

Chapter 24: Promotion Mix Strategy

Target Audience

- +Marketing is not just Advertising
- +Target Market may not be Target Audience
- +Early Adopters, Triers, Nontriers, Influencers

1

Current Image

- +Image is the set of beliefs, ideas, impressions and connotations that a person has.
- +level of awareness about...
- +level of favorability towards...

low → high

2

Buyer Readiness stages page 225
Or Audience Response stages

3

Stages of Audience Response

Cognitive	C		
Affective	A		
Behavior	B		

4

Stages of Audience Response

Cognitive	C	Attention	AIDA IS A CAB MODEL OF AUDIENCE RESPONSE
Affective	A	Interest Desire	
Behavior	B	Action	

5

Stages of Audience Response

Cognitive	C	AWARENESS KNOWLEDGE	HIERARCHY OF EFFECTS MODEL
Affective	A	LIKING PREFERENCE CONVICTION	
Behavior	B	PURCHASE	

6

Chapter 24: Promotion Mix Strategy

Extreme images that do normally goes together

+All	Awareness
+Kids	Knowledge
+Like	Liking
+Ponies	Preference
+Counting	Conviction
+Popsicles	Purchase

7

Extreme images that do normally goes together

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8

TYPES OF AUDIENCE RESPONSE

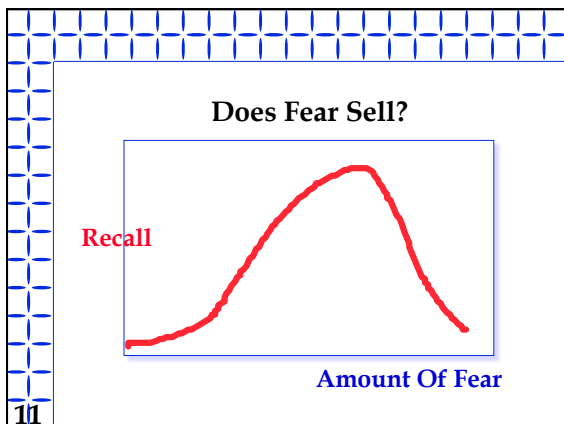
HIGH INVOLVEMENT	LOW INVOLVEMENT	DISSONANCE RESPONSE
C	C	B
A	B	A
B	A	C

9

Message Content

- +Rational Appeal
- +Emotional Appeal
 - Fear, Humor, Sex
- +Moral Appeal
- +(Unique Selling Proposition)

10




Does Humor Sell?

- +Would you buy a car from a clown?
- +Humor gets attention
- +Funny to Some is Dumb to Others
- +Humor Has High Wearout.

12

Chapter 24: Promotion Mix Strategy


Does Sex Sell?



13

Does Sex Sell?

Sex sells sexy things



14

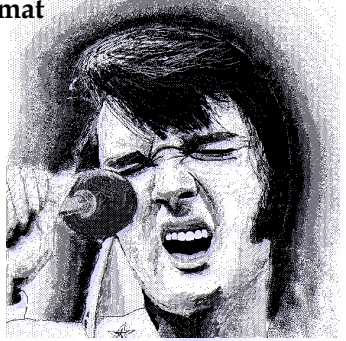
Message Structure

- +draw the conclusion or not
- +one-sided vs two-sided
- +strong points first?


15

Message Format

- +color,
- +style,
- +tone of voice



16



**Message Source
Credibility**

- +Expertise
- +Trustworthiness
- +Likability

17

Principle of Congruity

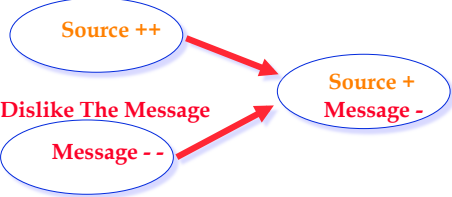
Like The Source

Source ++

Dislike The Message

Message --

Source +
Message -



18

Chapter 24: Promotion Mix Strategy

Channel Selection

- +**Personal Channel**
 - face to face, telephone, mail
- +**Nonpersonal Channel**
 - mass media

19

Any Questions?

20