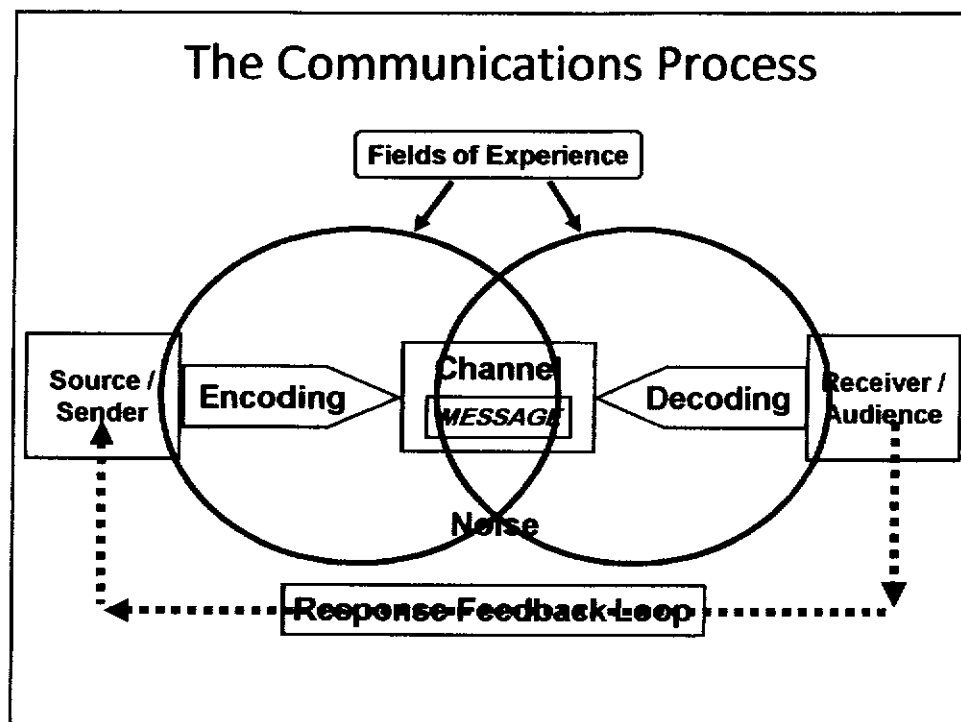
## Chapter 4

### The Communication Process

- *To understand the basic elements of communication*
- *To examine various models of the communication process*
- *To analyze the response process of receivers*
- *To examine the nature of consumers' cognitive processing of marketing communications*

## The Nature of Communication

- **Definition**
  - Passing of information
  - Exchanging ideas
  - Establishing a commonness of thought
- **Success Factors**
  - Nature of message
  - Audience interpretation
  - Environment in which message is received
  - Receiver's perception of the source and medium used



### Source Encoding Symbols

putting thoughts, ideas & information in symbolic form

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Graphic               <ul style="list-style-type: none"> <li>– Pictures</li> <li>– Drawings</li> <li>– Charts</li> </ul> </li> <li>• Musical               <ul style="list-style-type: none"> <li>– Arrangement</li> <li>– Instrumentation</li> <li>– Voice or chorus</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Verbal               <ul style="list-style-type: none"> <li>– Spoken word</li> <li>– Written word</li> <li>– Song lyrics</li> </ul> </li> <li>• Animation               <ul style="list-style-type: none"> <li>– Action / motion</li> <li>– Pace / speed</li> <li>– Shape / Form</li> </ul> </li> </ul> |
|---|--|

### Message

*contains the information or meaning the source hopes to convey*

- Verbal

- Vocabulary
- Grammar
- Inflection

***IMPACT***

***Impression***

- Nonverbal

- Gestures
- Facial expression
- Body language
- Symbolic
- Semiotics Object + Sign + Interpretant

***Image***

### Channel

method by which communication travels

- Direct (Personal)

- One-on-one
- Social channels
  - Word of mouth communication

- Indirect (Mass Media)

- Paid media
- Unpaid media

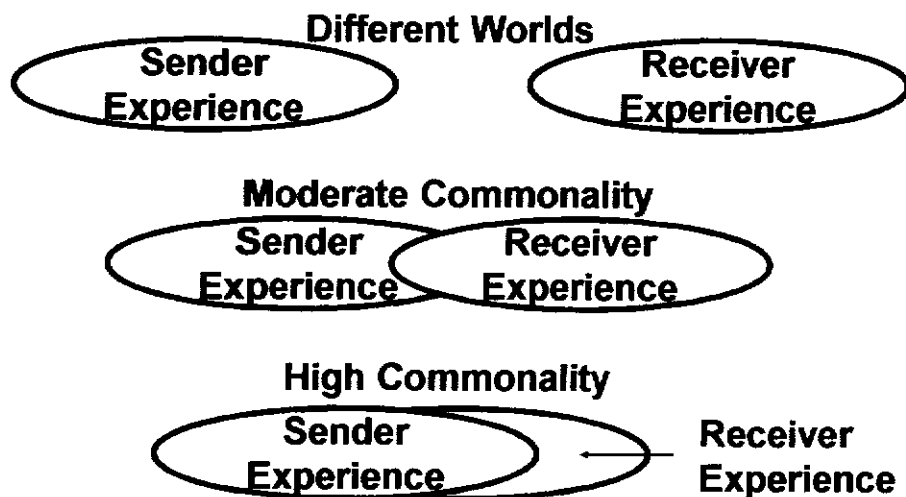
### Receiver / Decoding

Transferring the sender's message back into thought

- Target market consumers.
- Influenced by receiver's frame of reference/field of experience – perception, attitudes, values.
- Must match the encoding.
- Frame of reference must overlap (education/culture/age).

### Experiential Overlap

(empathy)



## Noise

Extraneous factors that can distort or interfere the reception of a message



- Errors in encoding
- Distortion of radio or TV signals
- Distraction at point of reception
- No overlap of fields of experience
- Use of signs, symbols, words or information that are unfamiliar or have different meanings

## Response / Feedback

Receiver's set of reactions after receiving the message.



- Nonobservable (storing information)
- Immediate (action)

Part of response communicated back to sender.

Lets sender monitor how message was decoded & received.

customer inquiry, store visit, coupon redemption, reply card, Research based feedback (ad recall, message comprehension, attitude change)

### Models of Obtaining Feedback

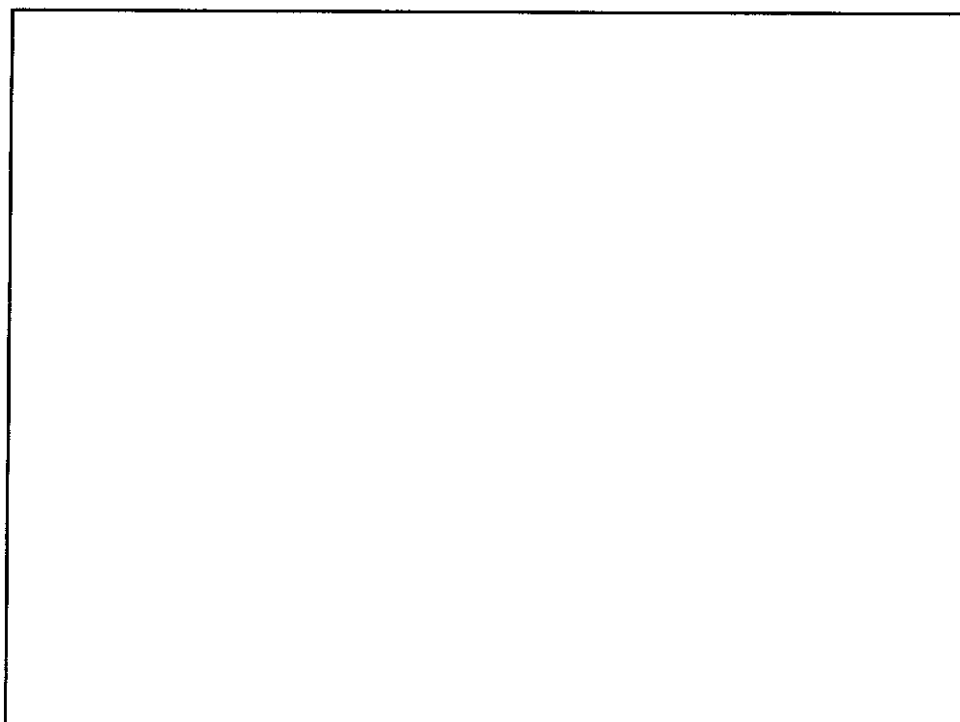
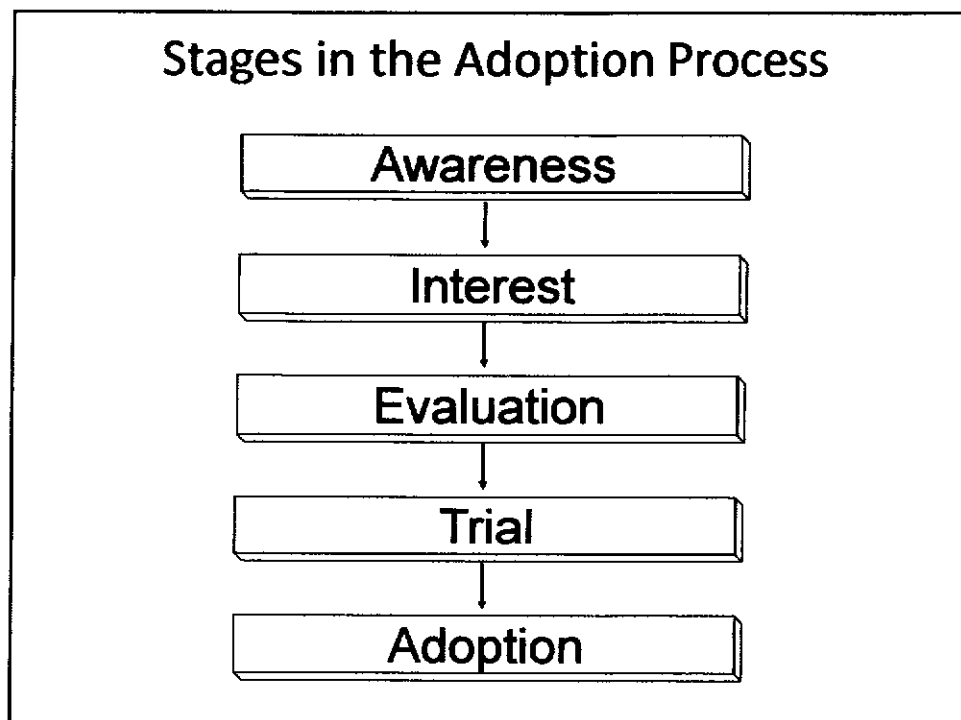
Steps/ Persuasion Process	Effectiveness Test
Exposure, presentation	Circulation reach
Attention	Listener, reader, Viewer recognition
Comprehension	Recall, checklists
Message acceptance/ yielding	Brand attitudes, Purchase intent
Retention	Recall over time
Purchase behavior	Inventory, POP Consumer panel

### Potential Communications Objectives

*Informative – Competitive - Reminder*

- Individual sales
- Customer loyalty
- Company image
- Brand image
- Store patronage
- An inquiry
- A visit by the prospect
- Product trial
- Recommendation
- Adoption of the product

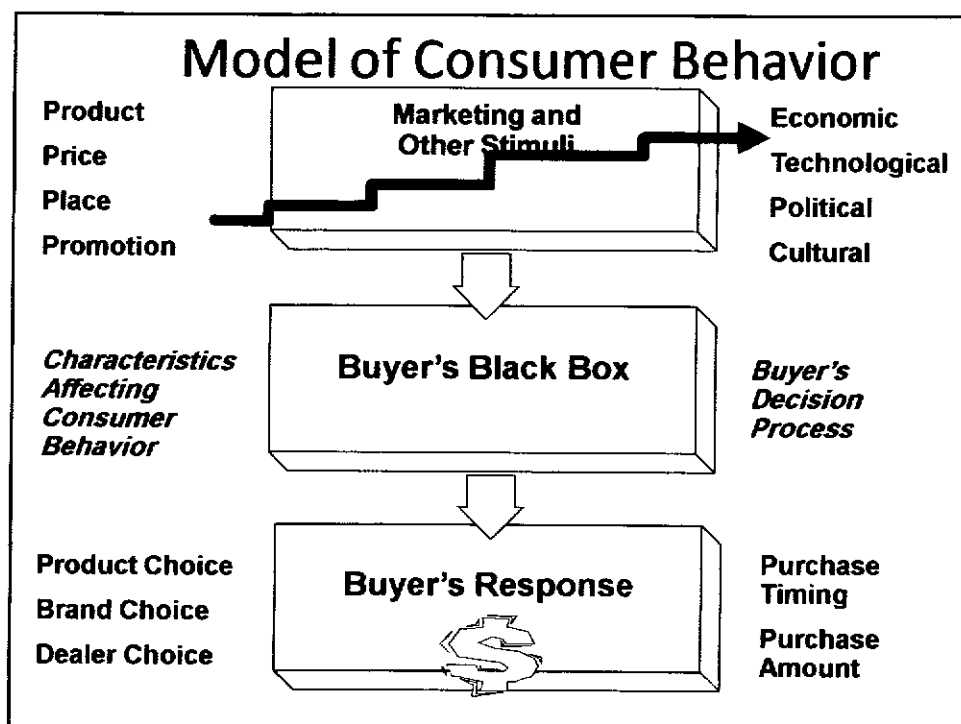




- To understand the role consumer behavior plays in the development and implementation of advertising and promotional programs
- To understand the consumer decision-making process
- To understand the influence of internal psychological processes on consumer decision making
- To recognize various approaches to studying the consumer learning process
- To recognize the external factors that affect consumer behavior

## Chapter 5

### Perspectives on Consumer Behavior



### 1. Problem Recognition

Difference between an *actual* state & a *desired* state

#### Internal Stimuli

- Hunger
- Thirst
- A person's normal needs

#### External Stimuli

- TV advertising
- Magazine ad
- Radio slogan
- Stimuli in environment

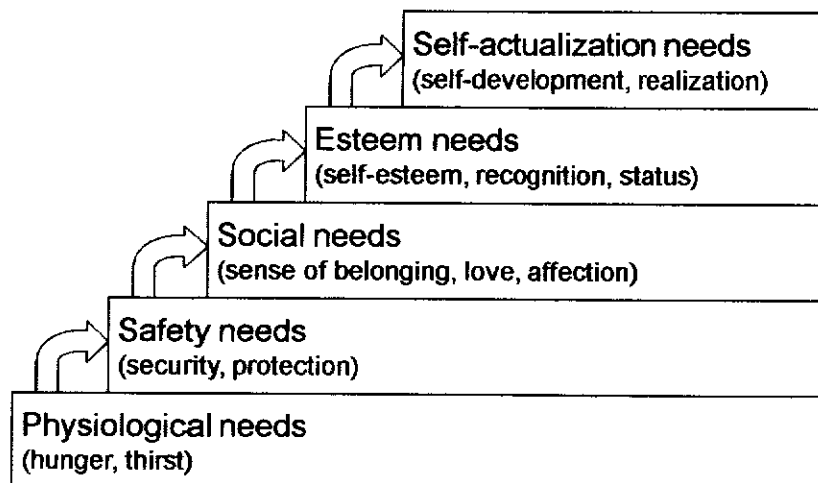
#### Activation Factors:

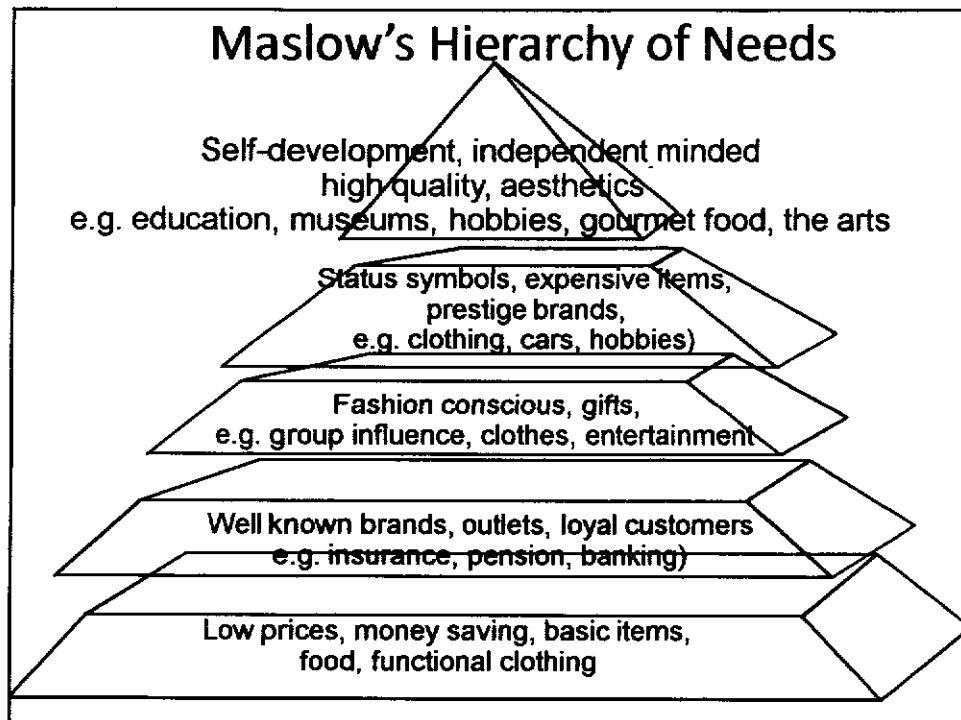
Time, changed circumstances, product acquisition, product consumption.

Individual differences: Actual state vs. desired state types.

Marketing induced recognition: Stimulation of needs, reminding consumers of their needs, product innovation, dissatisfaction, primary or selective demand.

## Maslow's Hierarchy of Needs





### Maslow Promoting Margarine

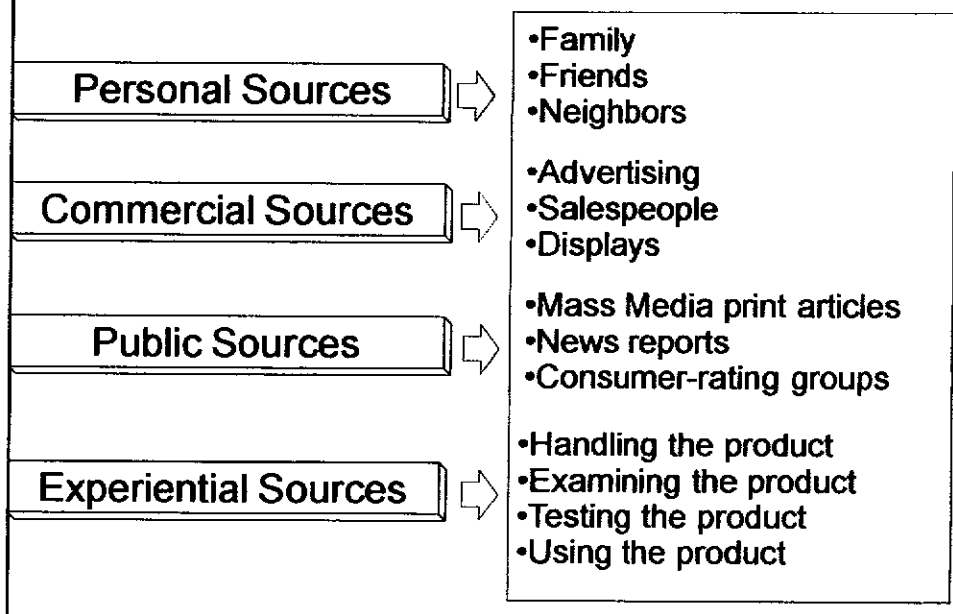
- Self Actualization : ???
- Ego Status : *Show your guest you eat only the best*
- Belonging: *Today's families choice*
- Safety: *100% natural & pure; no additives*
- Basic: *Not as expensive, yet more delicious than butter*

## Test Your *CREATIVITY*

- Self Actualization
- Ego
- Belonging
- Safety
- Physiological

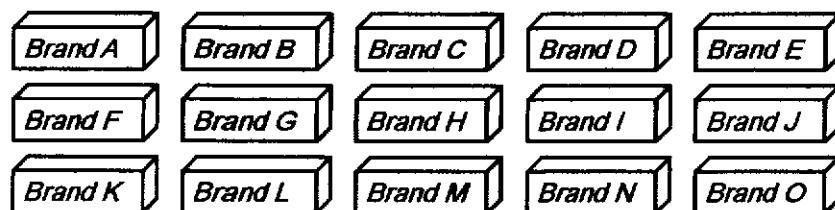
*Cigarettes - Sunglasses – Hotel – Woollen blankets -  
Milk – Headache pain killer – Alcohol free champagne  
– Classical music tape - A motor bike*

## 2. Information Search

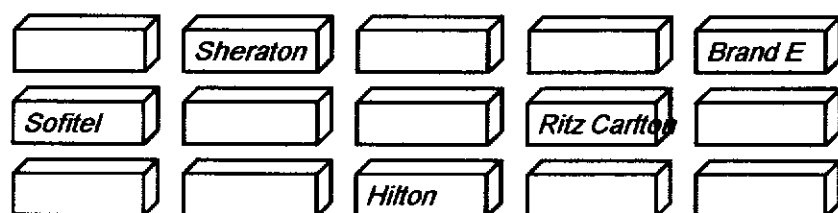


### 3. Evaluation of Alternatives

#### *All Available Brands*



#### *Evoked Set of Brands*



### Evaluative Criteria

*Dimensions or attributes of a product or service used to compare alternatives*

- Objective criteria - price, location, facilities, guarantee !!!!....etc.
- Subjective criteria - style, appearance, image.

### *Evaluation of Alternatives*

#### *Product Attributes*

Evaluation of Quality, Price, & Features

#### *Degree of Importance*

Which attributes matter most to me?

#### *Brand Beliefs*

What do I believe about each available brand?

#### *Total Product Satisfaction*

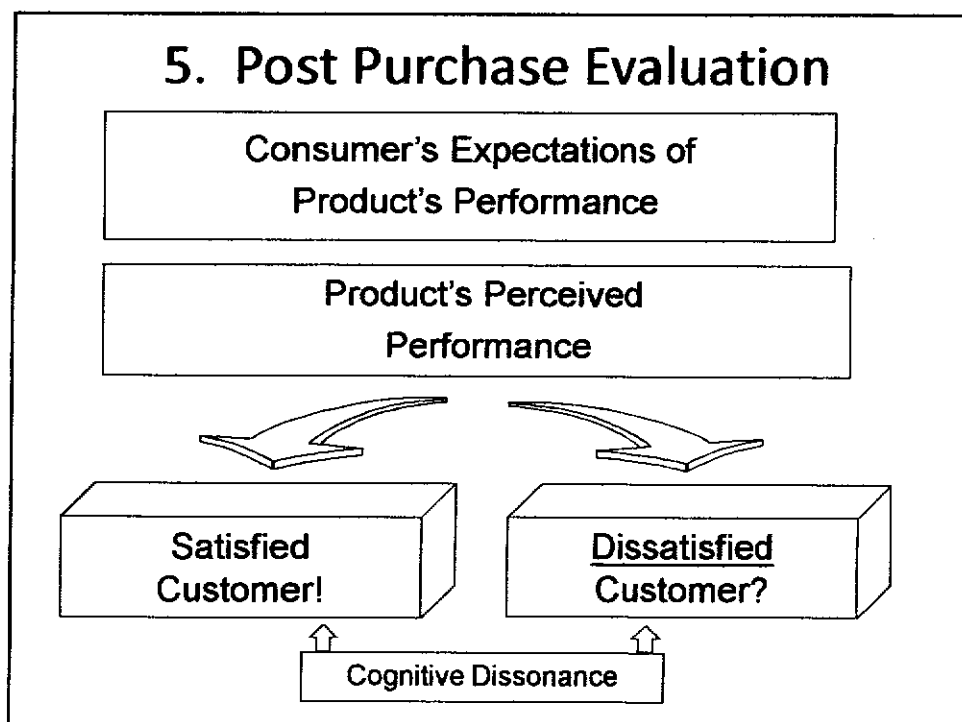
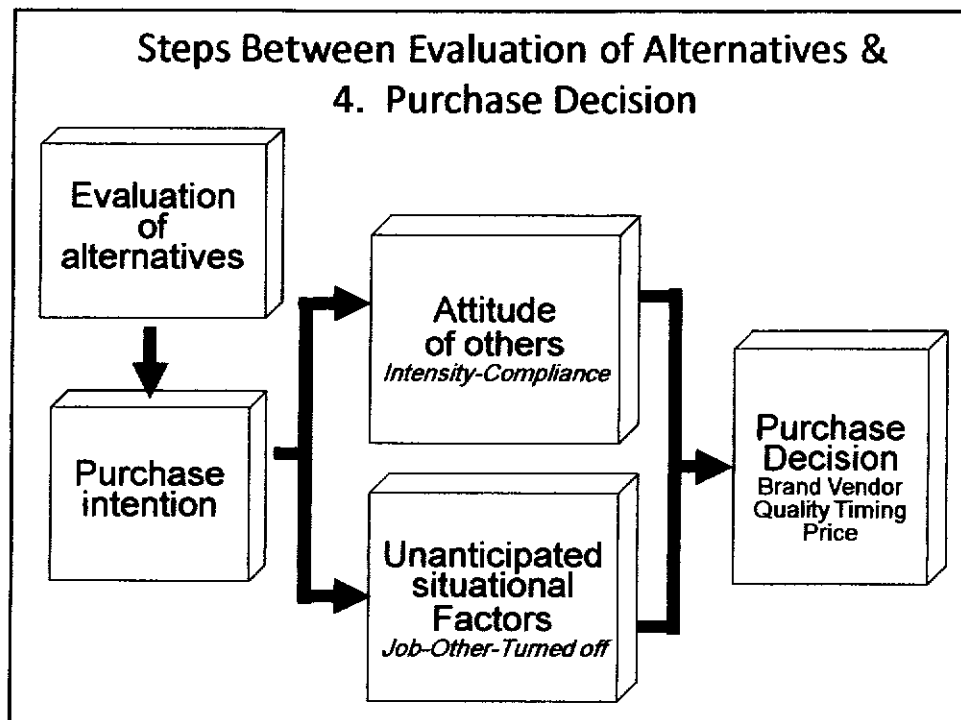
Based on what I'm looking for, how satisfied would I be with each product?

#### *Evaluation Procedures*

Choosing a product (and brand) based on one or more attributes.

### Changing Brand Beliefs & Attitudes

- Redesign – real repositioning
- Alter beliefs about brand – psychological repositioning
- Alter belief about competitors' brand – de-positioning competing brand
- Alter the importance weight of an attribute
- Call attention to neglected attributes
- Add a new attribute to the attitude formation process
- Shift buyer's ideals for one or more attributes





• To examine the considerations involved in selecting a source of a promotional message

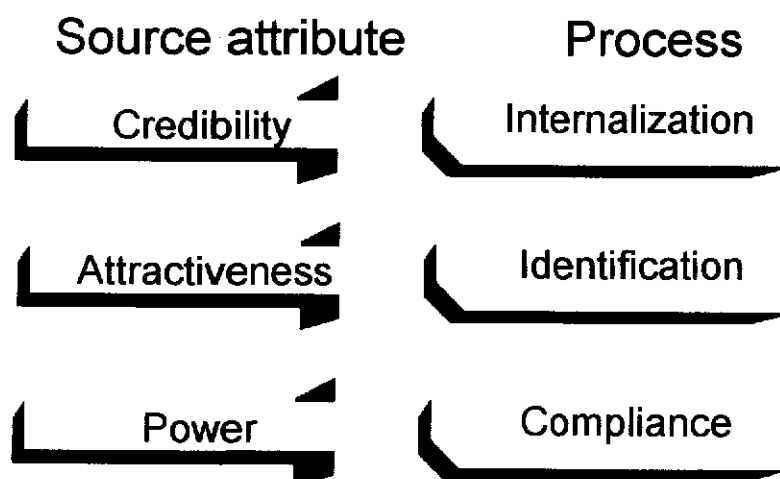
• To examine the different types of message structures and appeals used in developing promotional messages

• To consider how the channel or medium used to deliver a promotional message influences the communication process

## Chapter 6

### Source, Message and Channel Factors

#### Source Attributes and Receiver Processing Modes



### Source Credibility

- The extent to which the source is seen as having:
  - Knowledge
  - Skill
  - Expertise (sales people/endorsers)
- And the information is seen to be:
  - Trustworthy (inhibit counterargument)
  - Unbiased
  - Objective

How about CEOs

*When to use a high/low credibility source?*

*So...what do you think 'Internalization' meant?*

### Source Attractiveness

- Similarity
  - Resemblance between the source and recipient of the message (needs, goals, interests, lifestyles)
- Familiarity
  - Knowledge of the source through repeated or prolonged exposure
- Likability
  - Affection for the source resulting from physical appearance, behavior, or other personal traits

*So...what do you think "Identification' meant?*

## Considerations in Using Celebrities

- Overshadowing a product
  - Attract attention AND enhances sales message
- Overexposure
  - Too many products
- Target audience receptivity
  - Do you think older or younger people are more influenced
- Risk to the advertiser
  - OJ did time...so did Tyson....Jackson did a kid?...  
Madonna, Tiger Woods!!.

## Meaning Movement and the Endorsement Process

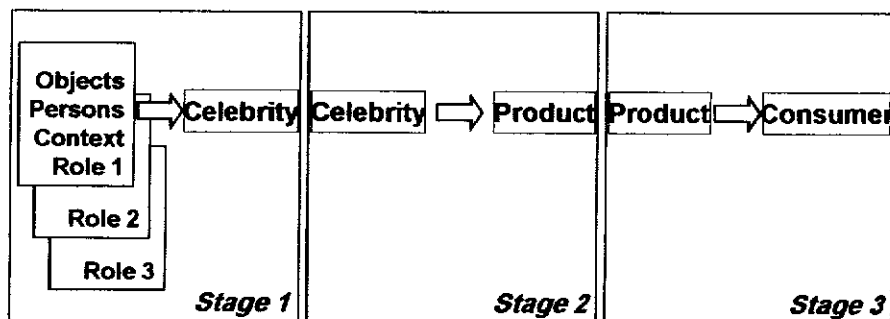
**Image**

**Celebrity**

*Culture*

*Endorsement*

*Consumption*



*Karima Mokhtar - Sanaa Gameel - Nawal Al Zoghbi - Omar Sharif - Youssra Hakim also*

**Q Ratings**

### Source Power

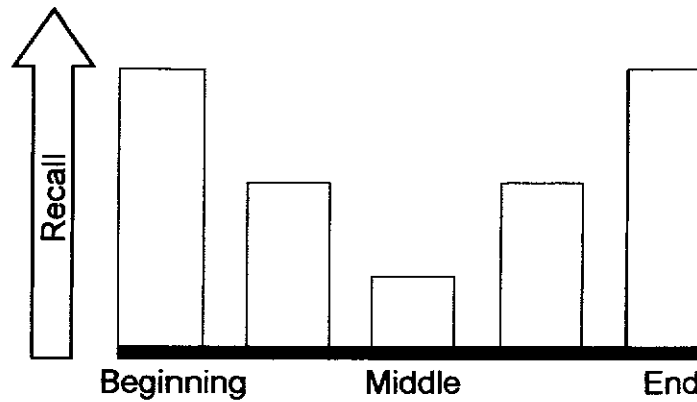
- Perceived Control  
Ability to administer positive or negative sanctions.
- Perceived Concern  
The receiver believes that the source cares about his conformity.
- Perceived Scrutiny  
Estimate of the source's ability to observe conformity.

*So what do you think Compliance mean?*

### Message Factors 1 Structure

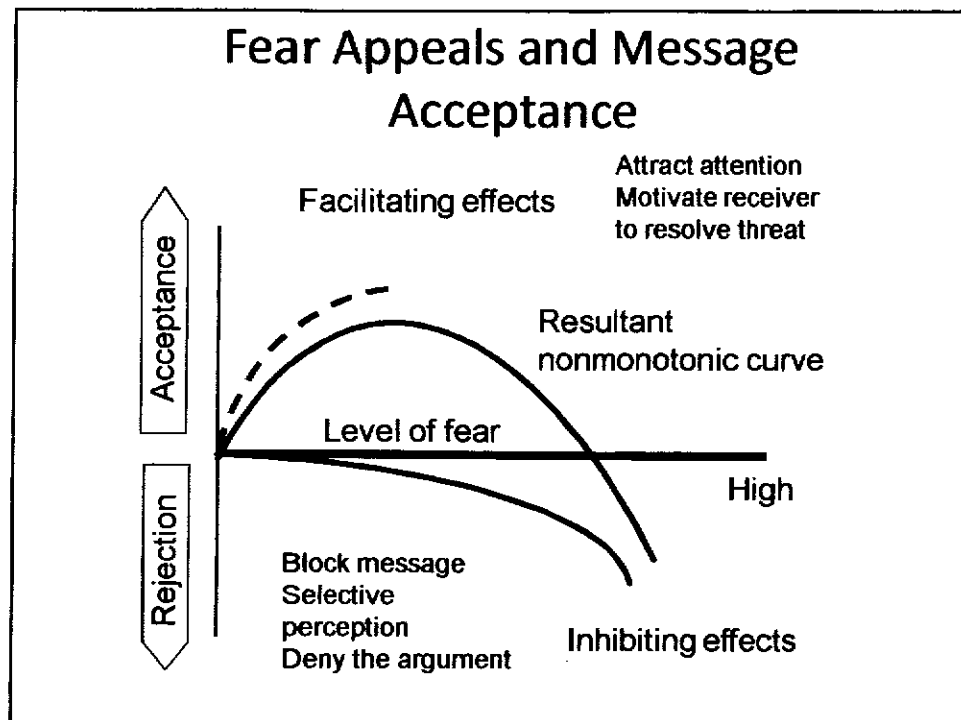
- Order of presentation: where shall we place the most important point (argument).  
*(opposition & interest).*
- Conclusion drawing: shall we leave it up to you? (education, ego involvement, immediate action).
- Message sidedness: 1 or 2 (attitude, education, credibility)
- Verbal vs. visual messages: complementary

## Message Recall and Presentation Order



## Message Factors 2 Appeals

- Comparative advertising
  - Brand attitude
  - Recall
  - Credibility
  - New brands positioning
  - Brands with small market share
- Fear Appeal
  - Drug free....what does it threaten?
  - Deodorants, mouthwashes and dandruff...what do they threaten?
- Humor Appeal



### Use of Humor

- Aids attention and awareness
  - May harm comprehension
  - May aid retention
- Does not aid persuasion in general
  - May aid persuasion to switch brands
  - Creates positive mood, enhancing persuasion
- Does not aid source credibility
- Is not effective in bringing about action, sales

### Use of Humor

#### **FAVORABLE TOWARD HUMOR**

- Creative personnel
- Radio and television
- Consumer non-durables
- Business services
- Products related to the humorous ploy
- Audiences that are:
  - Younger
  - Better educated
  - Up-scale
  - Male
  - Professional

#### **UNFAVORABLE TOWARD HUMOR**

- Research directors
- Direct mail, newspapers
- Corporate advertising
- Industrial products
- Goods or services of a sensitive nature
- Audiences that are:
  - Older
  - Less educated
  - Down-scale
  - Female
  - Semi- or Unskilled

### Channel Factors

- Personal vs. nonpersonal
- Alternative mass media
  - Difference in information processing (self or externally paced).
- Effects of context & environment
  - Qualitative media effect
  - Media environment (moods)
- Clutter (commercials, promo messages for shows, PSAs)

## Chapter 7

### Creative Strategy: Planning and Development

- *To discuss what is meant by advertising creativity*
- *To examine creative strategy development*
- *To consider the process that guides the creation of advertising messages*
- *To examine various approaches used for determining major selling ideas that form the basis of an advertising campaign*

## Advertising Creativity

*The ability to generate fresh, unique and appropriate ideas that can be used as solutions to communication problems*

*Creative Strategy: determines what the advertising message will say or communicate.*

*Creative tactics: how will the message strategy be executed.*

*Think of a **BIG IDEA** to be used as a central theme of the advertising campaign and translated into attention getting, distinctive memorable message. Absolut.*



### Burger King Tries Again . . . and Again and Again and Yet Again

- |  |  |
|--|--|
| <p>76 Have it your way.</p> <p>77-78 America loves burgers and we're America's Burger King.</p> <p>78-80 Who's got the best darn burger?</p> <p>80-82 Make it special. Make it Burger King.</p> <p>82 Aren't you hungry for Burger King now?</p> <p>82-83 Battle of the burgers.</p> <p>83 Aren't you hungry?</p> <p>83-85 The big switch.</p> <p>85-86 Search for Herb.</p> | <p>86-87 This is a Burger King town.</p> <p>87 The best food for fast times.</p> <p>88-89 We do it like you'd do it.</p> <p>89-91 Sometimes you gotta break the rules.</p> <p>91-92 Your way. Right away.</p> <p>92-94 BK Tee Vee: I love this place!</p> <p>94-98 Get your burger's worth.</p> <p>98-99 It just tastes better.</p> <p>99-?? Go the distance</p> |
|--|--|

### Different Perspectives of Creativity

Left or Right Side of your Brain

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• <b>Rationalists</b> <ul style="list-style-type: none"> <li>– Ads should sell products by providing more selling points.</li> <li>– Show consumers how to solve a problem, satisfy a desire &amp; achieve a goal.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• <b>Poets</b> <ul style="list-style-type: none"> <li>• Ads should build an emotional bond between consumers and brands or companies beyond product advertising.</li> <li>• Create images &amp; associations as well as transferring the experience of buying/using the brand (<i>BMW</i>)</li> </ul> </li> </ul> |
|--|--|

### The Challenge of Creative Personnel

#### *The Challenge:*

- *Write copy*
- *Design layout*
- *Design illustrations*
- *Produce commercials*

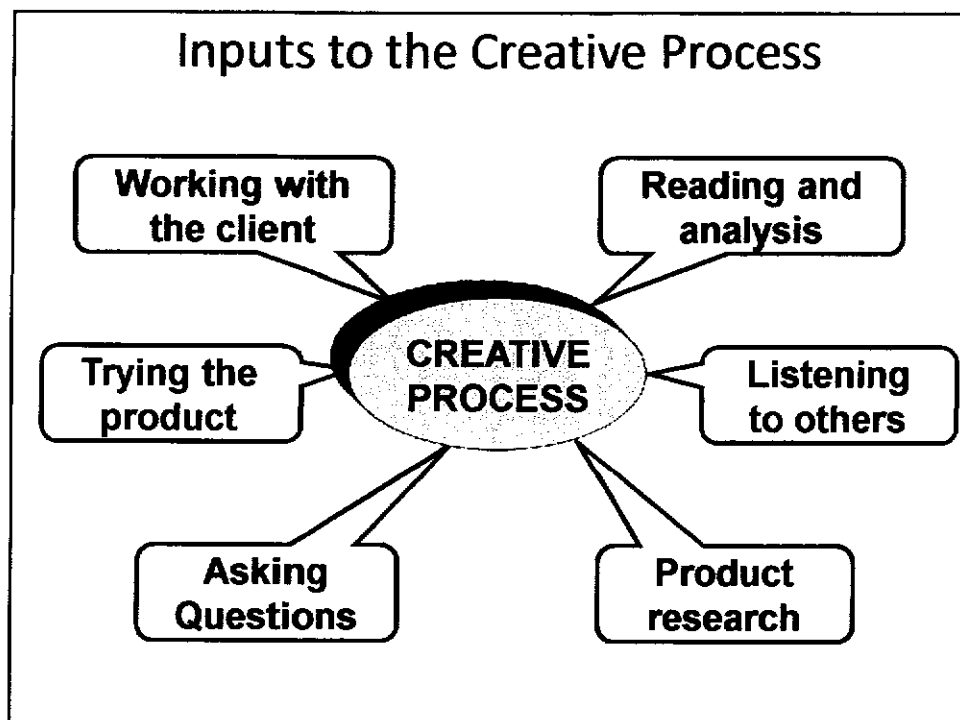
**NO RULES**

#### *Creative Personnel:*

- *Non business education*
- *More abstract*
- *Less structured/organized/conventional*
- *Rely on intuition more than logic*
- *Do not follow 9-5*





### Young's Creative Process

- Immersion
  - Getting raw material or data, immersing one's self in the problem to get background.
- Digestion
  - Ruminating on the data acquired, turning it this way and that in the mind.
- Incubation
  - Ceasing analysis and putting the problem out of conscious mind for a time.
- Illumination
  - Often a sudden inspiration or intuitive revelation about a potential solution.
- Verification
  - Studying the idea, evaluating it, and developing it for practical usefulness.



**Successful Long-Run Campaigns**

- Nike
  - *Just do it*
- Allstate Insurance
  - *You're in good hands with Allstate*
- Hallmark cards
  - *When you care enough to send the very best*
- De Beers
  - *A diamond is forever*
- Intel
  - *Intel inside*
- BMW
  - *The Ultimate Driving Machine*
- Marlboro
  - *Come to Marlboro country*
- Dial soap
  - *Aren't you glad you use Dial?*

 <p><b>You never</b> actually own a Patek Philippe.</p> <p>The Annual Calendar. The first self-winding annual calendar watch with power reserve and moon-phase.</p> 	 <p><b>You never</b> actually own a Patek Philippe.</p> <p>The Annual Calendar. The first self-winding annual calendar watch with power reserve and moon-phase.</p> 
<p>You never actually own a Patek Philippe. You merely look after it for the next generation.</p> <p>The new men's Travel Time with dual hour hands. One local time. The other, home.</p>	<p>You never actually own a Patek Philippe. You merely look after it for the next generation.</p> <p>The new men's Neptune. Self-winding, hand crafted in 18 carat solid gold.</p>

## Creative Strategy Development Copy Platform Outline

- 1 Basic problem or issue the advertising must address.
- 2 Advertising and communications objectives.
- 3 Target audience.
- 4 Major selling idea or key benefits to communicate. (Polaroid)
- 5 Creative strategy statement (campaign theme, appeal, execution technique). m&ms
- 6 Supporting information and requirements. (disclaimers)

## **The Unique Selling Proposition**

- **Benefit**
  - Buy this product and you'll benefit this way or enjoy this reward.
- **Unique**
  - Must be unique to this brand or claim; something rivals can't or don't offer.
- **Potent**
  - The promise must be strong enough or attractive enough to move people.

## Chapter 8

### Creative Strategy: Implementation and Evaluation

*To analyze various types of appeals used in message development*

*To analyze the various creative execution styles used and the situations where they are most appropriate*

*To analyze various tactical issues involved in the creation of print and TV commercials*

*To consider how clients evaluate creative work of ad agencies*

### Appeals and Execution Style

- Advertising Appeals
  - The approach used to attract the attention of consumers
  - and/or
  - To influence consumer feelings toward the product, service or cause
- Execution Style
  - The way a particular appeal is turned into an advertising message
  - The way the message is presented to the consumer

### Rational Appeal

- Focus: consumers' practical, functional, utilitarian need for products & services
- Emphasis: features & benefits, reasons for owning and using the brand
- Content: emphasizes facts, learning and logic of persuasion
- Objective: to persuade target audience to buy the brand because it is the best available or does a better job of meeting needs
- Motives: comfort, convenience, economy, health, sensory, quality, dependability, durability, efficiency, efficacy, performance, price, news, popularity.

### Rational Appeals

- Feature appeals
  - Focus on the dominant traits of the product
- Competitive appeals
  - Makes comparisons to other brands
- Favorable price appeals
  - Makes price offer the dominant point
- News appeals
  - News or announcement about the product
- Product/service popularity appeals
  - Stresses the brand's popularity

## Emotional Appeal

- Relates to customers' social or psychological needs
- Character in ad experiences an emotional benefit or outcome
- Evokes feeling of warmth, nostalgia, sentiment
- Feelings transfer to the brand, then to consumer
- Rational is dull and differentiation is difficult
- Positive mood states and feelings can have a favorable effect on consumers' evaluation and recall

## Emotional Appeals

### Personal States or Feelings

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Achievement / Accomplishment</li> <li>• Actualization</li> <li>• Affection</li> <li>• Ambition</li> <li>• Arousal / stimulation</li> <li>• Comfort</li> <li>• Excitement</li> <li>• Fear</li> <li>• Happiness</li> </ul> | <ul style="list-style-type: none"> <li>• Joy</li> <li>• Love</li> <li>• Nostalgia</li> <li>• Pleasure</li> <li>• Pride</li> <li>• Safety</li> <li>• Security</li> <li>• Self-esteem</li> <li>• Sentiment</li> <li>• Sorrow / grief</li> </ul> |
|---|---|



### Emotional Appeals Social-Based Feelings

- Acceptance
- Approval
- Affiliation / belonging
- Embarrassment
- Recognition
- Rejection
- Respect
- Status

### Combining Rational & Emotional Appeals

Detergents - Soft drinks – Cosmetics - Personal care - Car

### *Additional types of Appeals*

- Reminder ads
- Teaser ads
  - Build curiosity-Interest-Excitement
  - Draw attention to upcoming campaigns
  - Used in product launches / New Models

## Selected Advertising Appeals

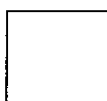
Approach		Selected advertising appeals	
Needs		Rational	Emotional
Self-Actualization		Opportunity for more leisure Efficiency in operation or use	Ambition Avoidance of laborious task Curiosity Entertainment Pleasure of reaction Simplicity Sport/play/physical activity
Esteem		Dependability in quality Dependability in use Enhancement of earnings Variety of selection	Pride of personal Pride of possession Style/beauty Taste
Social		Cleanliness Economy in purchase	Cooperation Devotion to others Guilt Humor Home comfort Romance Sex attraction Social achievement Social approval Sympathy for others
Safety		Durability Protection of others Safety	Fear      health      Security
Physiological		Rest or sleep	

## The Psychological Impact of Color

*People typically associate a color with an emotion, a culture, a lifestyle, period of the day, or object. Here are some observations:*



**RED** — Symbol for Blood and fire. High action and masculine appeal. Can use with some foods.



**Blue** — Exudes decisiveness. Can use with foods. Emotes coolness (of temperature and attitude).



**Brown** — Symbol for earth, woods, age, warmth, and comfort. Can use with most products.



**Orange** — Most "edible" color, good with most foods. Evokes "autumn" and warmth.



**Yellow** — Associated with exuberance. Eye catching. Can use with some foods, particularly fruit.



**Black** — Conveys sophistication (fashion, technology). Seldom used with foods. Eye-catching contrast.



**Green** — Symbol for health and freshness. Can use with some foods, particularly mint.

### Ad Execution Techniques

- Straight-sell or factual message
- Science / technical evidence
- Demonstration
- Comparison
- Slice of life
- Testimonial
- Animation
- Personality
- Fantasy
- Dramatization
- Humor
- Combination

### Print Ad Components

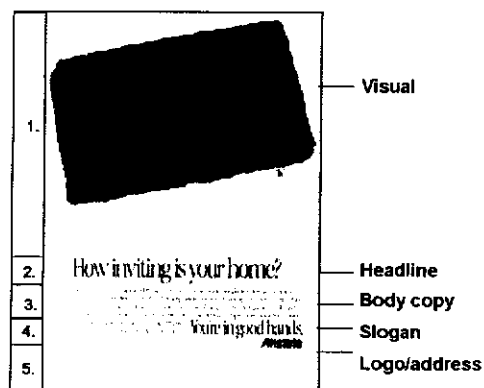
- **Headline**  
Leading position-size-1<sup>st</sup> seen-segmentation-direct  
(benefit,promise,reason)-indirect  
(curiosity,question,challenge,how to,provocative)
- **Subheads**  
Size-location-function
- **Body copy**  
Heart of message-length-reflects type of execution
- **Visual Illustration**  
Visual elements such as drawings or photos. Attract attention - communicate idea / image - color.
- **Logo**  
Visual symbol of the product or brand

## Print Ad Layout

- Format
  - Arrangement of the elements on the printed page
- Size
  - Expressed in columns, column inches or portions of a page
- Color
  - Black & white or two-, three-, or four-color printing
- White Space
  - Marginal and intermediate space on the page that remains unprinted

## The Creative Message's Relation to Ad Formats

Creative Pyramid



## Creative Tactics for TV

### Components of TV Commercials

- Video: what is seen on screen
  - Product – presenter – action sequences – demos – setting – characters – lighting – colors - symbols
- Audio:
  - Voice: direct presentation of spokesman – conversation – voice over
  - Music: background – mood creator – needle drop – jingle
  - Sound effects

## Planning & Producing Commercials

- Planning :
  - Type of appeal and type of execution
  - Script and story board development
- Preproduction
  - All work before actual shooting, recording
- Production
  - Period of filming, taping, or recording
- Postproduction
  - Work after commercial is filmed or recorded

## **Preproduction Tasks**

- Select a director
- Choose production company
- Bidding
- Cost estimation and timing
- Production timetable
  - Set construction
  - Location
  - Agency, client approval
  - Casting
  - Wardrobes
- Preproduction Meeting

## **Production Tasks**

- Location versus set shoots
- Night/weekend shoots
- Talent arrangements

## **Postproduction Tasks**

- Editing
- Processing
- Sound effects
- Audio/video mixing
- Opticals
- Client/agency approval
- Duplicating
- Release/shipping

## **Evaluation Guidelines**

- Consistent with brand's marketing objectives?
- Consistent with brand's advertising objectives?
- Consistent with creative strategy, objectives?
- Does it communicate what it's suppose to?
- Approach appropriate to target audience?
- Communicate clear, convincing message?
- Does execution overwhelm the message?
- Appropriate to the media environment?
- Is the advertisement truthful and tasteful?