

# 6



## Source, Message and Channel Factors

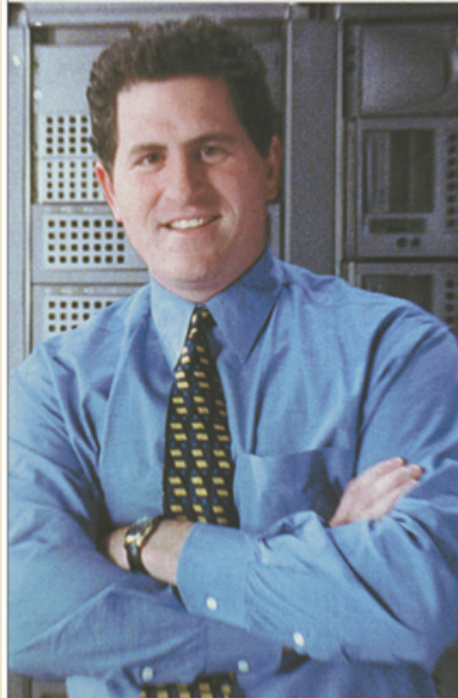


# Source Credibility

- 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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# 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



# 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



# Message Recall and Presentation Order

