

# **EMOTIONAL APPEALS AND MESSAGE SOURCE IN ADVERTISING**

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- 1. Emotions in advertising**
  - 2. Neuromarketing**
  - 3. Social advertisements**
  - 4. Message source in advertising**

# 1. EMOTIONAL APPEALS IN ADS

- **Emotional appeals** attempt to stir up some negative or positive emotions that will motivate purchase
- **Negative emotional appeals:** fear, guilt, shame,...
- **Positive emotional appeals:** humour, love, pride, joy, erotic, music, warmth,...



# TYPES OF THE EMOTIONAL APPEALS

- Humour

- Erotica

- Fear

- Music

- Warmth



- The usage of small children and animals ⇒ effective!



# THE ADVANTAGES OF EMOTIONS APPEALS

- Receivers are involved in the plot of commercial message. They forget that they watch commercial advertising.
- Receivers can remember emotions better than logical arguments.
- Emotions require less receivers' effort. They don't have to concentrate a lot.
- Humour – Doritos
- Humour – Mercedes
- Humour - Mercedes – sorry
- Humour – insurance



# VAMPIRE EFFECT IN ADS

- Too much emotions in advertising!
- Message receivers can't notice and remember the product, brand, ...



# EROTICA

- Part or all nakedness.
- Physical contact among adults.
- Provocative clothes.
- Provocative or lustful expression.
- Suggestive speaking or sexy music.



# FEAR

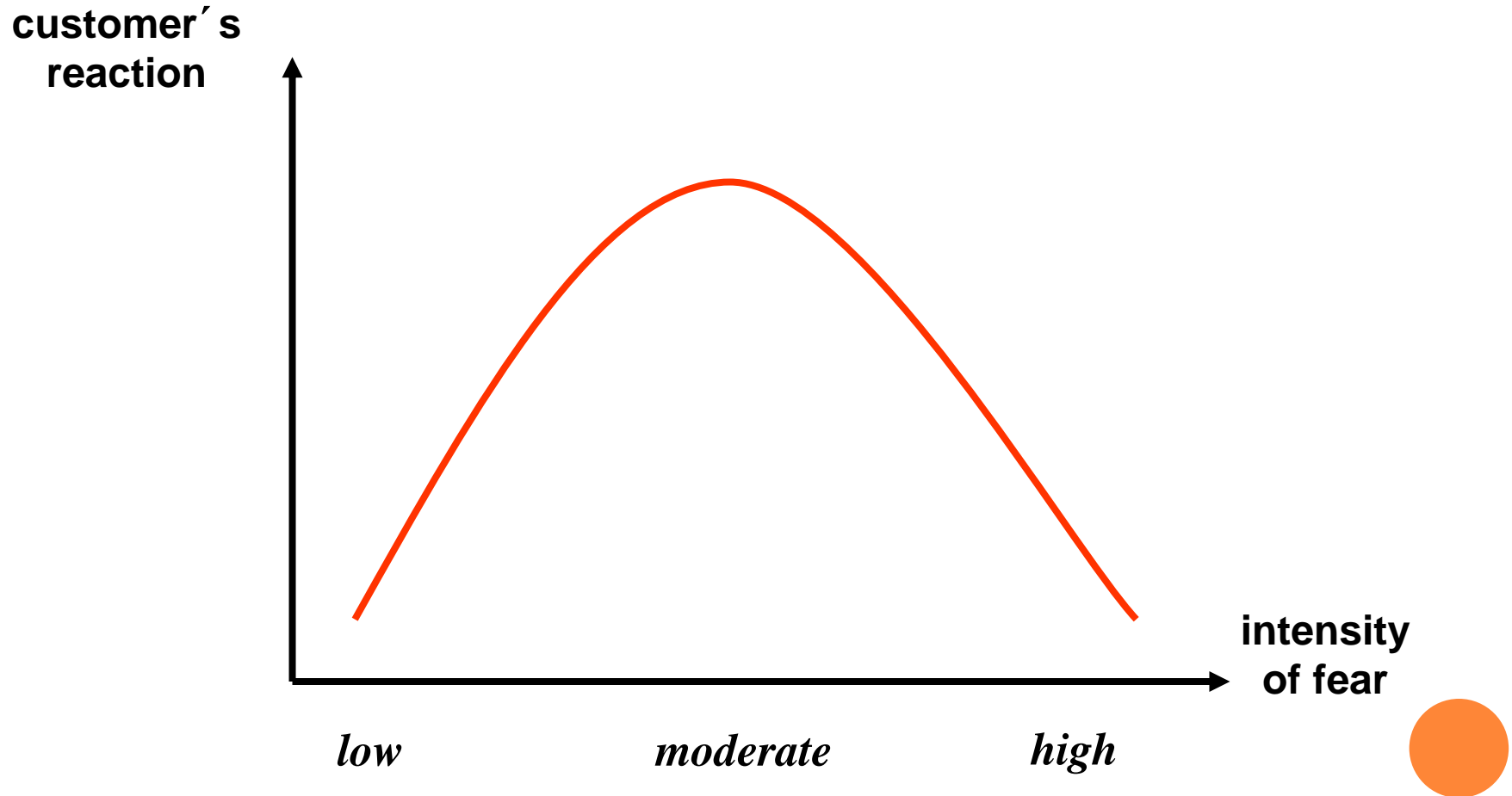
- The aim is to warn customers of risks which could be eliminated if they buy (insurance, ...) or not buy some product = demarketing (cigarettes, alcohol, ...).



- FEAR



# CUSTOMER'S REACTION TO FEAR





# MUSIC

- The aim is to encourage attention, create pleasant atmosphere, create image of brand.
- The most important is a movement.





XXX Lutz, tatata...



# WARMTH

- The aim is to evoke pleasant and positive emotions – love, friendship, comfort, safety, ...
- This emotion is especially typical of women and empathic people.
- Promoting of services.



# STEREOTYPING IN ADS



Senoritas from Havana know a thing or two about men ...

...men adore Doncella cigars!

**DONCELLA** by Player's  
*Rolls in London from a blend of Havana and other choice cigar leaf*

Doncella Coronets 5 for 4/76  
Doncella Dukes Panatellas 4 for 5/16  
Doncella Chupins 4 for 15/-

CHUPINS 4 FOR 15/-

The advertisement features a woman in a colorful, patterned dress standing next to a man in a tuxedo sitting on a leather sofa. The man is smoking a cigar. The background is dark and moody.



Men don't leave the Kitchen!

We all know a man's place is in the home, cooking a woman a delicious meal. But if you are still enjoying the single life and don't have a little mister waiting on you, then come on down to Hardee's for something sloppy and hastily prepared.

**Hardee's**

The advertisement shows a man in a white uniform and apron standing in a kitchen, looking out a window. A woman is visible through the window, and a child is hanging from the window frame.



Women don't leave the Kitchen!

We all know a woman's place is in the home, cooking a man a delicious meal. But if you are still enjoying the bachelor's life and don't have a little miss waiting on you, then come down to Hardee's for something sloppy and hastily prepared.

**Hardee's**

The advertisement shows a woman in a white uniform and apron standing in a kitchen, looking out a window. A man is visible through the window, and a child is hanging from the window frame.



The Chef does everything but cook - that's what wives are for!

The advertisement features a man in a chef's hat and a woman in a black dress. The man is smiling and looking at the camera, while the woman is smiling and looking at the man. They are standing in a kitchen with a white appliance in the foreground.

## 2. NEUROMARKETING

- Neuromarketing is a new field of marketing that studies consumers' sensorimotor, cognitive, and affective response to marketing stimuli. Researchers use technologies such as functional magnetic resonance imaging (fMRI) to measure changes in activity in parts of the brain, electroencephalography (EEG) to measure activity in specific regional spectra of the brain response, and/or sensors to measure changes in one's physiological state (heart rate, respiratory rate, galvanic skin response) to learn why consumers make the decisions they do, and what part of the brain is telling them to do it.
- **This knowledge will help marketers create products and services designed more effectively and marketing campaigns focused more on the brain's response.**



### 3. SOCIAL (IDEA) ADVERTISING

- This type of advertisement wants to draw attention to actual people's problems
- AIDS, world peace, racism, environment, discrimination, illnesses, poverty, illiteracy, home violence etc.
- The applicant of this advertising is usually some non-profit organization.
- How is it paid?





# SOCIAL ADVERTISING ⇒ EMOTIONS

***Oliviero Toscani***

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**United Colors of  
Benetton**







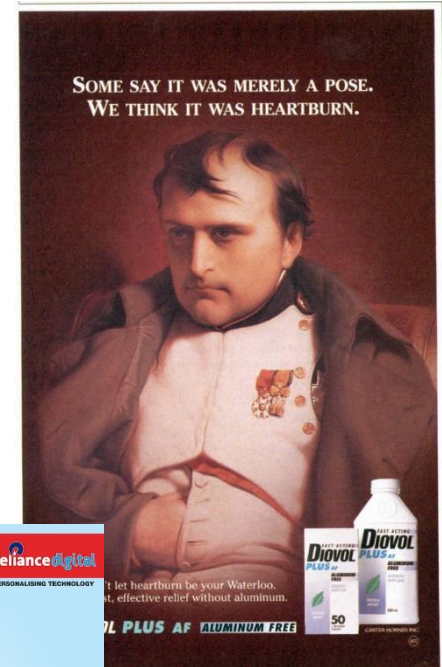
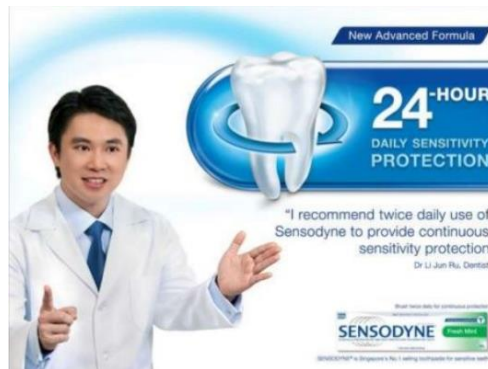
## 4. MESSAGE SOURCE IN ADVERTISING

- **Message source** – person who is involved in advertising to spread some commercial message in favour of some company, product, brand, ...



# MESSAGE SOURCE IN ADVERTISING

- Experts, well-known persons, users of products, animated figures (mascots), animals, ...
- Voice-over
- Legislation!



# FAMOUS MASCOT IN ADVERTISEMENT

## — BIBENDUM

- Michelin Man has been used by Michelin since 1894 and his shape has evolved over time. He was slimmed down for the 100th anniversary to reflect smaller tires on modern cars.

