

ADVERTISING AND PROMOTIONS

WEEK 1- LECTURE 1 + LECTURE 2

People are cynical toward advertising
Advertising = Making s.t complicated simple
Creativity = Key to good ads

Traditional View of Advertising = any paid form of nonpersonal communication about a product/service. Paid: space, time for ads must be purchased Nonpersonal: mass media (TV, Radio, magazines) But it's changing. Mass media is losing viewers → leads to growth of IMC	Integrated Marketing Communications (IMC) = An approach to achieving the <u>objectives</u> of a <u>marketing campaign</u> , through a <u>well coordinated use</u> of different promotional <u>methods</u> that are intended to reinforce each other. IMC is a process. Goal is to build a strong brand equity, awareness and profitable relationship with consumers
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4 keys of Changing advertising landscape 1) Consumer empowerment 2) New rules of engagement: a) Digital Media and interactive advertising: -> make connections with people b) Social Media 3) Domestic + Global Competition intensifying 4) Heightened sense of ethical responsibility	4 Key Elements of IMC Process 1) Affects Behaviours: to build stronger brand-consumers relationships 2) Consider all contacts: Consider all touchpoints to engage with consumers. Not all engagement requires the same attention 3) Begins with the customer: Know your audience 4) Achieves Synergy: to present a clear idea of the brand in its target market's mind
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What is Marketing

Activity, processes for communicating, exchanging offerings that have value for customers and society at large

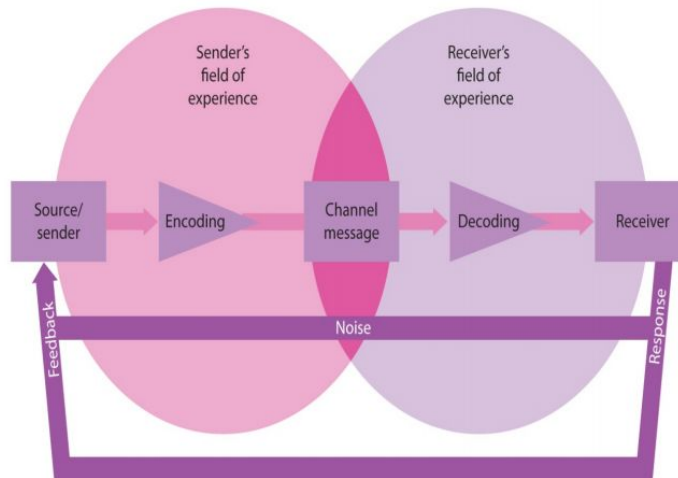
What is value

customer's perception of a product/service's benefits

3 types of benefits that value is associated with

- 1) **Functional Benefits:** Products that help solve problems (shaver)
- 2) **Symbolic Benefits:** Products that fulfills a consumer's self-enhancement (gucci, zara)
- 3) **Experiential Benefits:** creates experiences for customers (travel, casio, restaurants)

WEEK 2 - Lecture 3+4 COMMUNICATION PROCESS



I. Source Encoding: Message is encoded in a source of info. (e.g: james bond + Omega Watch => fancy)
use of semiotics

II. Message Encoding: Message is info or meanings that a source wants to deliver to the audience.

A. Message must be in a transmittable form

B. Meanings transferred at many levels:

1. Literal meaning (conscious)
2. Symbolic meaning (subconscious)

C. 3 Components of a Message:

1. Object (brand, product)
2. Sign or symbol (signs..)
3. Interpretent (sexy, fancy...)

D. Meanings:

1. Internal responses (thoughts, feelings) to external stimuli
2. subjective, arises from the interaction between sender and receiver

E. Methods to convey meanings?

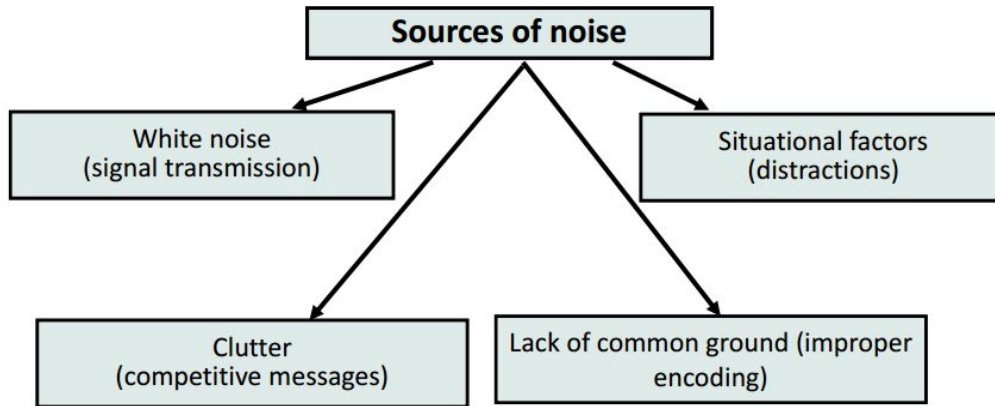
1. Cultural Meaning Transfer: use of cultural icons, signs, symbols to relate to customers
2. Symbolic Meaning Transfer
3. Figurative Language: say st. → means s.t else
 - a) Simile: use of a comparative term
 - b) Metaphor
 - c) Allegory: convey meaning thru a story

III. Channel Message: Method in which message is conveyed

Personal Channel	Non-personal Channel
Personal Selling Word of Mouth	Print Media Broadcast Media

IV. Decoding/ Receiver: Message is decoded by receiver to understand the message. The process also depends on the receiver's experiences, perceptions, references...)

V. Noise: unplanned distortion or interference



How Marketers approach their audience?

Via 2 models to spread their message

The Foote, Cone & Belding Grid (FCB)

(based on how involved customers are in the product and how much they **think versus feel**)

	Thinking	Feeling
High involvement	1. Informative (thinker) Car-house-furnishings-new products model: Learn-feel-do (economic?) Possible implications Test: Recall Diagnostics Media: Long copy format Reflective vehicles Creative: Specific information Demonstration	2. Affective (feeler) Jewellery-cosmetics-fashion apparel-motorcycles model: Feel-learn-do (psychological?) Possible implications Test: Attitude change Emotional arousal Media: Large space Image specials Creative: Executional Impact
Low involvement	3. Habit formation (doer) Food-household items model: Do-learn-feel (responsive?) Possible implications Test: Sales Media: Small space ads 10-second IDs Radio; POS Creative: Reminder	4. Self-satisfaction (reactor) Cigarettes-alcohol-confectionery model: Do-feel-learn (social?) Possible implications Test: Sales Media: Billboards Newspapers POS Creative: Attention

Elaboration Likelihood Model

(**influence attitude** formation and change amongst their customers).

This model explains that the likelihood of a message is a function of **Motivation** (*needs to process the message*) and **Ability** (*knowledge, opportunity to process the message*) of consumers

Degree of mental activity in response to message:

1) Central Route to Persuasion (active receivers)

Motivation + Ability is high, close attention is paid to message content

→ more likely to lead to Permanent Attitude Change

High Involvement

2) Peripheral Route to Persuasion (passive receivers)

Motivation + Ability to process a message is low, attention is paid to peripheral cues (e.g: music, background...)

→ Attitude change via Classical Conditioning

Low Involvement

3) Dual route

Motivation & Ability are moderate

→ Consumers process both Message Arguments + Peripheral Cues