

ADVERTISING

Age of Persuasion

ELABORATION LIKELIHOOD MODEL

(RICHARD E. PETTY / JOHN T. CACIOPPO)

- Central Route
 - “Persuasion may result from a diligent consideration of issue-relevant arguments.”
 - Central route emphasizes such factors as:
 - Comprehension, learning, retention of message arguments, or even self-generation of arguments.

ELABORATION LIKELIHOOD MODEL

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- Peripheral Route
 - “Using the peripheral route, we may shape attitudes or allow a person to decide what attitudinal position to adopt without the need for engaging in any extensive issue-relevant thinking.”
 - “In an overcommunicated world, we need to become “cognitive misers.”

ELABORATION LIKELIHOOD MODEL

(RICHARD E. PETTY / JOHN T. CACIOPPO)

- Peripheral Route
 - Relevant for persuasion goals is this case the use of:
 - positive or negative emotional cues,
 - the credibility , attractiveness or power of the message source,
 - heuristics.



THE OVER-COMMUNICATED SOCIETY

- “Communication Overload”
- New York Times (Sunday Edition) contains about 500,000 words. To read the whole newspaper, you will need almost 100 hours.
- 96% of all TV households can receive 4 or more TV stations.
- The average American Family watches Television more than 7 hours a day (51 hours a week).

THE OVER-COMMUNICATED SOCIETY

- The Business of Persuasion
 - The US consumes 57% of world advertising (5% of world population)
 - Over \$ 165 billion a year on advertising
 - Over \$ 115 billion a year on product promotion (coupons, free samples, rebates, ...)
 - 2.2% of US gross national product

THE OVER-COMMUNICATED SOCIETY

- General Motors spends every year more than \$ 178 millions to promote Chevrolet (that is \$ 487,000 a day, \$ 20,000 an hour).

THE OVER-SIMPLIFIED MIND

- The defense of the individual against the communication overload is an oversimplified mind.
- Sensory Overload:
 - Beyond a certain point, our brain goes blank.
 - The individual has to filter the information that comes to him.
- Al Ries:
 - “We are publishing more than ever, but we are reading less than ever.”

THE OVER-SIMPLIFIED MESSAGE

- In modern communication, less is more.
- Simplification is a selection process. You will have to select the material that has the best chance to get through and to reach your audience.
- You don't have to look for the selection criteria in the characteristics of the product.
- You have to look for the solution into the prospect mind. That means you concentrate your message on the perception of the prospect.

CREATING VALUES

Come to where the flavor is.



CREATING VALUES

VIRGINIA SLIMS

“
I love being in style...
but I'd rather be in Vogue.
”

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

© Philip Morris Inc. 1993



YOU'VE COME
A LONG WAY, BABY.



CREATING VALUES



CREATING VALUES



For 1990, the designers of Mercedes-Benz introduce an automotive breakthrough for the eyes.

What the engineers at Mercedes-Benz created, the designers at Mercedes-Benz have now exalted. Introducing the dramatically more elegant 300E for 1990. And its elegant sibling, the 300E 2.6.

The purest shape ever bestowed on a high-performance sedan



has been honed to an even purer shape, as you can plainly see above. Note the smooth and sweeping new side panels. The subtle added brightwork touches.

Inside, the 300E is now upholstered in soft and supple glove leather, standard. The designers have laid in more rich, hand-finished wood inserts. And you'll now find more velour carpeting, in more places.

Not that this breakthrough for the eyes can compete with the 300E's performance exhilaration or the 300E 2.6's remarkable balance of price with value as reasons to buy.



But by adding all this elegance, Mercedes-Benz has made it that much

harder to even think of buying anything else.

For more information on Mercedes-Benz for 1990, please call 1-800-633-9001.



ENGINEERED LIKE NO OTHER
CAR IN THE WORLD

Leather upholstery and interior wood trim are optional. See dealer for details. © 1989 Mercedes-Benz U.S.A. Inc. Mercedes-Benz

© 1989 Mercedes-Benz U.S.A. Inc. Mercedes-Benz

CREATING VALUES



The advertisement features a mannequin dressed in a classic pinstriped suit, a white shirt, a dark tie, and a black fedora hat. The mannequin is also wearing white shorts and black knee-high socks with white sneakers. To the right of the mannequin is a black Mercedes-Benz sedan. In the bottom right corner, there is a black football. The Mercedes-Benz logo is positioned at the top center of the advertisement.

Classic Style. Sportive Extras.

The E-Class Premium Sport Edition with sports steering wheel and seats, 18 inch alloys, sport suspension kit and enhanced braking system.

Mercedes-Benz

CREATING VALUES



Wonderbra for men.



Mercedes-Benz
The Future of the Automobile.

CREATING VALUES



CREATING VALUES



CREATING VALUES



DAVE HENNIKER

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IRRITATION

- When the message may break the unspoken laws of public opinion or offend the sensibility of the more concrete public that represents your target audience.
- Boomerang Effect

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OF BENETTON.





UNITED COLORS
OF BENETTON.

H.I.V.

POSITIVE

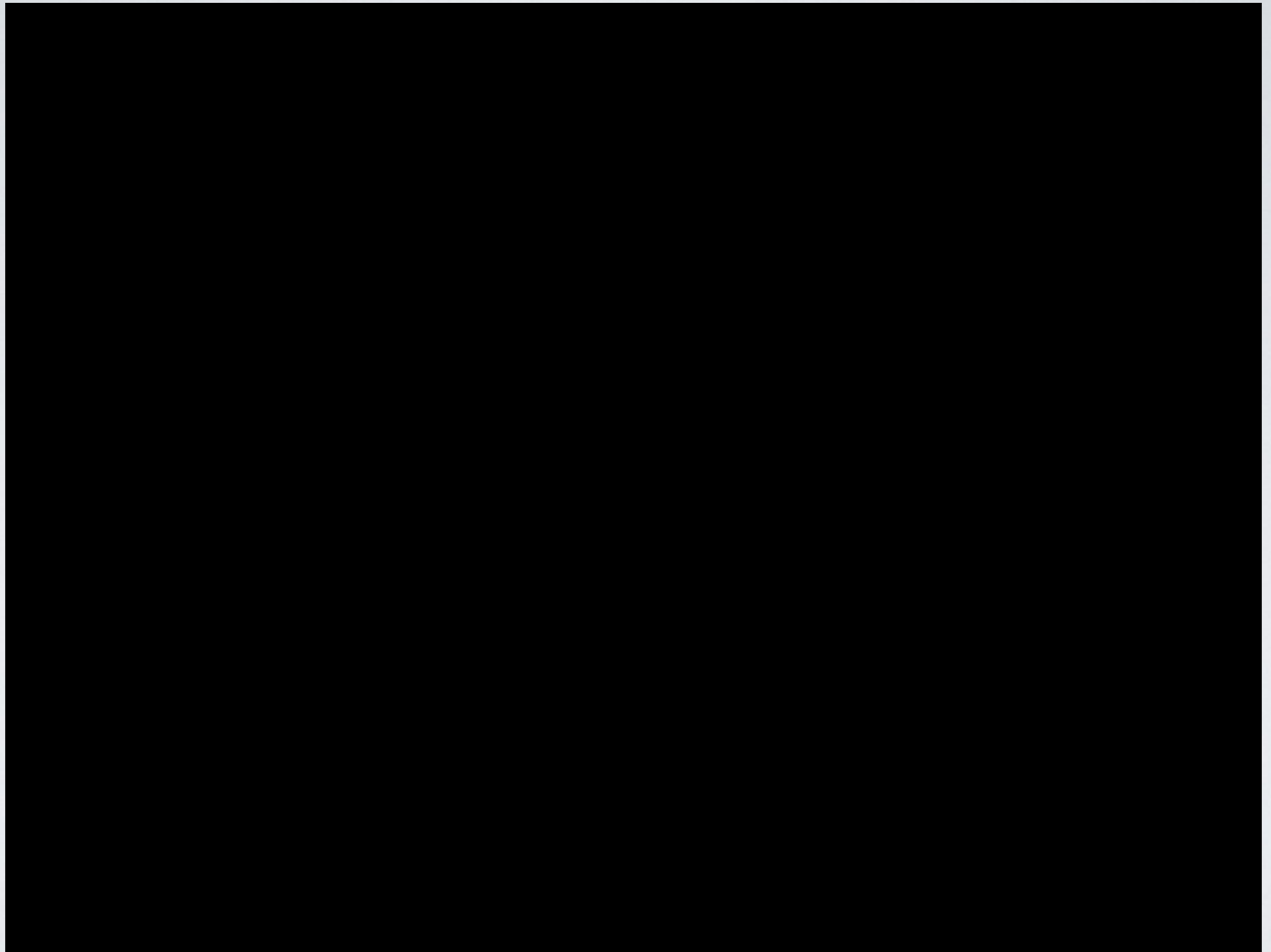
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PLAY

