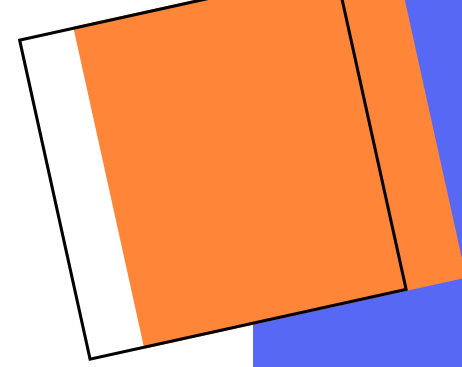


Chapter 15

Communication

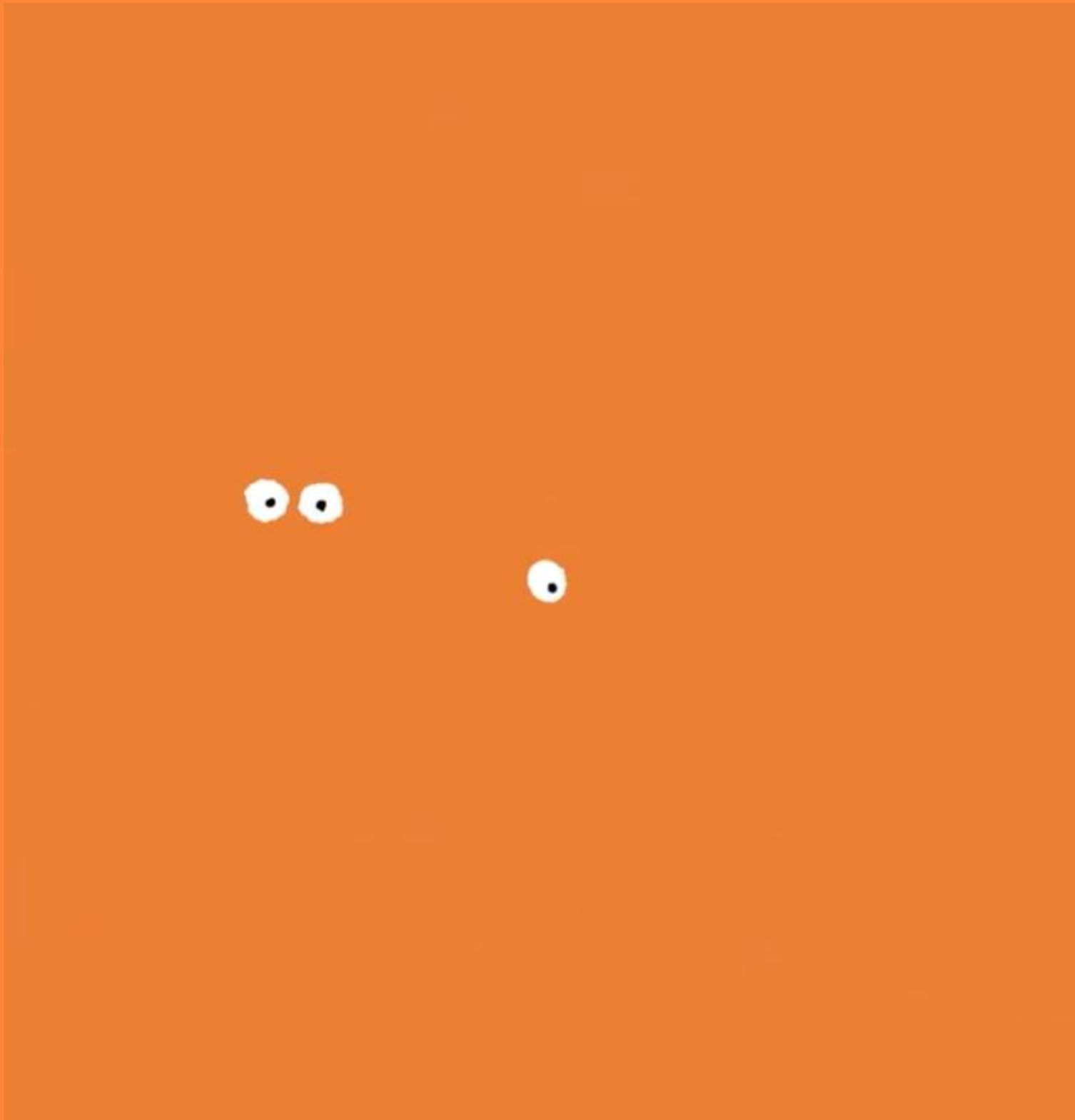
Messages





Content

- 15.1. Strategies to Develop the Communication Message
- 15.2. Elements in the Message
- 15.3. Appeals of the Communication Message



Objectives

- Decide the best strategy to develop a communication message
- Know the potential appeals to be used and when to use each of them
- Develop a message to get brand engagement

Abstract

The definition of the strategy of communication is the third step in the communication process. The selection of the strategy depends on the objective of communication and the target. Both, the objective and the strategy, should be defined taking into consideration the characteristics of the attitude towards the brand in the selected segment. In this chapter, the cognitive, affective, and conative strategies of communication are explained, describing specific strategies of each type

When designing the message itself, the elements in the message and the appeals to use are main points. This chapter presents the elements in the message to take decisions on, as well as the different appeals to choose from

15.1. Strategies to Develop the Communication Message

The **strategy** to be applied is selected based on the situation of the brand, the marketing objective, the communication objective, the value and or need to be emphasized, the competitors and the consumers' mindset

Cognitive Message Strategies

In this strategy, **arguments** are conveyed to the consumers

When the main benefits are emphasized but not transmitting a superiority declaration, it is a generic message, versus a preemptive message, in which it appears a superiority claim

Another cognitive strategy consists on placing value on the USP

Some messages use a claim that it is not proven. This is called a hyperbole



15.1. Strategies to Develop the Communication Message

Affective Message Strategie

In the affective strategies **emotions and feelings** are the main focus of the communication. Resonance refers to the strategy when those emotions are brought by consumers' experiences (for example with songs linked with a particular point in time...).

In the emotional strategy important feelings are the key driver in the communication



15.1. Strategies to Develop the Communication Message

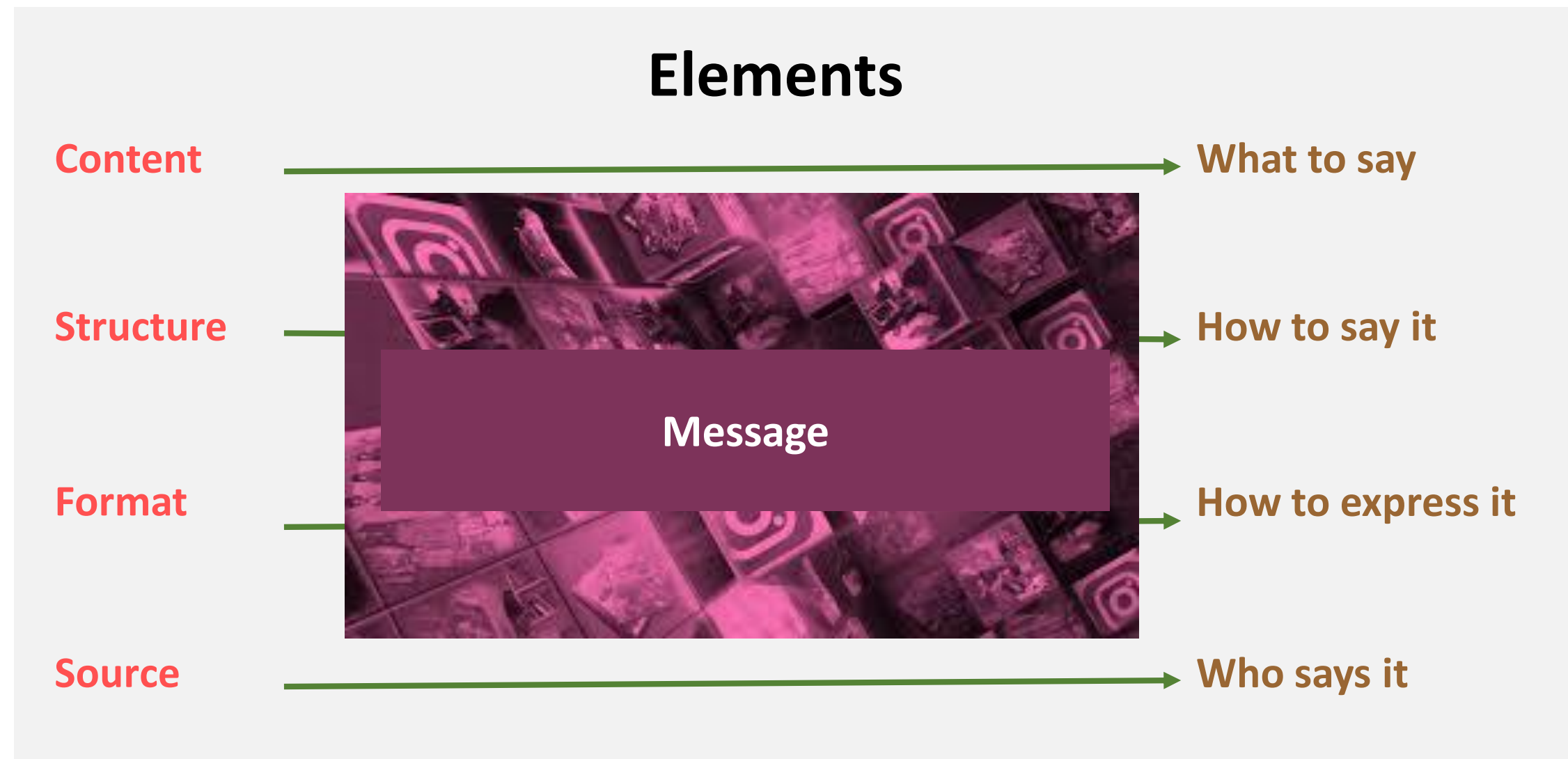
Conative Message Strategie

Tries to get purchases and/or an active interaction of the consumer with the brand



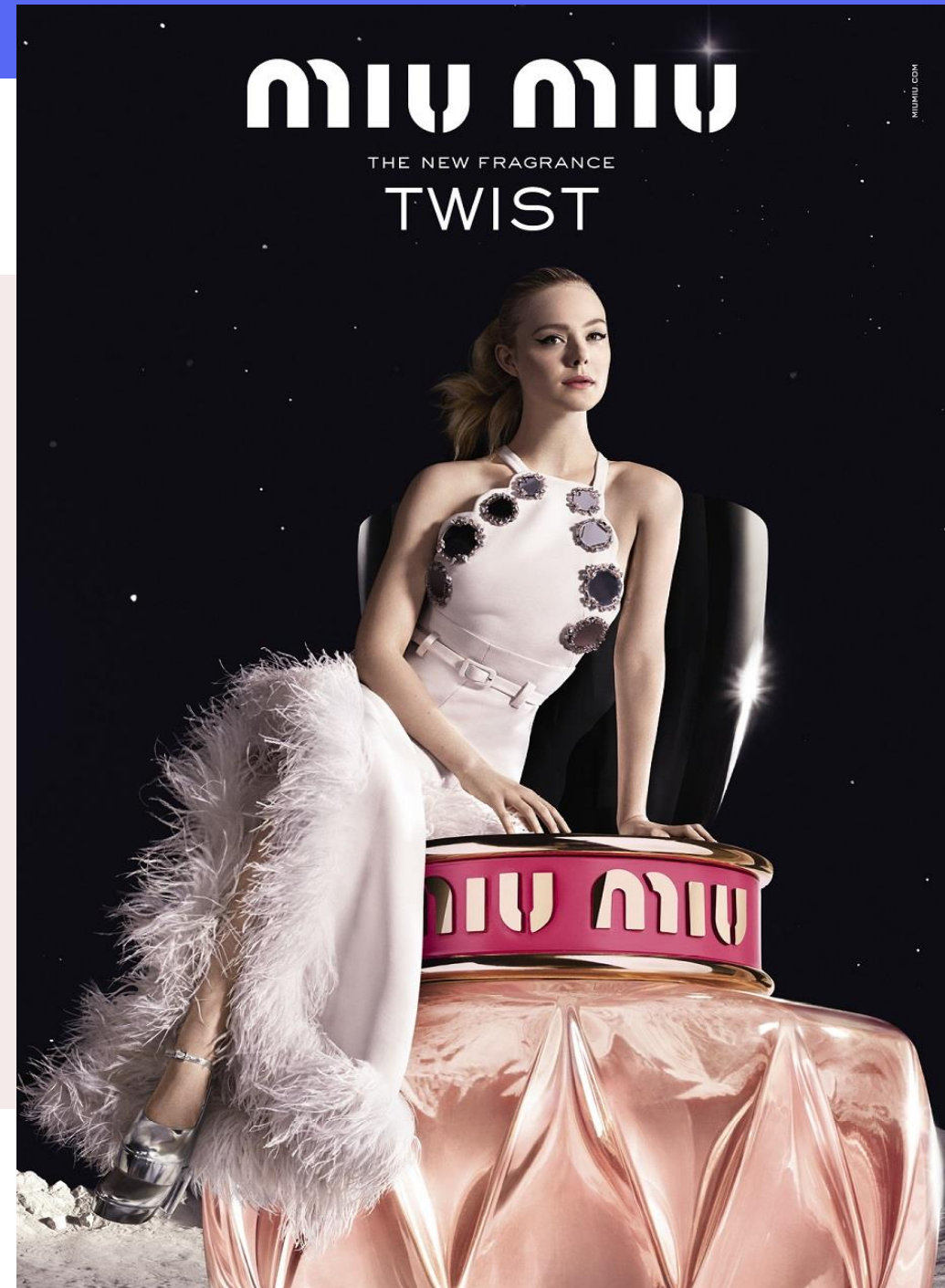
The image shows a promotional graphic for a Lays contest. At the top, a wooden chip container says "Lays Do us a Flavor CHOOSE THE CHIP". Below it, the text reads "VOTE FOR THE YUMMIEST! The flavor finalists are here! You have 68 days to save your fave!". Four bags of Lays chips are displayed: Cheddar-Bacon Mac & Cheese, Cappuccino, Wavy Mango Salsa, and Kettle Cooked Wasabi Ginger. Each bag has a "SAVE" button below it. Text below the buttons says "*Clicking SAVE will share your vote to facebook" and "You can also vote on these social media channels." with icons for Twitter, Vine, and Instagram. At the bottom, it says "Not feeling social? Vote by texting your fave ('BaconMac', 'Cappuccino', 'Mango' or 'Wasabi') to 24477*" and includes a small "Official Rules" link.

15.2. Elements in the Message



15.3. Appeals of the Communication Message

Fear
Humor
Sex
Music
Rationality
Emotions
Scarcity



15.3. Appeals of the Communication Message

	Fear	Humor	Sex	Music	Rationality	Emotions	Scarcity	
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Resnik and Stern's information classification

- Price
- Quality
- Performance
- Components
- Availability
- Special offers
- Taste
- Nutrition
- Packaging
- Warranties
- Independent research
- Company research
- New ideas
- Safety



15.3. Appeals of the Communication Message

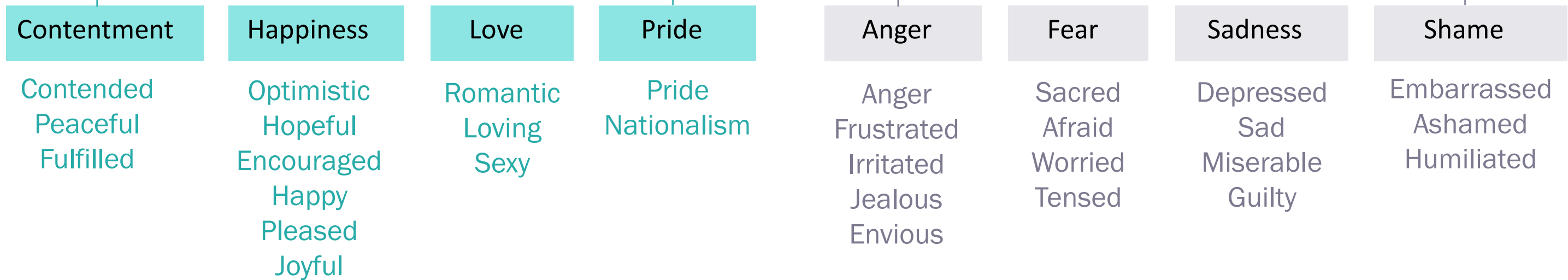
Richins's hierarchical model of emotions



Emotion

Positive

Negative



Reflection

Search and explain examples of brands' advertisements applying the cognitive, affective and conative strategies

Select 5 from those advertisements. For those 5 ads describe the elements of the message and the appeals

Are the elements of the message and the appeals the right ones? How they could be improved?



Test

Design two messages

1. For a specific objective design two messages for two target groups
2. Explain the decisions taken with regards to the:

- 2.1. Strategy
- 2.2. Elements in the message
- 2.3. Appeals

If you have a question,
contact our team



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 brandY