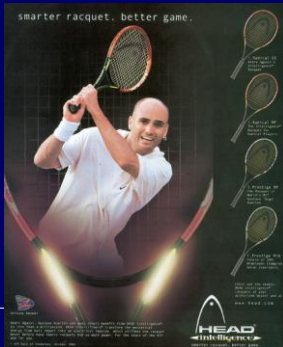


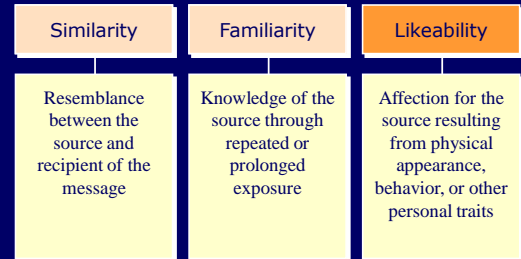

Age Group	Percentage of Respondents
18-24	10%
25-34	15%
35-44	20%
45-54	25%
55-64	30%
65+	35%



Endorsement by Both a Celebrity and an Expert



Source Attractiveness



Test Your Knowledge

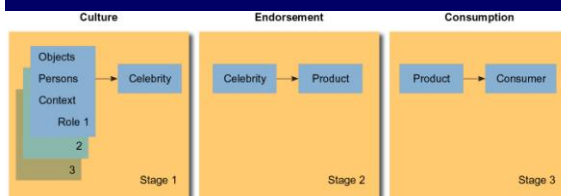
The use of celebrities in commercials is generally based on the source characteristics of _____ and represents an attempt to induce persuasion through the _____ process.

- A) expertise; yielding
- B) expertise; identification
- C) power; identification
- D) attractiveness; identification
- E) attractiveness; internalization

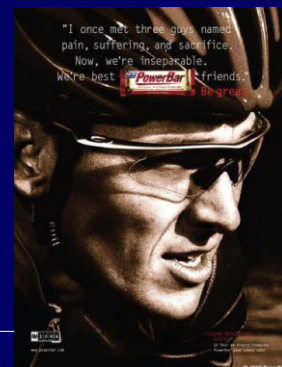
Risks of Using Celebrities



Meaning Movement and the Endorsement Process



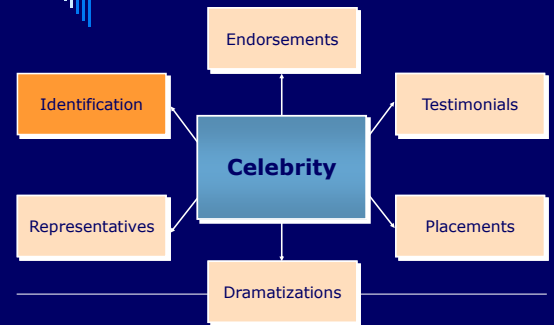
Energy and Power - In the Athlete and in the Product



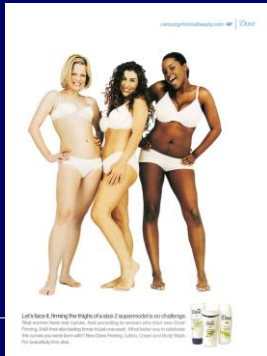
Yao Ming is a Popular Endorser in China



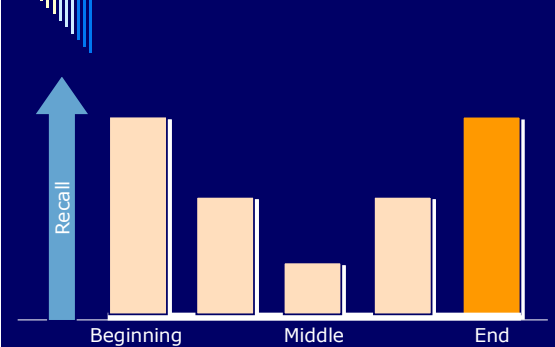
Modes of Celebrity Presentation



Undermining the Traditional Approach

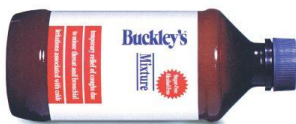


Recall and Presentation Order



Buckley's Uses a Two-sided Message To Advertise Its Cough Syrup

Everything you want in a cough remedy. And nothing you want in taste.



If you're suffering from a nasty cough, try Buckley's. It's an herbal based, sugar free cough remedy that'll get rid of the nastiest coughs due to colds in no time. It just happens to taste awful. Sorry in advance.

Buckley's Mixture. It tastes awful. And it works.

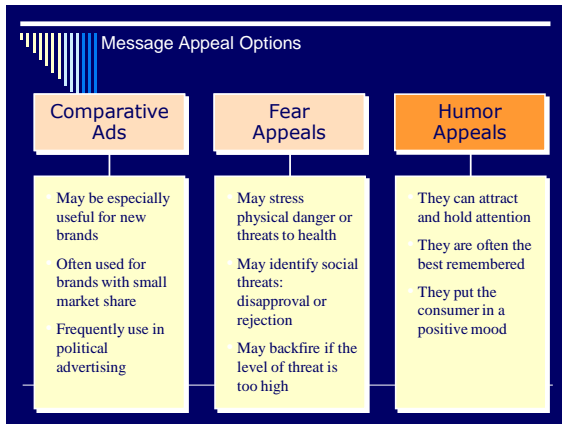
Buckley's is a registered trademark of Buckley's Mixture. ©2011 Buckley's Mixture. All rights reserved. For more information, visit www.buckleysmixture.com

Message Appeal Choices

Appeal mostly to the logical, rational minds of consumers

Appeal mostly to the feelings and emotions of consumers

Appeal to both the logical, rational minds of consumers and to their feelings and emotions



Threat Plus Solution Gently Persuades

