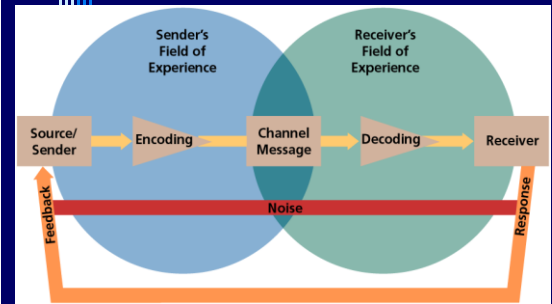


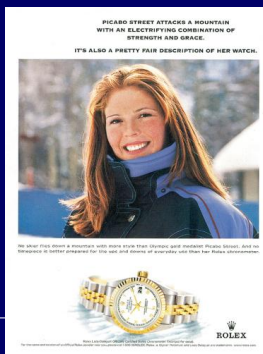
The Communications Process

Prof. Pierre Xiao LU, Fudan University

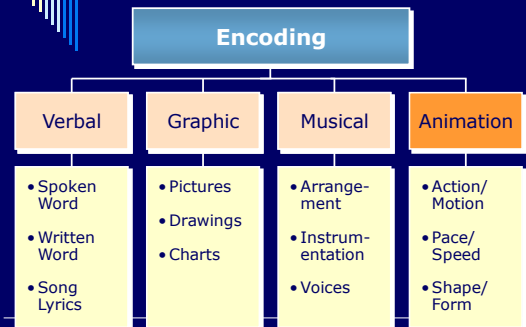
The Communications Process



Attractive sources are appropriate for image-related products

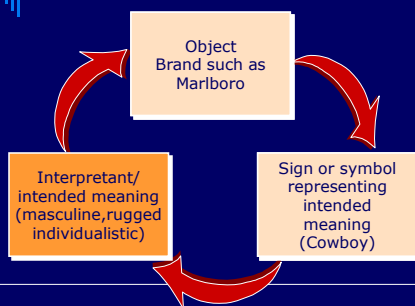


There are many forms of encoding

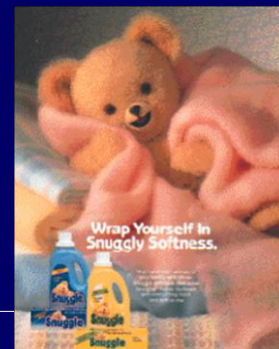


The Semiotic Perspective

Three Components to every marketing message



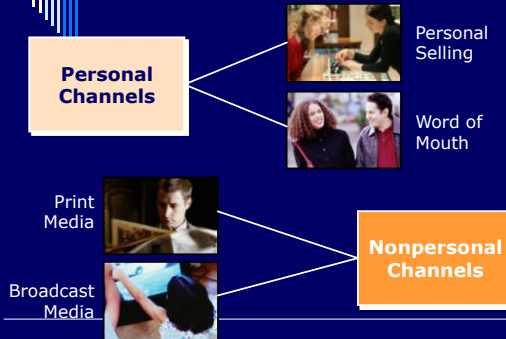
What is the symbolic meaning of the Snuggly bear?



Images Encoded in Pictures Convey Emotions Very Powerfully



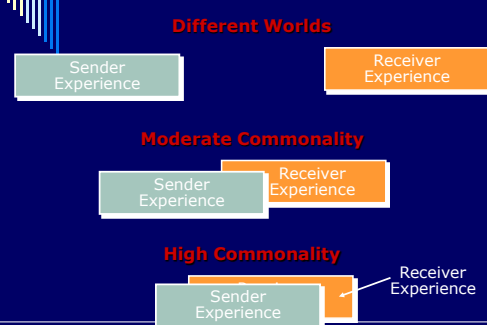
Communications Channels



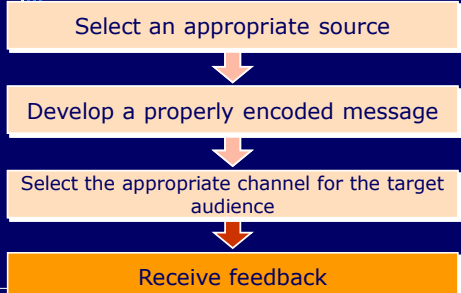
Tremor Recruits Teens to Generate Word-of-Mouth



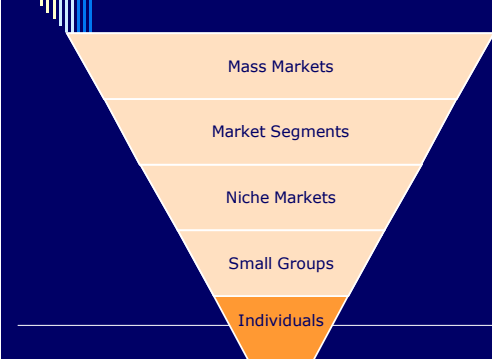
Experiential Overlap



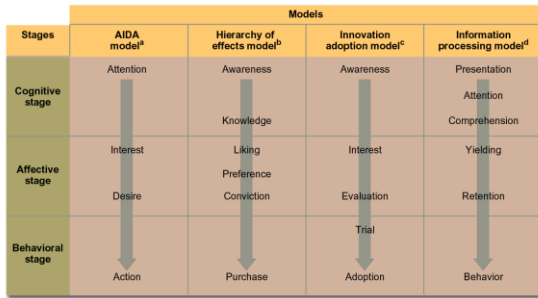
Successful Communication



Levels of Audience Aggregation



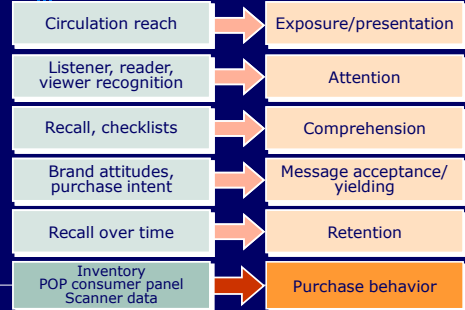
Models of the Response Process



Models of Obtaining Feedback

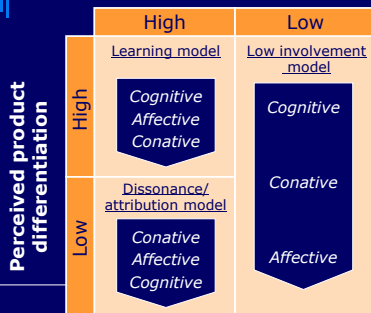
Effectiveness Test

Persuasion Process

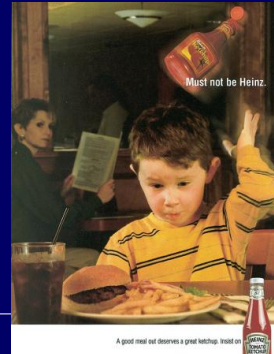


Alternative Response Hierarchies

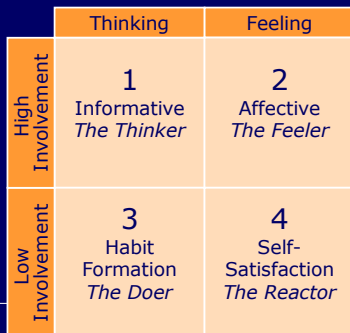
Topical Involvement



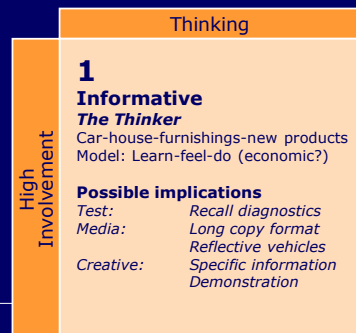
Heavy Repetition vs. Lengthy, Detailed Messages



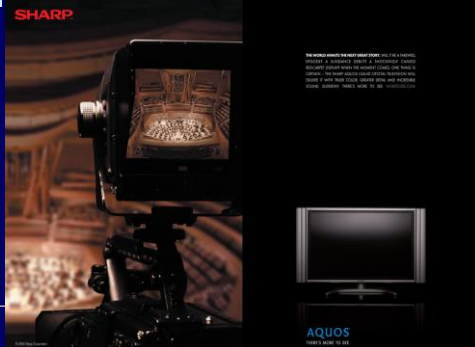
Foote, Cone & Belding Grid



Foote, Cone & Belding Grid



Products Such as Televisions Are High Involvement Purchases



Foot, Cone & Belding Grid

Feeling	
High Involvement	2 Affective The Feeler Jewelry-cosmetics-fashion goods Model: Feel-learn-do (psychological?) Possible implications Test: Attitude change Emotional arousal Media: Large space Image specials Creative: Executional Impact

Foot, Cone & Belding Grid

Thinking	
Low Involvement	3 Habit formation The Doer Food-household items Model: Do-learn-feel (responsive?) Possible implications Test: Sales Media: Small space ads 10-second ID's Radio; Point of Sale Creative: Reminder

Foot, Cone & Belding Grid

Feeling	
Low Involvement	4 Self-satisfaction The Reactor Cigarettes, liquor, candy Model: Do-feel-learn (social?) Possible implications Test: Sales Media: Billboards Newspapers Point of Sale Creative: Attention

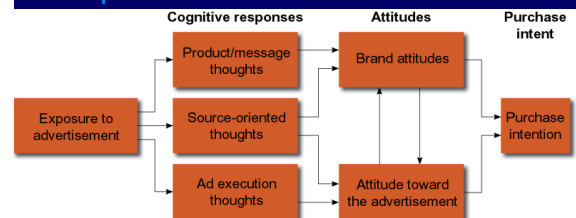
Cognitive Response

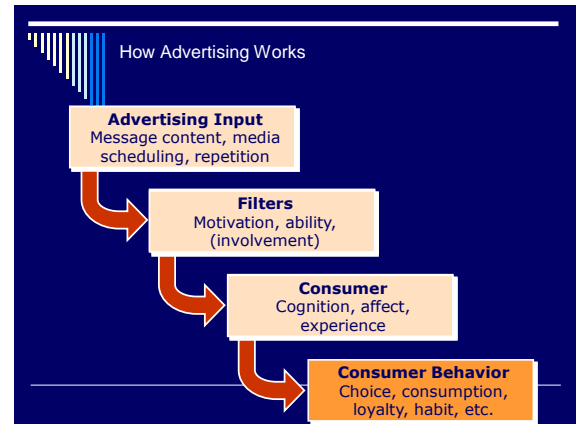
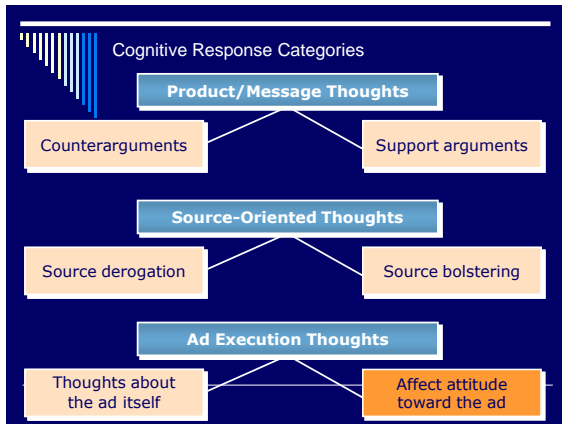
A method for examining consumers' cognitive processing of advertising messages by looking at their cognitive responses to hearing, viewing, or reading communications.

Examines types of thoughts that are evoked by an advertising message.

Consumers write down or verbally report their reactions to a message.

A Model of Cognitive Response





IMC for Wall's

- Ice cream market overview and company overview (figures and market shares etc.)
- Detailed investigation of Wall's IMC with examples
- Evaluation and results of IMC with Sales
- Your IMC plan for next budget year