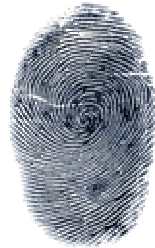


Marketing 2.1 Communication

Marketing Communication Theories
Part **TWO** out of Four (**2.1**)



Danny Abramovich
Marketing Plan Specialist

Course Introduction, Main Topics

- ✚ Background: CB ü
- ✚ Human Communication ü
- ✚ Marketing Communication
- ✚ Creativity
- ✚ Integrated MarCom
- ✚ Global IMC



2. MarCom 4 Introduction

Information

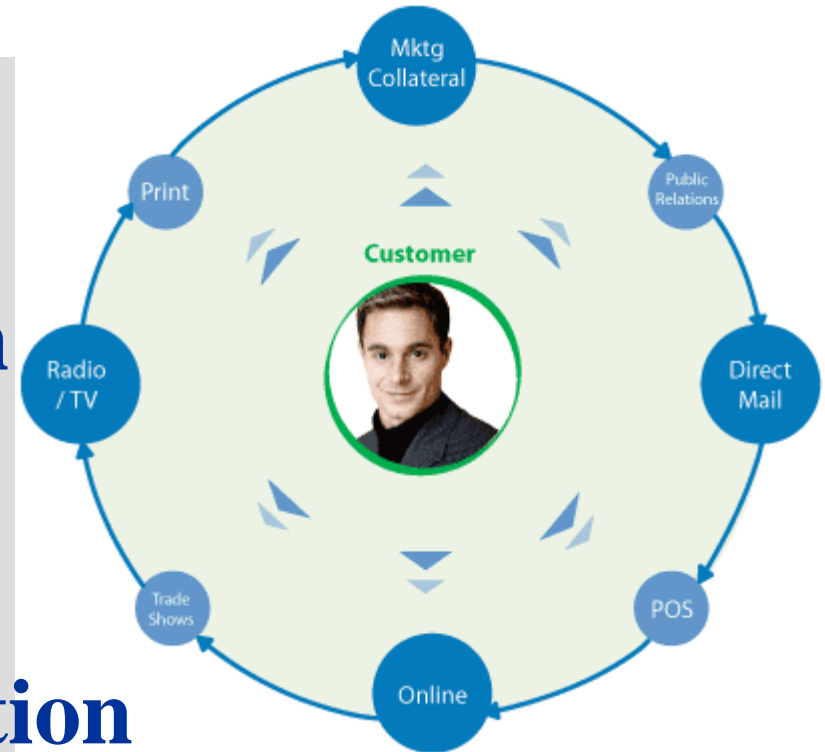
Human Communication

Communication-Mix

--- or ---

Marketing Communication

= MarCom!

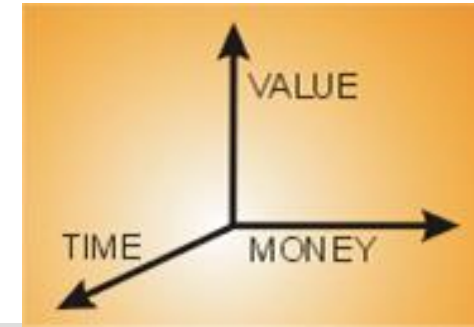


2. MarCom 4 Definition



MarCom is . . .

2. MarCom 4 Goals



- Provide **information**.
- Manage demand and sales.
- Communicate **unique selling points**
- Enhance **positioning**.
- Build **brand equity**.
- Influence attitudes and behavior.
- Increase **market share!**

2. MarCom 4 Theoretical Background

BASIC ASSUMPTION:

Consumers move through a step by step process as they receive marketing information and move toward a decision.

This is called: **Hierarchy of Effects!**

2. MarCom 4 Hierarchy of Effects!

Awareness levels that customers must go **THRU**: unawareness



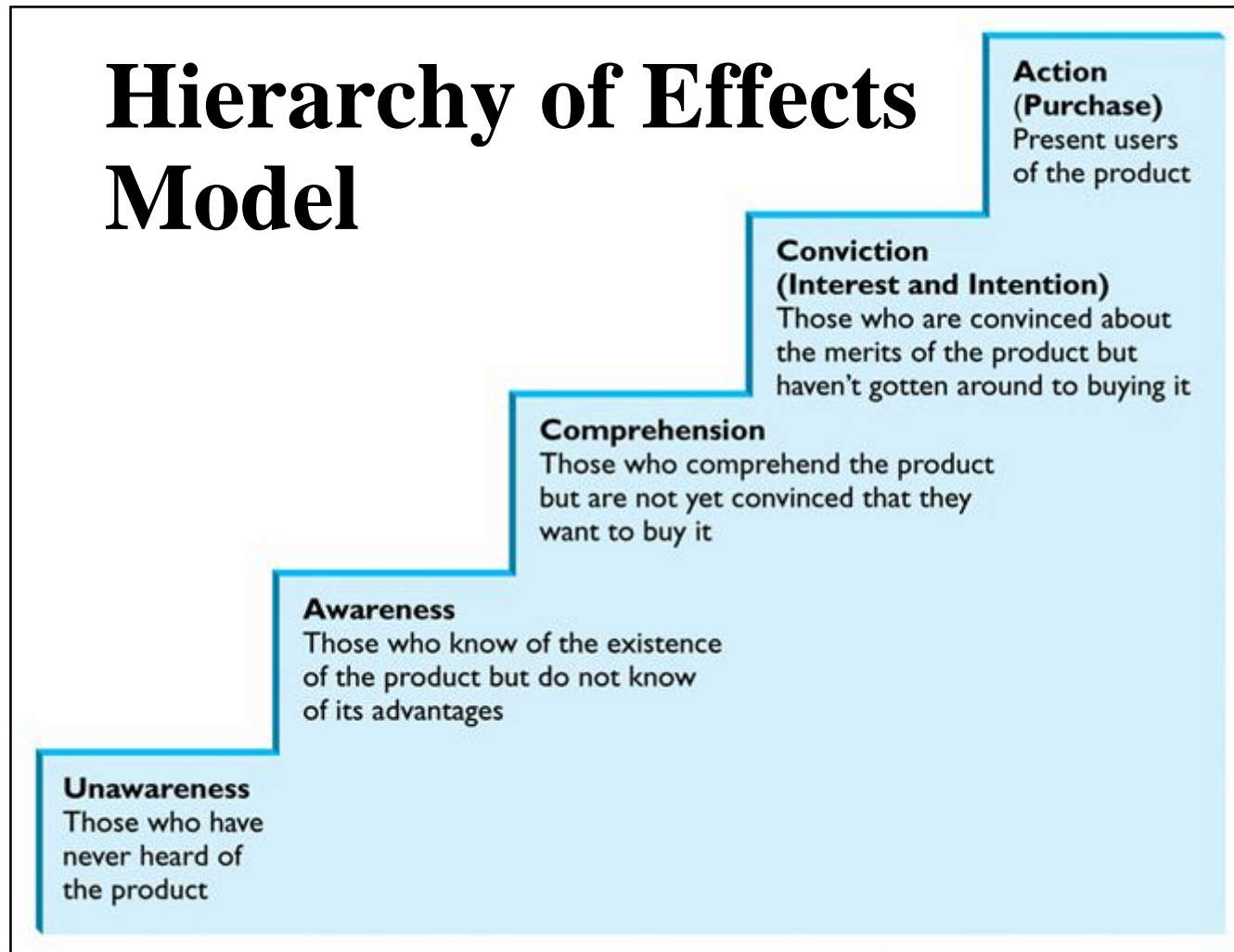
awareness

comprehension

conviction

action

2. MarCom 4 Hierarchy of Effects!



2. MarCom 4 Response Models

Model Stages	AIDA (1925)	Hierarchy of effects	Innovation adoption	Information processing
Cognitive	Attention	Awareness Knowledge	Awareness Interest	Presentation Attention
Affective	Interest Desire	Linking Preference Conviction	Evaluation	Yielding Retention
Behavioral	Action	Purchase	Trial Adoption	Behavior

2. MarCom 4 DAGMAR - model#4

DAGMAR - Defining Advertising Goals for Measured Advertising Results

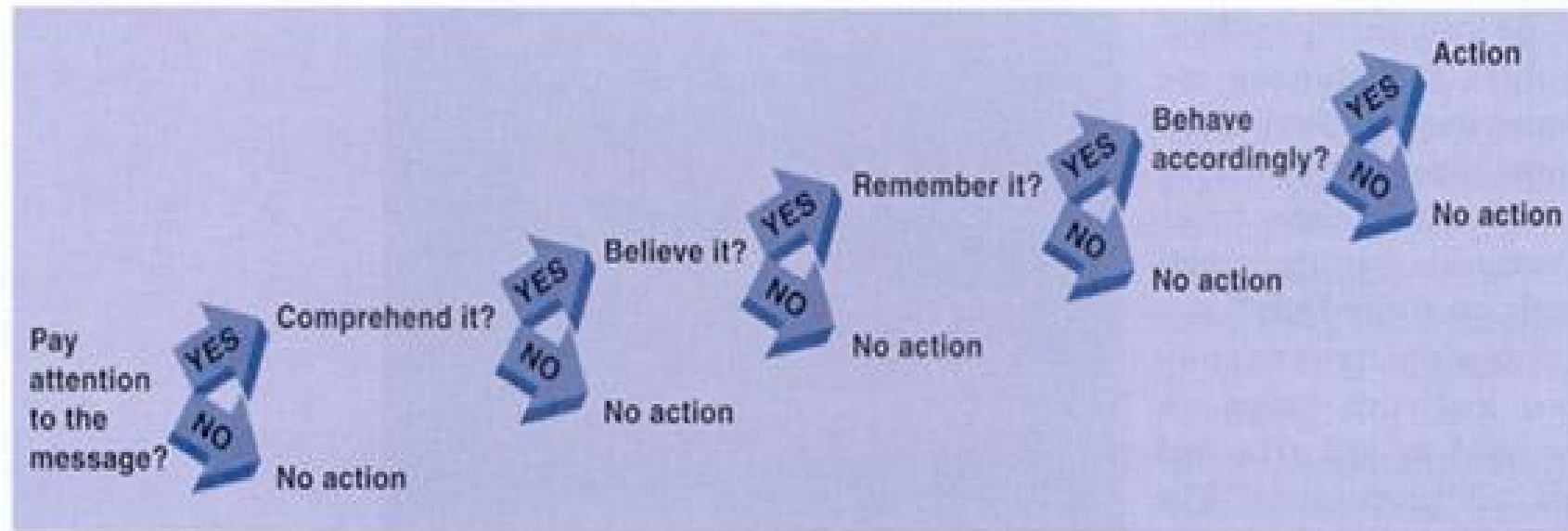
The basic hierarchy of effects model is **AIDA** developed by E. K. Strong (1925).

Many variations have been made on this original model, including Colley's **DAGMAR** model with a sequence as follows: awareness, comprehension, conviction, and action.

(Colley, 1961)

2. MarCom 4 IPM - model^{#5}

Information Processing Model (IPM) of Advertising Effectiveness: 6 Steps



(From David G. Myers, 2002, p.244. Reprinted there from W.J. McGuire, "An Information Processing Model of Advertising Effectiveness," *Behavioral and Management Sciences in Marketing*, Davis and A.J. Silk, 1978.)

2. MarCom 4 IPM - model^{#5}

Information Processing Model (IPM) of Advertising Effectiveness: 8 Steps

1. Exposure

5. Retention

2. Perception

6. Retrieval

3. Comprehension

7. Decision-making

4. Agreement

8. Action

(From David G. Myers, 2002, p.244. Reprinted there from W.J. McGuire, "An Information Processing Model of Advertising Effectiveness," *Behavioral and Management Sciences in Marketing*, Davis and A.J. Silk, 1978.)

2. MarCom 4 ELM - model#6

Elaboration-likelihood Model (ELM)

Assumptions:

People are overloaded with persuasive messages.

It is impossible to evaluate every message.

People process messages in two main ways:

• Central - elaborated (major decisions).

• Peripheral - not elaborated (minor decisions).

2. MarCom 4 ELM - model#6



People process messages in two main ways:

• Central - elaborated (major decisions).

• **Peripheral** - not elaborated (minor decisions)

2. MarCom 4 ELM - model#6



People process messages in two main ways:

• Central - elaborated (major decisions).

• Peripheral - not elaborated (minor decisions)

2. MarCom 4 ELM - model#6

Elaboration-likelihood Model (ELM)

Peripheral Processing:

Driven more by “who” rather than “what”.

Explains learning & attribution theories.

Tends to produce less permanent impact:

- Short-term.

- Lower-level of commitment.

2. MarCom 4 ELM - model#6

Elaboration-likelihood Model (ELM)

Practical Outcome:

Determine which route the audiences are taking to process a message.

Select a strategy based on that route.

Develop tactics based on strategy:

Central route – more logical arguments, evidence-based.

Peripheral route – use learning & attribution theories.

2. MarCom 4 Supporting Model - a

Push/ Pull Communications

PUSH-Through Communications

Activities targeting channel intermediaries to motivate resellers to become more aggressive in customer communications.

The overall objective is to increase reseller support and market coverage.

2. MarCom 4 Supporting Model - a

PUSH-Through Communications

- Ø Cooperative advertising deals
- Ø Collaterals, catalogs, manuals
- Ø Dealer premiums, prizes, gifts
- Ø Advertising materials, mats, inserts
- Ø Point of sale displays, racks, stands
- Ø Trade shows, conventions, meetings

2. MarCom 4 Supporting Model - a

Push/ Pull Communications

PULL-Through Communications

Activities used by manufacturers and suppliers to target final customers and to create customer demand (pull). The objective is to move goods and services forward in the distribution channels by pre-selling final customers.

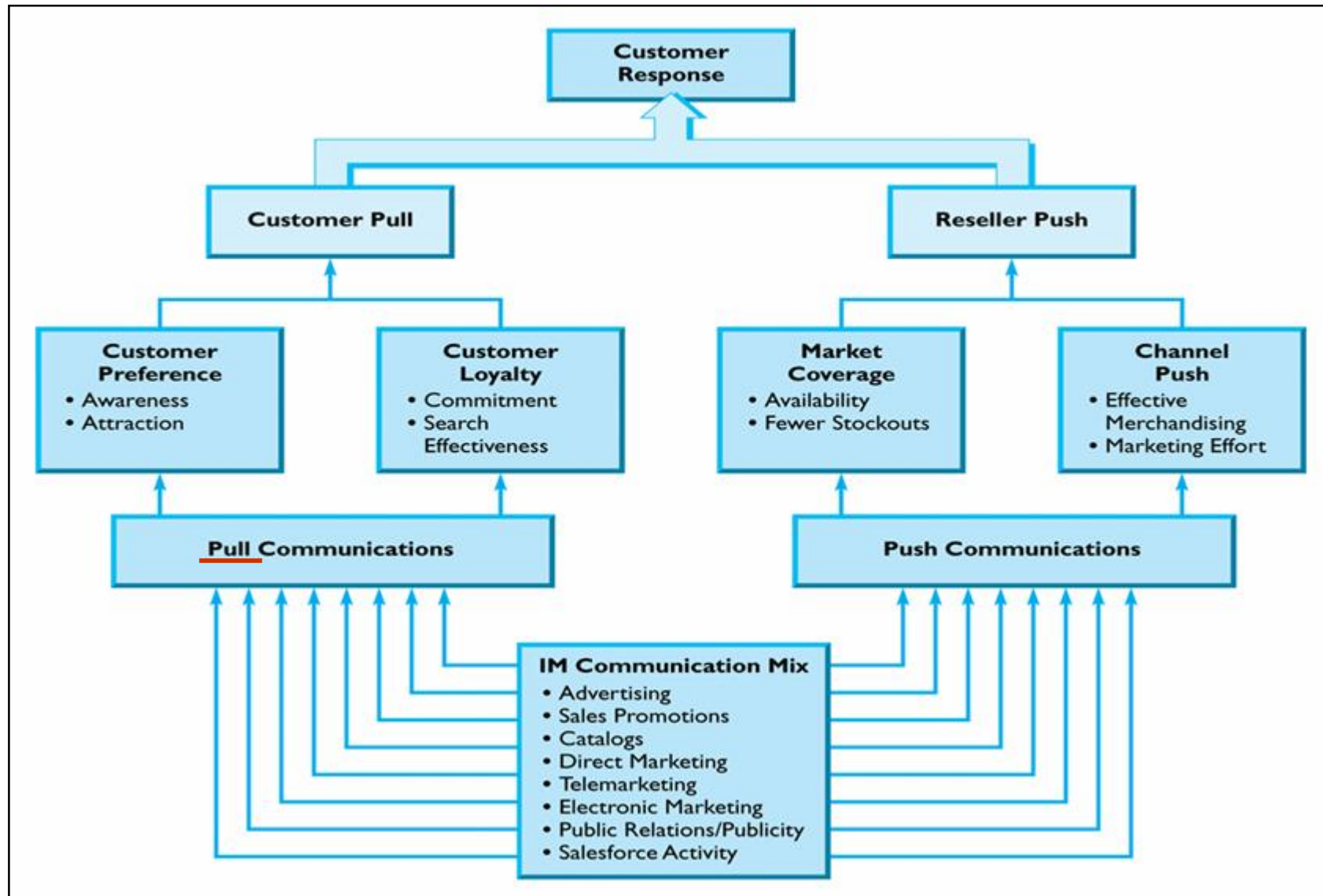
2. MarCom 4 Supporting Model - a

PULL-Through Communications

- Ø Coupons
- Ø Price-off deals
- Ø Refunds/rebates
- Ø Sampling, free trial
- Ø Frequency/loyalty programs
- Ø Point-of-purchase advertising



2. MarCom 4 Supporting Model - a



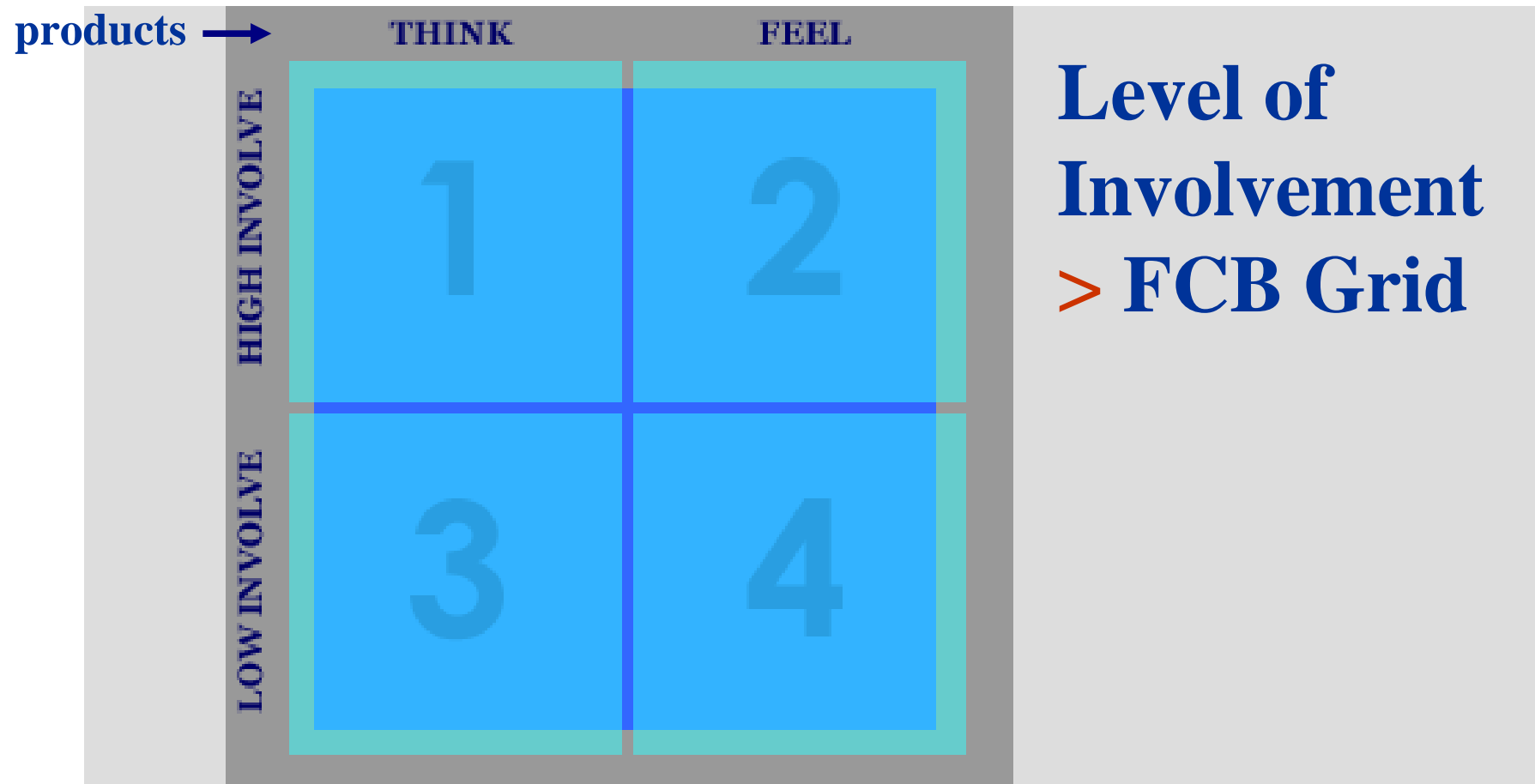
2. MarCom 4 Supporting Model - b

FCB Grid – Working in Foote, Cone & Belding (FCB) advertising agency, Richard Vaughn has incorporated a model that allows to understand people's attitude toward advertising (1980).

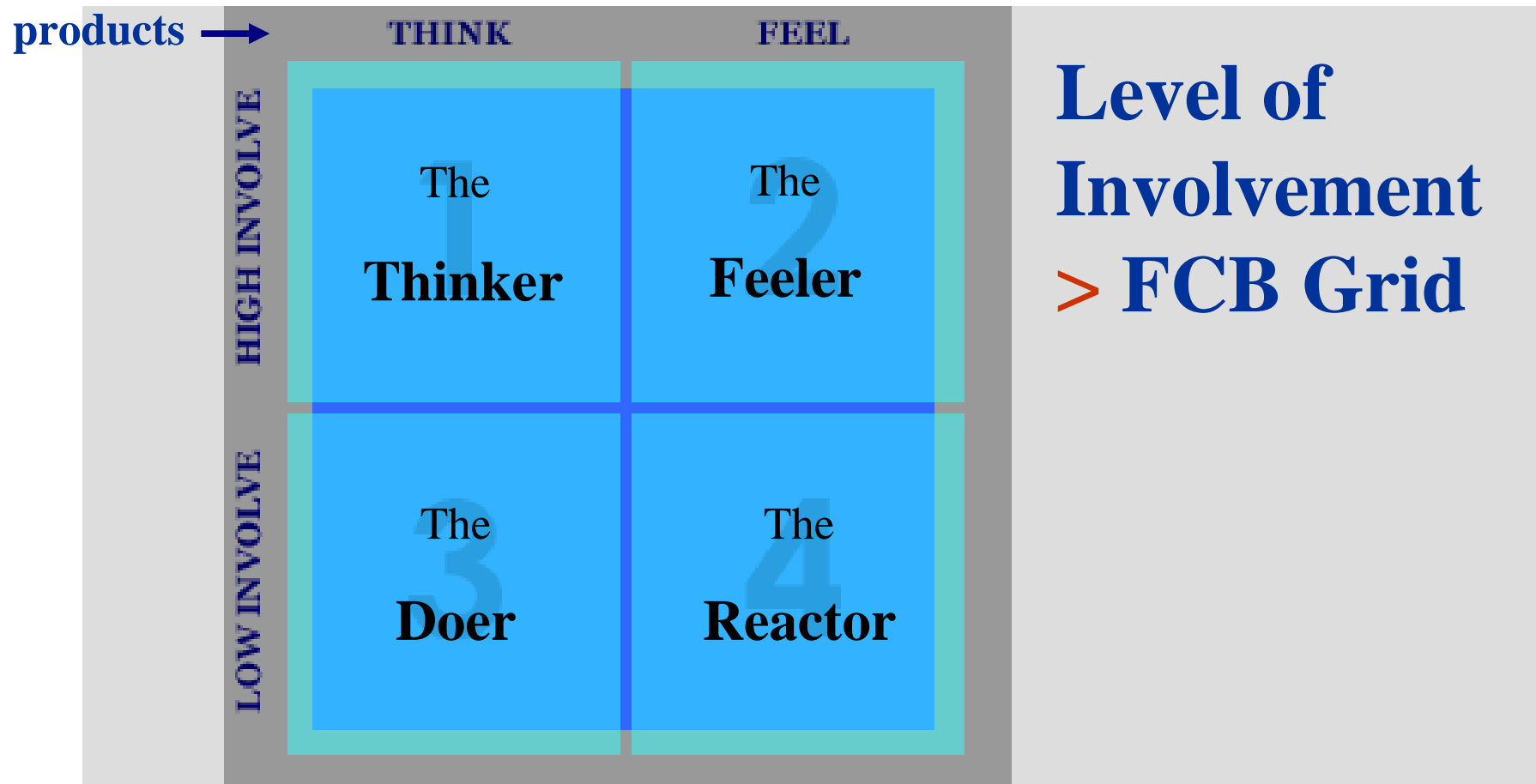
It is based on two dimensions:

1. Level of **Involvement**.
2. **Thinking/ Feeling**-related products.

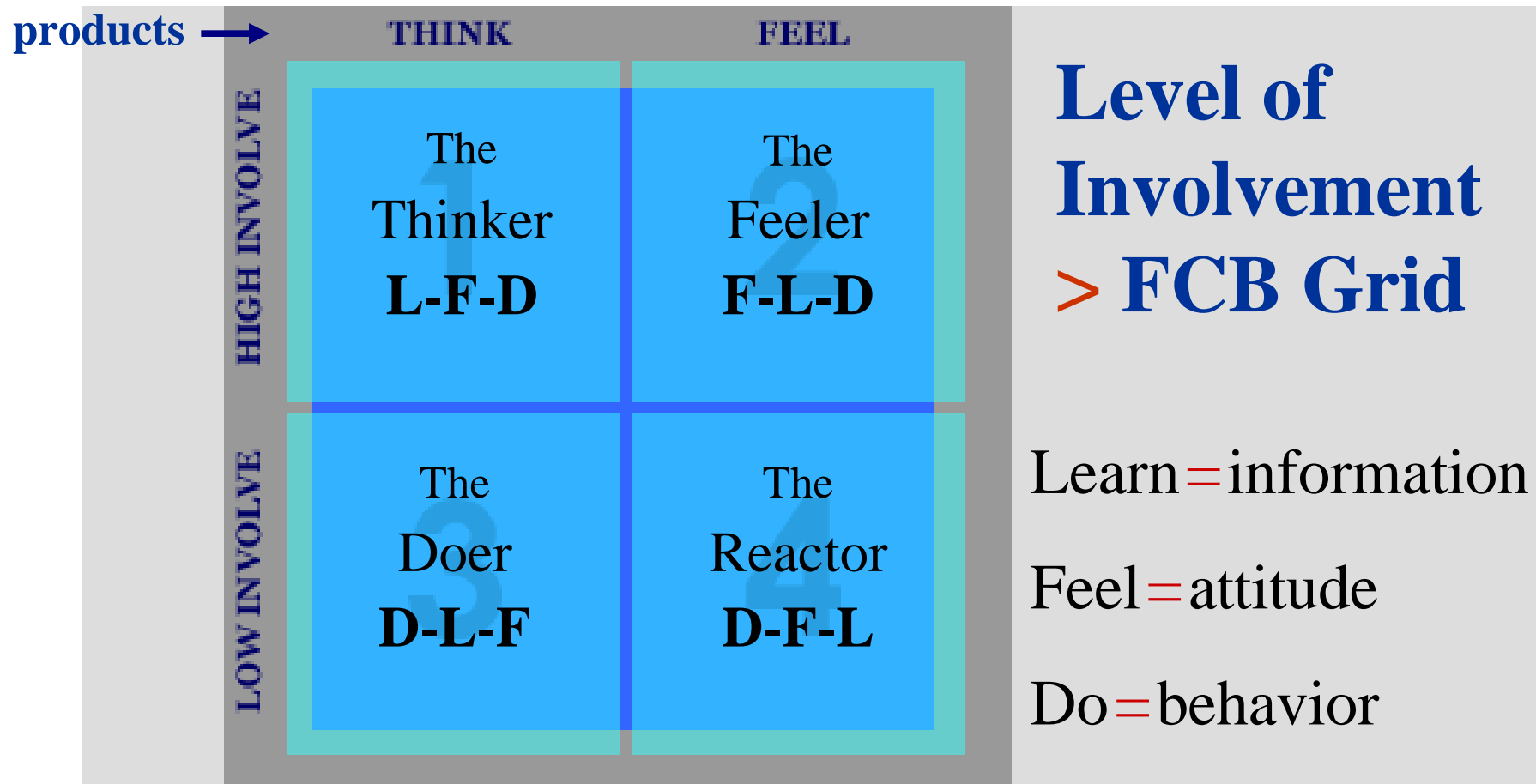
2. MarCom 4 Supporting Model - b



2. MarCom 4 Supporting Model - b

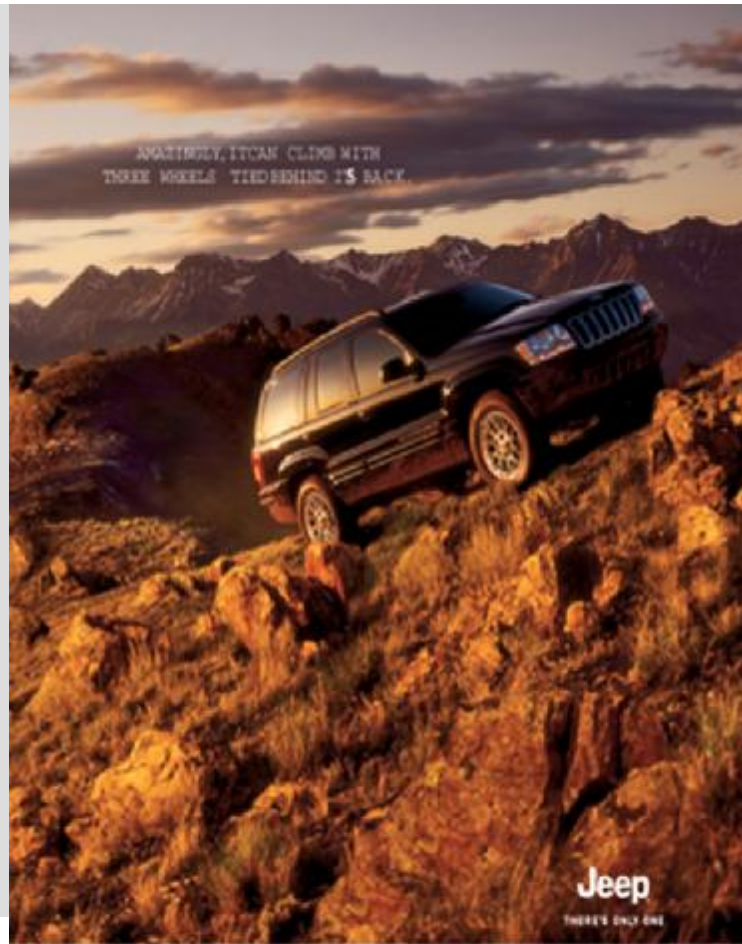


2. MarCom 4 Supporting Model - b



2. MarCom 4 Supporting Model - b

products →



Level of
Involvement
> FCB Grid

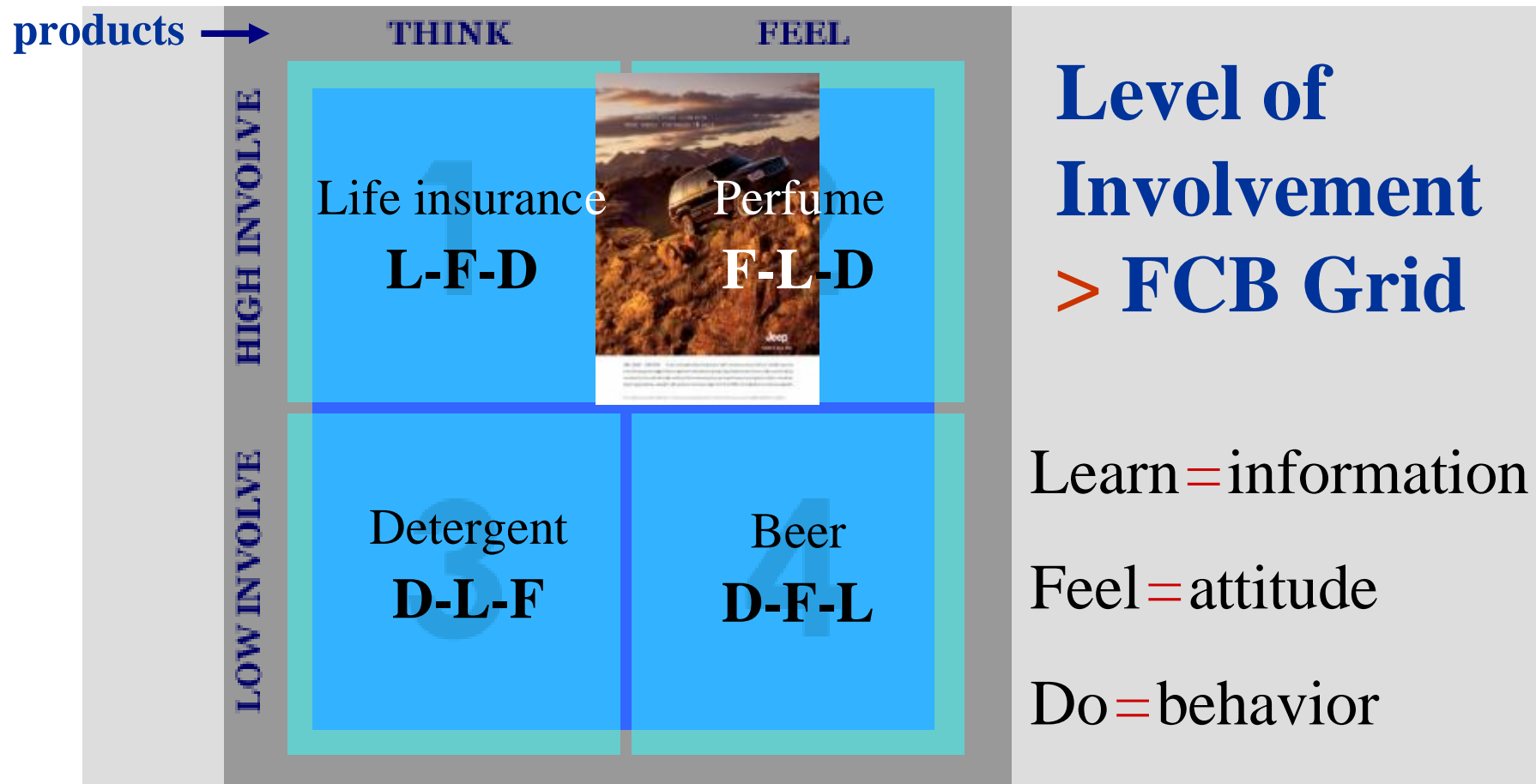
Learn = information

Feel = attitude

Do = behavior

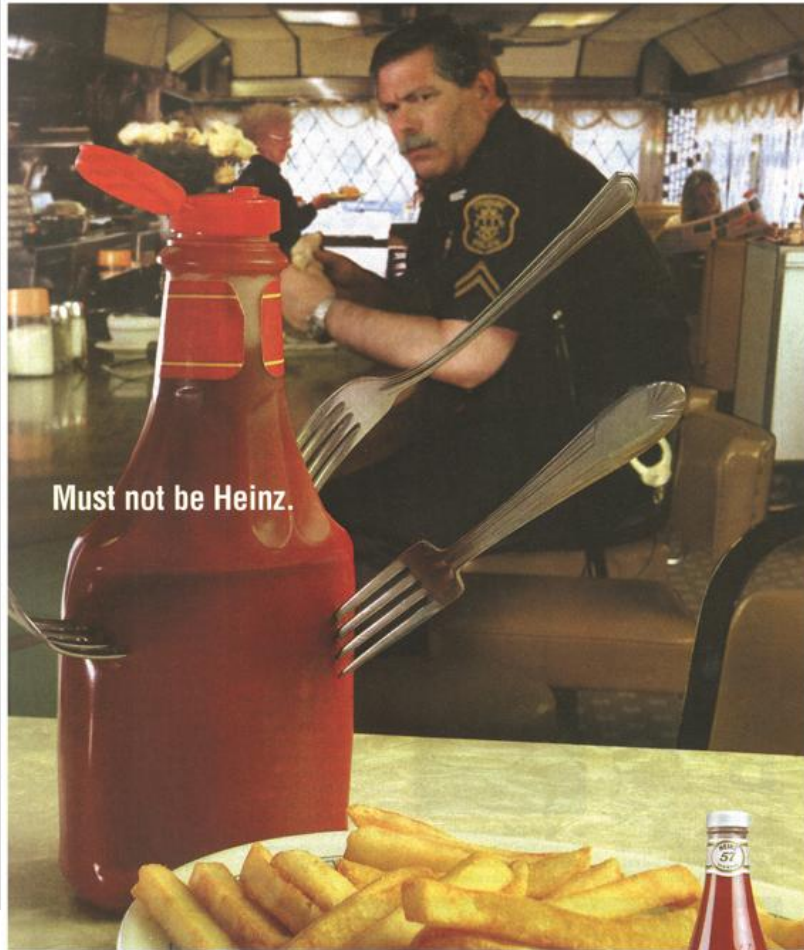


2. MarCom 4 Supporting Model - b



2. MarCom 4 Supporting Model - b

products →



Must not be Heinz.

A good meal out deserves a great ketchup. Insist on



Source: © H.J. Heinz Company, L.P. Used with permission

Level of
Involvement
> FCB Grid

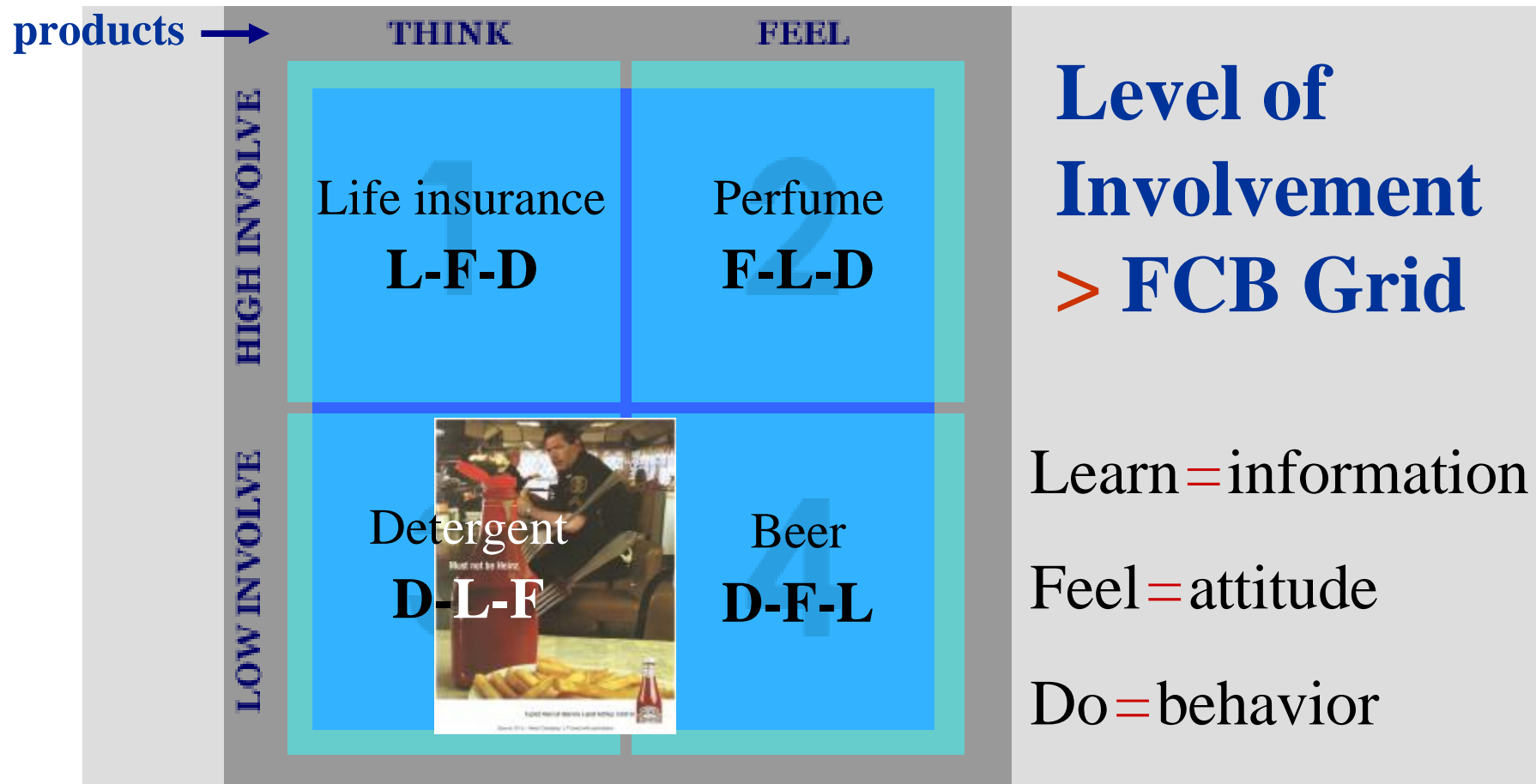
Learn = information

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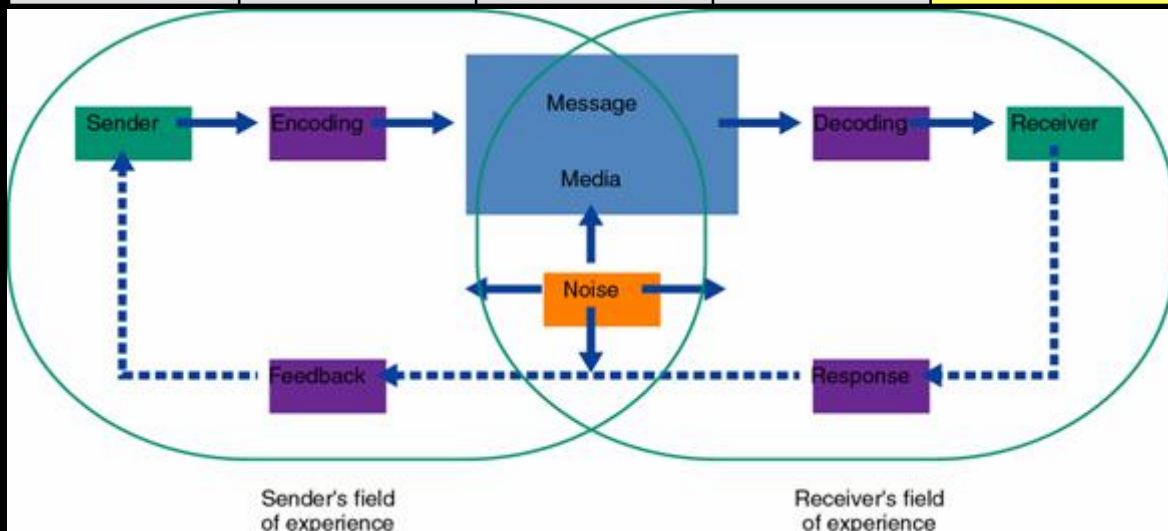


2. MarCom 4 Supporting Model - b



2. MarCom 4 Persuasion Matrix

Model \ Stages	AIDA (1925)	Hierarchy of effects	Innovation adoption	Information processing
Cognitive	Attention	Awareness Knowledge	Awareness Interest	Presentation Attention Comprehension
Affective	Interest Desire	Linking Preference Conviction	Evaluation	Yielding Retention
Behavioral	Action	Purchase	Trial Adoption	Behavior



Persuasion Matrix

2. MarCom⁴ Promotional Planning

1. Receiver/ comprehension

Can the receiver comprehend the ad?

2. Channel/ presentation

Which media will increase presentation?

3. Message/ yielding

What type of message will create favorable attitude?

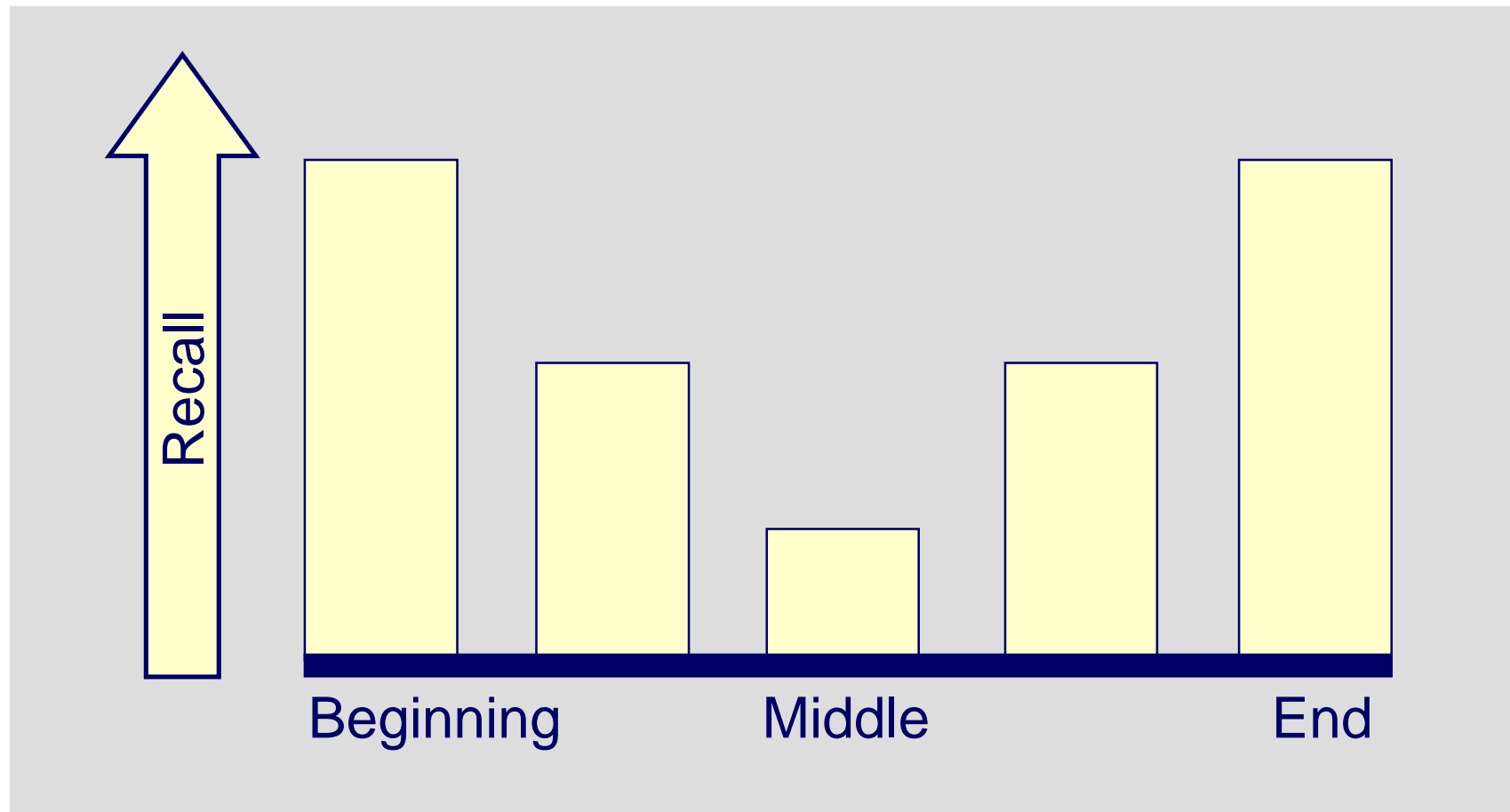
4. Source/ attention

Who will be effective in getting consumers' attention?

2. MarCom 4 Persuasion Matrix

Independent variables: The Communications Components					
Dependent Variables	Source	Message	Channel	Receiver	Destination
Message presentation			2		
Attention	4				
Comprehension				1	
Yielding		3			
Retention					
Behavior					

2. MarCom⁴ Message Recall



2. MarCom4 Message Appeal

Selected Types of Message Appeals:

4 Emotional vs. Rational:

Y Sex

Y Humor

Y Fear

Y Metaphors

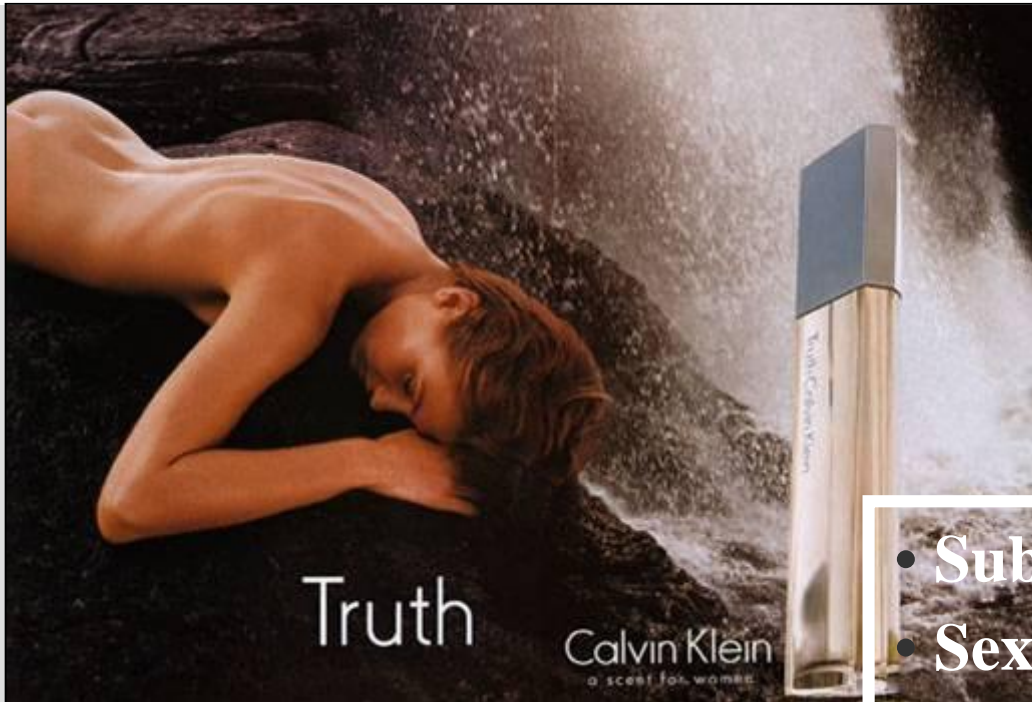
Y Rational

Y Emotional

*Attitudes and
Attitude change*

2. MarCom⁴ Message Appeal

Y Sex

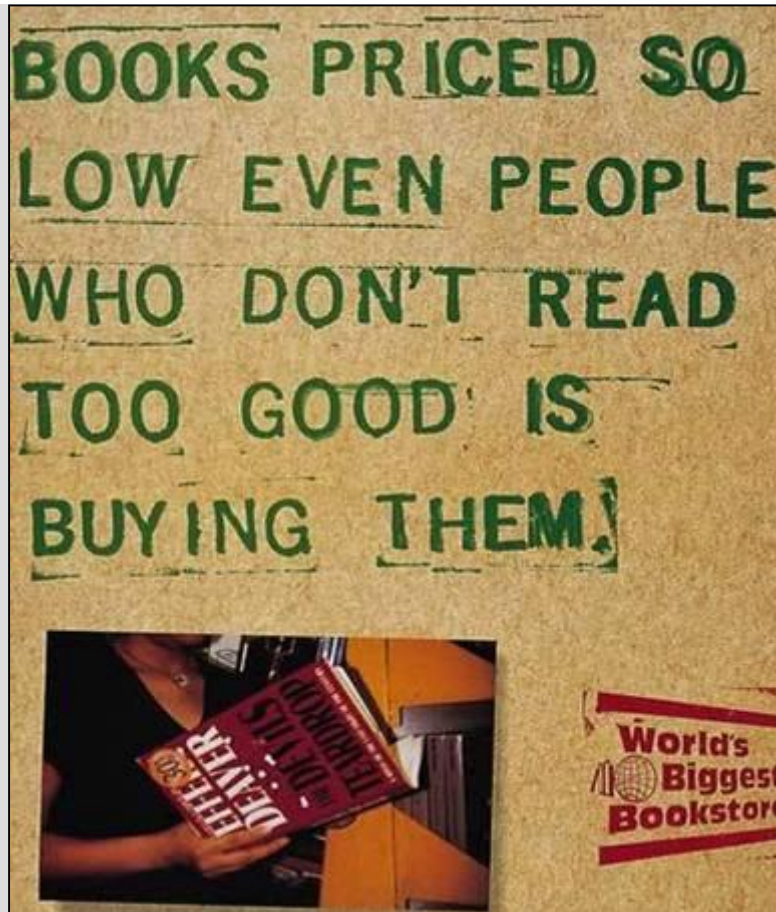


*Attitudes and
Attitude change*

- Subliminal techniques.
- Sex increases attention.
- Brand recall is lower.
- May interfere message.

2. MarCom4 Message Appeal

Y Sex
Y Humor



*Attitudes and
Attitude change*

- Used in 30% of all ads.
- Score \hat{a} in recall tests.

2. MarCom4 Message Appeal

- Sex
- Humor
- Fear

“It was a year ago
that I had
a heart attack
and died.”

It was a miracle that my heart started beating again.

My doctor says a regimen of aspirin, along with diet, light exercise and stress, could reduce my risk of another heart attack by up to 50%.

Of course I'm taking pure BAYER Aspirin now. Because if it isn't in my heart I have to think about it.

Ask your doctor now BAYER Aspirin can help you. For a free booklet of information about heart attacks and stroke prevention, call 1-800-838-2853.



YOU GET OLDER.
YOU GET SMARTER.
YOU GET BAYER.

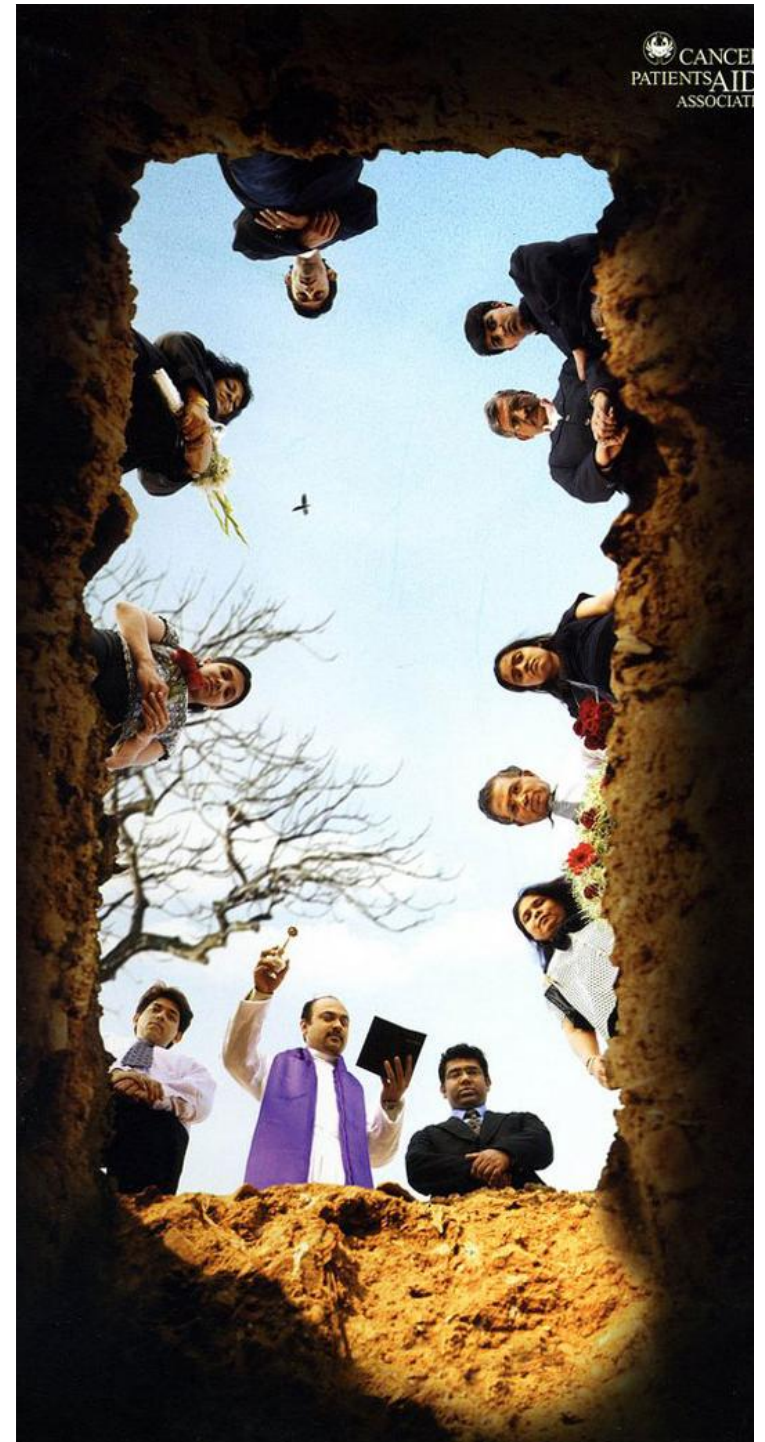
The Bayer name has been used for more than 100 years in a product, service, organization, and/or a brand of products and services.

American Heart Association

*Attitudes and
Attitude change*

- Solutions to anxiety.
- “If-then approach”.
- á fear can backfire.

- Sex
- Humor
- Fear



2. MarCom⁴ Message Appeal

- Sex
- Humor
- Fear
- **Y** Metaphors

When a word or phrase

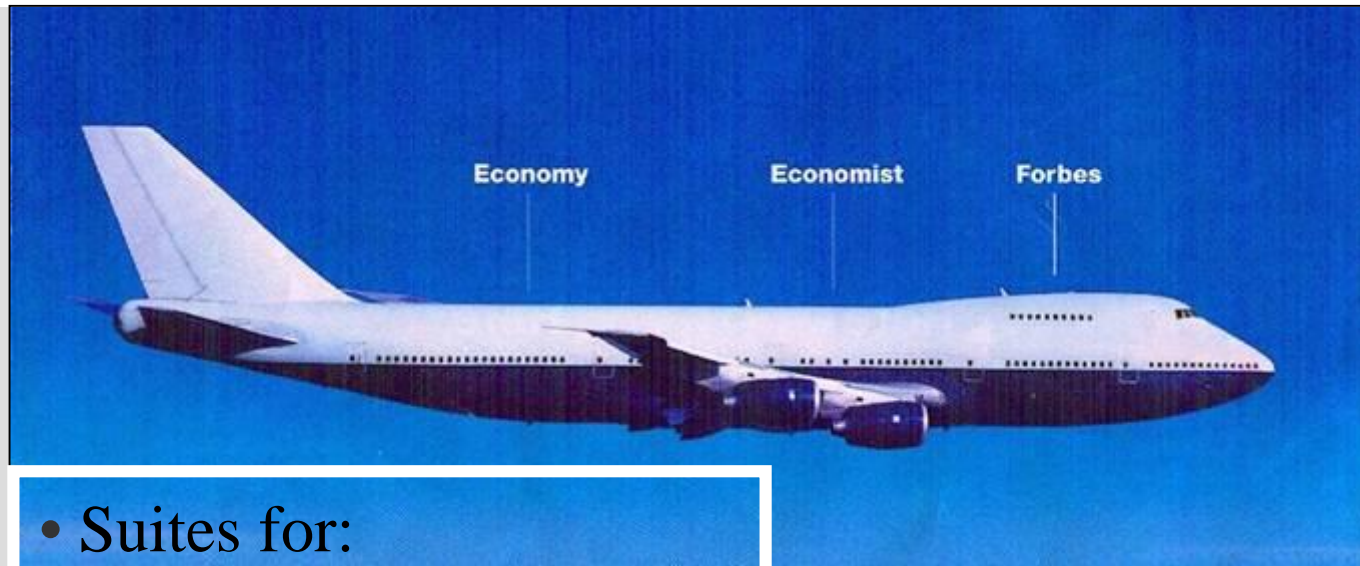
is applied to something it does not literally resemble in order to emphasize particular qualities.



*Attitudes and
Attitude change*

2. MarCom⁴ Message Appeal

- Sex
- Humor
- Fear
- Metaphors
- Rational



- Suites for:
 - Printed media,
 - B2B advertisers,
 - á involvement products.

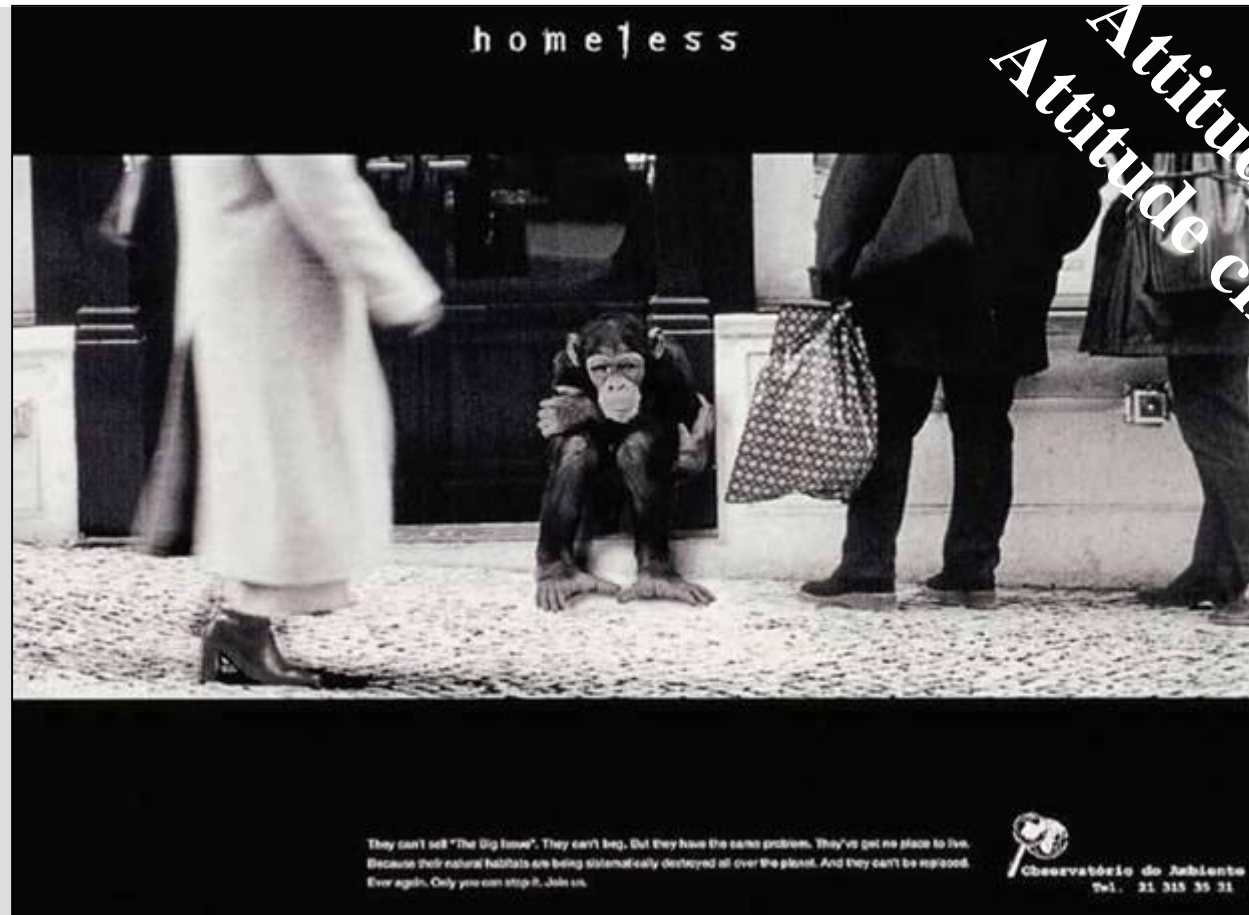
- ÿ Sex
- ÿ Humor
- ÿ Fear
- ÿ Metaphors
- ÿ Rational



- Suites for:
 - Printed media,
 - á involvement products.

2. MarCom4 Message Appeal

- Sex
- Humor
- Fear
- Metaphors
- Rational
- Emotional



Attitudes and
Attitude change

This ad for a nonprofit animal rights and rescue group draws on viewers' sympathies toward animals.

MarCom-1

2. MarCom4 Message Appeal

- ÿ Sex
- ÿ Humor
- ÿ Fear
- ÿ Metaphors
- ÿ Rational
- ÿ Emotional
- ÿ** Comparative

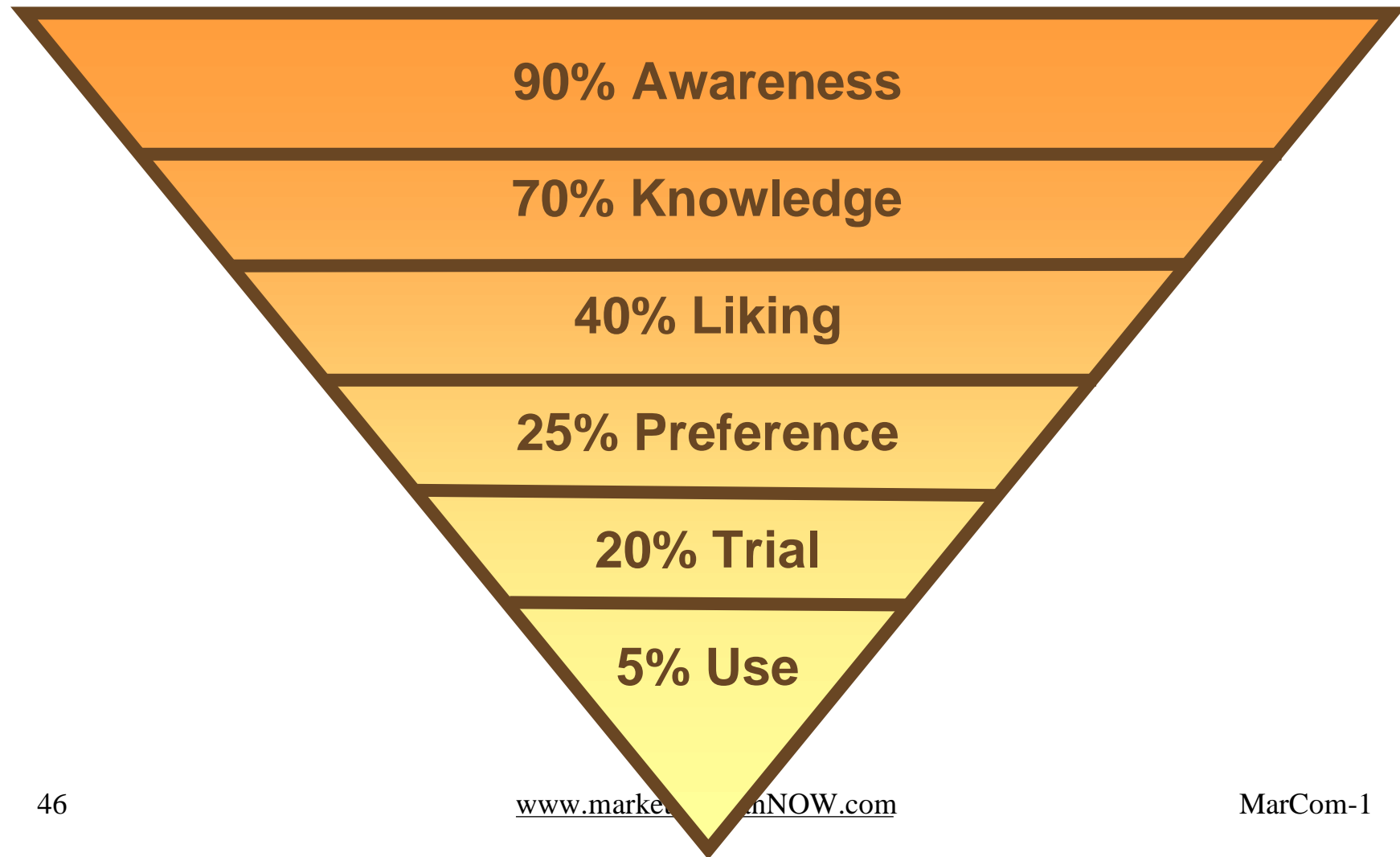


2. MarCom4 Message Appeal

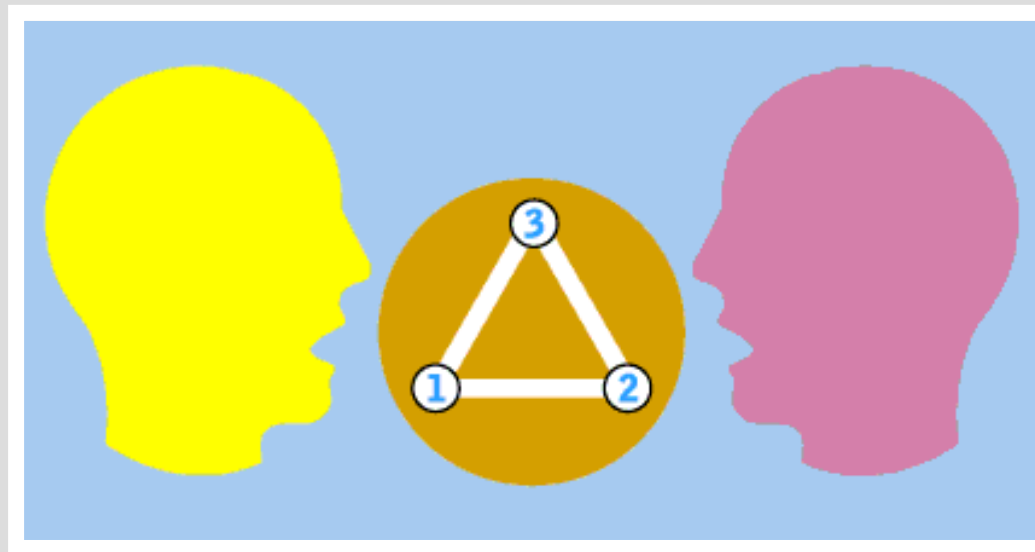
- Sex
- Humor
- Fear
- Metaphors
- Rational
- Emotional
- **Comparative**



2. MarCom4 Effects (example)

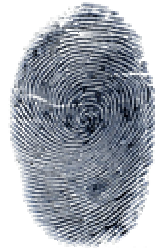


2. MarCom; Theory & Planning



Marketing 2.1 Communication

Marketing Communication Theories
Part **TWO** out of Four (**2.1**)



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Marketing Plan Specialist

Chapter 2

marketing
communication,
cont. (2.2)



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