



# THEORIES OF ADVERTISING

DR. PARUL SINGHAL

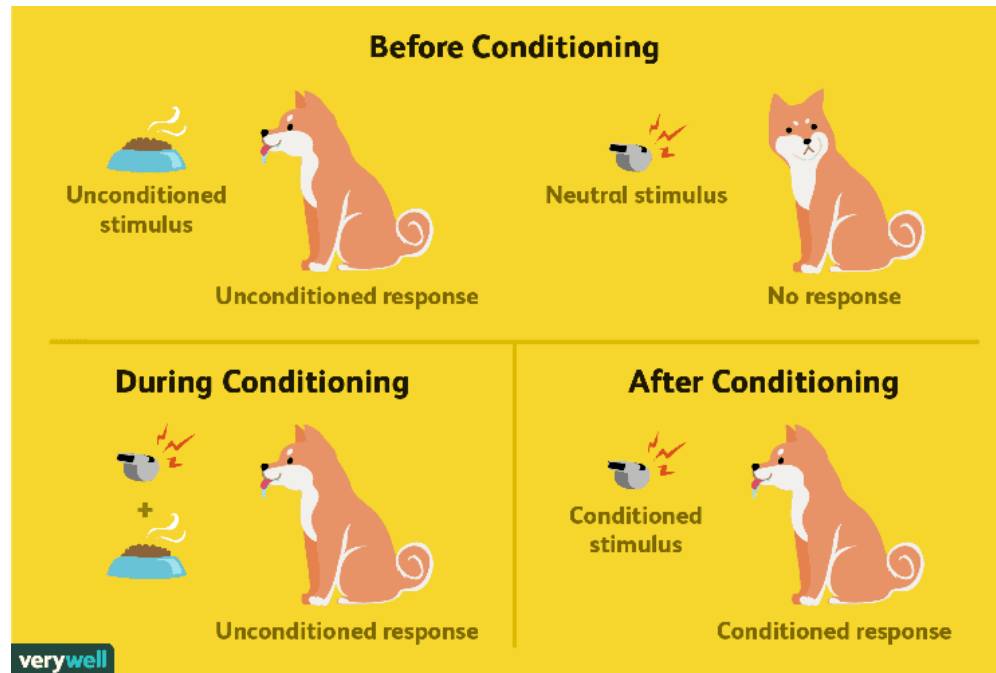


# THEORIES OF ADVERTISING

- 1) Stimulus Responses Theory
- 2) AIDA Model
- 3) Hierarchy of effects
- 4) Means-End Theory
- 5) Verbal and Visual Imaging
- 6) Theory of Cognitive Dissonance

# STIMULUS RESPONSES THEORY

- <https://mariyamulwan.wordpress.com/2014/03/02/classical-conditioning-in-behavioural-learning-theory/>



<i>Situation</i>	<i>Natural Stimulus</i>	<i>Conditioned Stimulus</i>	<i>Natural Response</i>
I Before Conditioning	Food Sa	→ →	Saliva R
II During Conditioning	Food Sa	Plus ringing of bell plus Sb	→ Saliva → R
III After Conditioning	— —	Ringing of bell alone Sb	→ Saliva → R

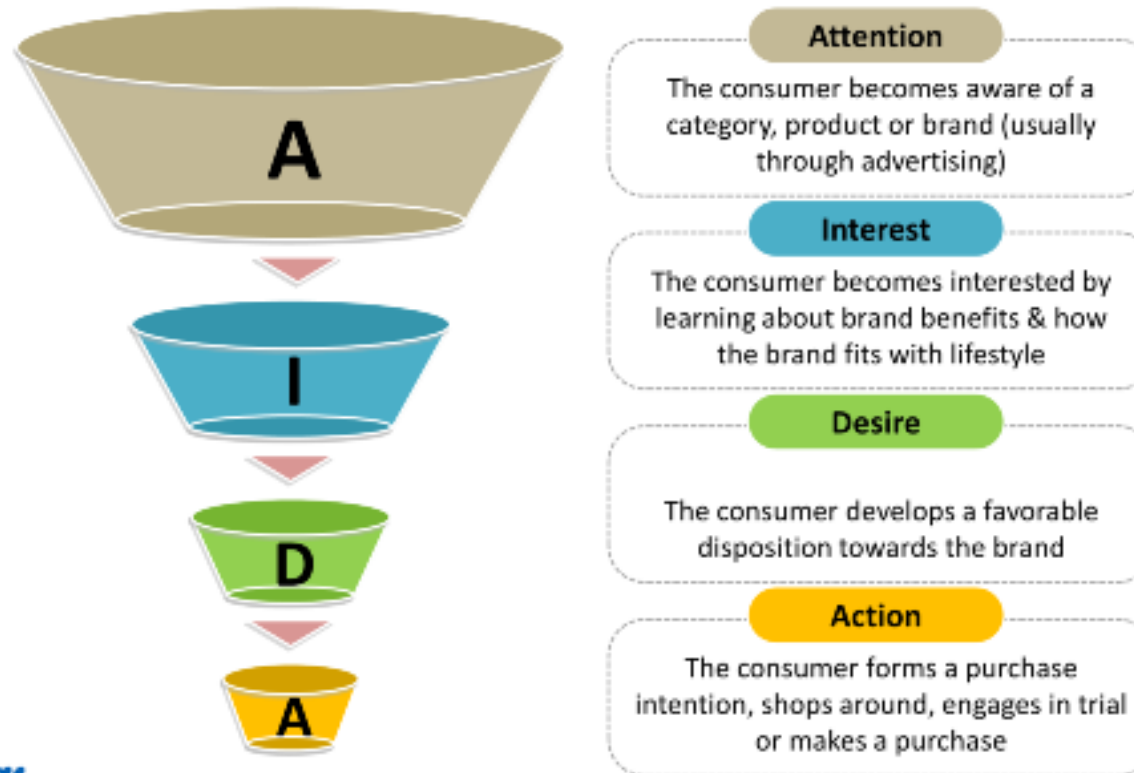
**Illustration. Conditioned learning [Sa is natural stimulus in the form of food. Sb is artificial stimulus in the form of ringing of bell.]**

# AIDA MODEL- PROCESS OF AIDA

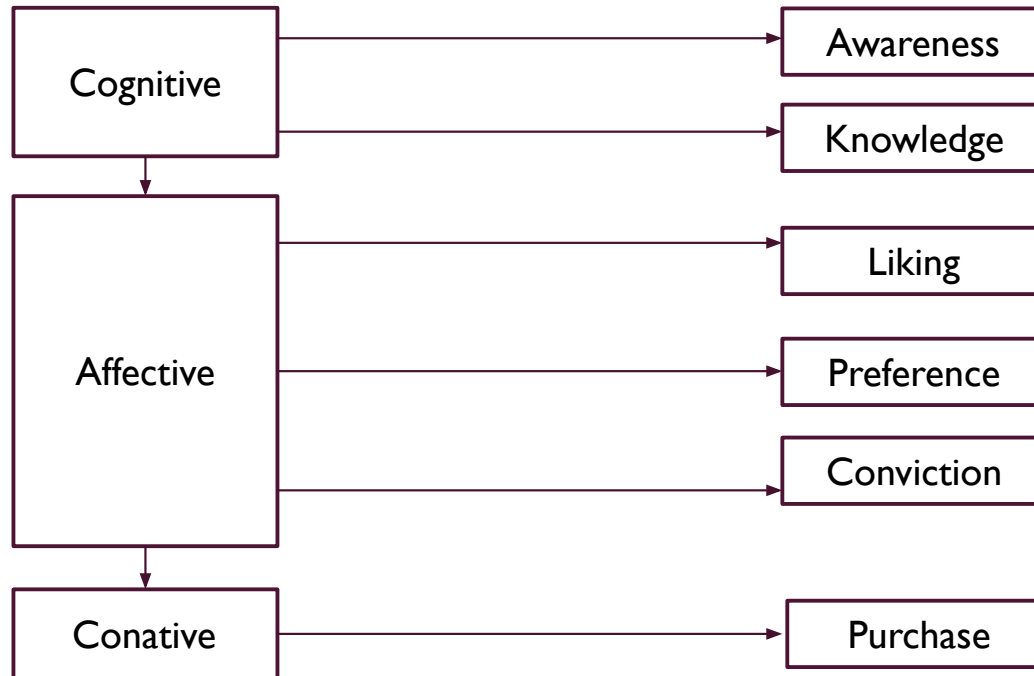
- Attention
- Interest
- Desire
- Action

<https://www.marketing91.com/aidas-theory-selling/>

# Marketing Sales Funnel



# HIERARCHY OF EFFECTS MODEL



# HIERARCHY OF EFFECTS APPLIED TO DIGITAL MARKETING

## MESSAGE STRATEGIES

COGNITIVE STRATEGY

AFFECTIVE STRATEGY

CONATIVE STRATEGY

## HIERARCHY OF EFFECTS MODEL

AWARENESS

KNOWLEDGE

LIKING

PREFERENCE

CONVICTION

ACTUAL PURCHASE

## ADVERTISING COMPONENTS

HEADLINE  
SUB-HEADLINE

AMPLIFICATION

PROOF OF THE CLAIM

ACTION TO TAKE

## CUSTOMER AWARENESS COMPONENTS

UNAWARE

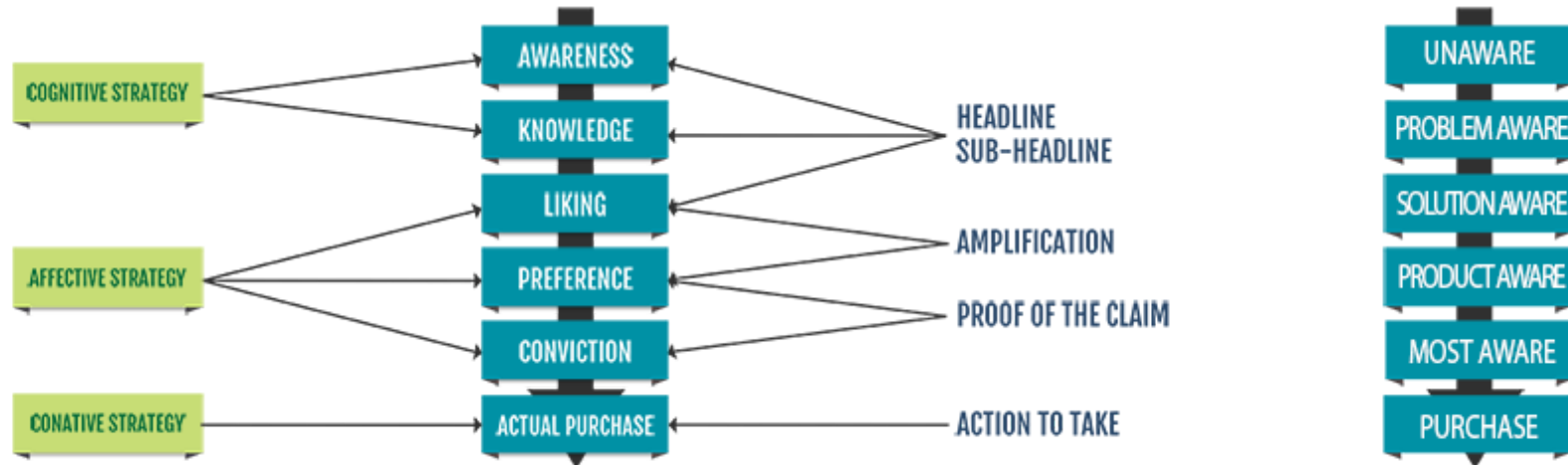
PROBLEM AWARE

SOLUTION AWARE

PRODUCT AWARE

MOST AWARE

PURCHASE



# MEANS END THEORY

## Attributes

*What is the product?*

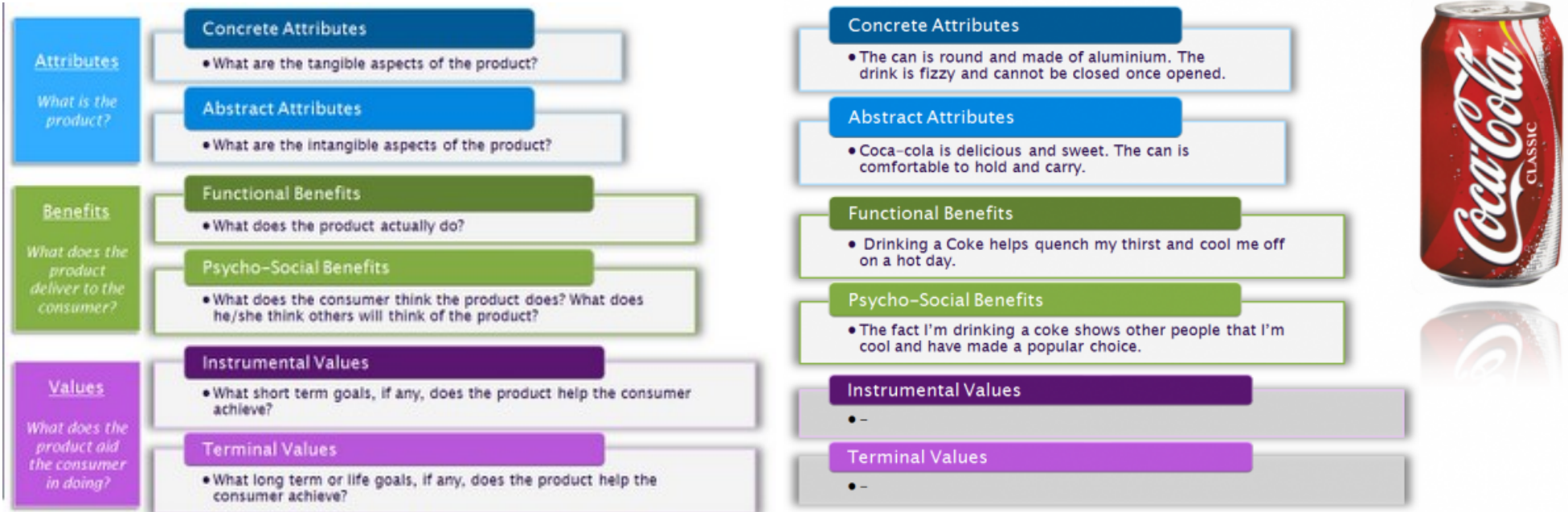
## Benefits

*What does the product deliver to the consumer?*

## Values

*What does the product aid the consumer in doing?*

# MEANS END THEORY



# VERBAL AND VISUAL IMAGING

## Verbal and Visual Images

The Model determines the degree of emphasis given to the visual elements v/s the verbal elements in the ad (Radio is the exception)

Verbal ad is the central route of the brain function

Visual images of the ad is processed by the peripheral route

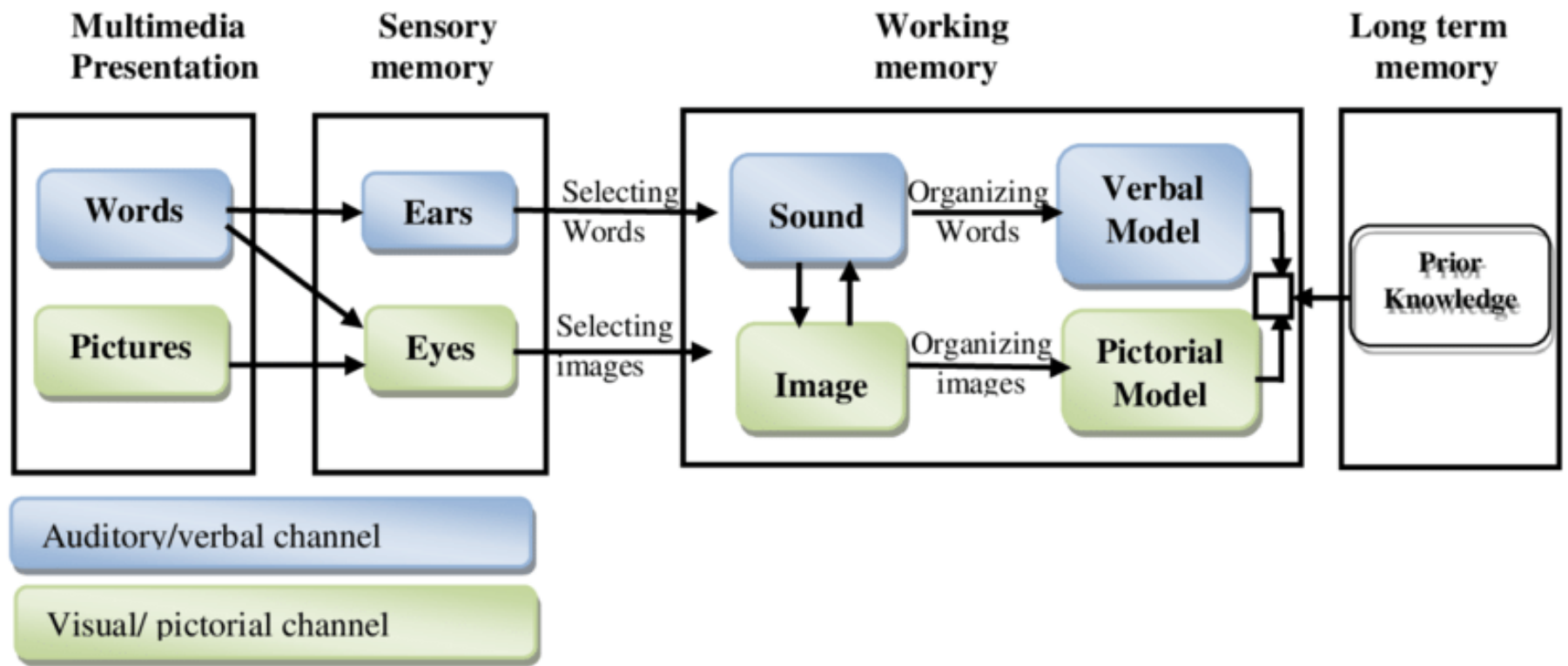
### Impact of VISUAL

- Visual images lead to more favorable attitudes towards ads and brands
- They are easily remembered
- Visual images are stored in the brain both pictures and words, this allows easy recall
- Visual images range from very concrete to highly abstract allowing creatives to make connections with images and ad content
- For e.g. using the shape of Spaghetti or Pizza and link it with a restaurant or Absolute Vodka campaign

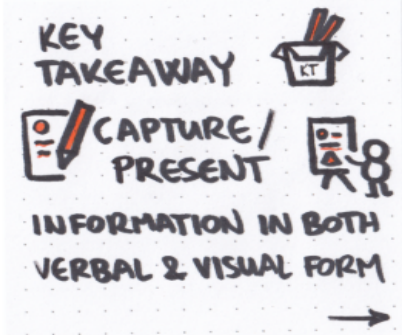
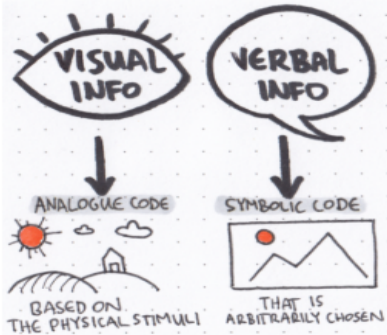
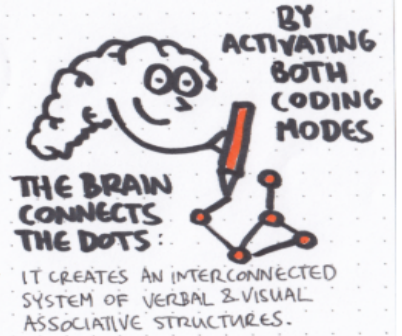
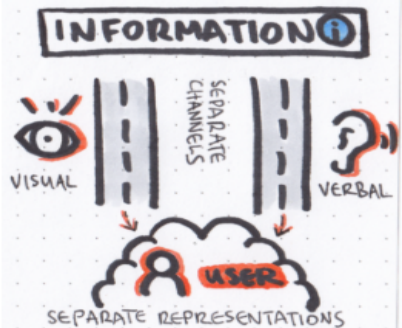
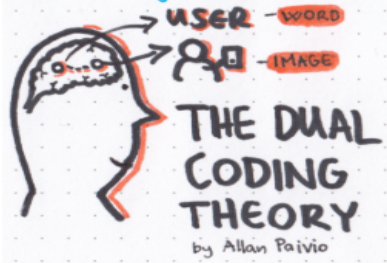
# Verbal and Visual Imagery

- The model determines degree of emphasis given to visual elements v/s the verbal elements in the ad.
- Verbal ad is the central route of brain function.
- Visual images of the ad is processed by the peripheral route.
- Visual images lead to more favorable attitudes towards ad and brand.
- High recall value

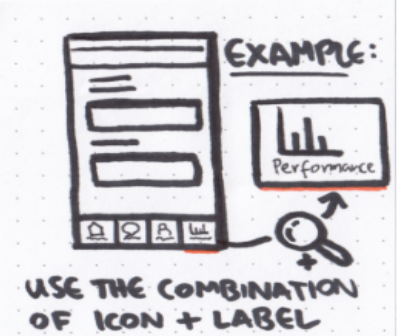
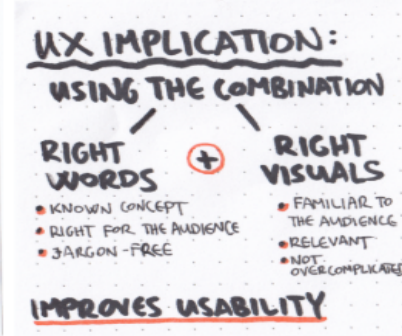
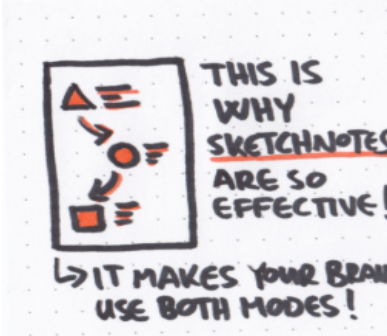
# Cognitive theory of multimedia learning

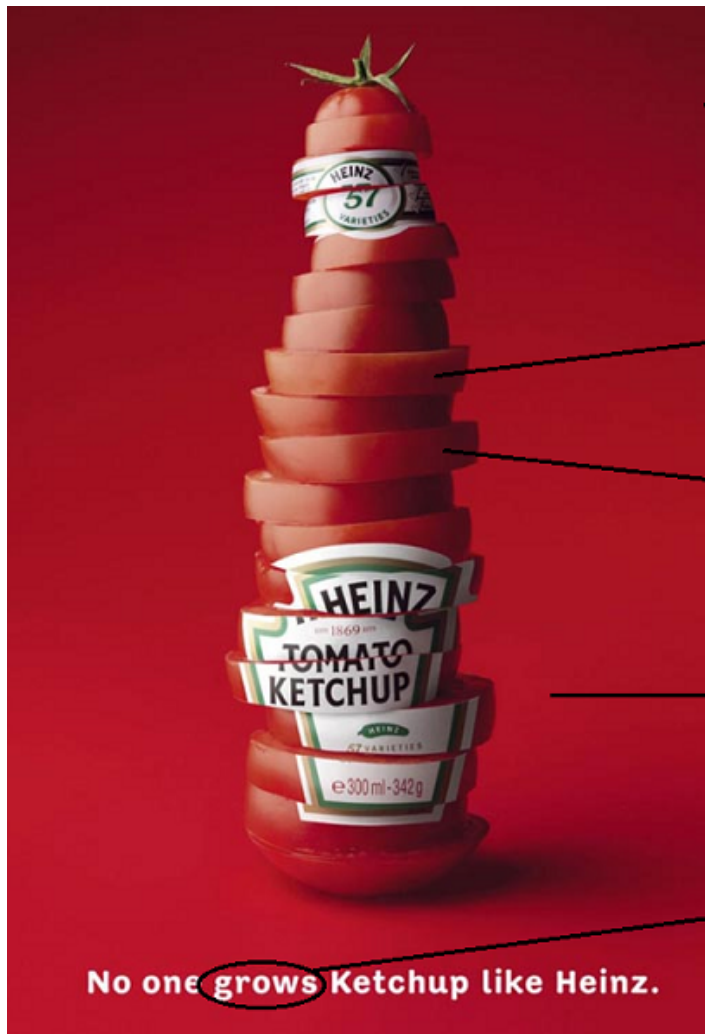


@sketchingforux  
UX Knowledge Piece Sketch #2



- ✓ TO ENHANCE RECOGNITION & RECALL
- ✓ TO MAKE YOUR CONTENT MORE MEMORABLE
- ✓ TO SUPPORT LEARNING





The backdrop is red, which is the most "appetizing" and hunger-inspiring color.

A bottle sliced like a ripe tomato connotes freshness, promoting a healthier way of life.

A sliced bottle looks like a sculpture, associating Heinz with innovation and art.

No specific age or gender here, appealing to those looking for healthier eating choices or, at least, those caring about their food freshness.

The word "grow" transforms a factory-made sugary condiment into a natural ingredient.

No one **grows** Ketchup like Heinz.

# COGNITIVE DISSONANCE THEORY

## What is Cognitive Dissonance ?

- Cognitive dissonance is the mental stress or discomfort experienced by an individual who holds two or more contradictory beliefs, ideas, or values at the same time
- It is Incompatibility that an individual might perceive between two or more attitudes Or between behaviour and attitude.

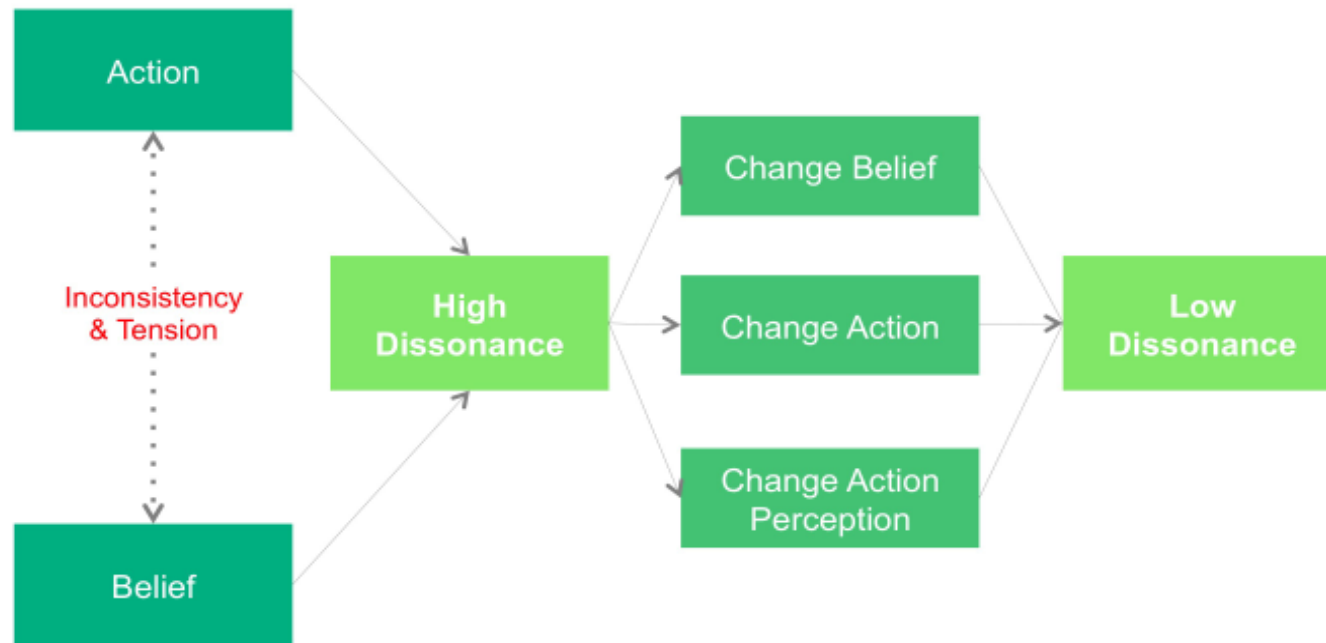


# Cognitive Dissonance Theory

- Proposed by **Leon Festinger**
  - Remember him? Social comparison theory!
- This is another “cognitive consistency” model
- **Inconsistency between thoughts, feelings, and actions creates an aversive state known as *dissonance*.**
- **This feeling leads people to put effort into restoring consistency.**
- We will change whatever is *easiest* in order to reduce dissonance and restore consistency.



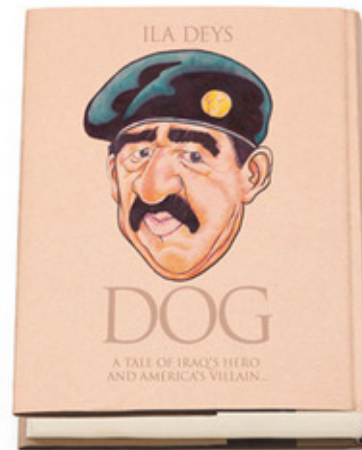
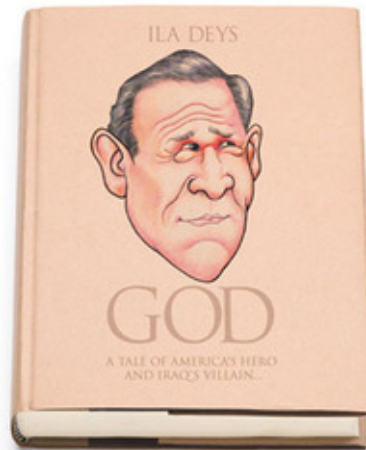
# THEORY OF COGNITIVE DISSONANCE



## Examples of Cognitive Dissonance Theory

Attitudes	Dissonant Element	Source of Dissonance	Strategy
A student believes he's intelligent and that intelligent people perform well at school	He gets bad grades all the time	Discrepancy between belief in intelligence and performance	<ol style="list-style-type: none"> <li>1. Behavioural: Tries harder to get good grades</li> <li>2. Attitudinal: "Believes he's not that intelligent"</li> <li>3. Add consonant elements: "I don't have time to study"; "My teacher is rubbish and unfair"; "Grades aren't a good indicator of intelligence, anyway"</li> </ol>
You believe that Britney Spears is the best pop artist since Take That and you buy a her latest masterpiece	Your best friend says Britney is rubbish, has no talent and all her songs sound the same	Discrepancy between your attitudes and behaviour towards Britney and someone else's attitudes	<ol style="list-style-type: none"> <li>1. Behavioural: Sell Britney single on EBay recouping most of your losses</li> <li>2. Attitudinal: "I guess she's not that good"</li> <li>3. Add consonant elements: "It said she was the 'queen of pop' in Heat magazine, how can they be wrong"; "What do they know about music anyway? They like Westlife"</li> </ol>

# FOOD FOR THOUGHT!



Every story has two sides.  
For the Arabic version, read from right to left.

**Stori**<sup>TM</sup>  
Clothes with a twist

## CLASSIC CAMPAIGN

**When you're only No.2,  
you try harder.  
Or else.**



Little fish have to keep moving all of the time. The big ones never stop picking on them.

Avis knows all about the problems of little fish.

We're only No.2 in rent a cars. We'd be swallowed up if we didn't try harder.

There's no rest for us.

We're always emptying ashtrays. Making sure gas tanks are full before we rent our cars. Seeing that the batteries are full of life. Checking our windshield wipers.

And the cars we rent out can't be anything less than lively new super-torque Fords.

And since we're not the big fish, you won't feel like a sardine when you come to our counter.

We're not jammed with customers.



**THANK  
YOU!**