

Advertising Management

Unit-II

Functions of advg; objectives of advg – sales as objective, operational objectives, communication objectives; Hierarchy of effects, FCB Model, DAGMAR approach; behavioral dynamics - Increase Share of Requirements (SOR), Increase Brand Loyalty, Reduction of attrition, Increase Usage, Brand awareness Comprehension, Image, Personality, Brand attitude, Use experiences

Benefits/Functions of advertising

To the Manufacturers

1. Introduction of new product: Advertising helps the manufacturers in new product introduction by creating awareness about the new product, and gaining it acceptance. By providing information about the new product, advertising stimulates the interest of consumers and persuades them to buy it.
2. Steady demand: Advertising helps the manufacturers to create regular demand by smoothening out seasonal and other fluctuations thus enabling regular production.
3. Promotes new uses of the product: Advertising helps in expanding the consumer base by promoting new uses of the product. For ex., Dabur Honey ads show that honey can be used for maintaining good figure, to remain healthy and can be put on bread slices and ice creams. By promoting different uses of the product, advertising enables consumption of the product at a variety of occasions, thereby increasing product usage and ultimately, increased sales of the product. Similarly, ads of Dettol show that it can be used not only as an antiseptic lotion but also at other occasions – it can be mixed in water to do manicure and pedicure, in bathing water during summers to fight prickly heat.
4. Economies of scale: advertising helps in maintaining a steady demand for products throughout the year. It also helps in expanding the customer base by entering new markets and by promoting new uses of the product. All this helps in maintaining regular production throughout the year. As a result, several economies of scale become available and cost of production per unit is reduced.
5. Meeting competition: Advertising helps a firm in facing competition in the market. Advertising helps in attracting customers towards a brand by highlighting the strong points of the brands vis-à-vis the competing brands. By creating brand loyalty, it helps a firm to maintain sales and market share.
6. Corporate image: Advertising helps in creating a good corporate image of the firm and reputation for its products. A favorable image enables a firm to fight competition in the market and secure repeat order from customers. It is thru effective advertising that names like Reliance, Airtel, ICICI have become household names.

To the Customers

1. Education of customers: Advertising provides information to the customers about new products and their diverse uses. Consumers are educated about the proper use of the product, the prices at which they are available, various promotional offers on the product, etc. Some ads increase the knowledge of public in general. Ex., the ads of water purifiers educate the public about the benefits of safe drinking water.
2. Convenience in shopping: Advertising makes shopping convenient for the customers by reducing the time and effort involved in shopping. Customers are made aware about availability of different brands in the market and their specific features. This helps them in making their preferred choices much before they actually go to a shop and purchase the product.
3. Lower prices: Effective advertising leads to reduced costs due to large scale production and economies of scale. The benefit of the reduced cost per unit is available to the consumers in the form of reduced prices of the products.

Benefits to the Salesmen

1. Supports Salesmen: Advertising provides great support to salesmen. If the brand is popular, it becomes easy for salesmen to take entry in the door of prospective customer and convince him to purchase the product. Advertising prepares the necessary ground for the visit of salesmen by familiarizing the customers with the product and its uses. Thus, it becomes easy for the salesmen to convince the buyers. The salesmen can sell the product with much ease if the product is well advertised.

Benefits to the Society

1. Employment Generation: Advertising provides direct employment to a large number of people engaged in designing, writing and issuing advertisements. These include copywriters, graphic designers, media planners, production houses, and advertising agencies. Indirectly, advertising increases employment opportunities by increasing the sales volume of production and distribution.
2. Standard of living: Advertising improves the standard of living of people by providing new and improved products at reasonable rates. It educates people about these products and provides information for developing better way of life. For instance, advertisements of microwave ovens show how a couple can cook the food quickly by using the product.
3. Sustains the press: Advertising provides an important source of revenue to the press. As a result, newspapers are available to the public at a lower cost. This helps in increasing their circulation. Without advertising, it will be difficult for the press to sustain itself as majority revenue comes thru advertising, and not thru sales revenue.
4. Helps to solve social problems: Social advertising helps to fight social problems like drug addiction, gender bias, female feticide, illiteracy, etc. Idea ads, for example, are designed

to highlight social problem like casteism and illiteracy. Some social ads also motivate public for eye donation, communal harmony and national integration.

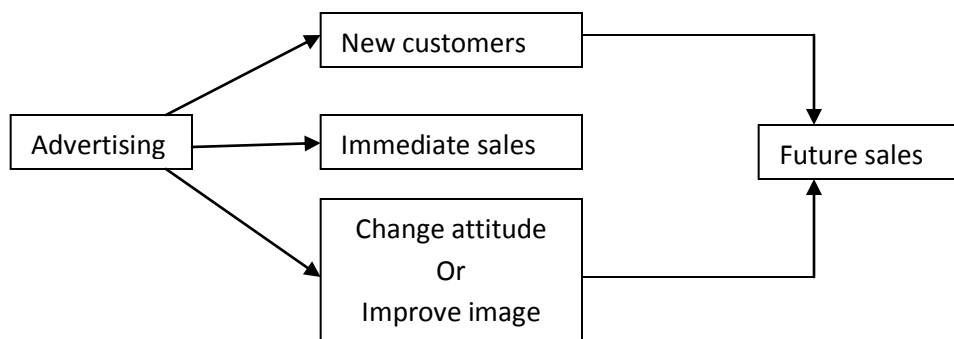
Objectives of advertising

- Objectives serve as communication and coordination devices. They are the vehicles by which the client, the agency account executive and the creative team communicate. They coordinate the efforts of such groups as copy writers, radio specialists, media buyers and research specialists.
- Objectives provide a criterion for decision making. If two alternative campaigns are generated, executives must be able to turn to objectives and select the criterion that will most readily achieve them.
- Objectives help evaluate results like market share or brand awareness associated with the objectives. At the end of the campaign that pre-selected measure is employed to evaluate the success of the campaign.

Sales as an objective

Objectives that involve an increase in immediate sales are not operational in many cases as

- (i) Advertising is only one of many factors influencing sales and it is difficult to isolate its contribution to those sales. The other forces include price, distribution, salesforce, packaging, product features, competitive actions and changing buyer needs and tastes. It is extremely difficult to isolate the effect of advertising.
- (ii) The contributory role of advertising often occurs primarily over the long run. Impact of advertising may not be known for a long time. Impact of a six months campaign, for instance, may be felt twelve months later. Advertising might attract buyers who will be loyal customers for several years, or it might start the development of positive attitudes or brand equity that culminates in a purchase much later.



Thus, advertising objectives that emphasize sales are usually not very operational because they provide little practical guidance for decision makers.

Operational objectives

Operational objectives provide criteria for decision making standards against which to evaluate performance and serve as communication tool. Short run sales do not provide the basis for operational objectives for 2 reasons (i) Advertising is only one of the many factors influencing sales (ii) the impact of advertising often occurs primarily over the long run.

The development of more operational objectives involves 3 considerations (i) behavioral decision/action that advertising is attempting to influence a need to be analyzed like visiting a retailer, trying a new brand, increasing usage levels, increasing share of requirements, maintaining brand loyalties or donating money to a charity. (ii) communication and decision process that precedes and influences that behavior like awareness, image or attitude should be examined (iii) target segment needs like usage, benefits sought, awareness level, brand perceptions, lifestyle needs to be specified.

If immediate sales do not form the basis of operational objectives then firms have to answer the questions like (i) who is the target segment? (ii) what is the ultimate behavior within that segment that advertising is attempting to precipitate, reinforce, change or influence? (iii) what is the process that will lead to the desired behavior and what role can advertising play in the process? Is it necessary to create awareness, communicate information about the brand, create an image or attitude, build long term brand equity and associations or associate feelings or a type of user personality with a brand?

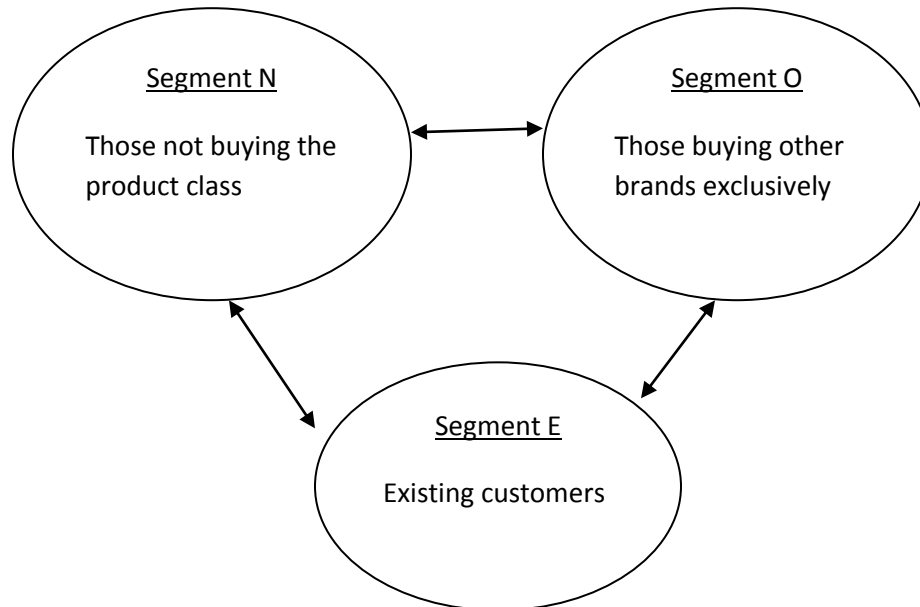
The first step is to identify the target audience. These may not always be the end users. The objective may be to motivate employees like LIC agents or distribution channels or increase favorability among stakeholders such as financial stock analysts, government regulators, stock holders and so on.

Second step is the analysis of ultimate desired behavior such as trial purchases of new customers, maintain loyalty of existing customers, creation of more positive use experience, reduction of time between purchases, increase the use-up rate, or the decision to visit a retailer as well as what is the value the desired behavior. Value of attracting a new customer to try a brand will depend upon the likelihood that the customer will like the brand and rebuy it also known as lifetime value of a customer. Does this LFTV exceed the acquisition cost of a new customer? Based on this analysis what kind of behavioral change in what kind of target segment will give us the highest return on marketing investment?

Third step is the analysis of communication and decision process that will lead to the desired behavior in the targeted segment. These are called intervening variables and refer to a wide range of mental constructs such as awareness, brand knowledge, emotional feelings and attitude. For instance, a key variable in influencing a new consumer to try a brand is to inculcate high levels of brand awareness. The best way to maintain loyalty is to strengthen an attitude. Even though the end goal is behavioral, the operational objective should be specified in terms of one or more of such intervening variables.

Behavioral dynamics

An increase in sales or an increase in product use comes from (i) New customers from other brands (ii) New customers from other categories (iii) Increasing share of requirements



New customers from other brands

For increasing size of segment E one approach is to attract members of segment O to try our brand. Such an effort may be difficult if the other brands are performing satisfactorily. Therefore, find out which existing users of the competing brand are the most dissatisfied with it and target these switchable consumers. For example, credit cards 'user rewards' feature superior to competing brands and then convert those customers seeking good rewards.

The next step is to try 'heavy user strategy' - to acquire those customers of competing brands who are most likely to grow their sales volume in the years to come.

Customers who buy on deal are another key variable. They make less money for the company. Campbell soup found that 4% of soup customers bought less often on discount. These are the most profitable to target.

Companies should also target customers who are most likely to influence others. Nike targets coaches of athletic teams to wear its athletic shoes because of the visibility impact that has on other athletes and fans.

New customers from other categories

Companies should attract people from segment N – those not using the product class. Pepsi might find it easier to get young office drinkers to switch from coffee to Pepsi (they actually tested a high caffeine version called Pepsi AM) than it is to get coke drinker to switch to Pepsi. Dannon Yogurt ads show the product as being used as baked potato topping instead of sour cream. Such an approach is called primary demand approach and is worthwhile for a large firm which can easily attract customers just entering the product category. If a smaller firm instigates primary demand, there is a risk that the customer may enter the product category and buy a bigger brand.

A smaller cellular phone manufacturer, for example, might waste its money if it ran ads telling people why cellular phone in general were useful for personal/business reasons. A consumer seeing those ads might decide that he needs a cellular phone, but might end up buying the better-known brands like Nokia, Motorola, Samsung, etc. Smaller firms should therefore, be content to let larger firms to attract people from segment N and confine themselves to obtaining new customers from segment O. This is called secondary demand strategy. Such ads would focus not on why cellular phones were useful but why this brand is better than Nokia or Motorola.

Increasing Share of requirements

Many product categories have switchers – customers having more than one preferred brand. Total category requirements are allocated over one of these few brands based on discounts, habits, so on. It is possible to convince these customers to become more loyal. Customers may, for example, buy three different brands of soaps in a month or charge purchases to one of three different credit cards in a month. So, it makes sense for a card to try to increase its share of wallet. Citibank may run a promotion that states ‘every time you charge purchase to our card, you are automatically entered into our sweepstakes. So, make our card the one you use’. Advertising task here is not one of getting a new user but of increasing that existing user’s share of requirements going to that particular brand. If target consumers are unaware of brand advantages then this task is feasible. But if they are convinced that several brands are equal then the effort may be difficult and costly.

Defensive strategy – increasing brand loyalty, reducing attrition and price elasticity

The firm is not the only one advertising. Competitors also advertise trying to steal customers away thus increasing their own share of requirements. Hence, an important task of advertising is to reinforce the loyalty of existing users. Flow of customers from segment E to segment O and that from segment E to segment N (coffee drinkers to drinking some other beverage) should be reduced. The goal is to maintain the loyalty of segment E customers and increase their repurchase rates thus reducing the likelihood that they would begin to buy other brands and ultimately move to segment O. Advertising should remind them of important features of the brand or to reinforce the use experience. Premiums requiring multiple proofs of purchases might

be useful. Frequent buyer/shopper programs might also be used in reducing attrition by creating ‘switching costs’ for the customers.

Firms should also reduce consumer’s price sensitivity so that they continue to buy the same brand and quantity irrespective of price. This can be done by effective advertising.

Increasing usage of existing customers in the product class is also an option. This can be done by increasing the amount consumed per usage occasion, or to suggest new usage occasions and opportunities. Soup marketers for example, may create new occasions of drinking soups. Chewing gum as a cigarette substitute might be suggested a new application.

Advertising response variables – intervening between advertising and action

1. Brand awareness

Advertising excels in creating awareness. It is needed when the goal is to stimulate a trial purchase of a new brand

Model	Advertising variable	Intervening variables	Behavioral variables
A	Advg→	Brand Awareness→	Trial Purchase
B	Advg→	Brand Awareness→	Loyalty
C	Advg→	Brand Awareness→ Knowledge of Brand Attributes→	Trail Purchase
D	Advg→	Knowledge of new Application→	Increase usage
E	Advg→	→	Sales leads
F	Advg→	Knowledge about the company→	Sales via Personal Selling
G	Advg→	Associate Brand with user type→	Loyalty
H	Advg→	Brand Attitude→	Loyalty
I	Advg→	Associate feelings and Brand Use→	Loyalty
J	Advg→	Brand Awareness→ Knowledge of Brand Attributes→ Brand Attitude→	Trial Purchase

A: Advertising creates awareness in the new brand and awareness will create trial purchase, after which the brand is on its own to gain acceptance. Awareness is measured thru telephone surveys in which people are asked if they know the new brand and if they know what type of product is involved. % answering correctly would be the awareness measure. Different awareness measures are possible - top of mind awareness, aided awareness, unaided awareness, etc.

B: Advertising may also lead to loyalty. Low involvement products like gum, soap, etc., are bought without much thought/consideration based on which brand is most familiar. Advertising’s

role is to be prominent in people's minds for such "no-thought" products to generate top of mind awareness.

2. *Brand comprehension*

One more task of advertising is to communicate facts about the brand. Audience's perceptions of these attributes influence its brand comprehension. Trial purchase is not only dependent on brand awareness but also on learning about a key brand attribute.

C: Perception of brand attribute is measured by asking respondents and measuring on a continuum.

Strongly Agree +3 +2 +1 0 -1 -2 -3 Strongly Disagree

D: Advertising helps to communicate new application. Arm and Hammer Baking Soda is advertised as a product that can be used to deodorize refrigerators. % of households who used the product for this application went from 1% to 57% in 14 months. Later campaigns suggested its use as a sink, freezer and cat litter deodorizer.

E & F: Industrial content advertising supports salesforce by creating inquiries or by communicating information about the company. Its impact is measured in terms of reception that a salesperson receives, particularly on early visits.

3. *Brand Image and Personality*

Brand image and personality refer to types of associations that the brand develops with a type of person or even another product.

G: Charlie perfume was a perfume designed around a very specific type of female lifestyle.

4. *Brand Attitude*

Brand attitude represents the like-dislike feeling toward a brand.

H: attitude leads to loyalty. Attitude can be measured in a variety of ways – based on brand comprehension which is derived from perceptions of the brand with respect to specific attributes and characteristics. Another is to use the like-dislike dimension as with the scale

Dislike -3 -2 -1 0 +1 +2 +3 Like

Another alternative is to measure behavioural intentions like % of customers who will say they will 'definitely' or 'probably' buy this brand.

5. *Associating feelings with Brands or Use experience*

Sometimes advertising objective may be to create feelings of warmth, energy, fun, anticipation, fear or concern and associate those feelings with the brand and use experience.

I: 'Feeling response to advertising' measures how audience members feel when being exposed to a commercial, how they liked the commercial, how they liked the commercial and their experience with the brand. If advertising is liked, it should impact upon the use experience.

6. Multiple objectives

J: Awareness can lead to trial purchase directly or thru the creation of attribute knowledge and brand attitude.

When it is necessary to deal with multiple objectives, these multiple objectives could require more than one advertising message, sequenced as a part of an ad campaign. Multiple objectives could involve more than one target audience or there might be two communication tasks for the same target segment.

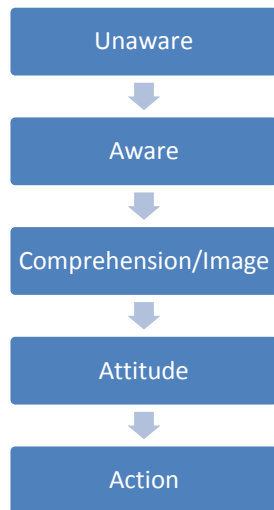
DAGMAR Approach

In 1961, Russell H Colley first wrote about DAGMAR Approach – Defining Advertising Goals for Measured Advertising Results. The book includes a precise method for selecting and qualifying goals and for using those goals to measure performance.

An advertising goal is a specific communication task to be accomplished among a defined target audience, in a given period of time.

A communication task is involved as opposed to a marketing task and that the goal is specific, involving an unambiguously defined task, among a defined audience, in a given time period.

Communication task is something that advertising, by itself, can reasonably hope to accomplish. DAGMAR approach suggests that there is a series of mental steps thru which brand/object must climb to gain acceptance.



- An individual starts at some point by being unaware of a brand's presence in the market. initial communication task of the brand is to increase consumer awareness of the brand and thus advance the brand one step ahead in the hierarchy.
- Second step of the communication process is brand comprehension and involves the audience member learning something about the brand - what are the brand's specific characteristics and appeals, including associated imagery and feelings, in what way does it differ from competitors, whom is it supposed to benefit, etc.
- Next step is attitude (conviction) step and intervenes between comprehension and final action.
- The action phase involves some overt move on the part of the buyer, such as trying a brand for the first time, visiting a showroom or requesting information.

Thus, as per DAGMAR approach, advertising objectives are nothing but communication tasks to be accomplished. These communication tasks are nothing but the intervening variables. DAGMAR approach assumes that focus on these intervening variables – awareness, comprehension and conviction (communication tasks) will lead to action.

- A specific task: Another important concept of DAMAR approach is that the advertising goal should be specific. It should be a written, measurable task involving a certain point, a defined audience and a fixed time period. Thus, an advertising goal for a manufacturer of brand X of detergent could be set as follows:
To increase awareness (communication task) of brand X of detergent from 20% to 70% (amount of change) within 2 months (time period) among housewives (target).
- Measurable procedure - Goals must be specific and also describe measurement procedure. When the goal is Brand comprehension, for instance, exactly what appeal/image is to be communicated?

Ex: to increase brand comprehension of a high protein cereal consumers may be asked to “rank” few cereal brands as to protein content. Brand comprehension could be quantified to mean % of consumers who gave it rank 1.

- Benchmark – Whether existing image needs to be changed, reinforced, diffused or sharpened. Have benchmarks before determining the goals.
- Target audience –Target audience be well defined. For example, if the goal is to increase awareness then define the target audience precisely. Increase awareness among the heavy user segment from 25% to 60% in a certain time period. Campaign execution will normally depend on the identity of the target segment. The heavy user group will likely respond differently from a segment defined by a lifestyle profile.
- Time period – The objective should have a particular time period, such as 6 months or 1 year. With a time period specified, a survey to generated a set of measures can be planned and anticipated. All parties involved will understand that the results will be available for evaluating the campaign, which could lead to a contraction, expansion or change in current effort.
- Written goals – Goals should be committed on paper. Shortcomings/misunderstanding become clear.

DAGMAR approach – challenges

- Sales goal – Some people believe that only a sales goal is relevant. If awareness doesn't affect sales, then why bother to measure it? If it does have a close relationship with sales then why not measure sales directly? Especially in an era where measuring sales has become much easier using scanner data panels.
If sales effects have flaws, then use of intermediate objectives has serious flaws too. DAGMAR approach assumes that relationship between sales and intermediate objectives is positive and monotonic and that this applies to all customer segments equally. This may not hold true in all situations.
- Practicability – DAGMAR approach has implementation difficulties. A level in the hierarchy must be attacked and selected. A campaign to influence those at that level must be developed. This is not an easy task.
- Measurement problems – What should be actually measured when it says attitude/awareness/brand comprehension? There are substantial conceptual and measurement problems.
- Noise in the system – There are several causal factors other than advertising that determine sales. Competitive promotion or unplanned publicity can affect awareness campaign.

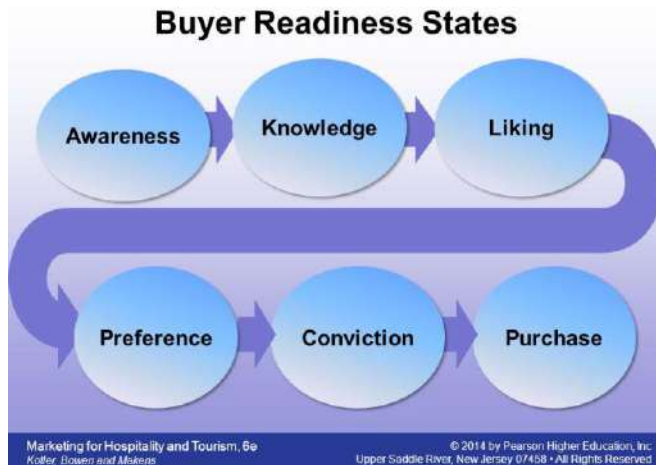
Hierarchy Models

A communication model which implies that the audience member will subsequently pass thru a set of steps, is termed as hierarchy – of – effects model.

I. AIDA Model suggested by Elmo Levis in 1920s says that an effective personal sales presentation should attract Attention, gain Interest, create a Desire and precipitate Action. The first stage is cognitive stage which involves thinking, next 2 stages are affective in nature dealing with feelings and the last stage is conative - about action.

- Attention – Grab attention
Inform potential buyers about the product
Establish customer awareness about the product
Advertising is the key ingredient of the promotion mix; promotional objective is set to get the product seen and talked about.
- Interest - Create and stimulate buyer interest which is achieved thru creation and understanding of the benefits of the product with respect to the needs of the customer; promotional messages should focus on how the product meets these needs; move the potential buyer from passive awareness to a more active consideration of the product's merits
- Desire - Create desire by inducing favorable attitude to the product specially with respect to competing products; arouse desire for the product above any desire for competitor's products
- Action- To prompt customer action; the action sought is product purchase; stressing immediate desirability of the product; personal selling and sales promotion play a major role at this stage.

II. Hierarchy of Effects Model(also known as “Buyer readiness States” model) was proposed by Robert Lavidge and Gary Steiner. They believed that advertising has long term effects rather than immediate effects. But to move people to the action stage, there has to be shorter term action to build conviction.



For innovative and expensive products, the process might take months; for impulse purchases these stages can be completed in very short time. The effectiveness of promotion should be measured in terms of progress through these stages.

- **Awareness** –If most of the target audience is unaware of the object, the communicator’s task is to build awareness, perhaps just focusing on name recognition, with simple messages repeating the product name. Consumers must become aware of the brand. This isn’t as simple as it seems. Capturing someone’s attention doesn’t mean they will notice the brand name. Thus, the brand name needs to be made focal to get consumers to become aware.
- **Knowledge** –The target audience might have product awareness but not know much more; hence this stage involves creating brand knowledge. This is where comprehension of the brand name and what it stands for become important. What are the brand’s specific appeals, its benefits? In what way is it different than competitors’ brands? Who is the target market? These are the types of questions that must be answered if consumers are to achieve the step of brand knowledge.
- **Liking** – If target members know the product, how do they feel about it? If the audience looks unfavorably towards the product, the communicator has to find out why. If the unfavorable view is based on real problems, a communication campaign alone cannot do the job. For product problem, it is necessary to fix the problem and only then one can communicate about its renewed quality.
- **Conviction** –A target audience might prefer a particular product but not develop a conviction about buying it. The communicator’s job is to build conviction among the target audience.
- **Purchase** – finally, some members of the target audience might have conviction but not quite get around to making a purchase. They may wait for more information or plan to act later. The communicator wants these consumers to take final step, perhaps by offering the

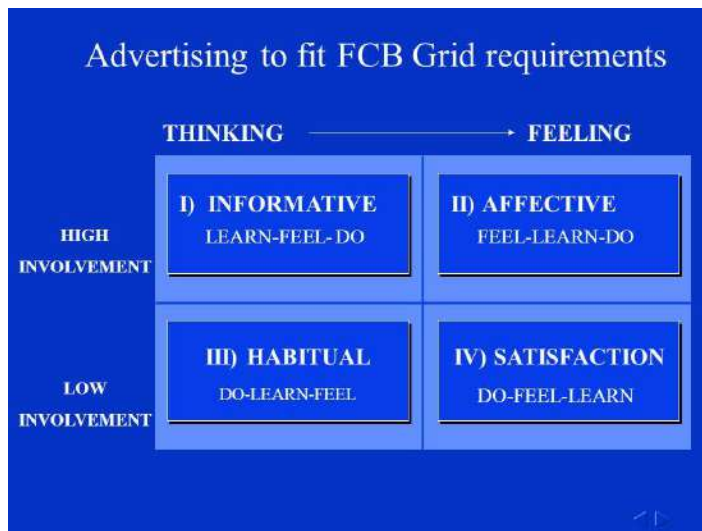
product at a low price, offering a premium, or letting consumers try out. This is where consumers make a move to actually search out information or purchase.

Thus, advertising is thought to work and follow a certain sequence whereby the prospect is moved through a series of stages in succession from unawareness to the purchase of the product.

The FCB Model of advertising strategy

The FCB model of advertising strategy was developed in 1980 by Richard Vaughn, who researched how advertising works, and how best to establish communication objectives. The model introduced the Foot, Cone, Belding (FCB) strategy mix, suggesting that advertising works differently depending on the product involved.

Vaughn suggested that not all advertising works the same way. Sometimes communication of key information and salient emotion will be needed to get a sale; at other times consumers will need one, but not both and often, a purchase may occur with little or no information or emotion. The purpose of strategy planning is to identify the information, emotion or action leverage for a particular product, build the appropriate advertising model and then execute it. These differences are summarized below:



The matrix divides advertising strategy into 2 dimensions based on thinking versus feeling, and low involvement versus high involvement. Vaughn pointed out “this suggests there are purchase decisions where thinking is most involved and others which are feeling dominated; there are situations that require more involvement and those that require less. The model is powerful because it accommodates different versions of the learn-feel-do sequence and suggests different advertising strategies for each of the four quadrants.

This grid delineates four primary advertising strategies – “informative”, “affective”, “habitual” and “satisfaction” – with their most appropriate traditional and variant hierarchy-of-effects models. Vaughn

identified 250 product categories for recently purchased products on the basis of involvement and the think-feel dimensionality. The grid suggests a different advertising strategy based on the level of thinking/feeling and involvement associated with each of the four quadrants. Vaughn is careful to point out that the line separating the quadrants should not be interpreted as a black and white distinction between thinking and feeling or high involvement and low involvement. Rather, it simply represents a guideline.

Quadrant 1: High involvement/Thinking (Informative)

This quadrant implies that a large amount of information is necessary because of the importance of the product. Many major purchases qualify (cars, homes, electronic equipment) and these are likely to include almost any product which needs to convey what it is, its function, price and availability. The basic strategy model is to adopt the Learn-Fel-Do sequence where information is designed to build attitudinal acceptance and subsequent purchase. Vaughn suggested, “consumers may be thought of as thinkers. Creatively, specific information and demonstration are possibilities. Long copy format and reflective, involving media may be necessary to get thru with key points of consumer interest”.

Quadrant 2: High involvement/Feeling (Affective)

This product decision has high involvement but requires less specific information, therefore an attitude or feeling towards the product is more important. This is a psychological model, because the importance of the product is connected to the consumers’ self esteem. Perfume, expensive watches, and sports cars are product examples that might fall into this quadrant. The advertising strategy requires emotional involvement on the part of the consumers so that they become connected with the product being advertised and subsequently become ‘feelers’. Therefore, the proposed model is Feel – Learn – Do. Vaughn suggested “Creatively, executional impact is a possible goal, while media considerations suggest dramatic print exposure or “image” broadcast special.

Quadrant 3: Low involvement/Thinking (Doer)

Products in this category (including many common household items such as razors, insect repellants, and household cleaners) involve little thought and a tendency to form buying habits for convenience. The hierarchy model is a Do – Learn – Feel pattern suggesting that simply inducing trial (through coupons or samples) can often generate subsequent purchase more efficiently than “undifferentiating copy points”, leading in turn to increased brand loyalty. According to Vaughn, the most effective creative strategy is to stimulate a reminder for the product.

Quadrant 4: Low involvement/ Feeling (Self-satisfaction)

This product decision is emotional but requires little involvement, and is reserved for those products that satisfy personal taste (for example, cigarettes, candy, beer or snack food). This is a Do – Feel – Learn model where image and interest will be hard to hold. Vaughn argued that the creative objective is to get attention with some sort of consistency, and suitable methods may include billboards, point of sale or newspaper advertising.

Thus, the model helps the advertisers to select the communication method based on the type of product that they are advertising.