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# UNIT 1 : THEORIES, MODELS AND APPEALS IN ADVERTISING

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## 1.0 INTRODUCTION

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Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. One of the most fascinating ways to communicate with the masses among the several forms of persuasive communication is advertising. Although considered to be a marketing tool, yet it is highly regarded as the most effective means of communication when it comes to approaching a consumer and making a decisive impact upon his/her choices. Advertising is impersonal and persuasive in nature, transmitted via mass mediums, consisting of both tangible and intangible products, services and ideas. For an advertisement to be successful it is very essential that the right message reaches the right people and at the right time. Strategy is the most important thing, requiring careful planning and action. There are various theories and models to explain the process of advertising as the means of communication. Understanding these basic postulates will help you frame advertisements that are effective.

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## 1.1 LEARNING OUTCOMES

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After working through this Unit, you should be able to:

- Perceive the basic nature of advertising
- Interpret the various theories on which advertising works
- Illustrate the important Models that explain and predict advertising effects
- Decipher the appeals used in advertising to reach the desired target market

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## 1.2 ROLE OF DIFFERENT THEORIES AND MODELS IN ADVERTISING

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One of the main goals of advertising is to craft and deliver convincing messages to targeted markets. The best way to deliver these messages can depend on the situation, the audience and the type of business from which it originates. Advertising models, or theory based outlines for delivering messages, can be helpful as you craft your business's marketing communication plan.

Advertising has numerous objectives which includes communicating with potential customers as well as persuading them to adopt a particular product or develop a preference towards the product for repeat purchase which ultimately results in brand loyalty. There are a number of theories on advertising. Some of the commonly used and referenced advertising models are the DAGMAR model, the AIDA model, the Ehrenberg model and the DRIP model.

Theories are perspectives with which people make sense of their world experiences (Stoner et. al. 1995, pp. 31-2). Theory builds up a framework of concepts-perceptions that are formed by generalisations and principles (hypotheses that reflect reality) and provides us with an area of knowledge. The knowledge of the theory provides some insights into the otherwise meaningless scattered information. The reasons why theory is important are-

- It provides us an understanding of what we experience and feel.
- It helps us to understand and communicate the deeper complexities of human relationships and lives.
- Although theories have their own limitations yet they challenge us to move beyond and further for greater learning.

In advertising, theories and models help us in understanding the dynamics of the communication process by studying the consumer psychology, behavior and socio-demographic structure. Different models and theories posit different approaches to advertising rendering it a complex yet interesting phenomenon. The advertising theories illustrate how and why advertising is effective in influencing the customers' behaviour and accomplishing its objectives.

In the proceeding Sections of this Unit, we will dissect and understand some of the very interesting theoretical approaches to the process of advertising.

## 1.3 ADVERTISING THEORIES AND MODELS

Let us now go through the popular theories and models that are used to decipher the customer's mind and to create effective persuasive messages by understanding the decision making process, the psychology, the motives and emotions. The process of persuasion through communication will seem simple to you as you go through these models and theories.

### 1.3.1 The DAGMAR Model

Russell Colley created DAGMAR - which stands for - '**Defining Advertising Goals for Measured Advertising Results**', to measure objectives at each stage of communication. He created this for the Association of National Advertisers. DAGMAR helps in identifying the objectives of advertising and focuses to measure the results of an advertising campaign. Following are the objectives of advertising as per this approach:

#### 1. Awareness

Knowledge about the existence of a product or a service that meets the consumer needs is important and an advertisement helps in doing that. The advertising activity should be consistently maintained as consumers are often very forgetful and tend to get distracted by the presence of other similar products and their advertising. Therefore, it is essential that advertising activity not only creates awareness but also maintains its presence in the target market.

#### 2. Comprehension

Comprehension deals with the understanding of the product which is possible only when the consumers are provided with the right kind of information about it. Information regarding the price, availability, any offers, benefits and features of the product, which will help the target audience in taking informed decision before a purchase. An example can be that of a toothpaste. Consumers should be made aware about the features of the toothpaste and its unique properties. Whether it is medicinal, or it has clove or it has salt or it gives 24 hours protection and so on. The objective is to provide all the information about the product to the consumers so that the consumers feel empowered to make a choice on their own with this gained knowledge.

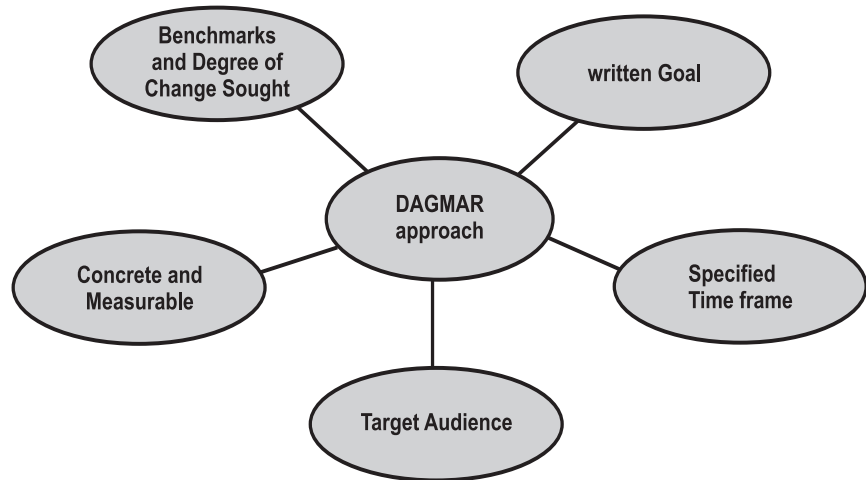
#### 3. Conviction

Conviction is the next step where the customer gets ready to buy the product. Advertising creates interests and persuades the consumers to try that product primarily by moulding their belief system. For example: *Mountain Dew* positioned itself for the people who love adventures and placed itself superior to other soft drinks by saying that it is not for the weak hearted. Thums Up highlighted itself as the strong aerated drink for the grown ups.

The objective is to create a positive mental disposition to buy a product.

#### 4. Action

This involves leading to the final purchase of the product by the consumer who has been sufficiently motivated.



### Objectives of the DAGMAR Approach

- a. Persuade a prospect to visit the showroom.
- b. Growth in market share.
- c. Improve sales turnover.
- d. Perform complete selling function.
- e. Advertise a special reason to buy.
- f. Stimulate impulse sales.
- g. Remind people to buy.
- h. Create awareness about the product and brand existence.
- i. Create favourable emotional disposition towards the product.
- j. Impart information regarding benefits and distinctive features of the product.
- k. Combat and offset competitive claims.
- l. Correct false impressions, wrong information and other hindrances to sales.
- m. Aid sales force with sales promotion and selling activities and boost their morale.
- n. Establish brand recognition and acceptance.

The idea behind the method is to “communicate rather than sell”.



According to Russell Colley, there are various **attributes of well-founded objectives. These are:**

- Have a well-defined target audience or market
- Concrete and measurable
- Specify a time frame to accomplish the objective
- Identify the benchmark and the degree of change needed to bring about

Let us now see what they mean for the advertiser:

### **Target audience: Well Identified**

DAGMAR approach specifies that the target market should be well defined and clear. The advertisers must know whom to approach and how, where and when. This can be possible only through the demographic, psychographic and geographic segmentation. (we shall discuss this in detail in the next Unit on Target Audience) And a clearly defined target market enables the advertiser to design the message clearly.

### **Concrete and Measurable:**

The objectives of communication should be brief and precise and written clearly. They should not be vague, ambiguous or have any technical or literary jargons. They should be measurable.

### **Specified time frame:**

Objectives should have a defined time frame as that enables the advertiser to set goals and design messages accordingly. The time frame should be realistic to avoid erroneous and skewed results.

### **Setting bench marks:**

Creating a benchmark is essential for an appropriate measurement of the effectiveness of the advertisement.

### **Advantages of DAGMAR Approach**

A major contribution of Colley's DAGMAR approach was, to specify what constitutes a good objective that can help effectively reach the target consumer and can convert the investment of the company into returns/profits (Return on Investment) by booking sales or altering opinions in favour of the said product/ service.

### **Application**

You can think of Maggi as an example of the DAGMAR approach. When Maggi was faced with severe criticism of containing Lead in their product, it was taken off the shelves as per the orders of the Government of India. During this time, however, Maggi did not remove its ads. They rather took a jig at the situation even in their ad messages. Various advertisements showed people crying for Maggi and even praying for its comeback. The main motive was to create a constant awareness among the people about its presence even when it was not officially available in the market.

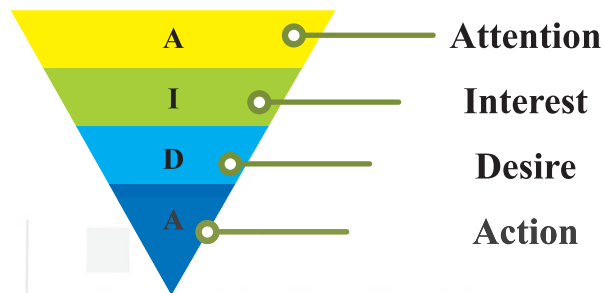
There are several products which are available only in a particular season, for example, drinks and beverages are specially popular during summer season. Demand for refrigerators and air conditioners are high during summers and woolen clothes and heaters see their sales rising in winter season. But still the companies show their advertisements even during the seasons when



they are not needed. The purpose of this is to keep people constantly in touch with the products. That is the reason we still see advertisements of Coke and Pepsi even though they have established themselves as renowned brands in the beverage market.

### 1.3.2 The AIDA Model

AIDA, a behavioral model was created by Strong in 1925 to define the purpose of advertising as: to create awareness, stimulate interest with leading the consumer to desired action. The AIDA model proposes five cognitive stages through which a buyer moves to and fro before finally purchasing the product.



#### AIDA stand for?

- Awareness: creating brand awareness among the target market.
- Interest: generating interest among the target market so that they are encouraged to buy that product.
- Desire: forming an emotional connection and a relationship with the brand and thus creating a desire for the product, helping the consumer move from 'liking it' to 'wanting it'.
- Action (CTA): the ultimate purchase of the product.

One more attribute added to this Model over the years is:

- Retention: keeping the consumer thread alive by bonding with them so that they can spread word of mouth, share their positive reviews, act as referrals and so on.

#### First Step: Attention

It is one of the toughest jobs of the advertisers. It is very difficult to get the attention of the target audience, especially in a media world full of other content. In a two minute ad break during a television program or a 24 page newspaper there can contain a number of advertisements, each screaming out its own messages and telling that its product/brand/service is the best. The audience becomes confused. In a chaotic scenario like this it becomes very difficult for the advertisers to get adequate attention of the audiences. Therefore, the advertisement needs to be highly attractive so that it can break through the clutter and noise. This can be done in several ways:

- Through Guerrilla marketing. Placing advertisements in unexpected situations or locations.
- Innovative advertisements.
- Creating shock advertisements through exaggerated imagery.

Essentially, the goal is to make consumers aware that a product or service exists.

## Second Step: Interest

The second step is :creating interest in the product so that it can create in turn ignite the Desire for the product, and this indeed is very difficult. Merely arousing interest but with no positive results is of no use unless it converts to desire. Therefore the advertising message should be clear and simple. It should also be very interesting with sub headings and illustrations. Too many elements in an advertisement may spoil the main purpose. The main message should be bold and clearly spoken. A good example of this is the ad of Ariel powder. (picture shown here)



## Third Step: Desire

Once an interest is developed in the consumer, desire needs to be created. The advertisers should be able to clarify the need of the product in the consumers' mind by providing the benefits and its unique features and all other necessary information required to buy the product.

## Fourth Step: Action

The last step of the AIDA model is: getting the consumer to initiate action. The advertisement should end with a call to action – a statement that is designed to get an immediate response from the consumer. For example, Netflix and many other sites use persuasive text to convince the consumer to try their free trial. They communicate the easy accessibility and highlight its value, urging consumers to sign up for a free trial.

Good advertising should evoke a sense of urgency motivating consumers to take action immediately. Very common methods to encourage consumers to act immediately are: free shipping, immediate discount and so on.

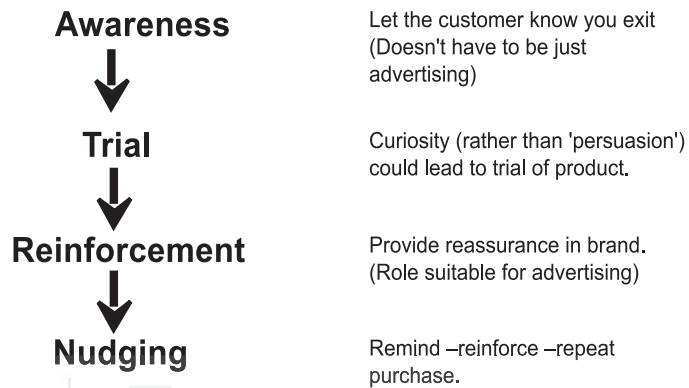
Every step in the model is laden with challenges. In order to succeed it is very important that an advertisement should be first able to attract the attention of the audience. Many a times, the audience fails to see the message due to some hinderance for example, one may shift the channel, or someone may come or the electricity goes off or the viewer may engage in some work and so on. Therefore, to avoid this, the advertisers now go for multimedia campaigns. Or, across one medium, they try to capture the maximum bandwidth, like: buying airtime on the Television for a whole month or putting ads on continuous hoardings on the road. Therefore, we see an advertisement in various mediums and most of the time during the day on television.

Once attention is ensured, interest must be developed. One might not have any need of the product and therefore may not develop any interest towards it. Basically, our needs drive our desire, converting it to wants and finally to demand. Interest provokes desire which progresses into action. Action

ranges from collecting information, to studying the features to compare prices, store locations and finally purchasing.

### 1.3.3 Ehrenberg Model

## Ehrenburg Model (1997)



Andrew Ehrenberg derived from many models of buyer behaviour, a view on advertising for established brands. He insists that, advertising mostly serves to publicise the advertised brand, but seldom seems to persuade. He argues that topical promotions have only a short-term effect, and do not affect a brand's subsequent sales or brand loyalty.

Ehrenberg devised the “Weak” theory, that *sees advertising as a weak force, one that cannot act as a prime mover in the capitalist system, but which is used defensively by most advertisers as a means of protecting the status quo.*

The model has the following components: awareness, trial, reinforcement and nudging. Ehrenberg suggested these components should be able to nudge the consumers and persuade them to buy the products. “Awareness” serves to let a customer know of your existence, “trial” inspires the customer's interest; “reinforcement” builds trust, loyalty ad bond and finally “nudging” closes the sale.

There has been a constant debate over the powers of advertising. Many theories treat its persuasion motives as having a strong influence upon the social and capitalist structures where as others stick to the view that advertisements merely reinforce the already existing buying behaviour of the loyal consumers and they are thus referred to as the weak theories of advertising.

### 1.3.4 The DRIP Model

DRIP is an acronym for Differentiate, Remind, Inform and Persuade. DRIP model is based on the premise that repeated contact with the consumer can help the brand to stand out from the competitors and remind the potential consumers about the existence of the company finally convincing them to buy the product.

**D-Differentiate:** differentiating among the similar category of products requires effective positioning of the product in the consumers mind. To achieve this, it can be difficult. An example would be of Colgate positioning itself as having salt which is good for teeth whereas *Pepsodent* claims it



can fight 130% germs better. The differentiation can be on the grounds of pricing, features, benefits, accessibility, durability and many others.

## Theories, Models and Appeals in Advertising



**R- Reinforces:** Reinforcement builds a loyal set of consumers or brings back the defected consumers who have shifted their preferences somewhere else. Example: Amitabh Bachchan humbly narrates how family bond never breaks, reinforcing the brand message of *Binani Cement* “Sadiyonke liye”. Here the advertiser’s aim is achieved, and the consumers move from liking to preference and conviction.

**I- Inform:** Communicating and educating about the products offerings to the prospects. This can include new features, benefits, availability, offers, value etc. Example: Fogg perfume gives 800 sprays, this more usage feature is well communicated to the customers.

**P-Persuade:** Persuading the target audience to behave in a particular way, so that it evokes a certain attitude within customers. to persuade there is a need to emotionally connect with the consumer through social media websites, free trails, exchange offers etc. Example: Hippo via its Save hunger campaign connects with its consumers on twitter. The consumer just needs to tweet at hippo twitter handle @ Myhippo and hippo is made available at nearby shops. This element evoked action-oriented behavior such as trial, purchase.

### 1.3.5 The Lavidge and Steiner Model

Table 12.1 Hierarchy of Effect Model

Model Steps— Adoption Process (Basically the Lavidge- Steiner Model)	Description of Buyers	Advertising that Might be Related at Various Stages
UNAWARENESS ↓	At some point in time, potential customers are unaware of the product/service.	Mass Media.
AWARENESS ↓	These people must become aware of the product's existence before a sale takes place.	Slogans, classified ads, announcement.
KNOWLEDGE ↓	Generally, potential customers want to know what the product will do for them.	Informative or Descriptive ads.
LIKING ↓	Gaining product knowledge leads to forming attitudes showing whether a product is liked or disliked.	Status or glamour appeals, image ads.
PREFERENCE ↓	Potential customers develop preferences for some products over others, consistent with how well each product is liked.	Competitive ads, persuasive copy.
CONVICTION ↓	Prior to purchase, potential customers become convinced that the preferred product is a good buy and there is a desire to buy.	Testimonials, Price deal offers, Lost “Chance” offers, “Direct Action”, retail ads.
PURCHASE ↓	This is the act of actually buying the product.	Point-of-Purchase ads.
CONFIRMATION	This is the act of reminding the customers.	Informative “Why” ads, “Reminder” ads.

The Hierarchy of Effects Model was created in 1961 by Robert J Lavidge and Gary A Steiner. This marketing communication model posits six stages

through which an advertiser encourages a consumer to travel from product advertisement to product purchase.

### Awareness

Making consumers aware about the presence of the product in the market.

### Knowledge

The customer begins to gain information and knowledge about the product through various sources like the website, retail advisors, word of mouth and product packaging. The advertiser's job is to ensure easily accessible product information as it can be a potent tool for consumer.

### Liking

This step ensures that the customer likes the product.

### Preference

When consumers place more importance on one product over another then it is the winning edge for the advertisers. To achieve this, the advertisers have to highlight the various benefits and features and unique selling propositions that a product has to offer.

### Conviction

In this stage the consumer decides to buy the product, the advertiser simply needs to encourage the consumer by helping him to take decisions. This can be done by offering the consumer free trial, test drive, free sample and so on. This also creates a positive belief system in the consumer.

### Purchase

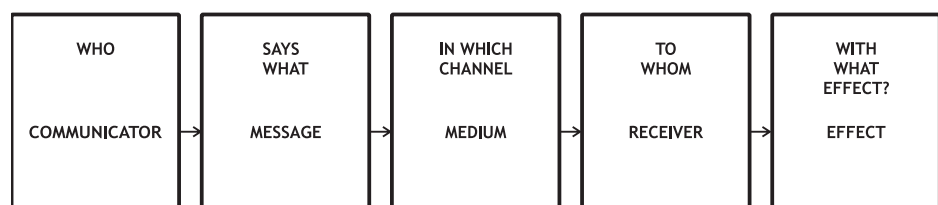
Having proceeded through the above stages, the advertiser wants the customer to purchase their product for which there are a variety of options available.

### Six Steps and Behaviour

Lavidge and Steiner segregated the six steps into three stages of consumer behavior: cognitive, affective and Conative.

- Cognitive (thinking): so that the consumer becomes product aware and gathers product knowledge.
- Affective (feeling): so that the consumer likes the product brand and has conviction in it.
- Conative (behaviour): so that the consumer buys the product/ brand.

### 1.3.6 Lasswell's Model of Communication



Harold Dwight Lasswell, the American political scientist found a simple and convenient way to: describe an act of communication is to answer the following questions

- Who
- Says What
- In Which Channel
- To Whom
- With what effect?

This model is about process of communication and its function to society, According to Lasswell there are three functions for communication:

1. Surveillance of the environment
2. Correlation of components of society
3. Cultural transmission between generation

Lasswell's model suggests the flow of the message in society which is multicultural and multiplicity of audiences.

In this model, the communication components can be defined as per Research areas:

- Who is referred to as "Control Analysis",
- Says what is referred to as "Content Analysis",
- In which channel is refers to "Media Analysis",
- To whom is refers to "Audience Analysis"
- With What Effect is refers to "Effect Analysis"

**Example:**

Indian Express News: "Six women speak up, accuse minister M J Akbar of sexual harassment when he was editor".

Who – six women

What – sexual harassment

Channel – Indian express

Whom – M J Akbar

Effect – "#metoo" campaign encouraging more women to come out in the open and speak their voices.

Now let us see with an example, how this model applies to the advertising world. Please refer to the picture below:



Who – Naukri

What – jobs available.

Channel – print ad.

Whom – target audiences. i.e the jobless.

Effect – positions itself as the most efficient job portal for the jobless people.

**Advantage of Lasswell model:**

- Easy and Simple
- Suits all types of communication
- The concept of effect

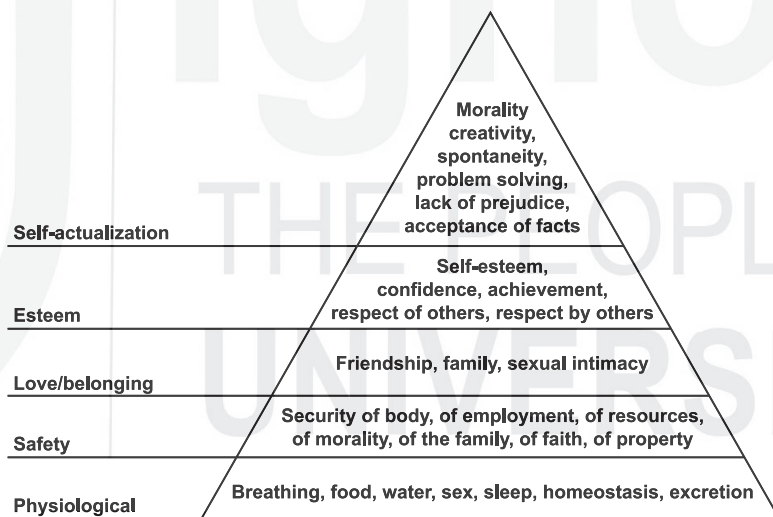
This model helps in designing advertising messages for the targeted audience.

**Disadvantages of Lasswell model:**

- Feedback is not considered
- Noise is not considered
- Linear Model having no complications.

**1.3.7 Maslow's Model of Hierarchy of Needs**

Maslow's hierarchy of needs is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid. From the bottom of the hierarchy upwards, the needs are: physiological, safety, love, esteem, and self-actualization.



**Physiological needs:**

These are the underlying needs without which humans can't live, like, Food, water, sex, sleep, oxygen. The most basic needs of life are physiological: food, shelter, clothing.

**Safety needs:**

Human beings are constantly under fear. Therefore, they stress the importance of safety. Whether physically, financially or job security or health.

**Social needs:**

Family bonding and social connections are the things every human beings value.

**Esteem needs:**

Desire for respect and be respected by others that includes self-esteem, confidence and a sense of self achievement is one of our primary concerns.

### Self Actualisation:

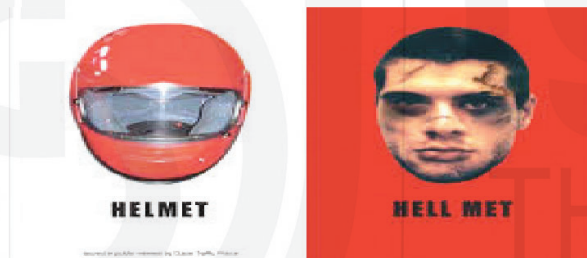
This is realising one's full potential and creating something. Example: Picasa's creations or Beethoven's symphonies. The needs to meditate and find oneself is the indication of the need to get self-actualised after the basic above needs of Biology, Safety, society, esteem are satisfied.

Maslow's Need Hierarchy postulates that the human beings would move from the top to the bottom levels. Till one is hungry, thirsty, s/he can not think of being safe or wish to get the respect. Its only when the physiological needs are fulfilled, does one move to creating security and then to garner social respect and affluence. The race to garner esteem is beyond these. And after all these are taken care of, can one think of moving to the higher lever need satisfaction of getting self-actualisation. Like the saying goes in Hindi "Bhookhe pet bhajan na hoi" meaning: one can not pray till one's belly is empty.

Advertisers use all these needs in the hierarchy to stress upon the need to buy into their product or service. In advertising, the basic needs are targeted by the advertisers as it facilitates an easy and ensured flow of products.

### Example:

Security needs are used by the insurance companies to ride on the fear appeal.



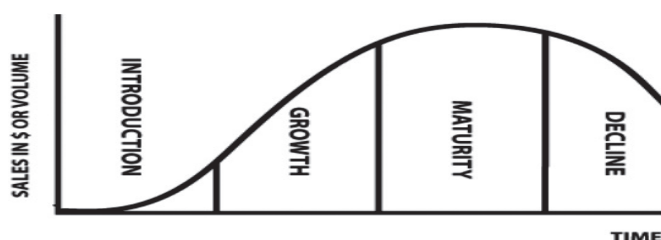
Stressing safety needs



Stressing love and belonging needs

### 1.3.8 PLC model

#### *The product lifecycle stages*





A product has four stages in its entire life cycle- Introduction, Growth, Maturity and Decline. Advertising campaigns, design, strategies and expenditures differ in each stage. Each stage has its own set of requirements for advertising. An advertiser must look carefully what his design should be as target market varies according to the stage cycle. Many products are relaunched if the company adds new features with new names or a brand extension. Then the PLC starts moving again. But in certain cases, the brands may need to start afresh due to many factors like:

- **Major decline in sales and demand.** Example: Crisis situations may also cause sales to dip like Maggi's sales declined when the Lead incident became popular and hence disrupted the product's sales.
- **Disruption in the technology.** Example: Compact Disk (CD) and Floppy vanished from the market after the arrival of Pen Drive. Pen Drives became less in use after Hard Drives became the norm. Hard Drives suffered a blow as the Cloud driven Online Drives came to be used by most people.
- **Arrival of a stronger competitor** with better features and benefits. Example: sweetened fruit juices became less in consumption with the arrival of more natural and unflavoured juices.
- **Strategic move** to introduce a better version of the brand to maintain a positive image in the minds of the consumers. Example: Bajaj scooters were removed from market once Bajaj decided to embark full-fledged into motorcycles.

Before designing a campaign, it is very important to know the potential customer. Accordingly, demographic and psychographic segmentation is done as per the age, gender, lifestyle, family income, places where they live etc.

You will learn in detail about these segmentations in the next Unit.

**Example :** Lifestyle of people living in a metro will differ considerably when it compared to the people living in small towns and cities. (The Target Audience segmentation will be discussed in detail in the next Unit). Advertising should therefore suit the purpose of the specific target market that meets all the requirements.

Advertising efforts should be directed towards maximising the best output. It becomes extremely important for the advertiser to know where the product stands in the PLC. If the product is in the introduction stage, a great effort is required by the advertiser to make people aware about the existence of product in the market. Huge expenditure has to be incurred and rigorous designs have to be executed in order to reach the desired target market. Active promotions are needed to be done. If it is in the growth stage, advertising efforts are directed to set its product apart from the competitors. Products in the mature stage use advertising as reminders by offering coupons or special sales to existing customers. Companies with products in the decline stage avoid spending on advertising.

### Case Study

#### Example of PLC in Advertising: Nestle's Two Minute Noodles-Maggi Introduction

Nestle India launched Maggi-an instant noodles product in India in the year 1982. Initially after experiencing high failure rates, lots of modification was done to make it a huge success. It enjoyed the first mover advantage and had practically no competition. Positioned for the working mothers

it positioned itself as the Two Minute Noodles, with the tagline “Bas Do minute”. Huge money was spent in the advertising, to create awareness among the working mothers and create a desire in them to use it as Tiffin for their children. Traditionally, in the Indian culture, mothers were used to homemade recipes. They would not consider it healthy to provide their children with some instant or fast food. Therefore, they were more likely to prepare the traditional foods like poha, dosa, idli or paratha. But Maggi was ready to set a new trend in the history of breakfast culture by changing the age old tradition.

### **Growth**

Around 1985, the demand for Maggi increased tremendously in India. And Maggi went for massive promotions like offering free and putting up exclusive Maggi stalls as kiosks in markets offering variants of foods that could be prepared with these instant noodles, like spring rolls, pakoras, sandwiches etc.

### **Maturity**

Advertising during maturity stage was high as its sales were also at peak. Low productions costs coupled with huge profits marked its success. The competition had started emerging in form of other instant noodle brands like Yuppie and Top Raman. Yet Maggie enjoyed its market position of the early, most preferred and trusted Brand in this product category.

### **Decline**

In the year 2015, Maggi received a shocker when it was banned by the National Food Safety Regulator due to presence of high quantity of Lead and taste enhancer monosodium glutamate (MSG) beyond permissible levels in it. From commanding 80% share of India's noodles market, (as estimated by Nomura Securities in May 2015) Maggi went down to zero in just a month. It fought the battle and came back again. This time around, the advertising focused on fighting the crisis with nostalgic stories that were called for from around the country. Involving the audience and reminding them how they grew up or shared their childhood with Maggi, proved to be a highly successful campaign. It kept Maggi in the Top-of mind range even when it was off the market shelves. This helped regain the sales when the product was launched back in the markets as the bans lifted. Prior to the ban, Maggi ruled India's instant noodles market not just with its ubiquity in the remotest corners of India but also with its popularity as a quick-fix meal. Presently it has captured back its initial market share.

### **1.3.9 VIPS model**

#### **David Bernstein's VIPS checklist**

To be effective, an advertising message should  
be checked to see that it has the following  
qualities:

**VISIBILITY**

**IDENTITY**

**PROMISE**

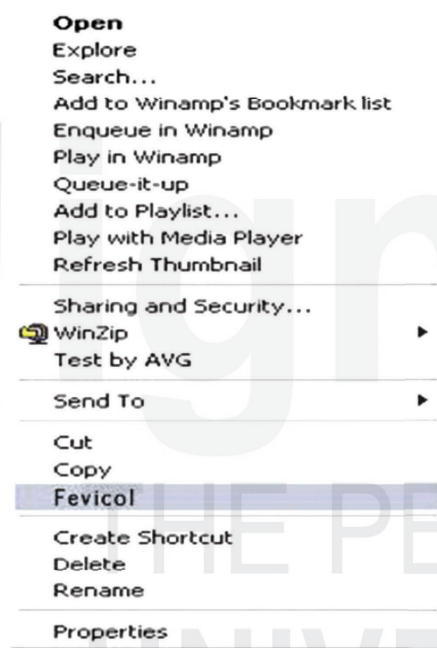
**SINGLEMINDEDNESS**

- **Visibility:** This relates to the exposure rate i.e how many people had seen the ad, the creative appeal that it has that makes it easily noticeable. People should talk about the advertisements. Examples of such ads are that of Fevicol or Vodafone Zoo Zoo ads.

## Overview of Advertising

- Identity: The consumer is always busy in his/her own life and is not sitting idle to look at the ads. Therefore the brand should clearly be identified in the ad and stay with the audience even if they only glance at it. The logo, the slogan should be clearly understood and recall able.
- Promise: The brand benefits and unique features should be highlighted. The positioning and the message should be clear. USP as well as the offer needs to be clearly conveyed to the customer. Fevicol has been successful in its attempt to showcase it as the ultimate adhesive.
- Single mindedness: Too many elements in a message clutter the whole objective. The consumer gets confused and tends to avoid it. Focus should be only on one message told in a consistent manner.

### Example of VIPS



An ad has different components and can tell a story through them which can effectively enter the consumer's mind.

### Check Your Progress: 1

- Note:** 1) Use the space below for your answers.
- 2) Compare your answers with those given at the end of this unit.

1. According to Lasswell what are the three functions of communication?  
.....  
.....  
.....
2. What are the different types of needs according to Maslow?  
.....  
.....  
.....
3. List five objectives of DAGMAR approach?  
.....  
.....  
.....

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## 1.4 ADVERTISING APPEALS

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### What do we mean by an Advertising Appeal?

Advertising is a form of non-personal communication about a product, service, organisation, or idea by an identified sponsor. At its core lies advertising appeal which is used to: grab the attention of the consumers, effectively influence their feelings and change their attitude in favour of the advertised product/service. Appeal is concerned with the context that consumers feel with the ad. Creating such an appeal encompasses understanding what the consumers want or need and what excites them.

Advertising appeals are communication strategies that marketing, and advertising professionals use to grab attention and persuade people to buy or act. In rhetorical theory, the concept of an “appeal” dates back to Aristotle, who identified the three main appeals of communication (also known as the rhetorical triangle): ethos, pathos, and logos, or, in modern language, credibility, emotion, and logic. The main concept was that if something can project itself as credible (ethos), then it may persuade people. Also, if there is emotions (pathos) or logical reasoning (logos) attached, people can be persuaded to act. Advertising appeals to people because it is credible, it affects the emotions of the consumer, or it makes logical sense.

#### 1.4.1 Importance of Advertising Appeals

The appeals in advertising attempt to influence the buying behaviour of a consumer, rationally or emotionally. Appeals play an important role in persuading people to want a particular commodity or changing their wants from one to another. As a matter of fact, appeals act as a bridge between the wants of the consumers and the product or service.

Appeal is the central idea around which the advertisement is created. Salient features of the product or service are called appeals in advertising. *M. Satyanarayan* defines advertising appeals as, ‘the earnest representation made by an advertisement about certain quality, service or feature or fact which forms the keynote or theme in advertisements’. Often called the unique sales proposition or USP, appeals ignite the will of the prospective buyers to purchase and acquire the product or service. It can arouse desire and induce action on the part of the customers.

Advertisement appeals are usually directed towards the buying motives of



consumers. The selection of theme or appeal is usually made by means of consumer study and research. Generally, the appeals of advertisements are based on human emotions, feelings, sentiments, needs, etc.

### 1.4.2 Types of Advertising Appeals

There are numerous appeals. As many emotions, that many measure to trigger them and those many advertising appeals. Let us discuss with examples, some of the most commonly used appeals by the advertisers:

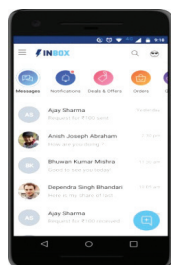
#### 1. Favourable Price Appeal:

The message is about the price which takes the central stage in the advertisement. This is used extensively during any kind of sales promotions e.g. end of season sales, special offers, festivals or any other occasions or can even revolve around a particular time of the day when sales are usually low and the demand is less. For example: McDonald's Happy Price Menu campaign or Big Bazaar's discount on Republic Day is designed around this appeal.



#### 2. Feature Appeal:

The major traits or attributes of the product/service dominate the persuasion message. These advertisements are highly informative in nature and they tend to build a favorable attitude of the target product towards the product. For example: Inbox ad talks about its various features. L'Oreal's Total Repair ad campaign talks about the product's effectiveness against 5 hair problems.



- Chat with friends and family and also **send/request money** while chatting
- Share photos, videos and location
- Introduces feature of **Recalling sent messages** using Delete for All
- Also adds **Notifications, Orders and Games** for enhanced user experience



#### 3. Competitive advantage appeal:

The promotional message in the advertisement directly or indirectly compares competitors' product/service and their specific attributes. For example: Colgate and Pepsodent evoked a lot of controversy over their



direct comparisons in their advertisements.



#### 4. News appeal:

Announcement or news about the product/service is the main component of the advertisements. Announcement of price reduction in the L'Oreal Hair shampoo is an example of news appeal.



#### 5. Product/service popularity appeal:

This emphasizes the popularity of a product/service by pointing out the buyer base. For instance: Times of India is often found reiterating its “India’s Number 1 English daily” status.



#### Emotional Appeals

There are different types of emotional appeals. Although this category includes many different feelings and needs on a personal level (safety, security, love, affection, joy, nostalgia, pride, achievement, pleasure, sorrow, self-esteem, actualisation etc.) and social level (recognition, status, respect, rejection, approval etc.), the two most common ones include:

#### 6. Fear Appeal:

The best example is the anti-smoking ad that plays in movie theatres featuring a smoker Mukesh who died of mouth cancer. Fear is a common

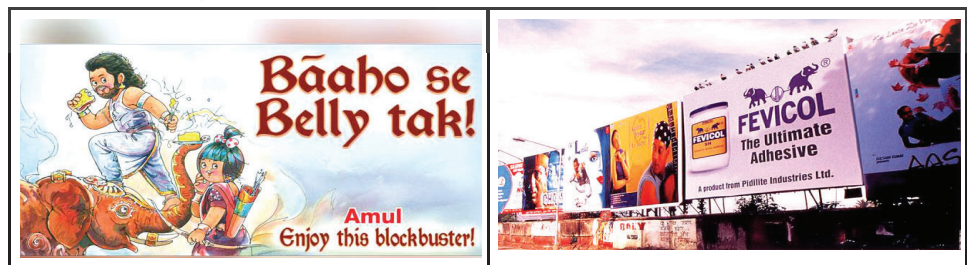
factor and is triggered when someone indulges in an unhealthy activity. It is most commonly used to encourage men or women to dissuade them from activities which are unhealthy and seek a quick behavioral change in them. Fear appeals focus on the negative outcomes.

Another fear tactic involves isolation. People love to move in groups and do not deter isolation. For example: Ads focusing on social seclusion by the peers due to bad hygiene or bad smell. Deodorant and toothpaste ads often employ this tactic. Government agencies appeal to an individual's fear of death to prevent drinking and driving.



### 7. Humour Appeal:

Humorous ads are often the best remembered as they can hold consumers' attention and put them in a positive disposition towards the product. Humour appeals make consumers laugh and create an emotional link with the product. A well-executed humour appeal enhances recollection, evaluation and the intent to purchase the product. Advertisers link the product with the humour. For example: a humorous insurance ad hits the mark when the light hearted tactics persuades the consumer why having insurance is beneficial. However, it is very tricky to use wit in the right manner. Social emotions are sensitive ones and certain groups or communities may not take the satires too well. At times, using humor at the expense of one group may lead to resentment. Like, Senior citizens may resent a product that portrays them as grumpy, while women may refuse to purchase a product that portrays them as overbearing. Humorous ads work best with established and commonly purchased products such as cellphones, fast food and alcoholic beverages.



### 8. Rational Appeal:

When the advertisement focusses on the consumer's need for practicality and functionality in a product, then rational and logical appeals works best. Advertisers relay this message by focusing on product features and cost. These ads tell consumers the benefits associated with the purchase of a product and to add credibility it provides proof. For example: Advertisement that focuses on gas efficiency, mileage and prices to reach consumers who want a cost-efficient, reliable vehicle, speak about mileage, price and safety precaution for a bike lover. Household appliance manufacturers may place emphasis on features that lower home utility costs and protect the

environment, like, refrigerators stress on freshness of foods. Printed and business-to-business advertisements are better suited for rational appeals.

## Theories, Models and Appeals in Advertising



### 9. Sensuality Appeal:

Sex and romance capture the eyeballs and gain attention of the people. Fragrance products like deodorants and perfumes, very often, use sex appeal to convey romance to women indicating that the use of the product will help her find the man of her dreams. Generally done by showing the woman spraying the fragrance and then capturing the attention of an attractive male who passes her on the street. Sometimes sensual messages do capture attention but may fail to give any turn over owing to stiff competition and many ads with similar story lines.



### 10. Bandwagon Appeal:

A bandwagon appeal is what makes consumers believe that they are missing out on something by addressing the consumer's need to belong. For example: Food and drink ads show hip young adults enjoying a product and ignoring the individual who chooses the less popular product. Medical products show consensus by indicating the number of medical professionals who support the product. For example, a cold medicine ad may say, "Eight out of Ten doctors recommend this product" to show product effectiveness. Automobile dealers and cellphone providers give sales and user statistics to indicate why their product is the more preferred one. Statistics are a useful

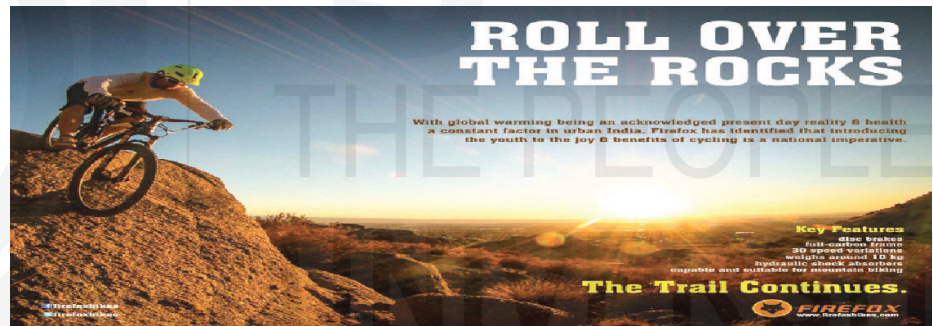


tool that help in endorsing the credibility. This type of message says, 'buy this product because everyone does'.



### 11. Adventure Appeal:

Many people love adventure and excitement. The goal of the adventure appeal is to make people feel that this excitement, action, entertainment, and sense of adventure will be enhanced if they purchase or use the product or service being endorsed.



### 12. Brand Appeal:

Some people are brand conscious and they like to associate themselves with the name. Appealing to people who are brand-conscious and have certain inclinations towards brands is the most pertinent way to establish a long term consumer base. The goal of the brand appeal is to make people buy a product because the brand itself is a statement that the person hopes to associate with.



### 13. Endorsement Appeal:

There are people who believe the celebrities or experts in a certain profession. Therefore, we see products in advertisements being endorsed by doctors, film stars, sports persons or even mothers.

The goal of the endorsement appeal is to encourage people to buy a product or service or act in a certain way because people they know, respect, admire, and recognise also use that product or service. Trust is built by using recognisable people.



### 14. Masculine/ Feminine Appeal:

This appeal is particularly gender specific where consumers are made to feel that if they use this product they will appear more attractive, sexier, or stronger.



### 15. Personal or Emotional Appeal:

Appealing to a person's emotions is a good way to make them buy. The goal of personal appeal is to make a consumer feel loved, sad, angry, excited, jealous, fearful, proud, nostalgic, or any other emotion enough to encourage them to buy, donate, or act.







## 16. Snob Appeal:

Appealing to people by making them feel like they will experience luxury, elegance, or superior quality. The goal of the snob appeal is to make people feel like their purchases or actions will put them in a position to experience the highest of qualities and luxuries.



There are many other types of appeals but they can be clubbed together in all the above various categories.

## Check Your Progress: 2

**Note:** 1) Use the space below for you answers.

2) Compare your answers with those given at the end of this unit.

1. Write about the importance of appeals in advertising?

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2. What is brand appeal? Give an example.

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## 1.5 LET US SUM UP

We learnt that Theory provides us a framework of concepts-perceptions that are formed by generalisations and principles (hypotheses that reflect reality) and equip us with an area of knowledge. And advertising is no exception. Advertising works according to a particular process of communication. There are various theories on how this communication works.

We learnt the various theories on the process of communication in advertising and how these theories interpret advertising communication. There are many theories which explain this process. Here in this Unit, we went through nine of these, postulated by renowned researchers through intent observations over a period of time. If the DAGMAR Approach guides us on how objectives should be smart and measurable, then the PLC model suggests how advertising design, expenditure and objectives change according to the product life cycle stage. If we come to know through AIDA, that drawing attention of the target market is the biggest challenge in today's world. Ehrenberg's model teaches us that constant reinforcement and nudging helps in building credibility before the target market. DRI model on the other hand tells the advertisers that they should create a difference between one product from the other.

We understood through real life examples about the various appeals the advertisers use in order to attract the consumers towards their product.

This was your first Unit of the Course on Advertising and Public Relations, and therefore it we attempted to lay the theoretical foundation of the discipline here. In the next unit you will have to go through some of these theories again, from the Audience perspective. Hence understanding that each and any concept/ theory/ model, can used in to draw different inferences as per the perspective it is being used for. As the base will change from messages to audience, the learnings from the same theories will get a different direction.

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## **1.6 CHECK YOUR PROGRESS: POSSIBLE ANSWERS**

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### **Check Your Progress 1**

1. According to Lasswell the tree functions of communication are:
  - Surveillance of the environment
  - Correlation of components of society
  - Cultural transmission between generation
2. The different types of needs are:
  - Physiological needs.
  - Safety needs
  - Social needs
  - Esteem needs.
  - Self actualisation needs
3. Five objectives of DAGMAR Approach are:
  - Perform complete selling function.
  - Advertise a special reason to buy.
  - Stimulate impulse sales.
  - Remind people to buy.
  - Create awareness about the product and brand existence.

## Check Your Progress 2

1. The importance of appeals in advertising are:

- Influence the buying behavior of consumer, rationally or emotionally.
  - Appeals play an important role in persuading people to want a particular commodity or changing their wants from one to another.
  - Appeals act as a bridge between the wants of the consumers and the product or service.
  - Appeal is the central idea around which the advertisement is created.
  - Appeals ignite the will of the prospective buyers to purchase and acquire the product or service. It can arouse desire and induce action on the part of the customers.
2. Some people are brand conscious and they like to associate themselves with the name. Appealing to people who are brand-conscious and have certain proclivities towards brands. The goal of the brand appeal is to make people buy a product because the brand itself is a statement that the person hopes to associate with.

Example people will favor products made by Pepsodent or would like to buy only Maruti cars and son on, as they are renowned brands and have certain amount of credibility.

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### 1.7 FURTHER READINGS

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- Clued In: How to Keep Customers Coming Back Again and Again, Lewis Carbone (FT Press, 2004)
- Advertising Theory (Routledge Communication Series) 1st Edition by Shelley Rodgers, Esther Thomson.
- Managing Emotional Appeal in Advertising: Concepts and Cases (Advertising and Media Series), Pramod Rao, Ravikant S Wawge. 2008
- Clued In: How to Keep Customers Coming Back Again and Again, Lewis Carbone (FT Press, 2004)
- Stealing Time: Steve Case, Jerry Levin, and the Collapse of AOL Time Warner, Alec Klein (Simon & Schuster, 2004)
- All the photographs in the Unit have been taken from open sources like : advertisemeats in public Domain.

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### 1.8 GLOSSARY

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**Advertising:** The paid promotion of goods, services, companies, or ideas by an identified sponsor. Marketers see advertising as part of an overall promotional strategy.

**Advertising Appeal:** is defined as strategies for grabbing the attention of people to persuade them to purchase your product or service. The approach can be a marketing or advertising strategy. Many advertisers commonly use appeals to influence their customers.

**Public Relations:** Considered both an art and a science, public relations is the management of communications between an organization and its key

public to build, manage, and sustain its positive image. It is any activity used to influence media outlets to print stories that promote a favorable image of a company and its products or services.

**Publicity:** A component of the promotional mix, the deliberate attempt to manage the public's perception of a subject; Whereas public relations is the management of all communication between the client and selected target audiences, publicity is the management of product- or brand-related communications between the firm and the general public.

**Promotional Mix:** Advertising, publicity, public relations, personal selling, and sales promotion used to promote a specific product or service.

