

Matteo Guerrini

02 / 06 / 2023

Prof. Nicholas Bowersox

Class: BUS 346

Answer the following questions (single-space using a common style and font size - i.e. Times New Roman 12) on a Word doc and upload to the appropriate dropbox.

Short Answer (4 to 5 sentences)

Define advertising campaign management.

Describe the 6 stages of the hierarchy of effects model.

In the means-end model, what are the means? The ends?

Define the following terms: threshold effects, diminishing returns, carryover effects.

Compare and contrast wear-out effects and decay effects.

Why would a company use in-house advertising over an external advertising agency? Why

would a company use an external advertising agency over in-house advertising?

What is crowdsourcing and why is it so popular nowadays?

Discuss cognitive message strategies.

Discuss affective message strategies.

Discuss conative message strategies.

There are 7 main types of advertising appeals. Pick any three and briefly explain them.

There are 8 main types of executional frameworks. Pick any three and briefly explain them.

Long Answer (8 to 10 sentences)

Pick any sort of advertisement (from TV, Facebook, print source, etc.). Discuss aspects of the ad and/or company using concepts learned from Chapter 5, or any prior chapter already covered.

What determines why a company might choose 1 of the 4 types of spokespeople? What attributes should a spokesperson have?

1. Advertising campaign management refers to the process of planning, executing, and managing a series of advertisements for a specific product or service. This involves setting goals and objectives, identifying target audiences, creating messages, selecting media channels, and evaluating the effectiveness of the campaign.
2. The hierarchy of effects model outlines six stages that a consumer goes through when making a purchase decision: awareness, knowledge, liking, preference, conviction, and purchase. At each stage, the consumer develops attitudes and beliefs about the product that guide their behavior. Advertisers can use this model to create campaigns that address each stage and move the consumer closer to making a purchase.
3. In the means-end model, the means refer to the attributes or characteristics of a product or service, while the ends refer to the benefits or values that the consumer desires. Advertisers use this model to create messages that connect the means of the product to the desired ends of the consumer.
4. Threshold effects refer to the point at which an advertising message becomes effective enough to produce a noticeable change in behavior. Diminishing returns occur when additional advertising expenditures do not result in a proportional increase in sales. Carryover effects refer to the residual effects of advertising that continue to influence consumer behavior after the advertising campaign has ended.

5. Wear-out effects occur when a campaign has been run for too long, and consumers become bored or annoyed with the message. Decay effects occur when the effects of an advertising campaign wear off over time.
6. A company may choose in-house advertising when they want to have greater control over the creative process, have specific industry knowledge, or want to reduce costs. An external advertising agency may be used when a company wants to access specialized skills, have fresh perspectives, or be more flexible in responding to changing market conditions.
7. Crowdsourcing is a process of obtaining ideas or content by soliciting contributions from a large group of people, usually via the internet. It is popular nowadays because it can generate a large quantity of ideas and content quickly, is cost-effective, and can engage customers and stakeholders in the advertising process.
8. Cognitive message strategies focus on conveying information and facts about a product or service. Examples include product features and benefits, competitive comparisons, and demonstrations. Affective message strategies aim to elicit emotional responses from consumers, such as fear, humor, or nostalgia. Conative message strategies are designed to motivate consumers to take action, such as making a purchase or visiting a website.
9. Three types of advertising appeals include emotional appeals, rational appeals, and humor appeals. Emotional appeals aim to evoke strong feelings or emotions in the viewer, such as happiness, sadness, or fear. Rational appeals use logic and reason to persuade consumers to buy a product, such as emphasizing its quality or performance. Humor appeals use humor to grab the viewer's attention and make the product more memorable.
10. Three executional frameworks include slice-of-life, spokesperson, and demonstration. Slice-of-life shows how a product or service can be used in everyday life situations, such as a family using a laundry detergent. Spokesperson uses a celebrity or authority figure to endorse the product, such as a famous chef promoting a kitchen appliance. Demonstration shows how a product or service works, such as a car driving through rough terrain to demonstrate its durability.

Long Answer

One advertisement that caught my attention recently is the Nike commercial featuring Olympic gymnast Simone Biles. In the ad, Biles is seen practicing and performing various gymnastics moves, while a voiceover from her reads a letter she wrote to herself about her struggles and how she has overcome them. The ad uses various advertising appeals, including emotional appeals by highlighting Biles' struggles and triumphs, as well as a celebrity endorsement appeal by featuring Biles, who is a highly respected and admired athlete. The ad also demonstrates the use of a message strategy, specifically a cognitive message strategy, by emphasizing the hard work and dedication required to achieve success. This is reinforced by the use of Biles, who is known for her intense training and dedication to her sport. The ad also incorporates the means-end theory by showing how the product (Nike clothing) can help athletes achieve their goals and feel empowered.

When it comes to choosing a spokesperson, a company must consider the type of message they want to convey and their target audience. For example, if a company is targeting a younger demographic, they may choose a celebrity or influencer who is popular among that age group. The spokesperson should have attributes that align with the company's values and image, as well as being perceived as trustworthy and credible. They should also have a strong following and a positive public image. Additionally, the spokesperson should be able to effectively communicate the message of the advertisement and connect with the target audience.