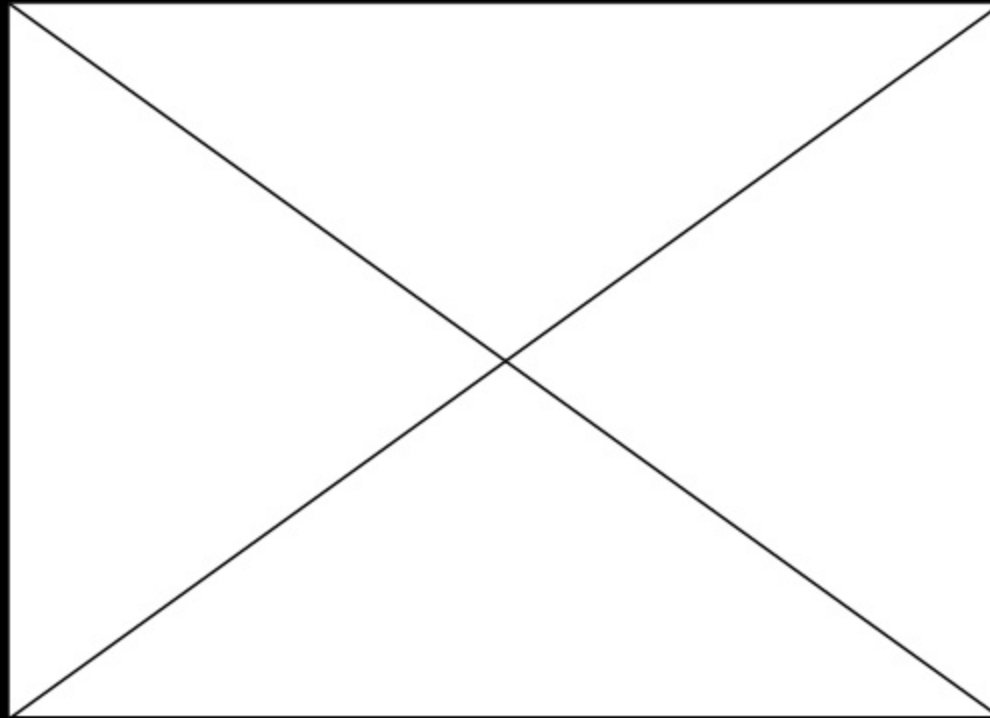


Advertising Psychology

Andreea Dicu Alexandra Musat Carmen Neghina

Psycho-economics





Agenda



- Advertising revealed

- Advertising tactics

Elaboration Likelihood Model

Communication Model/Techniques

1) Who say?

2) What?

3) By what means?

4) To whom?

- Methods of measuring advertising effects

- Trends and future developments



Advertising Revealed

Innovative

Fun

Hard Work

Creative

***What do you
think about
advertising?***

Aggressive

Deceptive



Non-Personal

Sponsor

Mass Media

Large
Audience

***What is
advertising in
theory?***

*Paid form of
communication*

Persuasive



Definition of **advertising**

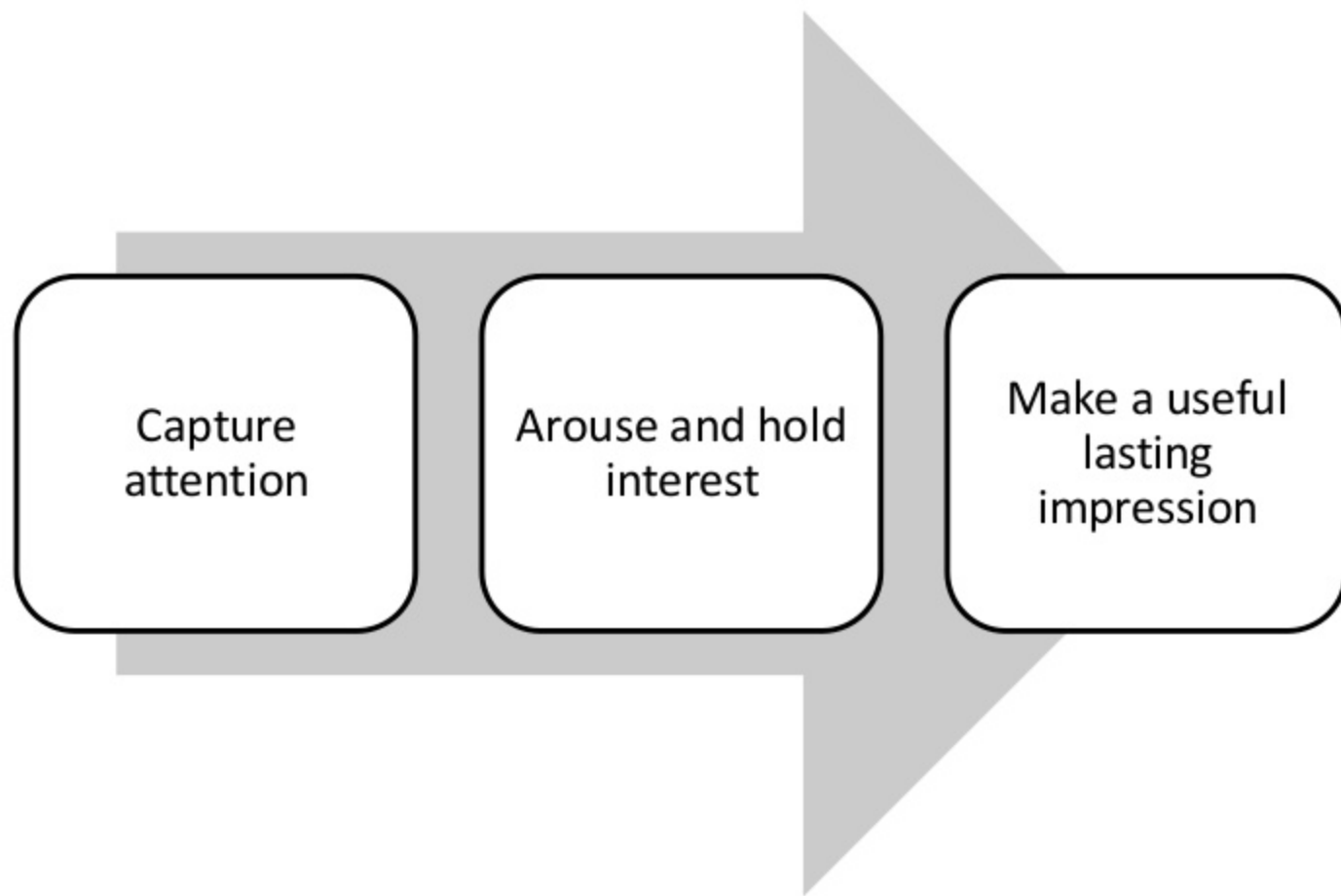
“Advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience.”

(Wells, Burnett & Moriarty, 2003, p. 10)

*An advertising idea is a **credible** and **provocative** statement of substance about the brand’s main consumer benefit.*



Major objectives



Effects of advertising



Cognitive

- awareness / recognition of the ad, brand, or product/service
- memory about the ad, brand, or product/service



Affective

- Interest
- product liking
- positive emotional response to an ad
- emotional bonding



Conative

- purchase consideration
- buying the product



Unique Selling Proposition

- ❏ A motivating idea, uniquely associated with a particular brand, which is to be registered in the mind of the consumer
- ❏ The U.S.P.
 - ❏ *is about uniqueness*
 - ❏ *must sell*
 - ❏ *must make a proposition*



Unique Selling Proposition

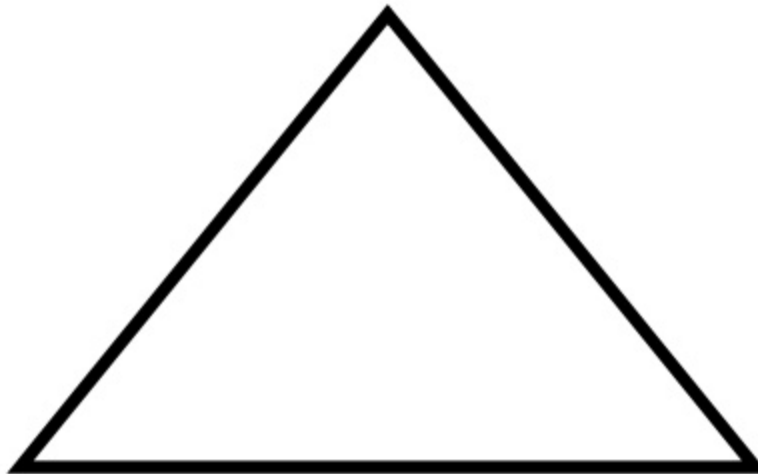
- In best cases our brand or product is unique in itself or is determined to be something unique for a special target group
- Can you give examples?
 - *Coca cola*
 - *Porsche*
 - *Rolex*



Unique Selling Proposition

Unique

Advertising that promises a unique benefit,
or a benefit that is perceived as distinct
and/or superior



Selling

Significant and relevant
to consumers - persuasive
enough to incite action

Proposition

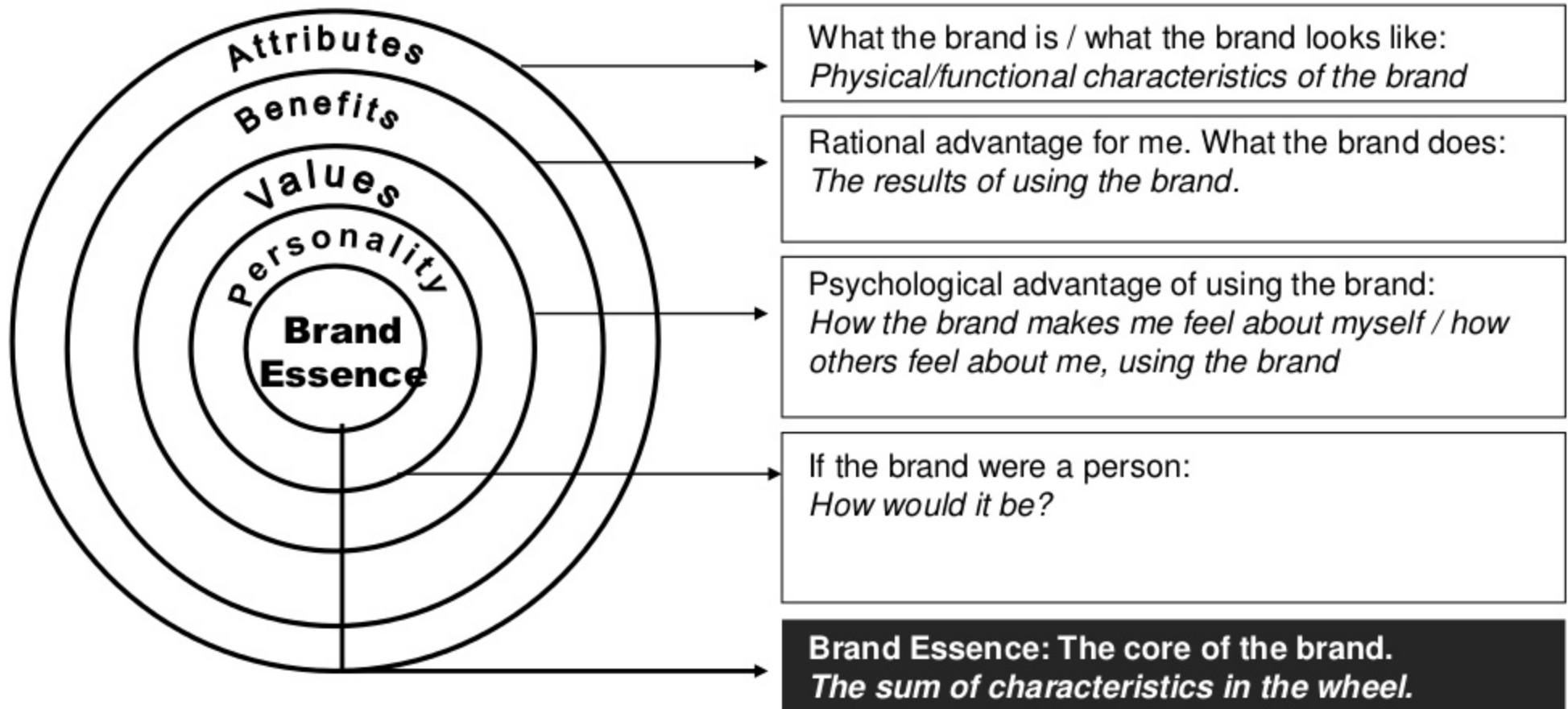
A clear, compelling
consumer benefit that is
delivered by the product



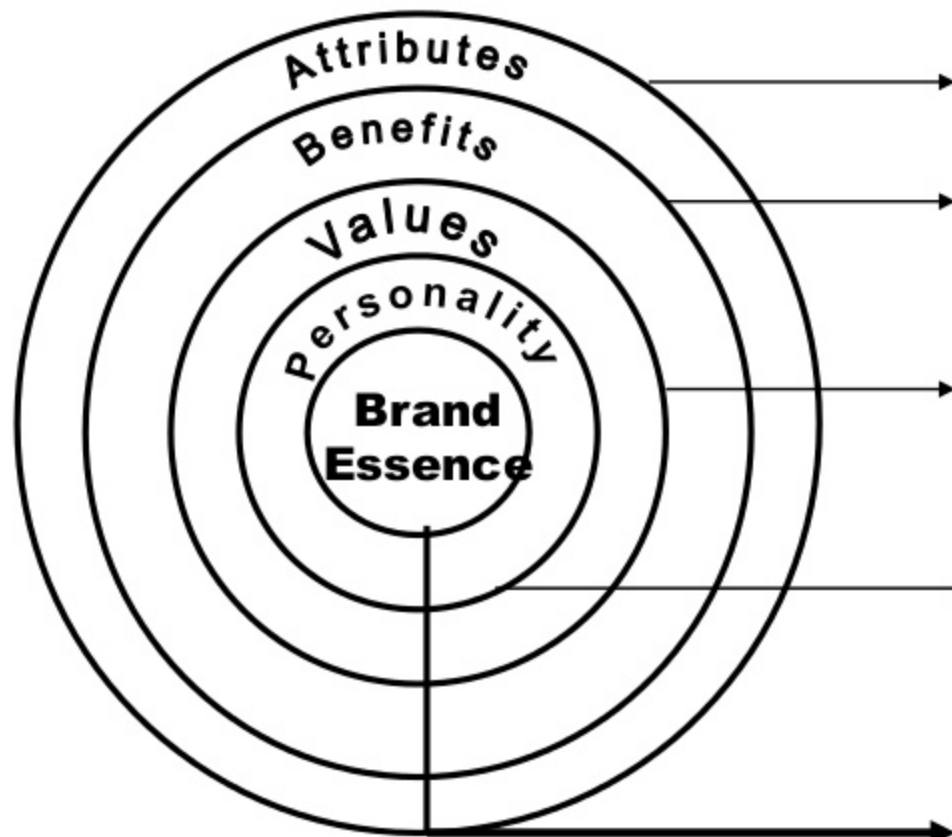
Unique Selling Proposition



Brand Wheel



Brand Wheel



German, Masculine, Luxury, Expensive, well-engineered. Quality, Performance, Roadholding, Heritage, Bsssssing!

Sports performance in luxury comfort, Best of both worlds. Is what it does

Wise heads on young shoulders
A passionate driver

Serious but not serious-minded, charismatic, outgoing, joie de vivre, half german, half human.
The steel fist in a velvet glove

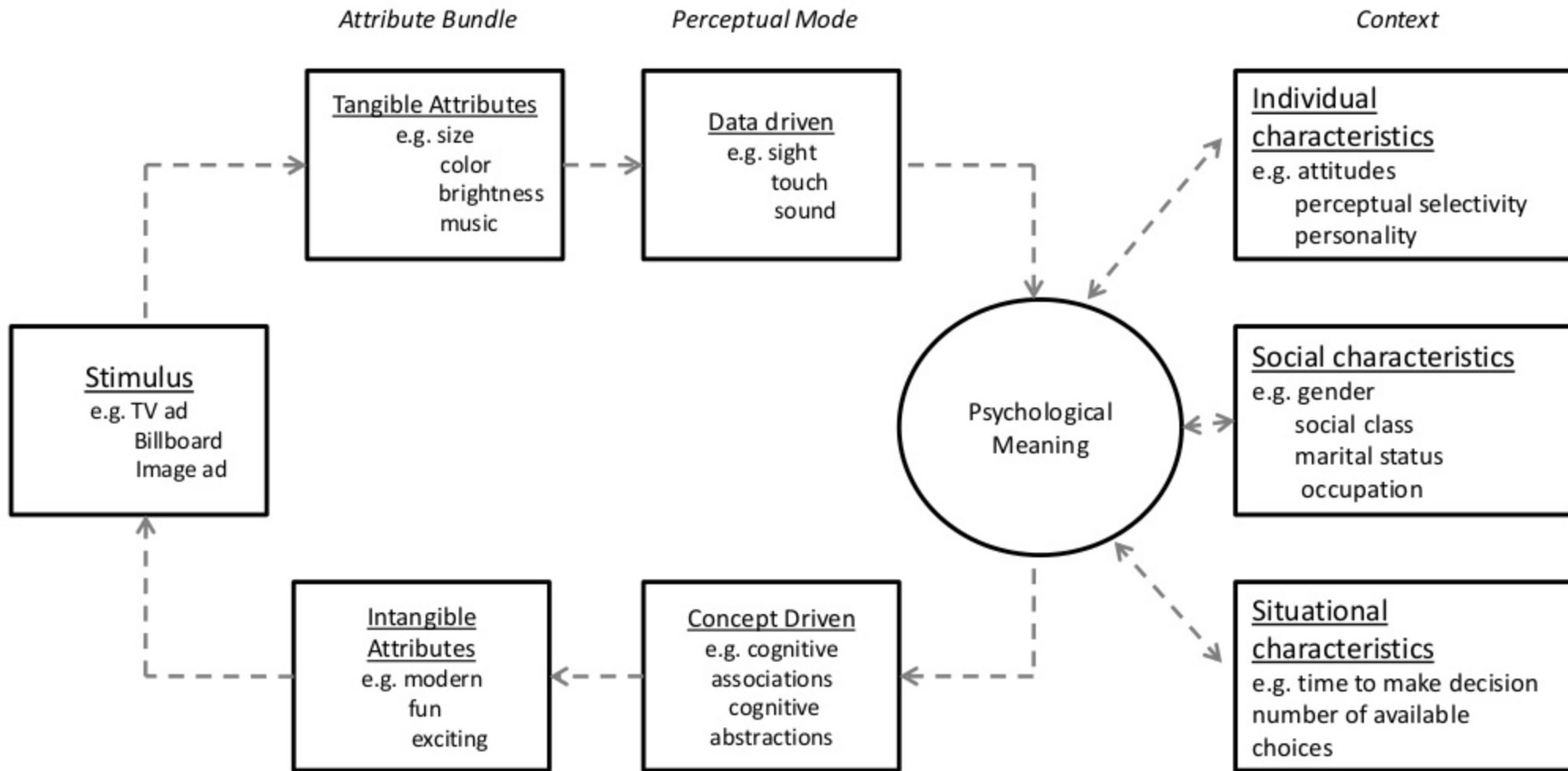
DRIVING EXCELLENCE





Advertising Tactics

A framework of psychological meaning



Elaboration Likelihood Model

(Petty & Cacioppo, 1986)

Implies two routes to persuasion:

Consumers that are
motivated and **able** to

Central route to
persuasion

in advertisement
→ “elaboration”

Attitude change depends
on the quality of the
arguments

Consumers that are not
motivated and/or

unable to process the
Peripheral route to
persuasion
message will switch to a
less involved and

elaborate processing of
information

Attitude change depends
on the **peripheral cues**



Examples of peripheral cues



- ▣ *celebrity*
- ▣ *attractive source*
- ▣ *sources with high credibility*
- ▣ *expert sources*
- ▣ *humor*
- ▣ *erotic stimuli*



Elaboration Likelihood Model

- ▣ **Motivation** to process the message can be influenced by
 - ▣ *personal relevance of the product*
 - ▣ *need for cognition (a tendency to engage in and enjoy effortful analytic activity)*
 - ▣ *personal responsibility*
- ▣ **Ability** to process the message can be influenced by
 - ▣ *distraction*
 - ▣ *prior knowledge*
 - ▣ *intelligence*
 - ▣ *message comprehensibility*

