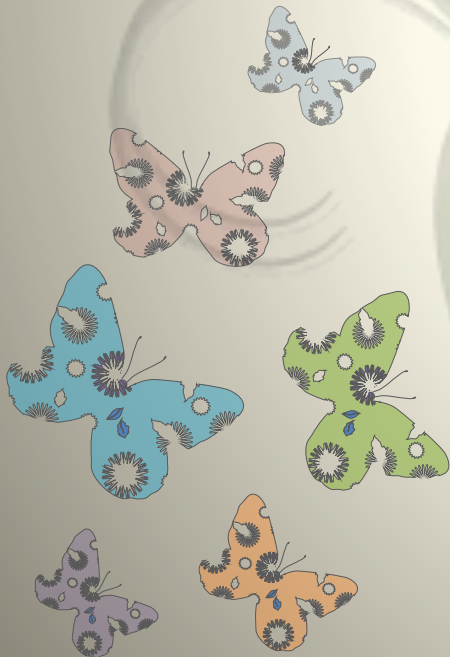
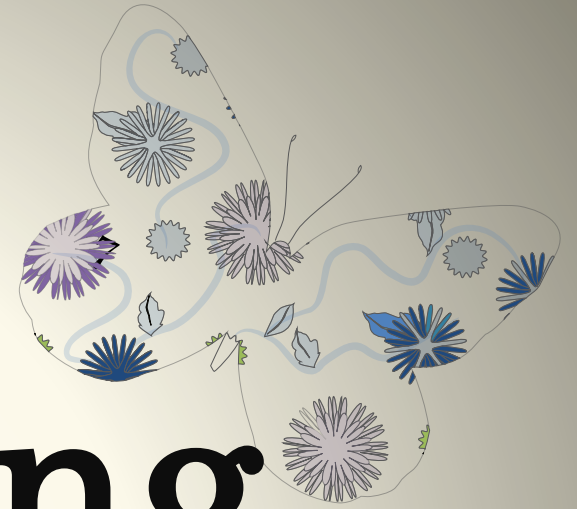
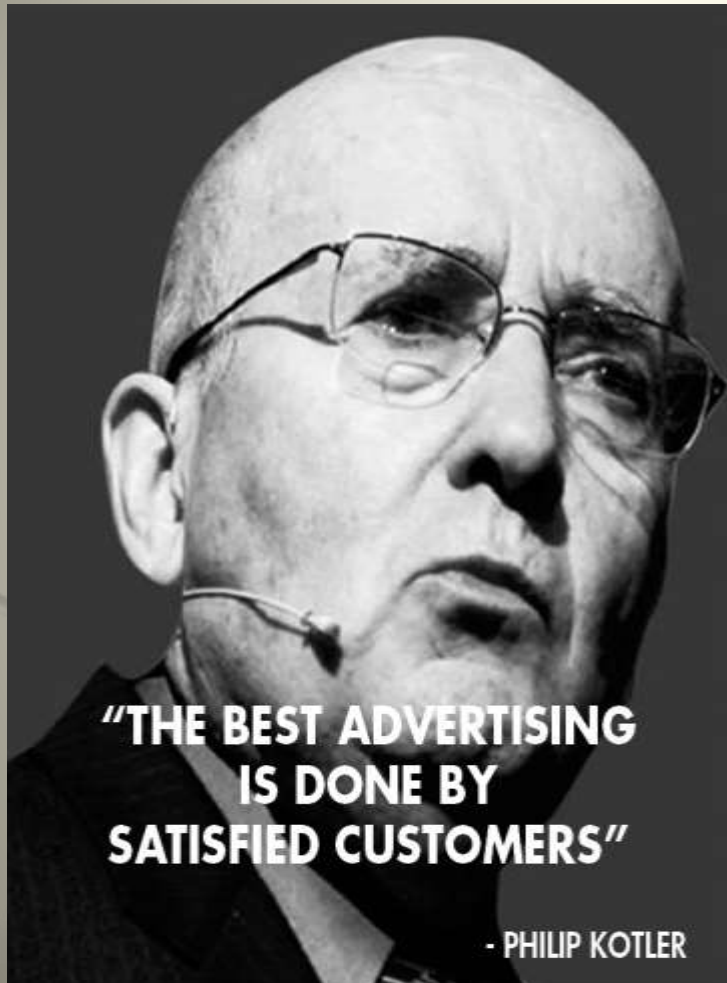
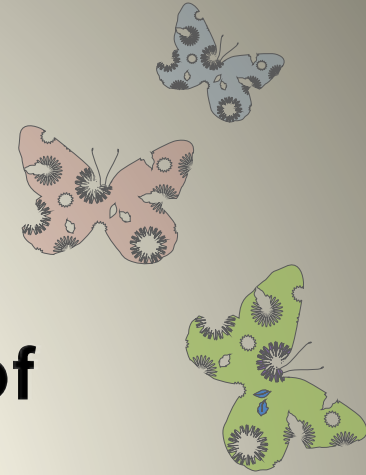


Advertising Appeal



ADVERTISEMENT



**"THE BEST ADVERTISING
IS DONE BY
SATISFIED CUSTOMERS"**

- PHILIP KOTLER

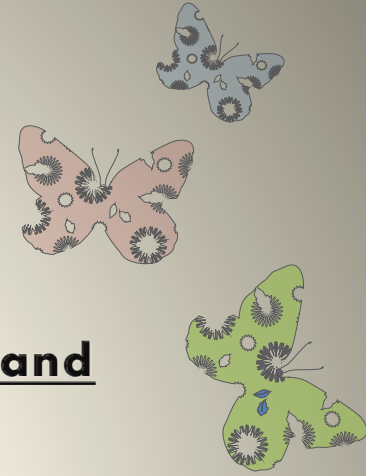
- **Any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor**

BY PHILIP KOTLER



Advertising Appeal

- ✱ Advertising is the method used by business, companies and other organizations to promote their goods and services to the public.
- ✱ The activity or profession of producing advertisements for commercial products or services.
- ✱ Designed in a way so as to create a positive image of the individuals who use certain products. Advertising agencies and companies use different types of advertising appeals to influence the purchasing decisions of people .



Aim of Advertising

is to increase sales by showing these goods and services in a positive light.

Types of Advertising Appeals

1) Rational Appeal

2) Emotional Appeal

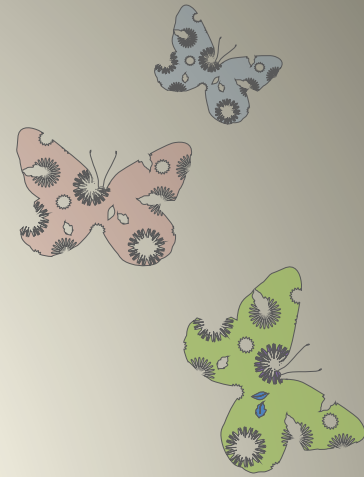
c) Fear Appeal

f) Positive Appeal

g) Negative Appeal

d) Humor Appeal

3) Moral Appeal

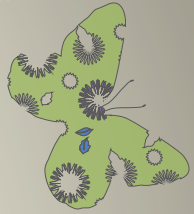


Rational Appeal

- **Rational or logical appeals** : This type of advertising focus on the consumer's need for practicality and functionality in a product.
- These ads tell consumers , the benefits associated with the purchase of a product.

Types :-

- **High quality appeals**
- **Low price appeals**
- **Long life appeals**
- **Performance minted appeals**
- **Easy to use oriented appeals**



Rational Appeal Example :

- ★ The Horlicks advertisement below shows the necessity of a child to consume it in order to grow tall, strong and sharp.
- ★ Colgate – "It cleans your breath while it cleans your teeth"
- ★ Kya aapke toothpaste mein namak hai ?

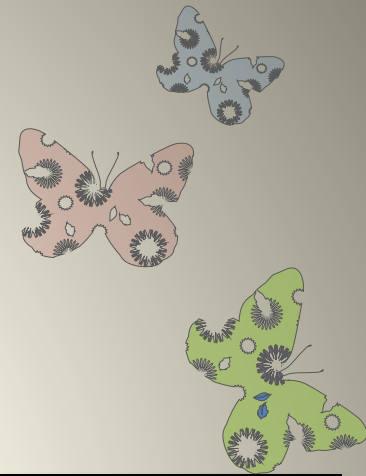


Emotional Appeal

- ★ An emotional appeal is related to an individual's psychological and social needs for purchasing certain products and services. For example :

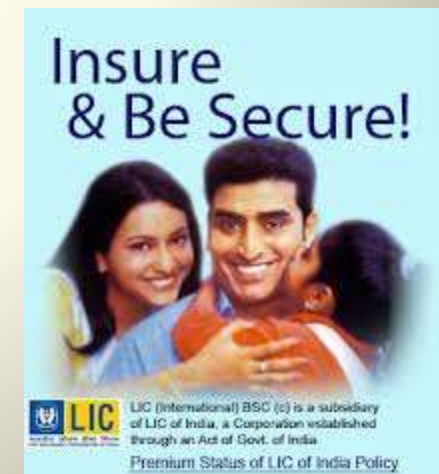
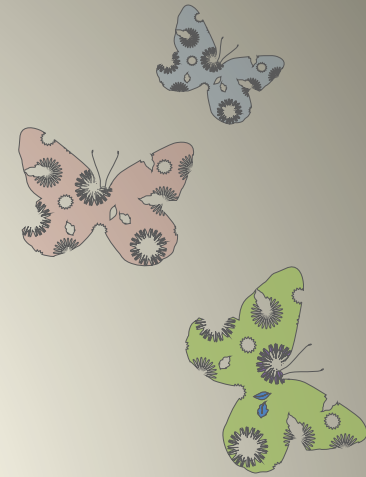
JOHNSON AND JOHNSON

Johnson & Johnson



Types of Emotional Appeals :-

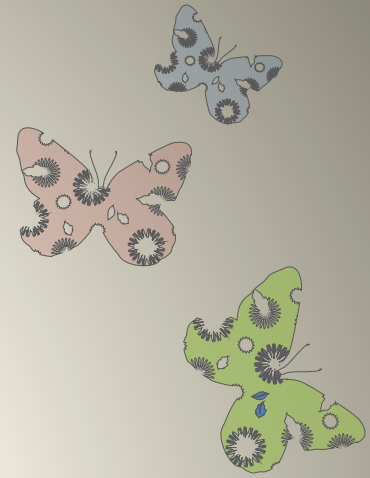
- 1) **Fear Emotional Appeal** - Fear has been found to force individuals to “to break from routine and pay close attention to the external world,” including persuasive messages . Advertisers sometimes use fear appeals to evoke this emotional response and arouse consumers to take steps to remove the threat. For example- Life Insurance and sun screen lotion .



3) Negative Emotional Appeal

This appeal includes fear, guilt, and shame to get people to do things they should or stop.

For example : Tobacco kills



4) Humor Emotional Appeal

Humor appeal causes consumer to watch advertisement, laugh on it, and most important is to remember advertisement and also the product connected with humor.

For example-

Happydent - Happydent White Ad - Won Cannes Award for Action,

Kit Kat - Dancing Babies Commercial,

Feviquick - Ad India vs Pakistan-*Todo Nahi Jodo*-Slow Motion



Have a break, have a 

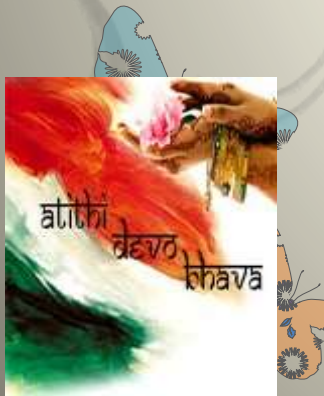


Moral Appeals

Moral appeals are directed to the consumers' sense of what is right and proper. These are often used to exhort people to support social and ethical causes.

Types of Moral Appeal are as follows:

- Social awakening and justice :- e.g. boys freedom , satyamev Jayate
- Cleaner and safe environment :- e.g. Satyamev Jayate Season 2 Don't Waste your Garbage - Subtitled
- Equal rights for women – e.g. Deepika Padukone – "My Choice" Directed By Homi Adajania - Vogue Empower
- Protection of consumer rights and awakening



Other Type of Appeals

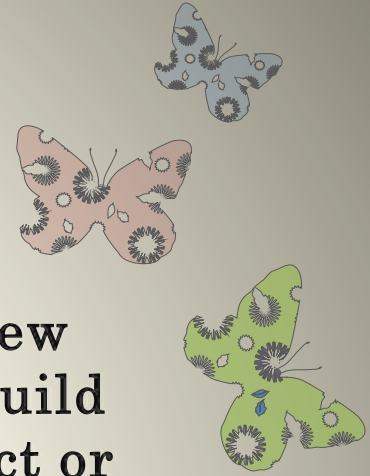
Reminder Appeal - Advertising using reminder appeal has the objective of building brand awareness.

For example- IPO, income tax, pulse polio awareness

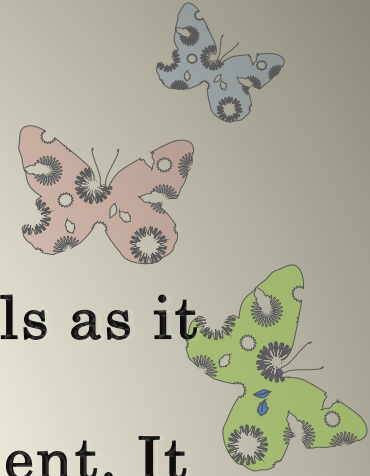


Teaser Advertising

- ✱ Teaser Advertising - Advertisers introducing a new product often use this appeal. It is designed to build curiosity, interest and excitement about a product or brand. For example- Ponds ad of Saif & Priyanka



Musical Appeals



- Music can be used as types of advertising appeals as it has a certain intrinsic value and can help in increasing the persuasiveness of the advertisement. It can also help catch attention and increase customer recall.
- The Idea- 'Honey Bunny' jingle is in a very funny voice and well rhymed. It is equal to a song, and because of that customers register it easily.



Comparison Appeal

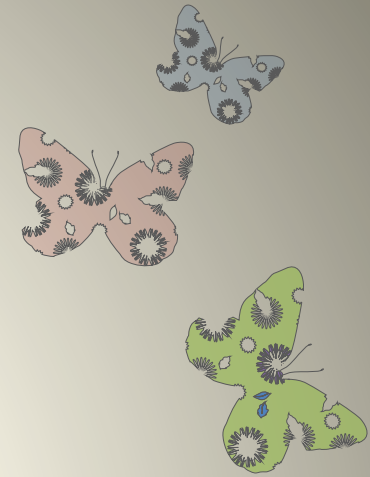
- ★ Comparison Appeal - In this appeal a brand's ability to satisfy consumers is demonstrated by comparing its features to those of competitive brands. For example- Tide & Surf.



STATISTICS APPEAL

- ✿ Advertisements also use statistics and figures to display aspects of the product and its popularity in general. This is used to build confidence among the customers for the product.

L'Oreal Paris – Total repair 5 advertisement claims that 90% of the Indian women trust their product.



The End

