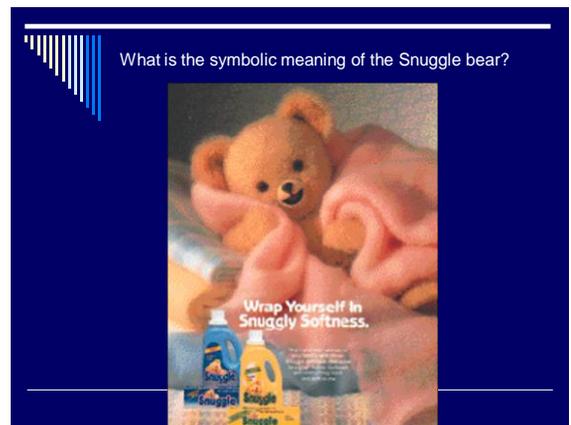
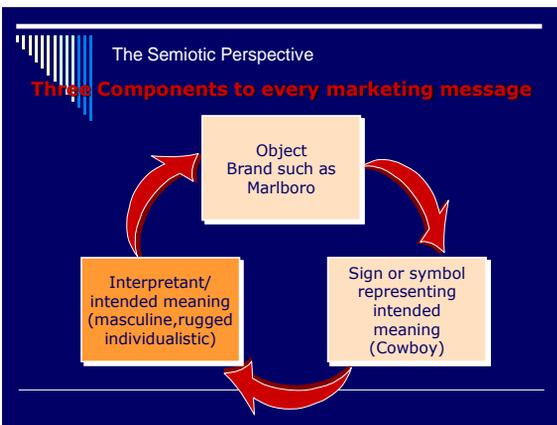
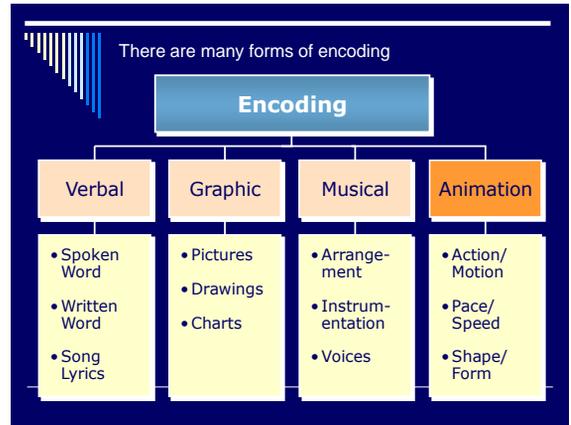
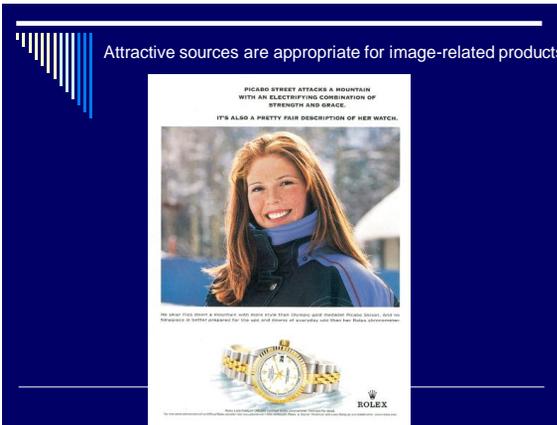
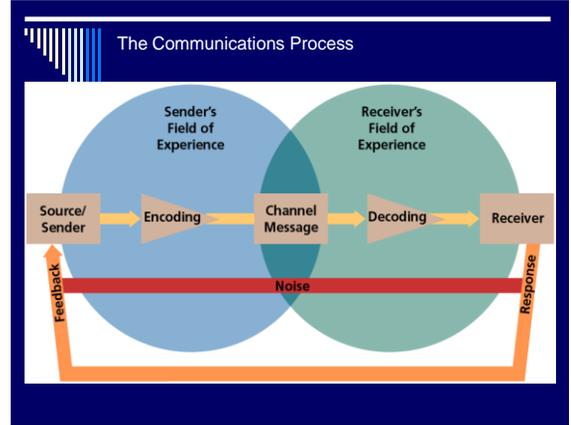


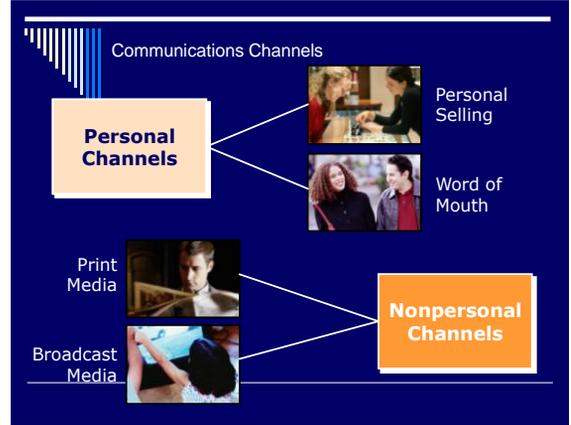
The Communications Process

Prof. Pierre Xiao LU, Fudan University



Images Encoded in Pictures Convey Emotions Very Powerfully

COACH



Tremor Recruits Teens to Generate Word-of-Mouth

TREMOR

1 2 3 4

Because you're **NOT** typical, here's some not-so-typical questions.

What do you typically do when you find something new that you want to share with your friends?

- Usually keep it myself
- If the product comes up in conversation, I mention it
- I only recommend it to my closest friends
- I give out the link to recommend it whenever I have

What do you usually do in reality when you find something new that you want to share with your friends?

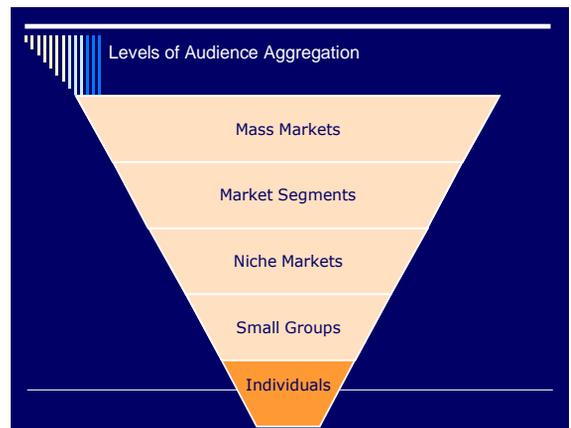
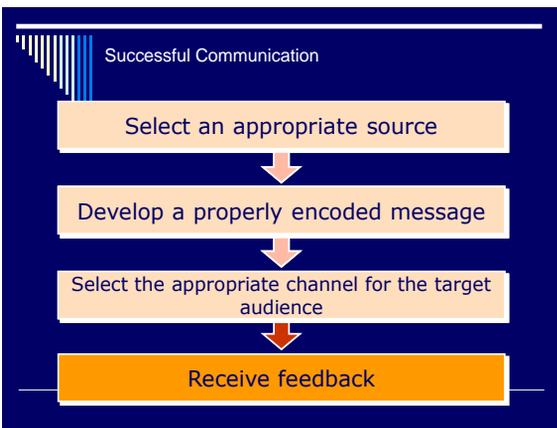
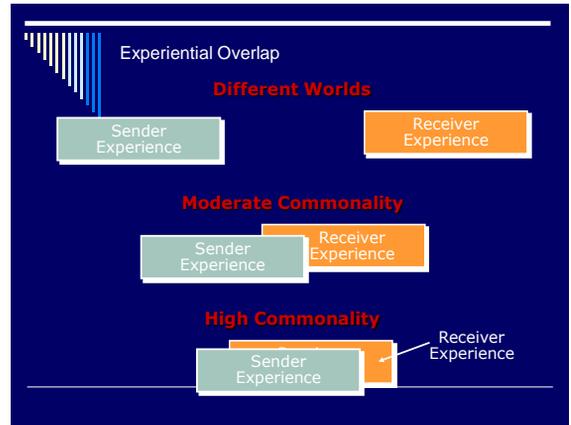
- I never do anything to recommend it to my friends
- I usually go along with what my friends decide to do
- I never do anything and just have a neutral opinion
- I share the link and often give it to my friends as well
- I never do anything and my friends come along

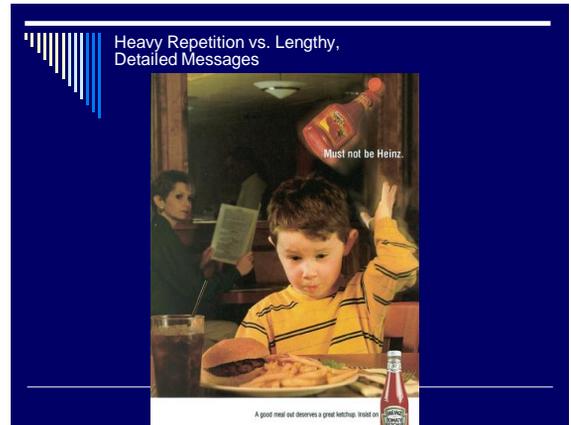
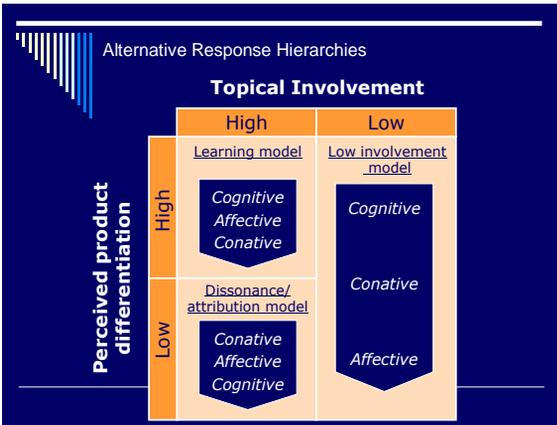
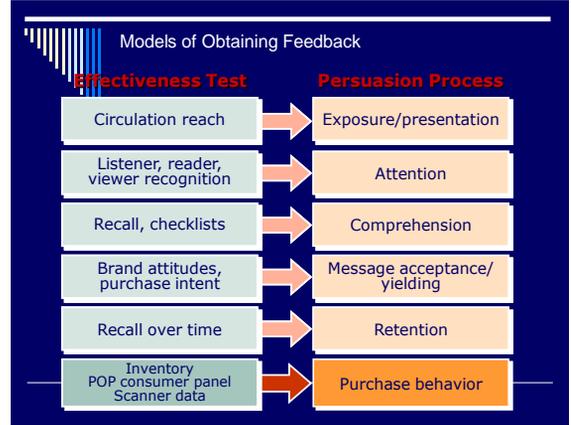
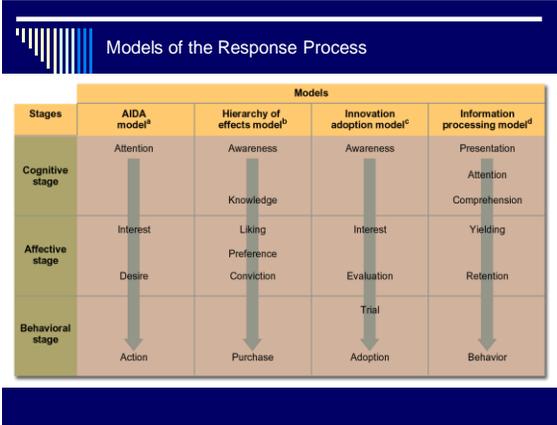
During the last week, how many times did you share something with your friends? (You can choose more than 10 if you prefer)

0 1 2 3 4 5 6 7 8 9 10 or more

next

© 2009 Tremor & Co.





Products Such as Televisions Are High Involvement Purchases

Foote, Cone & Belding Grid

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

Foote, Cone & Belding Grid

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

Foote, Cone & Belding Grid

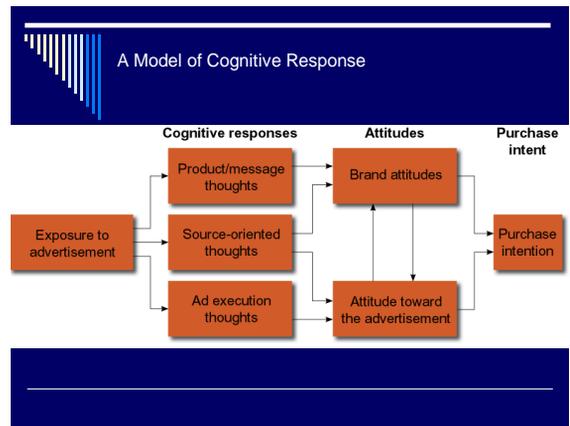
	Feeling
Low Involvement	<p>4 Self-satisfaction The Reactor Cigarettes, liquor, candy Model: Do-feel-learn (social?)</p> <p>Possible implications Test: Sales Media: Billboards Newspapers Point of Sale Creative: Attention</p>

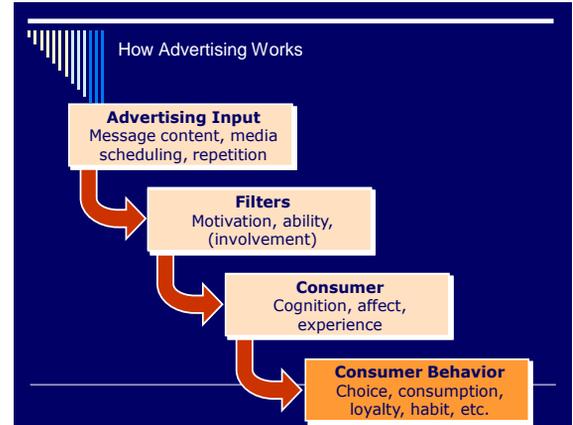
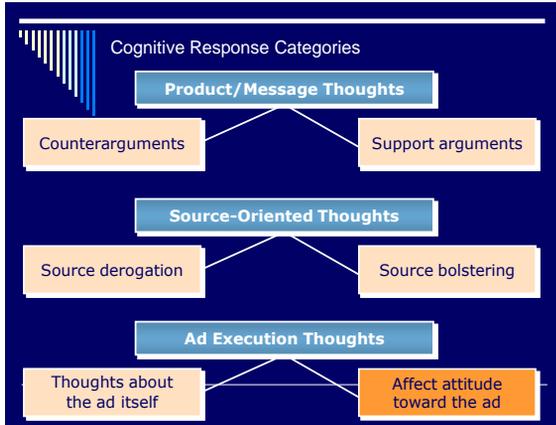
Cognitive Response

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.





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