

Assignment 3 – Week 3 – Carla V. Ritz

Short Answer (4 to 5 sentences)

1. Define advertising campaign management.

Campaign management is the planning, implementation, and analysis of advertising measures (campaigns) with the aim of generating expressions of interest - i.e., leads - from existing and new customers. These tasks and objectives span the entire lifecycle of a marketing campaign - from conception and launch to evaluation of the results.

Campaigns actively address the customer within the framework of the company's strategic objectives. It is particularly important in a marketing campaign to convey relevant information about a product, brand, or service to the customer at the right time via the right channel in the right communication style. For this reason, target group analysis plays a particularly important role in campaign management.

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

The hierarchy represents how the customer progresses in learning about a brand and making decisions related to it. Through a series of targeted promotional activities, the brand guides the consumer through the following six stages:

1. Awareness
2. Knowledge
3. Like
4. Preference
5. Conviction
6. Purchase

The hierarchy of effects model consists of three major stages: the cognitive stage (awareness, knowledge); the affective stage (liking, preference, conviction); and the behavioral stage (purchase). The behaviors associated with the impact hierarchy theory can be understood in this order: "think," "feel," and "do."

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

The means-end approach is based on the theory that product and service attributes are linked to consequences, i.e., product benefits and risks, and even to the personal values that the product can fulfill for the consumer.

A hierarchical value attitude (e.g., convenience) of consumers toward a product leads consumers to demand brands as bundles of attributes (means) to achieve desirable outcomes (ends).

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

Threshold Effects:

Are present at the point where the advertising program begins to affect consumer responses.

Diminishing returns:

The law of diminishing returns is an economic principle stating that as an investment in a particular area increase, the rate of profit from that investment, after a certain point, cannot continue to increase if other variables remain constant.

Carryover Effects:

This occurs when the consumer has been exposed to the company's message for so long that, when the time comes to buy, the individual remembers the key company.

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

Decreasing attention by the recipient when an advertising message remains unchanged for a long time. Billboard and advertisement advertising is less and less noticed by the public over time. The advertising effect fizzles out. The transition between penetration, i.e. repetition to deepen the advertising effect, and the wear-out effect is fluid and varies depending on the advertising objective or intensity and the medium.

On the other hand, there is the decay effect, also called the persistence effect. It occurs when advertising is repeated frequently and shows the subsequent decreasing success of marketing measures. This can even lead to a rejection of the advertising or the advertised product by the recipients. Both effects lead to a decreasing efficiency.

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

While an external advertising agency can bring a fresh perspective, it takes time to gain brand and territory knowledge and experience if it is not already an expert.

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

External ad agencies help you remove obstacles and problems that your internal ad agency may not be able to identify because they leave the insider mentality and look at things from the outside to get a new or unfamiliar perspective. While brands can focus on other important tasks while refining all aspects of their business, the cross-functional expertise of external ad agencies is a huge advantage.

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

Crowdsourcing is a modern form of collaboration and joint idea generation across local boundaries. Companies and organizations benefit from crowdsourcing by delegating tasks to a community of volunteers and thus harness swarm intelligence. Crowdsourcing can save not only time but also costs. In addition, due to the distribution via the Internet, the mass of participants can quickly become very large.

8. Discuss cognitive message strategies.

A cognitive message strategy is the presentation of rational arguments or information to consumers. These ideas require cognitive processing. In a cognitive message strategy, the main message of the advertisement relates to the features or benefits of the product. Customers can obtain these benefits by using the product.

9. Discuss affective message strategies.

Affective strategies are a common approach to developing a strong brand name. When an advertisement gets you to like a brand and have positive feelings for the brand, then the hope is that you will also purchase that brand. Cognitive beliefs about the brand then follow. This approach relies on the attitude development sequence of affective → conative → cognitive. The ads are made to evoke liking, positive emotions, and favorable feelings toward the products and the companies that sell them.

10. Discuss conative message strategies.

Conative message strategies are designed to lead more directly to some type of consumer response. They can be used to support other promotional efforts, such as coupon redemption programs, Internet “hits” and orders, and in-store offers such as buy-one-get-one-free. The goal of a conative advertisement is to elicit behavior.

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

Emotional appeals are designed to make an audience associate positive feelings with your brand. These appeals generally focus on trust, joy, love, loyalty, and happiness, which you can leverage using powerful music and imagery.

Humor is often used in advertising. If you appeal to the sense of humor in people, you can use it well to reinforce brands. The challenge with humor, however, is to engage the brand in the humor so that your market associates the humor with your brand. Often, it's the humor that people remember more than the product!

Also, **music** is a great way for brands to draw attention and remind audiences of their products. Music can often evoke positive memories in people, such as when someone hears a catchy tune in an advertisement, which helps them feel good about the featured product.

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

An executional framework defines how the ad is structured.

In a **testimonial framework**, a “man in the street” or a celebrity promotes the product or service. The speaker who praises the product does not necessarily have to be famous. The focus of a testimonial is a normal consumer with whom the target group can identify.

A **scientific framework** uses research and evidence to prove brand superiority or product effectiveness over other brands/products.

A **lifestyle framework** shows how the product fits into your life.

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.**

Hornbach is known for creative commercials that evoke emotions or make us laugh. This campaign relied on a very special mood. The calm before the storm makes many of us particularly productive.

Hornbach is one of Germany's biggest DIY stores. For many, DIY is a passion and a balance to everyday life. With their "Der Morgen gehört uns" (which means: The morning belongs to us) campaign, *Serviceplan*, and *Hornbach* address the time taken to pursue one's own project. As usual, the spot is visually appealing and emotionally charged.

"With daybreak, the professionals and the DIY community start their project. With the message "Tomorrow belongs to us," *Hornbach* made a statement that has not yet been made by any other DIY store in this form." according to *Serviceplan Group*.

Serviceplan also got creative in its approach to the placement of the advertising campaign. In keeping with the content, the material was presented to customers in the morning hours. For example, only morning advertising slots were booked on out-of-home displays or in radio spots. In addition, the spot was played directly to users of voice assistants as soon as they switched them on in the morning.

<https://youtu.be/izSr3qiQvbY>

2. What attributes should a spokesperson have?

Nowadays, spokespersons not only have to look after a company's classic channels but also its digital communication channels. So social media management, marketing, and monitoring activities are added to this. They are also all-rounders and consultants.