

# 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!



# 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

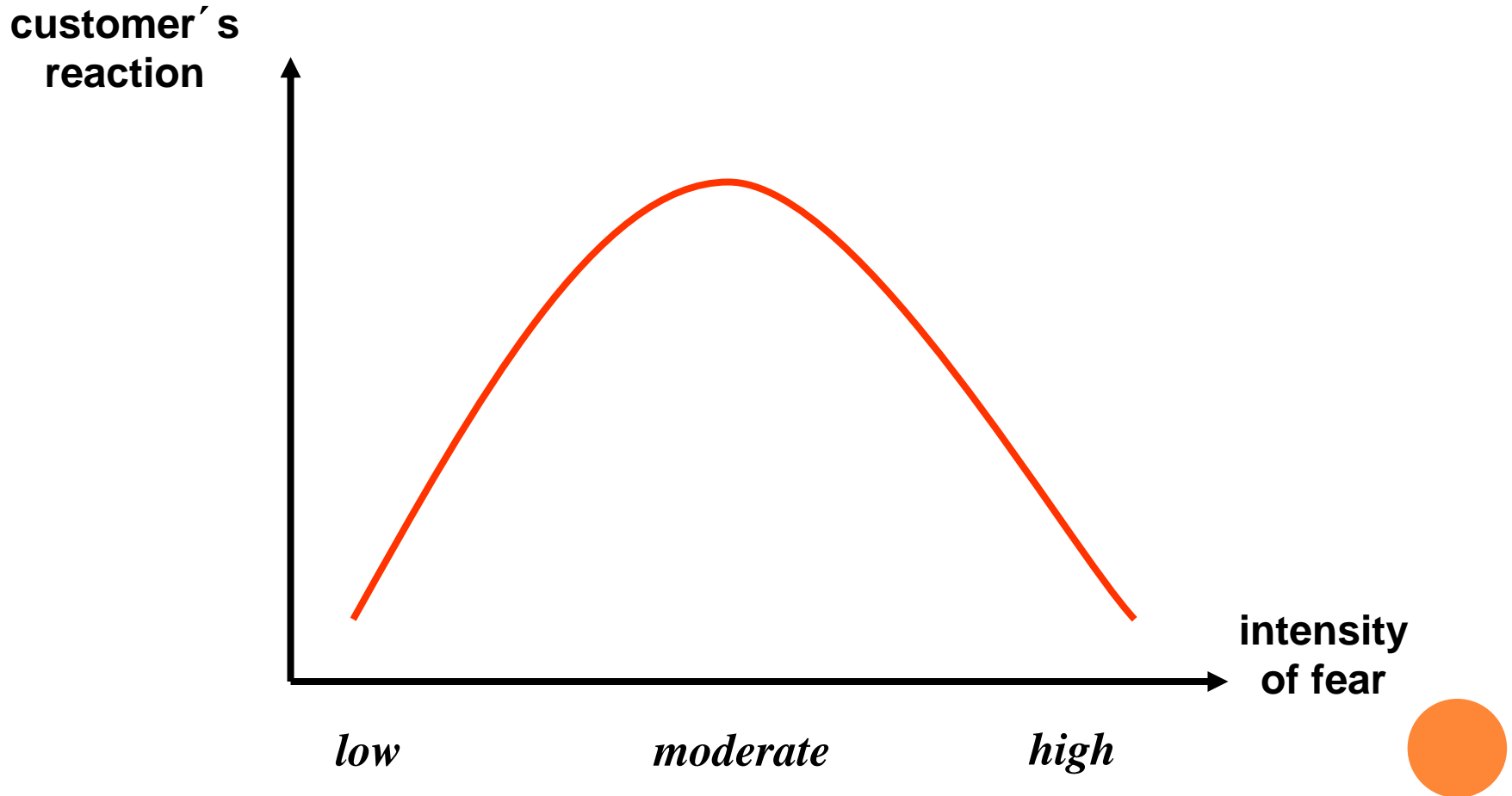
- The aim is to warn customers of risks which could be eliminated if they buy (insurance, ...) or not buy some product = demarketing (cigarettes, alcohol, ...).



- 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.





# 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.



## 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?



## 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, animals, ...
- Voice-over
- Legislation!

