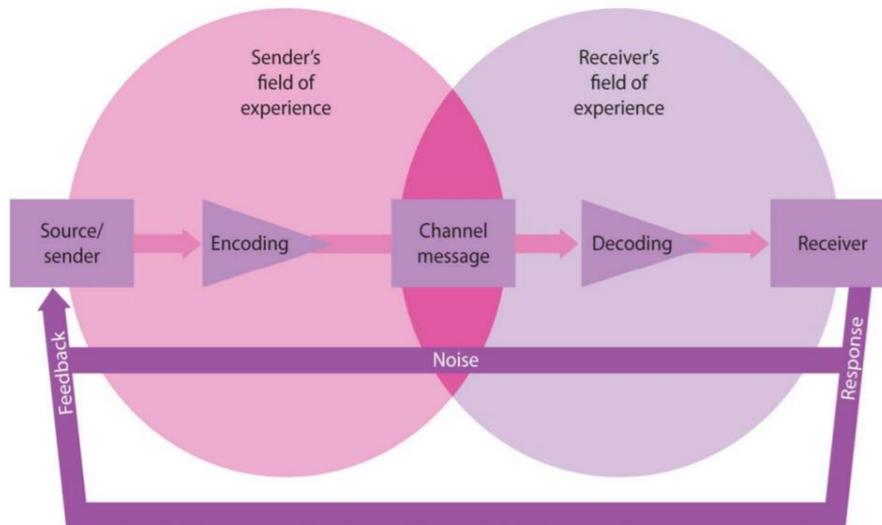


Lecture 2: The Communication Process

Elements in the Communications Process



Source Encoding

- **Source:** Person or organization that has information to share with another person or group of people
 - The person within the ad
- **Encoding:** Putting thoughts, ideas, or information into a symbolic form
 - Putting value into a message
 - E.g. functional, symbolic, experiential benefits
- **Message**
 - Contains the information or meaning the source hopes to convey
 - Messages communicate meaning at multiple levels:
 - literal meaning (conscious)
 - symbolic meaning (subconscious)
 - Marketers use people trained in semiotics and cultural anthropology to understand literal and symbolic meanings
- **Decoding:** the message you want to communicate hopefully will be interpreted by the receiver correctly

Semiotic perspective: Three components to every message

- **Semiotics:** The study of meaning, signs and symbols. The study of meaning (semiotics) is extremely useful for advertising)
 - Object: The product/brand that is the focus of the message
 - Interpretant: The meaning derived (e.g., sexy, glamorous, individualistic)
 - Sign or symbol: The sensory imagery that represents the intended meaning(s) of the object
- A lot of Ads, such as the famous “Apple 1984” Ad, are like texts that need to be interpreted and deconstructed to get their meaning; you need to think about the message as it is heavy in symbolic meaning

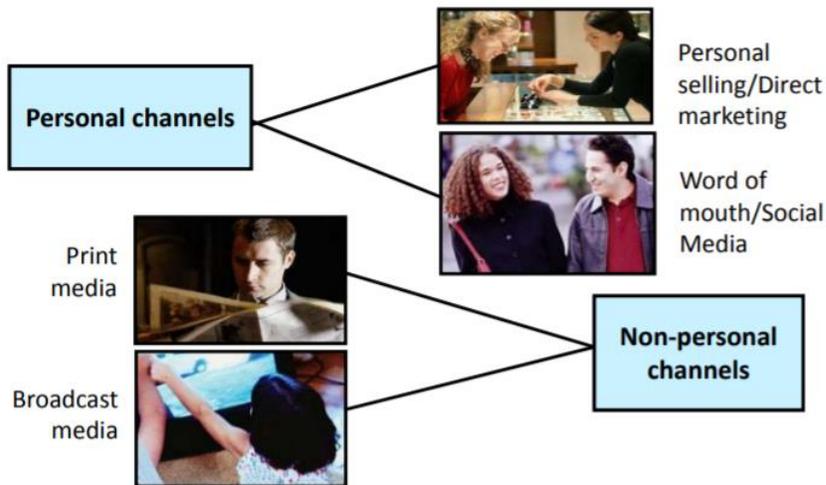
- **Meaning:** Perceptions (thoughts) and affective reactions (feelings) to stimuli evoked within an individual when presented with a sign (e.g., brand) in a particular context
 - Meaning arises from the interaction of the sender and receiver
 - Meaning is subjective
- Example: mac computer superbowl ad
 - Symbolic meaning, stirs excitement and makes people curious about why the macintosh is so revolutionary
- Example: Even angels will fall (AXE)
 - Heavy with symbolic meaning
 - Italy - romantic country, fitting with their brand image

Cultural meaning transfer

- Cultural values, beliefs & artefacts are charged with meaning
- Marketers transfer meaning embodied in culture to consumer goods and services
- THEREFORE, a sign (i.e., a brand) can derive its meaning from the brand's cultural context, i.e., Swiss/German -> Artisanship, Italian -> Styling; Fast sports cars, French -> Chic
- Use of cultural icons to install meaning in the brand (ie. 'Ferrari is as Italian & as important to Italy's history as Leonardo da Vinci's 'Mona Lisa')
- **Figurative Language** (i.e., Rhetorical Tropes) to transfer meaning - requires greater interpretive effort
 - **Simile** – use of a comparative term (e.g. like or as)
 - **Metaphor** – comparative term omitted
 - **Allegory** – convey meaning through a story around a brand (.e.g lifestyle), A very successful comparative Ad for Apple from a few years ago giving a 'Mac' user a very clear, distinctly different, cooler, edgier personality than a 'PC' user
 - Taking a 'slice of life' from a day in the life of a group of young guys to help communicate who the brand's target audience is; it also aims to resonate with the target audience
 - How do Rhetorical Tropes increase an Ad's effectiveness? More interpretative effort is required in making sense of metaphors than of more literal signifiers, but this interpretative effort may be experienced as pleasurable.

Channel message

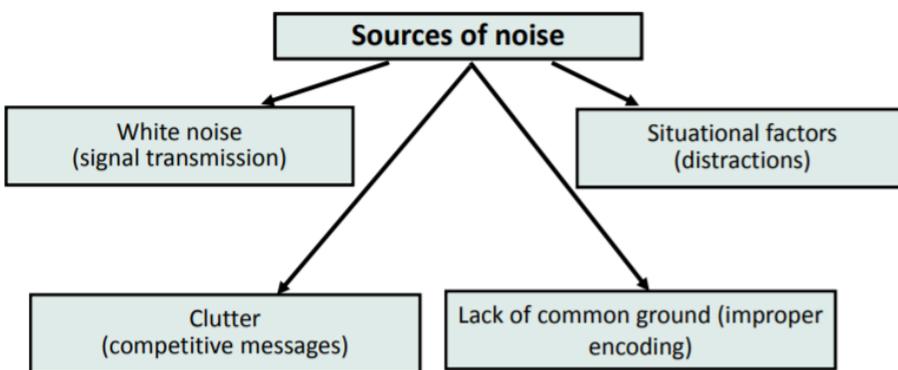
- The **method** by which the communication travels from the source or sender to the receiver
- TV is a non-personal 'mass media' channel that is suitable for a mass market beer brand such as "Bud"



Decoding/receiver

- **Receiver:** the person with whom the sender shares thoughts or information
- **Decoding:** the process of transforming the sender’s message back into thought
- This process is heavily influenced by the receiver’s frame of reference or field of experience (the experiences, perceptions, attitudes and values they bring to the communication situation)
 - Advertisers spend many millions of dollars investigating the audience’s reference frames
 - Pre-testing also provides insights into how messages are received & interpreted
- Example: Mercedes- Resonate with the audience using the imagery

Noise: Extraneous factors that create unplanned distortion or interference in the communications process



The Communications Process begins when the marketer identifies the target audience (i.e., receiver) that will be the focus of the message.

- Marketers can approach these audiences differently, for example:

- I. With an alternative response hierarchy that provides an Advertising Planning Platform based on how involved customers are in the product and how much they think versus feel about its purchase (such as the **FCB Grid**)
- II. Or with a dual processing model that provides a platform for how companies can frame their Advertising messages to influence attitude formation and change amongst their customers (such as the **Elaboration Likelihood Model**)

The Foote, Cone & Belding (FCB) Grid

- “The FCB Grid can be seen as an extension of the traditional hierarchy model to different types of purchase decisions.
- *How involved are customers with purchasing decisions?*
- It helps marketers to understand where the product stands in consumers’ minds: does it involve an emotional decision or an intellectual decision? The grid postulates that the hierarchy varies depending on whether the decision is:
 - (1.) high vs. low in involvement;
 - (2.) thinking vs. feeling.
- Involvement, in its simplest form, is interest level or motivational intensity.
- Think/feel is left brain (logical, linear)/right brain (holistic, creative, symbolic) information processing
- If you understand your market more effectively, your campaign will resonate with the customer more effectively - know your segment of customers
 - Understand niche markets

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

Figure 5.7 The Foote, Cone & Belding (FCB) grid
Source: Foote, Cone & Belding

Grid 1: Thinking-High Involvement – purchase requires information first

High involvement	Thinking					
	<p>1 Informative <i>The thinker</i> Car-house-furnishings-electronics-new products model: Learn-feel-do (economic?)</p> <p>Possible implications</p> <table> <tr> <td>Test:</td> <td>Recall Diagnostics</td> </tr> <tr> <td>Media:</td> <td>Long copy format Reflective vehicles</td> </tr> <tr> <td>Creative:</td> <td>Specific information Demonstration</td> </tr> </table>	Test:	Recall Diagnostics	Media:	Long copy format Reflective vehicles	Creative:
Test:	Recall Diagnostics					
Media:	Long copy format Reflective vehicles					
Creative:	Specific information Demonstration					

Grid 2: Feeling-High Involvement – purchase requires reflection first (personal ego/self-esteem)

High involvement	Feeling					
	<p>2 Affective <i>The feeler</i> Jewellery-cosmetics-fashion goods Model: Feel-learn-do (psychological?)</p> <p>Possible implications</p> <table> <tr> <td>Test:</td> <td>Attitude change Emotional arousal</td> </tr> <tr> <td>Media:</td> <td>Large space Image specials</td> </tr> <tr> <td>Creative:</td> <td>Executorial Impact</td> </tr> </table>	Test:	Attitude change Emotional arousal	Media:	Large space Image specials	Creative:
Test:	Attitude change Emotional arousal					
Media:	Large space Image specials					
Creative:	Executorial Impact					

Example: “Telstra’s ‘The Magic of Technology’”

- Emotional arousal, great execution
- Attitude change/brand repositioning – moving from a product-focused positioning to an emotional/psychological positioning whereby Telstra is trying to resonate with the target audience to show how their network can make your life better and bring your friends and family together
- But a clear example of lack of follow through from Telstra - its just an ad

Grid 3: Thinking-Low Involvement – Purchase based on habit and routine behaviour

Low involvement	Thinking
	<p>3 Habit formation <i>The doer</i> Food-household items Model: Do-learn-feel (responsive?)</p> <p>Possible implications</p> <p>Test: Sales Media: Small space ads 10-second IDs Radio; point of sale Creative: Reminder</p>

Example: Morningfresh (masterchef guy)

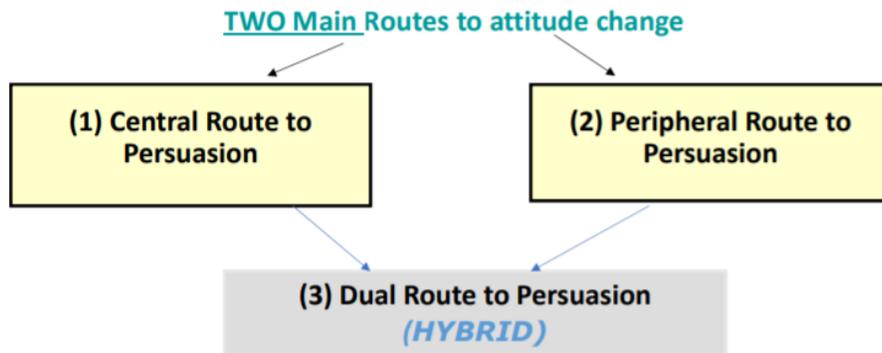
Grid 4: Feeling-Low Involvement – It is the purchase of pleasure, driven by personal or peer-led satisfaction

Low involvement	Feeling
	<p>4 Self-satisfaction <i>The reactor</i> Cigarettes, alcohol, drinks, confectionery Model: Do-feel-learn (social?)</p> <p>Possible implications</p> <p>Test: Sales Media: Billboards Newspapers Point of sale Creative: Attention</p>

Example: Evian water (feel young) - baby mirror ad

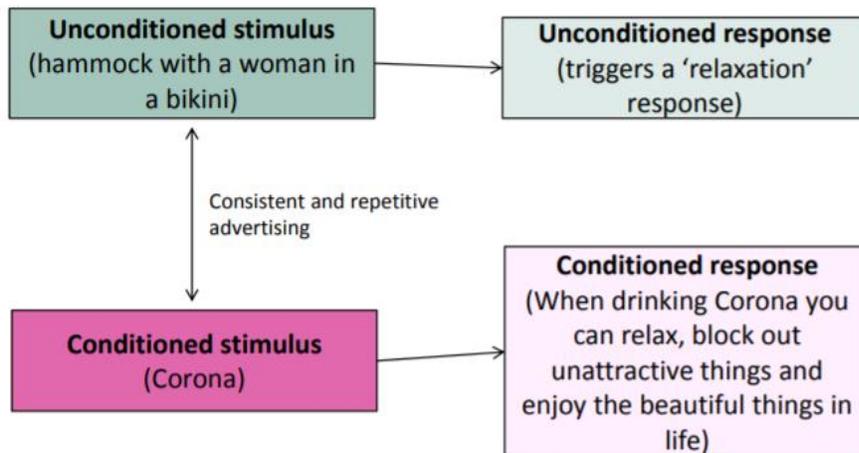
The Elaboration Likelihood Model (ELM) of Persuasion

- ELM focuses on the way consumers respond to persuasive messages, based on the amount and nature of elaboration or processing of information.
- How to create messages that best lead to attitude formation, how people process information (e.g. thinking vs feeling)
- **How consumers will respond to your messages**
- *Helps to understand how consumers' attitudes are formed and changed*



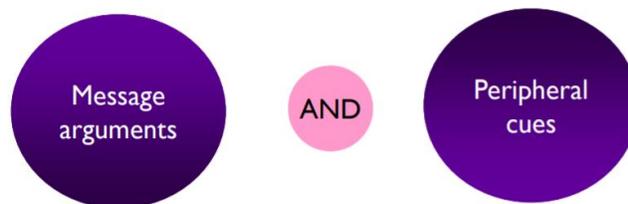
- **CENTRAL Route to Persuasion (active receivers)**
 - i.e., it is using issues-based message content to provide a more convincing, believable argument
 - The brand is not as important as the product - you focus on selling the product, not the brand. E.g. volvo (message elaboration, buy for the safety features not the brand)
 - You want to make the 'correct' information, you are open to information, you welcome ads that present different information options
 - **Involves significant message elaboration; the path of cognitive processing that involves scrutiny of message content**
 - **Message Elaboration:** The extent to which a person carefully thinks about ISSUE- RELEVANT arguments contained in a persuasive argument
- **PERIPHERAL Route to Persuasion (passive receivers)**
 - Mental shortcut process that accepts or rejects a message based on irrelevant (i.e., peripheral) cues – such as celebrity endorsers, music, cute animals, symbols, logos – as opposed to actively thinking about the issue
 - **Little information about the product, more of a feeling, or association**
 - It leads to a programmed response (almost like autopilot). You like the peripheral cue, therefore you like the brand.
 - Attitude change tends to be *temporary* as peripheral cues lack robust persistence or an enduring link to behavior.
 - Peripheral cues function via a process called CLASSICAL CONDITIONING

Classical Conditioning - Advertising first attracts our attention and then it teaches us to ASSOCIATE images with one another and with certain feelings.



- **DUAL Route to Persuasion - HYBRID**

- Motivation and ability to process information are moderate Therefore, consumers process a combination of BOTH:



Implications of the ELM

- ELM is a model of attitude formation and change that recognises two main forms of information processing (the third being a hybrid of the two)
- Level of consumer involvement is directly related to information processing In low-involvement situations consumers may rely on peripheral cues rather than detailed message arguments
- In high-involvement situations consumers are motivated to process detailed message arguments
- Higher involvement (central route) is preferred because it leads to more lasting attitudes