

Learning Objectives:

After completion of this session, the learner will be able to know:

- What is advertising design?
- What are advertising theories?

Topics to be Covered:

- Appeals
- Message Strategies & Execution Framework
- Advertising Design
- Advertising Theory



Advertising Design

Digital Marketing & Marketing Communication

Session 1

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Appeals

What is advertising appeal?

Advertising appeals are different techniques and strategies that are used to attract customers.

01



**WILD
STONE**
it happens

Types of advertising appeals

- Appeal to emotion
- Personal appeal
- Social appeal
- Appeal to popularity
- Appeal to authority
- Appeal to logic
- Appeal to humor
- Appeal to fear
- Sex appeal

02



Which appeal to use?

Your customers may seek happiness, peer recognition, security, or adventure. They can be attracted to shocking content and flashy ads or be offended by them.

03

How to decide?

Test out different types of appeals in your marketing campaigns and record the impact through marketing research.



Message Strategies

01

Emotional

An emotional message strategy uses feelings to sell.

02

Unique Selling Proposition

This strategy highlights something unique about your product or brand that others do not offer.

03

Generic

When an ad is using a generic strategy, it is focusing on selling the category rather than the specific brand.

04

Positioning

Positioning identifies the product or brand as the best in comparison to the competition and this can be the strategy for messaging in advertisements also.



Execution Framework



Definition

Execution Framework Defined

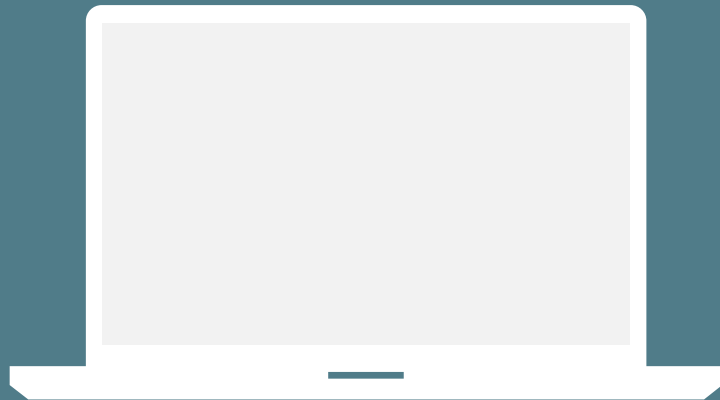
An execution framework defines how the ad is structured. Execution frameworks get your interest, create the desire for the good or service, and motivate you to purchase it. Let's look at five types of execution frameworks.



Types

Types of Execution Framework

- Lifestyle Framework
- Scientific Framework
- Demonstration Framework
- Slice-of-Life Framework



Takeaways

Key Takeaway

An execution framework defines how the ad is structured. advertising appeals, different frameworks are appropriate different advertising contexts. These include lifestyle, scientific, testimonial, demonstration, and slice-of-life.



Relevance

Relevance of Execution Framework

This is how ads generate relevance

Advertising Theory



Advertising Theory or theories try to explain how and why advertising is effective in influencing behaviors and accomplishing its objectives.

There are numerous theories on advertising. Most theories of advertising generally propose that the effectiveness of advertising is dependent on the main practices being carried out including more exposure towards the brand or repetitive advertising.

Most theories suggest that if you want a consumer to like a product or a brand continuously then simply expose the consumer to a product or brands advertising such that there are certain feelings and expectations attached towards the brand itself.

Advertising theories also make use of content specification, specific message and media characteristics, consumer characteristics, product/ service characteristics, and competitive actions.

5 Advertising Theories Explained

01

The Mediation of Reality

Ads are effective when steered with other media and setting which they are entrenched.

02

The Mediation of Reality

what makes the ads persuasive is how they utilize the media to elicit world of fictions and that of actions together and not necessarily the content.

03

The Mediation of Reality

What the media do in regards to advertising is describing the excitement and addiction extending and heightening our neural response

Shifting Loyalties

Ads know how to play upon and replicate clashed loyalties that keep on changing.

Shifting Loyalties

Mainly, the ads always try to cultivate a strong sense of loyalty to an individual brand, but they also have a way of urging consumers to alter their loyalties and make an attempt to a rather new thing and primarily renounce old loyalty for a relatively new brand in the market.

Shifting Loyalties

Ads are effective in making consumers to shift their allegiance to a particular brand given that they can use messages packaged in such a way that it psychologically implicates such a product to negativity.

5 Advertising Theories Explained

The Magic of Meaning

This explains how ads are used in infusing the meaning of the products to the users in addition to selling.



No. 03



No. 05

Imitative Desire

Ads have a way of playing upon consumer's tendency to want what other people also wish.

The Hidden Message

Ads are used in manipulating and unconsciously misleading the public.



No.04



No. 05

Imitative Desire

it's hard to become another person, and it is this castle in the air that keeps the desire alive.





Thank You

My Curiosity is all Yours