

# 6



## Source, Message and Channel Factors

# The Persuasion Matrix

## Independent variables: The Communications Components

Dependent Variables	Source	Message	Channel	Receiver	Destination
Message presentation			2		
Attention	4				
Comprehension				1	
Yielding		3			
Retention					
Behavior					



# Promotional Planning Through The Persuasion Matrix

1. Receiver/comprehension
  - Can the receiver comprehend the ad?
2. Channel/presentation
  - Which media will increase presentation?
3. Message/yielding
  - What type of message will create favorable attitudes?
4. Source/attention
  - Who will be effective in getting consumers' attention?

# Source Attributes and Receiver Processing Modes

Source attribute

Process

**Power**

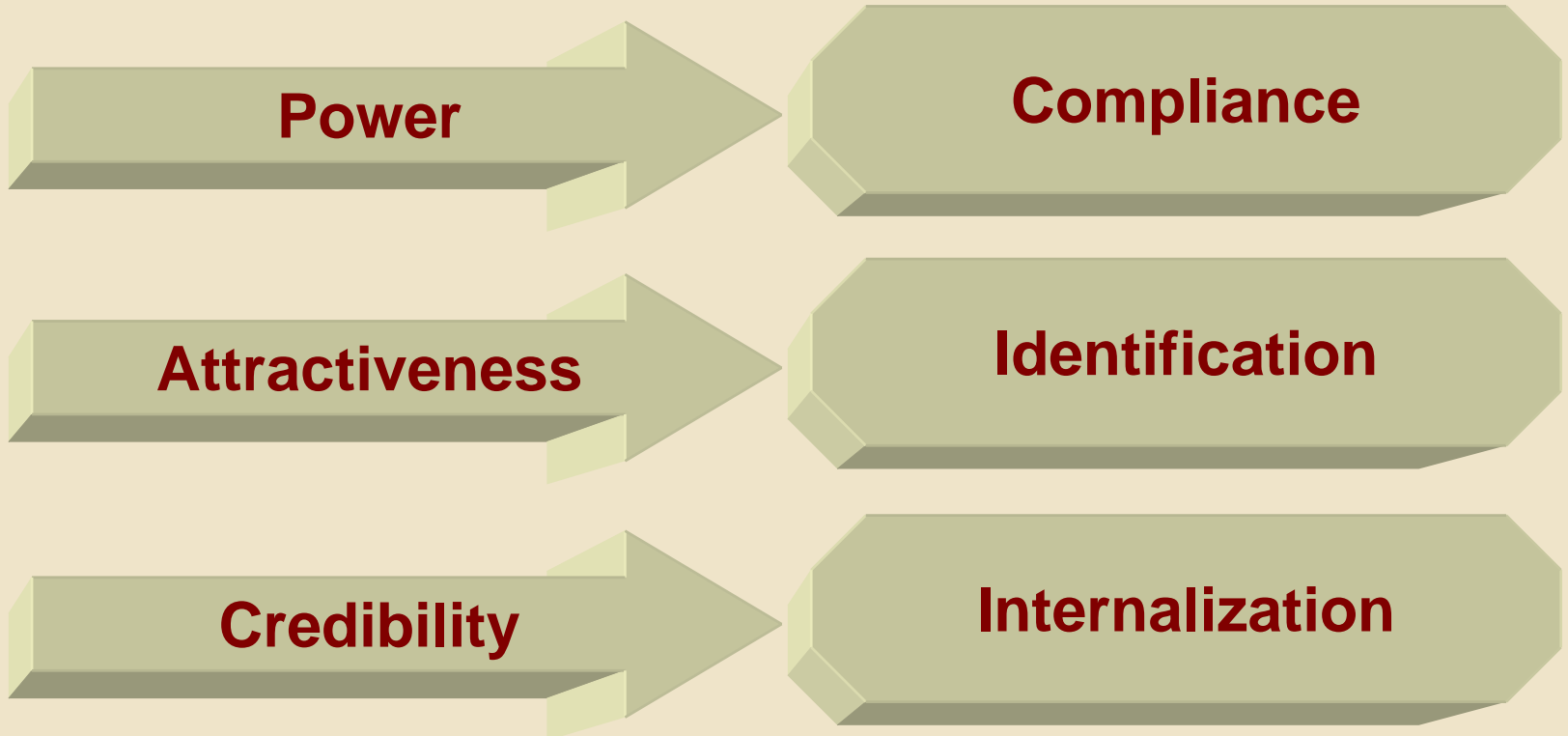
**Compliance**

**Attractiveness**

**Identification**

**Credibility**

**Internalization**





# Source Credibility

- The extent to which the source is seen as having:
  - Knowledge
  - Skill
  - Expertise
- And the source is perceived as being:
  - Trustworthy
  - Unbiased
  - Objective

# Dell Computer uses its founder and CEO as an advertising spokesperson

Everybody doing  
business directly—  
*To me that's the power  
of the Internet.*



New Dell PowerEdge® Servers

My name is Michael Dell. I like to think of myself as an innovator who started a company, Dell Computer, around an idea that everybody should be doing business directly with one another—one-to-one, with no barriers.

Today, the Internet is making that even more true, by enabling us all to establish direct relationships with our customers.

That's certainly true here. Once we start a relationship with you, we'll help you determine how best to integrate the Internet into your business.

At Dell, being direct is a philosophy of creating value for our customers. And it's our reason for being.

1-877-430-3355

Visit [www.dell.com/innovator](http://www.dell.com/innovator) to learn more about how our new enterprise products, software, technology consulting and team of professionals can help make the Internet work for your business.



Dell offers a complete line of Intel®-based Systems. Simplify your e-business with robust Dell PowerEdge servers based on the Pentium® III Xeon™ processor, including the Dell PowerEdge® 8450 Server. This monster can accommodate up to eight Pentium III Xeon processors, up to ten 64-bit PCI slots and is expandable to 32GB RAM.

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**BE DIRECT™**  
**DELL®**  
[www.dell.com](http://www.dell.com)



# Source Attractiveness

- Similarity
  - Resemblance between the source and recipient of the message
- Familiarity
  - Knowledge of the source through repeated or prolonged exposure
- Likeability
  - Affection for the source resulting from physical appearance, behavior, or other personal traits



# The Use of Celebrities

- Endorsements
  - The celebrity, whether an expert or not, merely agrees to the use of his or her name and image in the promotion of the product.
- Testimonials
  - The celebrity, usually an expert with experience with the product, attests to its value and worth.
- Dramatizations
  - Celebrity actors or models portray the brand in use during dramatic enactments designed to show the goods.



# Pepsi used pop star Brittany Spears as an endorser for several years



Source: Courtesy of Pepsi-Cola Company. Used with permission.



# Risks of Using Celebrities

- The celebrity may overshadow the product
- The celebrity may be overexposed which reduces his or her credibility
- The target audience may not be receptive to celebrity endorsers
- The celebrity's behavior may pose a risk to the company

Pony used an athlete with a controversial image in this ad

A black and white advertisement for Pony Tatum. The central image shows a man in profile, wearing a dark leather jacket with a 'PONY' logo on the back, looking towards a large sign that reads 'WELCOME TO OAKLAND' and 'ELEV. 42 FEET'. The background features a suspension bridge over water. The text 'WHY IS THE ASSASSIN NOT IN THE HALL OF FAME?' is prominently displayed in large, bold, black letters on the right side of the image. At the bottom left, the website 'WWW.PONY.COM' is visible. At the bottom right, the 'PONY' logo (a downward-pointing triangle) and the name 'TATUM' are displayed.

WWW.PONY.COM

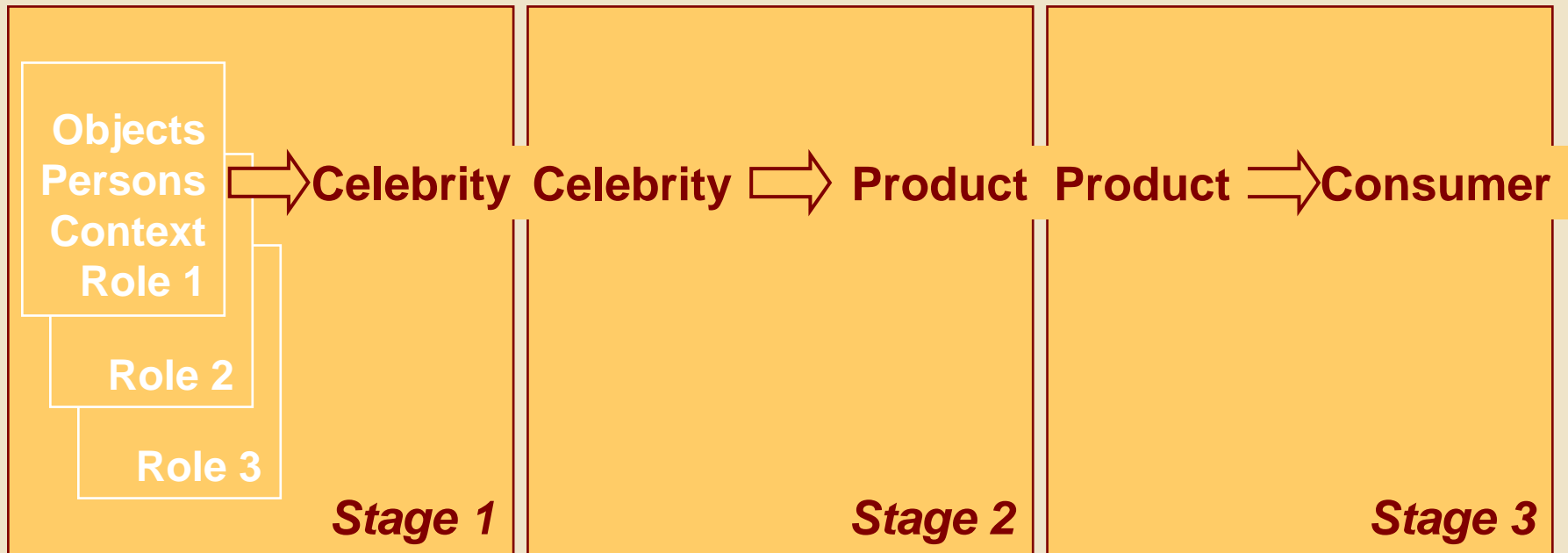
**WHY IS THE  
ASSASSIN  
NOT IN THE  
HALL OF FAME?**

**PONY**

**TATUM**

Source: Courtesy of Pony

# Meaning Movement and the Celebrity Endorsement Process



# Lance Armstrong's image helps assign meaning to Power Bar



"I once met three guys named pain, suffering, and sacrifice. Now, we're inseparable. We're best  friends." **Be great.**

2001

Lance Armstrong, 3x  
Tour de France Champion  
PowerBar user since 1993

www.powerbar.com

© 2002 PowerBar



# Message Factors

## Message Structure

- Order of presentation (primacy vs. recency)
- Conclusion Drawing (open vs. closed end)
- Message sidedness (one vs. two-sided)
- Refutation
- Verbal vs. visual



The visual image supports the verbal appeal in this ad

© 2002 Pfizer

Cool Mint  
**LISTERINE**  
POCKETPAKS™

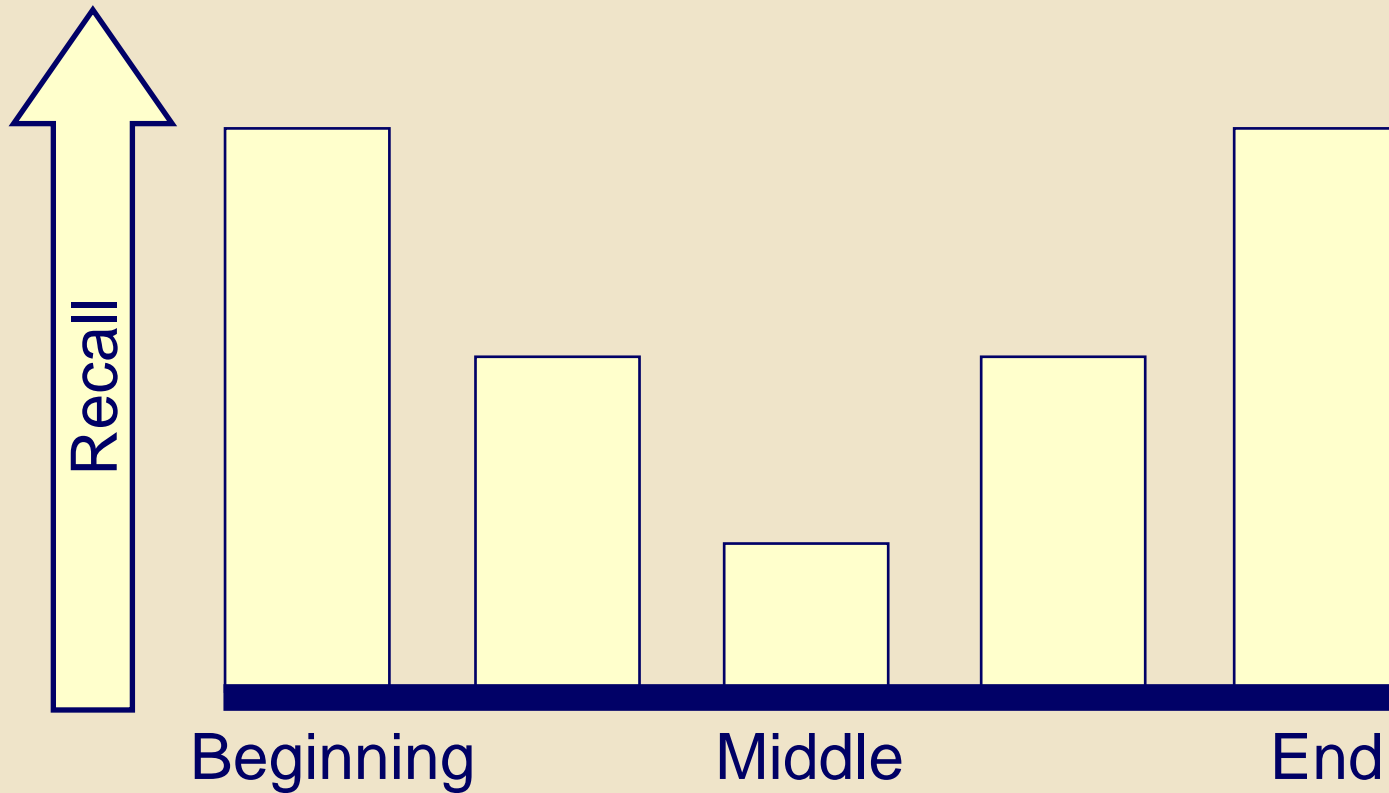
KNOCKOUT  
GERMS.

KILL the GERMS. FEEL the CLEAN.™

Cool Mint  
**LISTERINE**  
POCKETPAKS™

Source: Courtesy of Pfizer Consumer Group, Pfizer Inc.

# Message Recall and Presentation Order







# Message Factors

## Message Appeals

- Comparative Advertising
- Fear Appeals
- Humor Appeals

# Sorrell Ridge uses a comparative ad

With a name like  
Smucker's  
it has to be good.



With 100% fruit,  
Sorrell Ridge  
has to be better.



Compare Sorrell Ridge with Smucker's preserves and you'll find a big difference.

Smucker's has refined sugar, corn syrup and just some fruit.

Sorrell Ridge is 100% fruit and fruit juice. That's it.

And to prove just how good Sorrell Ridge tastes, here's a coupon to save on your favorite flavor.

**Save 50¢  
on any jar of Sorrell Ridge.**



GROCER: As our agent you may accept this coupon from retail customers only when redeemed on the specified product. Allied Old English, Inc. will reimburse you for the face value of this coupon plus 6¢ handling. Any other use may constitute fraud. Adequate proof of purchase must be submitted to request. Customer pays any tax. This coupon is not to be cashed, assigned, reproduced, altered, loaned, sold, or otherwise transferred by law. Offer good only in the U.S. Mail properly redeemed coupon to Allied Old English, Inc., P.O. Box 730642, St. Paul, MN 55173. © 1999 Allied Old English, Inc. Redeemable only on the purchase of Sorrell Ridge product. Any other use may constitute fraud. This coupon may not be mechanically reproduced. Only one coupon per jar.

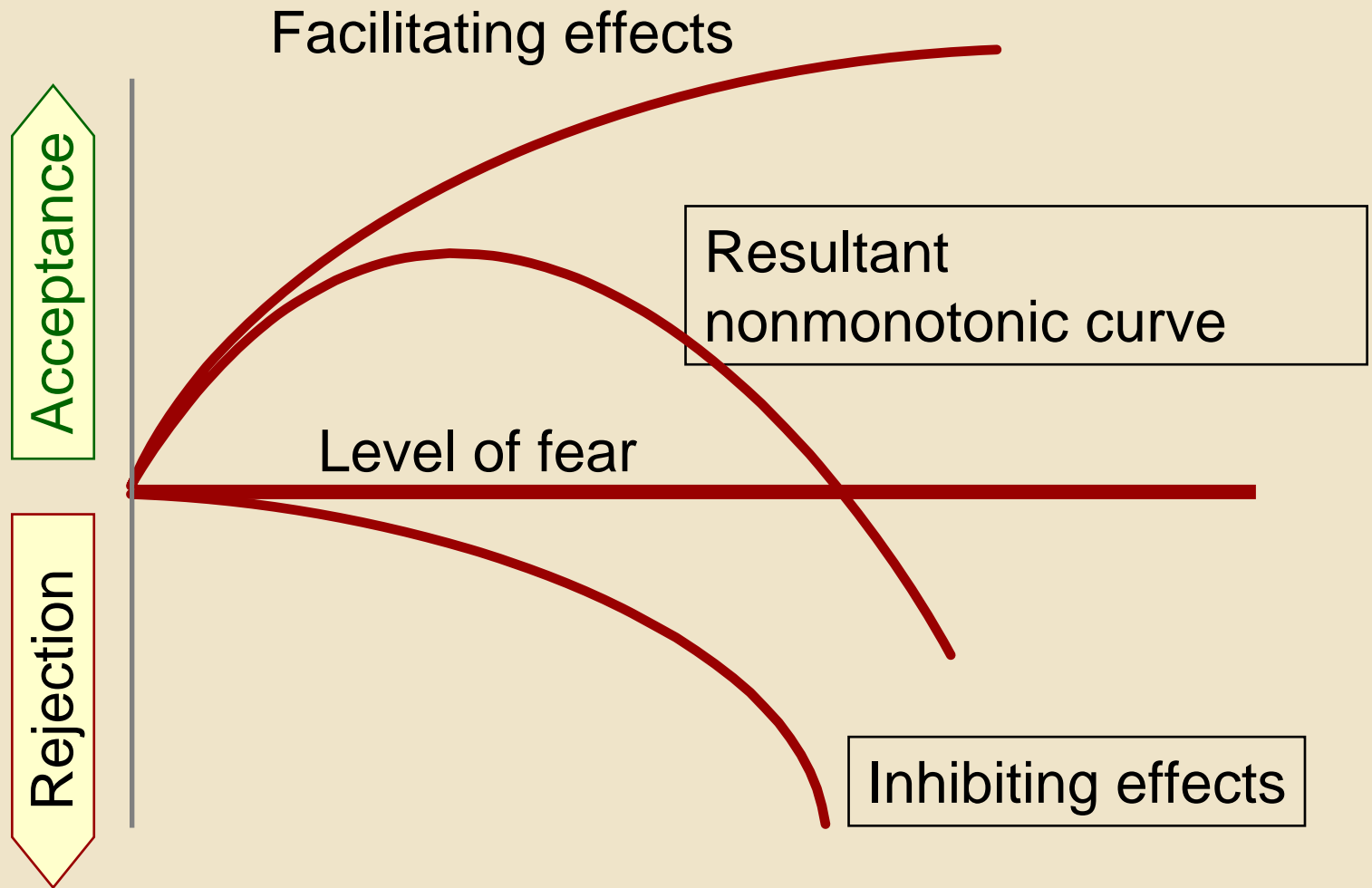
MANUFACTURER'S COUPON    EXPIRES 8/31/99

671624 100207

Sorrell Ridge. With 100% fruit, it has to be better.

Source: Courtesy of Allied Old English, Inc.

# Fear Appeals and Message Acceptance





# Pros and Cons of Using Humor

## Advantages

- Aids attention and awareness
- May aid retention of the message
- Creates a positive mood and enhances persuasion
- May aid name and simple copy registration
- May serve as a distracter and reduce the level of counterarguing

## Disadvantages

- Does not aid persuasion in general
- May harm recall and comprehension
- May harm complex copy registration
- Does not aid source credibility
- Is not effective in bringing about sales
- May wear out faster

# Use of Humor

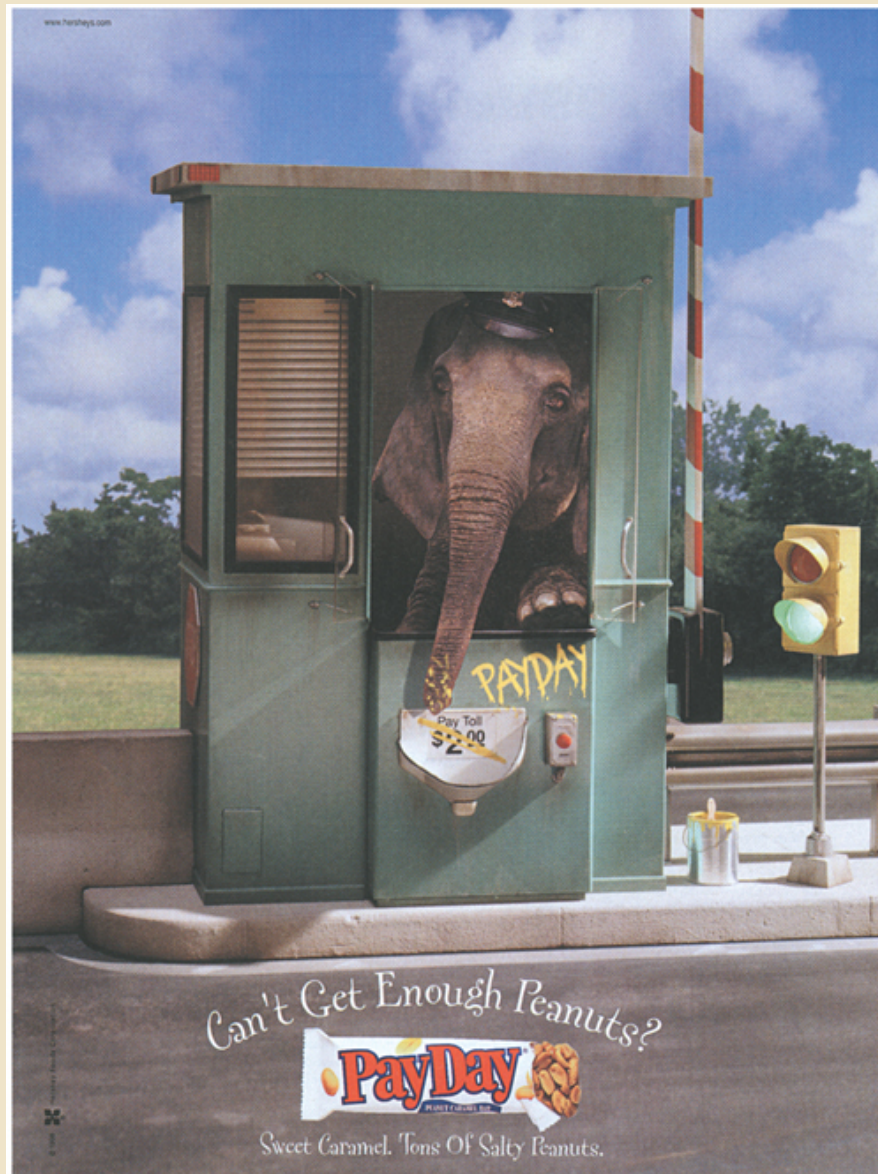
## *FAVORABLE TOWARD HUMOR*

- Creative personnel
- Radio and television
- Consumer non-durables
- Business services
- Products related to the humorous ploy
- Audiences that are:
  - Younger
  - Better educated
  - Up-scale
  - Male
  - Professional

## *UNFAVORABLE TOWARD HUMOR*

- Research directors
- Direct mail, newspapers
- Corporate advertising
- Industrial products
- Goods or services of a sensitive nature
- Audiences that are:
  - Older
  - Less educated
  - Down-scale
  - Female
  - Semi- or Unskilled

# Payday uses a humorous print ad



Source: PayDay is a registered trademark. Used with permission of Hershey Foods Corporation.



# Channel Factors

- Personal versus nonpersonal channels
- Effects of alternative mass media
  - Externally paced media (broadcast)
  - Internally paced media (print, direct mail, Internet)
- Effects of Context and Environment
  - Qualitative media effect
  - Media environment (mood states)
- Clutter