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BUS346: Advertising and Sales promotion

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### Module 3 Assignment

1. Define advertising campaign management.

Advertising Campaign Management is the planning, executing, tracking and analysis of direct marketing campaigns. These tasks span the entire lifecycle of a marketing campaign, from inception to launch to evaluation of result.

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

The six stages of the hierarchy of effects model include: awareness, knowledge, liking, preference, conviction, and purchase.

Awareness is the first stage in the purchase decision, similar to AIDA's attention step.

Awareness is critical for any product no matter what. Especially private labels which are more price-driven.

Knowledge and awareness are a part of the thinking process in the model, the next stage is the feel stage and in this part the smaller stages of liking, preference and conviction are all put together. Lastly, the final stage is the purchase decision and that is at the end when you finally decide to make the purchase.

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

The means-end model is based on a theory that product and service attributes are associated with consequences, or product benefits and risks, and even the personal values the product can help consumers fulfill. The means-end approach is based on the idea that customers make a purchase after considering the features of the product and its benefits and consequences (MEANS), and if it will help them achieve their personal values (ENDS).

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

Threshold Effects is an effect in a dependent variable that does not occur until a certain level, or threshold, is reached in an independent variable. For example, a drug may have no effect at all until a certain dosage level (the threshold value) is reached.

Diminishing Returns is proportionally smaller profits or benefits derived from something as more money or energy is invested in it.

Carryover effects is the rate at which the effectiveness of an advertising campaign diminishes with the passing of time; for example, an advertising campaign this month may have a carryover effect of .50 next month.

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

Wear-out effects is the decline in effectiveness of an ad after exposure to the audience. Decay effects are the fading of memory of an ad and the lack of continued response to it. To compare the two they have similarities and differences, the similarity that they have is that they both are not good things. They both are declining and are not producing anything positive, the difference is that one of the two still has a chance and that is wear-out effects. Decay effects completely go away and do not leave a living chance behind.

6. 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?

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

Crowdsourcing marketing is a promotional strategy that involves collecting information from the general public to guide a company's product development and advertising efforts. It allows customers to contribute their ideas about how a business should operate or what features the company incorporates into its products. I believe that this is popular nowadays because it is a great way to gain feedback from a good number of people from the public. It lets you know what the audience likes and what they dislike as well, their opinion matters because they are what is most important to any company.

8. Discuss cognitive message strategies.

A cognitive message strategy is a rational presentation of facts, arguments, or reliable information to the customer. Some examples of cognitive are Campbell's Soup - Soup is good food and Crest - The cavity fighter.

9. Discuss affective message strategies.

Affective is designed to invoke feelings and emotions and match them with the product, service, or company. An example of affective message is literally any message strategy that evokes your liking, positive emotions, and favorable feelings toward the products and even the company itself.

10. Discuss conative message strategies.

Conative message is designed to lead more directly to some type of consumer response. Seeks to persuade viewers to call a toll-free number to purchase the music.

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

The 7 main types of advertising appeals are emotional appeals, fear appeals, humor appeals, musical appeals, rational appeals, sexual appeals, scarcity appeals.

Humor Appeal persuades people to like a company, brand, product, service, or idea by making them laugh and feel good about themselves. Humor requires creativity and ingenuity and it is best when tested on other people before launching it.

Sexual Appeal lured audiences by appealing to their sexual desires and fantasies. Advertisers use this approach because it is an easy and proven method for attracting attention quickly, especially from men.

Fear Appeal is when they try to leverage our fear of an issue as a way to jump-start us into action.

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

#### LONG ANSWER

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.

My favorite advertisement source of all has to be from a Television. A television is something millions of people will sit and lay down in front of for countless hours. A television has nonstop commercial breaks no matter what you are watching whether it is a TV show or a movie there will always be a break for commercials. It's a great way to advertise especially if you secure a spot on one of the top channels which are the ones that are most watched and used.

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

I believe that the company should always pick a spokesperson that best suits their company and not get carried away by the names of celebrities. Traditional spokesmen are celebrities, experts and typical consumers.