

**Module 3 Assignment**

**Short Answer (4 to 5 sentences)**

1. *Define advertising campaign management.*

The management of advertising campaigns is a management that takes care of various aspects related to the advertising campaign. On the one hand, it includes structural tasks, such as the planning and running of advertising campaigns. On the other hand, advertising campaign management also has analytical tasks, such as filtering out various trends and desires. The management of advertising campaigns has to filter these factors together and as a result of that set up their advertising campaign. The advertising campaign management thus ensures that the campaign is managed without problems and, moreover, is presented in a profitable and target-oriented manner.

2. *Describe the 6 stages of the hierarchy of effects model.*

The first step in the hierarchy of effects model is awareness, which aims to make the consumer aware of the product through marketing. The second step is knowledge, which makes the consumer prefer one's own product to the others, because he knows about the advantages. The third step, liking, describes the connection that a consumer establishes with a product or company. The fourth step in the model is preference, describing the process in which a consumer may consider buying the product of another company, and in which the own product and company must distinguish itself from the others. The fifth step is conviction, in which the consumer has overcome any uncertainties and is ready to buy the product. The sixth and final step is the purchase, in which the consumer buys the product.

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

The means-end model is a model that takes care of identifying problems, defining goals and then building a plan that solves the problems. The means in the means-end model are various analyses of the situation and the identification of problems. The goals in the means-end model are subdivided and plans are set up that help to achieve the goals one by one. By working through the goals, the main goal is approached. Therefore, in my opinion, the means-end model is a good model if you want to solve your problems in the long term and in a profitable way.

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

The threshold effect describes a situation in which a certain point is reached through which a change occurs. Diminishing returns describe a situation in which certain products or services lose their value because they do not justify the investment.

The yield of a product or service thus decreases. The carryover effect describes the effectiveness that an advertising campaign has on consumers.

5. *Compare and contrast wear-out effects and decay effects.*

The wear-out effect states that a negative advertising effect occurs when the advertising measures increase, but the level of information remains the same. On the other hand, the decay effect describes the situation in which the consumer's memory of the advertising decreases. This ensures that no further interaction with the product or the company takes place, as the advertising has not served its purpose. So, while the wear-out effect ensures that too much advertising with the same content of information has a negative effect, the decay effect states that too little and too contentless advertising leads to the addressee forgetting the advertising and not interacting with the company or product. It is therefore important to ensure that new advertisements are placed on the market on a permanent basis in order to prevent both effects.

6.

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

A company should choose an internal advertising team over an external advertising agency because it has greater influence and control over budget and timeframes. This influence allows for greater flexibility and gives the company itself and the employees a chance to acquire certain knowledge of the industry and use it in the future. Another great advantage of an internal marketing team is communication, which can be conducted directly within the company and does not have to be passed on to external ones first. Another crucial point is that an internal marketing team already knows the values and demands of the company from its own experience and knows what is important. In this way, various problems associated with external advertising agencies can be avoided.

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

A company should choose an external advertising agency instead of an internal marketing team, because the external advertising agency already has great experience and a wide range of knowledge about the market. Thus, the specialized external advertising agency knows about trends and demands to a great extent, since they interact with them on a daily basis. Because the external advertising agency is in daily contact with the market, they have contacts that are spread over the wide market and which gives them a great advantage over the internal marketing teams. Besides these advantages, an external advertising agency can bring also by its occurrence and its understanding of advertisement new energy and new requirements into the enterprise.

Furthermore, the external advertising agency should be relied upon to deliver advertising on time and on budget, as this is one of the ways in which they are measured.

7. *What is crowdsourcing and why is it so popular nowadays?*

The term crowdsourcing is made up of the terms "outsourcing" and "crowd". While outsourcing describes the externalization of work processes, the word crowd describes a large number of people in a community. The term crowdsourcing thus describes the process of a company outsourcing work processes from the company and relying on a community of many people to complete these processes. In today's world, crowdsourcing is so popular because it saves a company time and money and a company can draw on a wide area of skills.

8. *Discuss cognitive message strategies.*

Cognitive messages are used to show the potential customer the advantages of the product and to instill them in the customer. One strategy for a cognitive message is, for example, to advertise with a unique selling proposition. This gives a company and its respective product something that is unique to them and what they can use to keep themselves in the mind of the potential customer. Another strategy for cognitive messages could be comparative advertising. This is because comparative advertising shows one's own product or company has added value over another product or company, which has a positive effect on the consumer and their behavior.

9. *Discuss affective message strategies.*

Affective marketing messages make the potential customer feel emotionally connected to the product or company. One strategy for an affective message is to include an emotional message in its advertising that will stick with the potential customer. Another strategy is to reinforce the consumer's experience with the product or company in its advertising to build a bond. Other strategies could be to include characteristics such as happiness or trust in the advertising, in order to build an emotional bridge between the customer and the product or the company.

10. *Discuss conative message strategies.*

Conative advertising messages serve to lead directly to a reaction of the consumer. One strategy for such a type of message could be the direct interaction with the consumer, in which he gets, for example, the opportunity to receive offers on certain products. Another strategy could be the possibility of the redemption of coupons, which triggers the consumer to a direct reaction in his consumption behavior. Also, various other strategies, which lead to a direct reaction from the consumer, can be used here.

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

The rational advertising appeal, serves to ensure by the use of the reason and the logic of the potential customers that they buy a product or perceive the respective service. The emotional advertising appeal aims to evoke emotions in the potential customer and thus encourage him to buy. Various emotions from sadness as well as from joy can be conveyed thereby. The humor advertising appeal uses humor to exhilarate the audience and thus encourage them to buy.

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

The informative execution frame is used to address information directly and informatively to the addressee. Another main type is fantasy frames, in which the addressees are presented with new worlds and receive the message through them. In the case of the fantasy execution frame, both more realistic and very extravagant and unrealistic advertisements can be used. The demonstrative execution frame is used to directly show the addressee the benefits of the product and its function through its advertisement.

### **Long Answer (8 to 10 sentences)**

*1. 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.*

I took a closer look at the Adidas advertisement for the 2022 World Cup. The advertisement shows various soccer stars participating in the World Cup, doing an activity that is commonplace for ordinary people. In the advertisement, different components and methods are used, which have been discussed in this chapter. One method that is used is the emotional appeal. Through the various soccer players wearing their soccer jerseys, a mood is created for the addressee, which makes him look forward to the event. In addition, the demonstrative execution of the product of the soccer jersey is served in this context. The soccer players wear the jerseys both in sports and in their everyday circumstances, such as in the kitchen. This shows the addressee that he can also use Adidas products in everyday life and not only for sports. In summary, I can say that Adidas' advertising uses the method of emotional appeal and demonstrative illustration to market its various product.

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

There are many reasons why a company chooses one of the four types of spokesperson for itself. First, of course, the goals and values of the company are relevant and have an influence on what type of spokesperson is chosen. Furthermore, things like internal and personal views of the company and the management are also relevant. However, the image that the company has also has a great influence on the type of spokesperson. For example, if it is a toy company, it relies on different personalities and spokespersons than if it is a security company. This is because customers value different things. A press spokesman is the figurehead of a company and therefore he should have many qualities. Basic for a press spokesperson is to have good oratory skills and to communicate ideas and messages in a clear, structured and understandable way. Furthermore, it is important for the spokesperson to be authentic as well as sympathetic in order to pick up his audience. For this, it is important that the press spokesperson brings sovereignty, self-confidence and presence.