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COMM 775

Assignment Six

Chapters 6 & 7

What are the five main elements of a Creative Brief? How do they affect the choice of advertising appeals?

The five main elements of a creative brief are:

- The objective of the ad
- The target audience
- The message theme
- The support
- Any constraints to be included

The text states that “with these key components in mind, the creative can move forward and prepare the ad.”

What are the six stages of the hierarchy of effects model? Do they always occur in that order? Why or why not?

The six stages of the hierarchy of effects model are:

1. Awareness
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. The actual purchase

The steps are sequential, however, they do not always occur in that order. But to encourage brand loyalty, all six steps must be present.

What should international advertisers consider when thinking about using sexual appeals?

When international advertisers use sexual appeals in their ads, they must consider the fact that “something that is acceptable in one country may not be in another.” Different countries have many different cultures with different views on religion, values, sexual references and gender-specific issues.

Name the different ways music can play a role in an advertisement. Explain how each role should match individual appeals, media, and the other elements in the design of the ad.

Music has many different influences on an ad including the following:

- Captures the listeners attention – linked to emotions, memories, and other experiences
- Can be intrusive – gain the attention of someone who wasn’t previously listening
- Stimulus – ties a jingle to a product
- Can lead to better recall of an ad
- Increases the persuasiveness of an argument.
- Musical memories are often stored in long-term areas of the brain

Music’s role can be incidental, primary, or can be used to misdirect the audience.

What are the advantages and disadvantages of rational appeals? Which media do they best match?

Advantages of rational appeals include the fact that it is “superior to other appeals in developing or changing attitudes and establishing brand beliefs.” Disadvantage include the fact that it is limited to print media and that the ad will usually be ignored.

What five components make up the structure of an advertisement? Explain each one.

The five component that make up an advertisement are:

1. The promise of a benefits or a headline – what gets looked at first (after art/illustration) keeps the reader’s attention
2. The spelling out of the promise, a sub-headline – delivers additional information and leads the reader to the copy
3. Amplification – unique selling proposition or the single major selling idea
4. Proof of the claim – seals of approval, guarantees, trial offers, samples, warranties, demonstrations, and testimonials

5. Action to take – statements declaring the actions consumers should take, it should mirror the hierarchy of effects model.

Name the three types of message strategies creatives can use. How are message strategies related to the message theme?

Three types of message strategies are:

- Cognitive strategies
- Affective strategies
- Conative strategies

Message strategies is the primary tactic or approach used to deliver the message theme.

Name the tactics that are available to overcome clutter. How does variability theory assist in this process?

In order to overcome clutter, advertisers can use repetition. They also implement the principles of the variability theory, which “suggests that variable encoding occurs when a consumer sees the same advertisement in different environments.”