

Economy

Culture

Product

Price

Consumer
Needs

Promotion

Law

Place

Competition

Technology

Ideas/issues for Group Project.

- Don't rely (only) on your own intuitions. Interview 10 people
- Consider Public Service ads: Anti-drug; anti-smoking

Ideas/issues for Group Project.

- Select a multi-ad campaign and suggest how the campaign could have been made more coherent.

"The secret to success is consistency of purpose."

Benjamin Disraeli

What is Burger King's position?

- “The right food for the right times”
- “Sometimes you’ve got to break the rules”
- “This is a Burger King town”
- “Herb the nerd doesn’t eat here”

Ideas/issues for Group Project.

- How well does an ad emphasize what the product does?..its differentiating feature?

Ideas/issues for Group Project.

- Should different versions of an ad be developed for different outlets?

Ideas/issues for Group Project.

- Could an ad promote market expansion?
 - 7 up
 - Arm & Hammer baking soda
 - Gatorade
 - baby shampoo or "gentle" shampoo
 - Miller, the "champagne of bottled beers"

Ideas/issues for Group Project.

- Does the ad offend important segments?

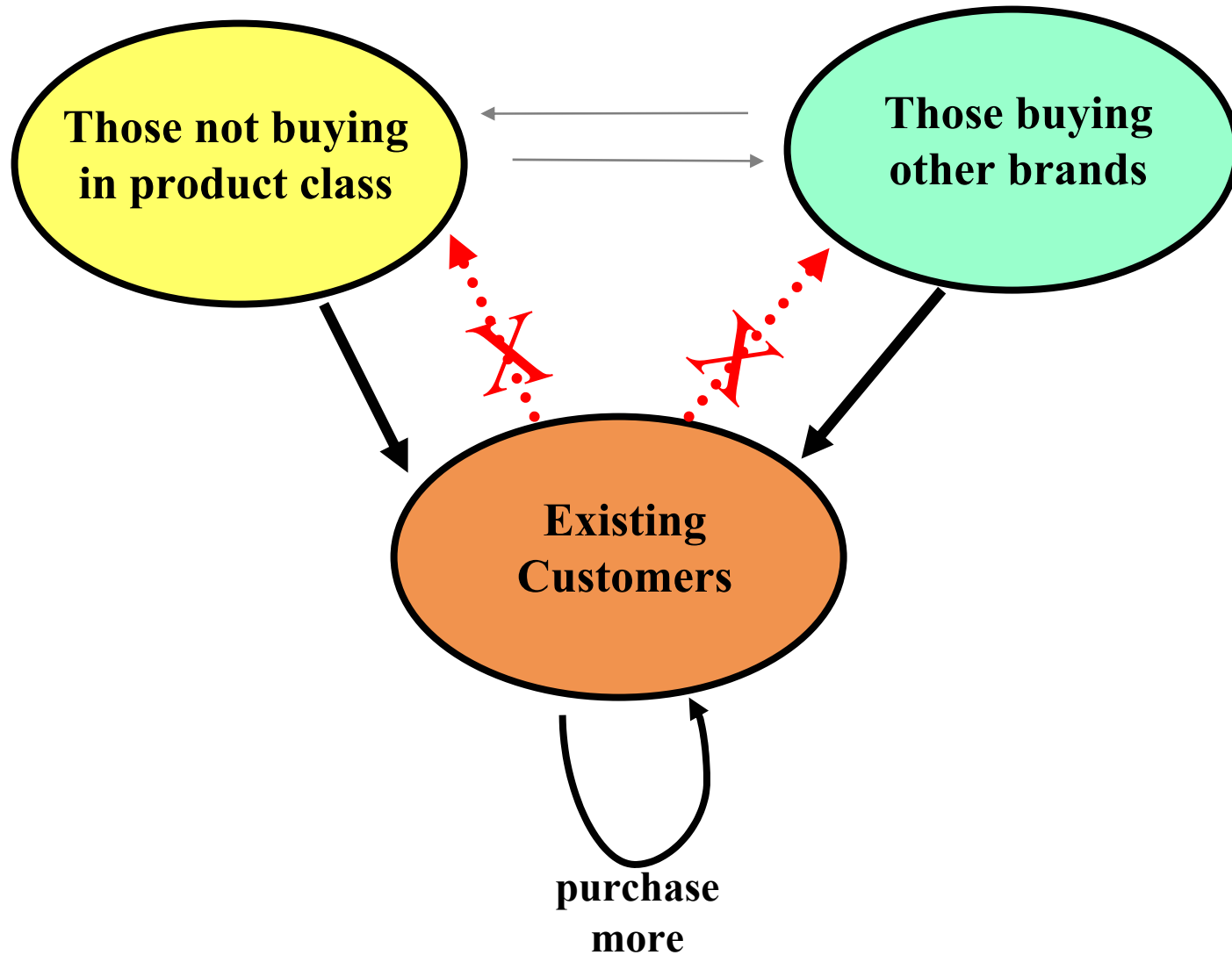
Ideas/issues for Group Project.

- Are ads sending a consistent message?

Ideas/issues for Group Project.

- Does the ad create any negative associations?

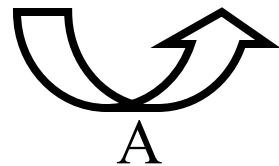
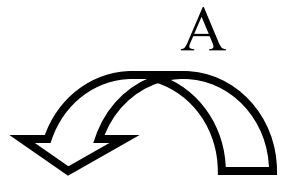
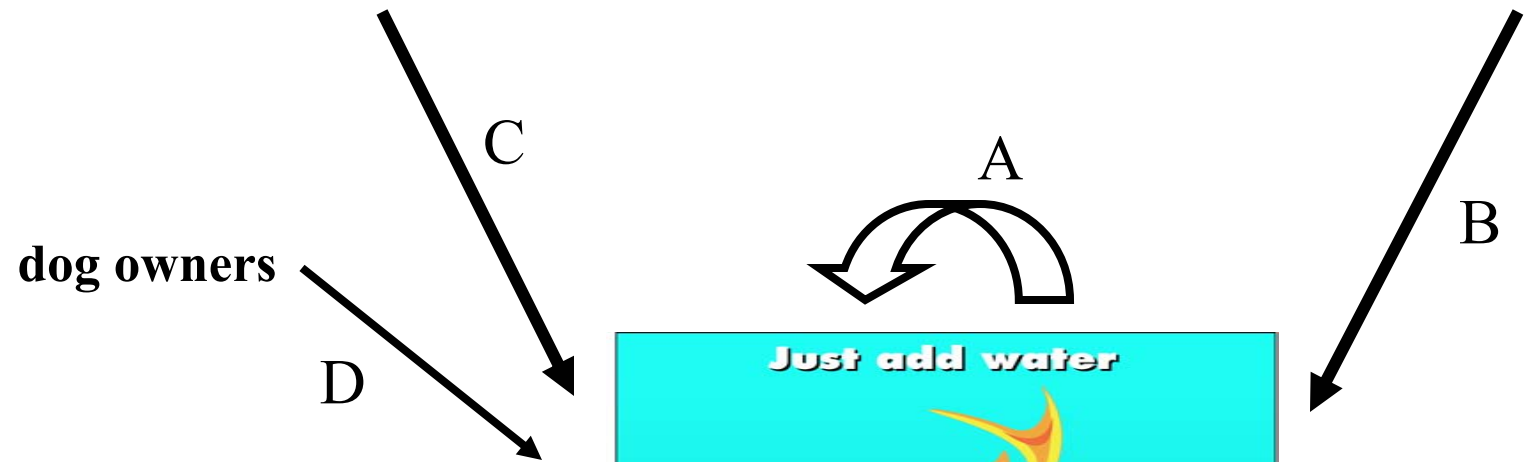
What behavior is the ad trying to affect?



**freshwater
aquarium owners**

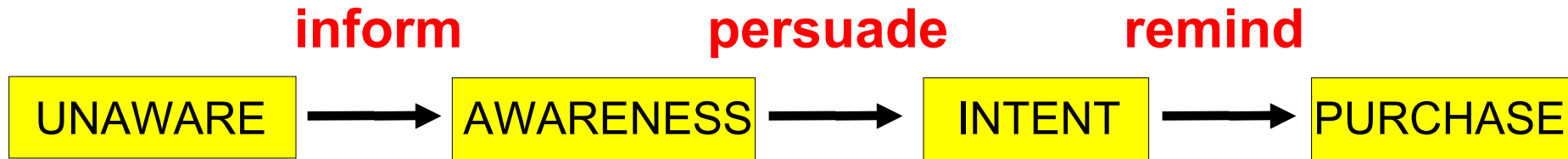
**Saltwater
aquariums**

Crystal Sea
users



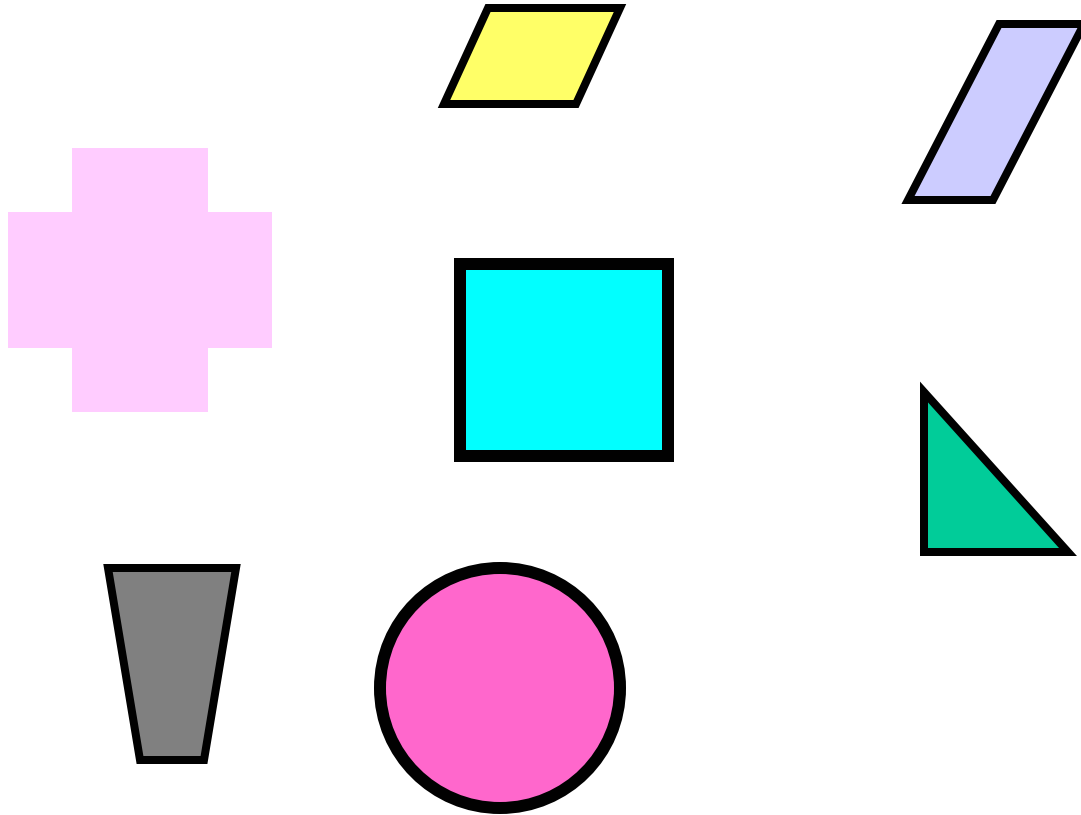
What are the goals of advertising?

What are the goals of advertising?

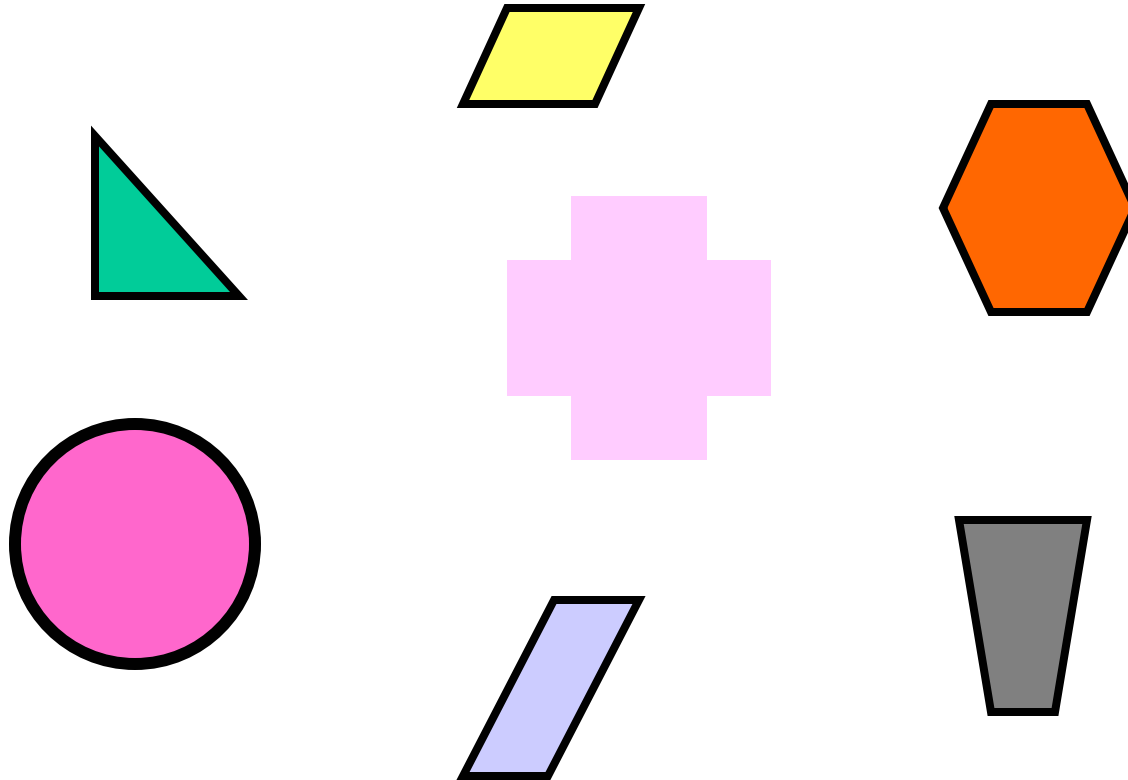


- describe attributes, benefits, & uses
- emphasize an unfulfilled need
 - create feelings of interest, familiarity, & liking
 - change attribute weights
 - create or strengthen positive associations
 - weaken negative associations
 - retain loyal customers

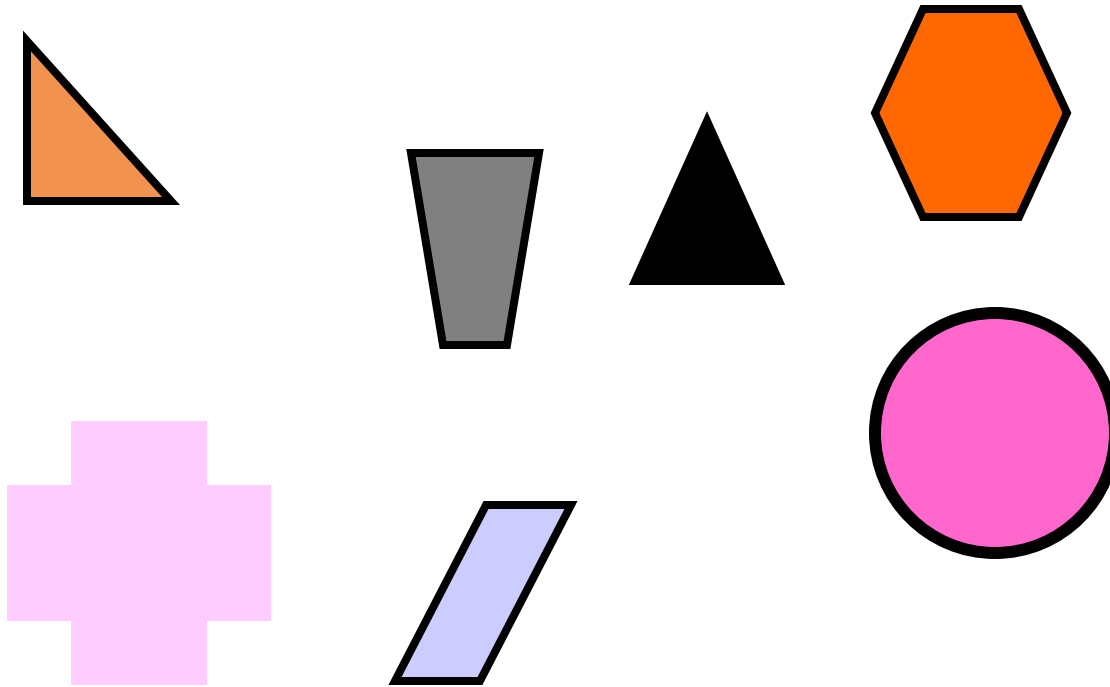
The mere exposure effect



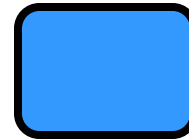
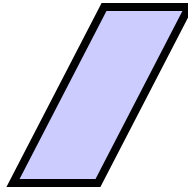
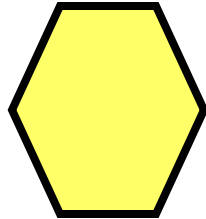
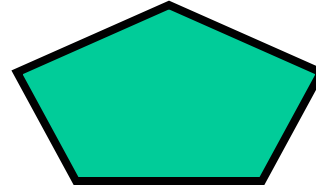
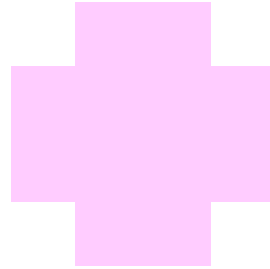
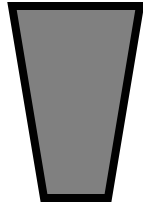
The mere exposure effect



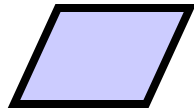
The mere exposure effect



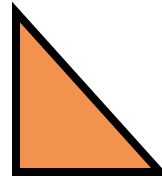
The mere exposure effect



The mere exposure effect

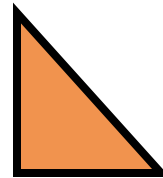
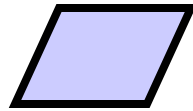


old or new?



old or new?

The mere exposure effect



Circle the figure that you like more.

The mere exposure effect

Which letter do you like more? Y or Z

Which letter do you like more? I or O

Which letter do you like more? K or L

The mere exposure effect

Which letter do you like more? H or I

Which letter do you like more? I or O

Which letter do you like more? A or B

The mere exposure effect:

Is Sebastian Weisdorf famous?

first trial

Tetsuya Yuge
Michael Jordan
Aruth Montaine
David Mansdale
Rudy Giuliani
Sebastian Weisdorf
...
...

"Not Famous"

one week later

Irene Fernandez
Ken Averill
Kobe Bryant
Robynne Aleppo
Mark McGuire
Sebastian Weisdorf
...
...

"Famous"

The mere exposure effect:

Is Sebastian Weisdorf famous?

first trial

Ravi Chivukula
Michael Jordan
Aruth Montaine
David Mansdale
Rudy Giuliani
Sebastian Weisdorf

...

...

"Not Famous"

one week later

Hwi Hwang
Ken Averill
Kobe Bryant
Robynne Aleppo
Mark McGuire
Sebastian Weisdorf

...

...

"Famous"

The mere exposure effect:

Do whitefish love grapes?

first trial

The statue of liberty
is made out of graphite.

Saltwater boils at a higher
temperature than freshwater.

Whitefish love grapes

...

...

"False"

one week later

The fastest human can run
39 miles an hour.

Mount Everest is the tallest
mountain in the world.

Whitefish love grapes

...

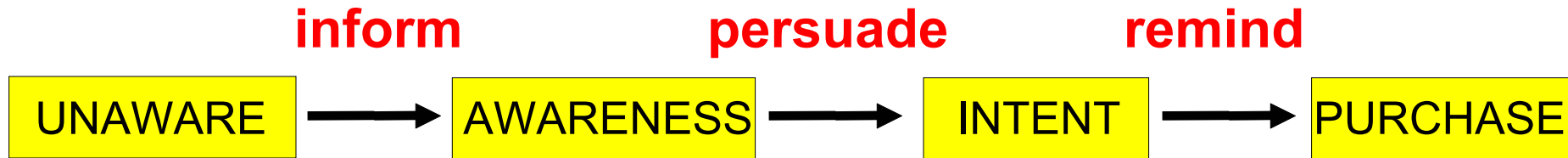
...

"True"

How is the mere exposure effect relevant to marketing?

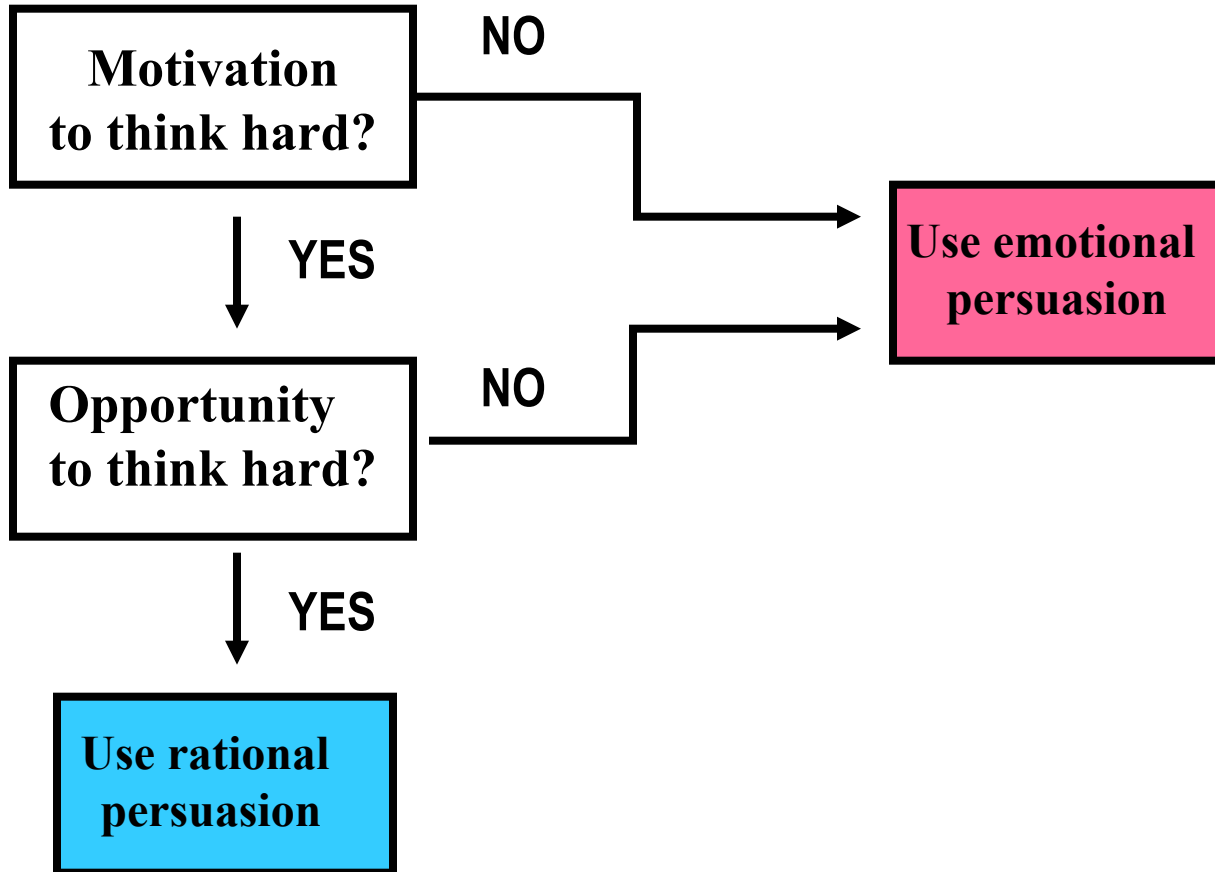
- repeated exposure \Rightarrow familiarity \Rightarrow liking
- repetition increases believability of claims
- high levels of ad repetition can build brand preferences, even (perhaps, especially!) when consumers aren't paying much attention
- people can develop positive attitudes even if they cannot articulate reasons why

What are the goals of advertising?

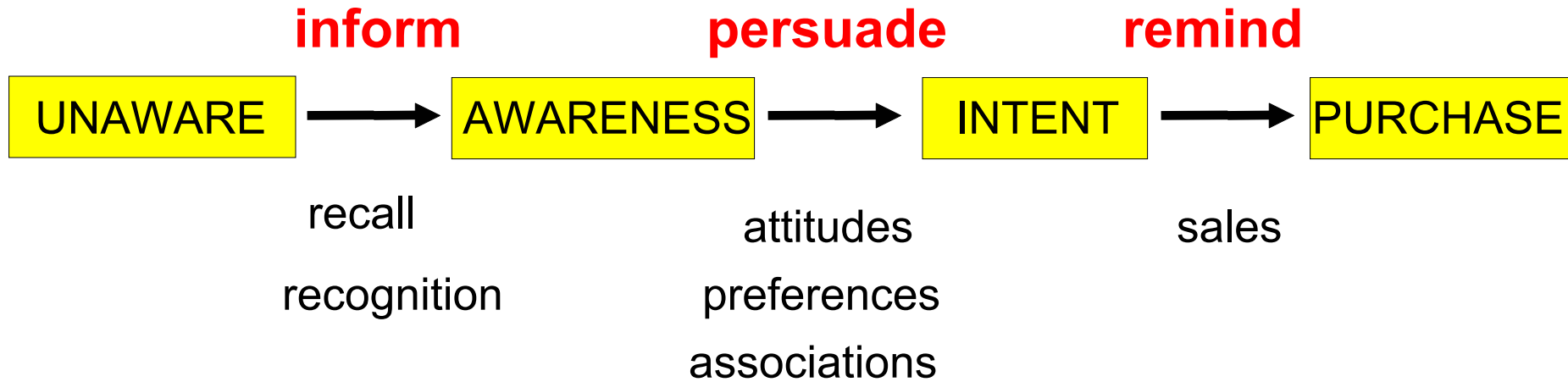


- describe attributes, benefits, & uses
- emphasize an unfulfilled need
 - create feelings of interest, familiarity, & liking
 - change attribute weights
 - create or strengthen positive associations**
 - weaken negative associations**
 - retain loyal customers

2 Routes to Attitude Change: Rational & Emotional



Assessing advertising effectiveness



		j brands			
Importance		Ultra	Gleem	Crest	
Weight	n Attributes	Brite			
i	(0.6)	Decay Prevention	2	7	7
	(0.3)	Taste	6	6	4
	(0.1)	Whitening Power	7	5	2

$$\sum_{i=1}^{i=n} W_i = 1$$

$$\text{Attitude (j)} = \sum_{i=1}^{i=n} W_i X_{ij}$$

Back to the group project...

- Specify objective(s) of ads (old & new)
- Design an ad that you believe will achieve the old objectives better or which will achieve different important objectives.
- Establish criteria for measuring whether objectives have been met.
 - persuade me that they have been met
 - demonstrate that they have

"Deceptive" Advertising

- **"Puffery" (?)**
 - "Blatz is Milwaukee's finest beer."
 - "You can't get a closer shave" (Norelco electric razors)
- **claims without substantiation**
 - Firestone tires stop 25 percent faster
- **implying that a product is needed**
 - "Every BODY Needs Milk"
- **falsely implying advocacy of a brand**
 - "It's the detergent that Maytag provides with their washers!"
- **omitting an important qualification**
 - e.g. Will not prevent baldness in most men

"Deceptive" Advertising

- **misleading demonstrations**
 - **"*Window Dressed*" ice cream**
- **implying that something trivial is important**
 - Winston's have lowest level of tar of any cigarette
 - Hawaiian Punch has seven natural fruit juices!
- **ambiguous phrases**
 - Carnation coffee mate is "low in fat"
- **implying a benefit that does not exist**
 - Less than 1 gram of sodium!
 - GE lightbulbs save 40% less electricity than other bulbs
 - Profile Bread has 7 fewer calories per slice.