

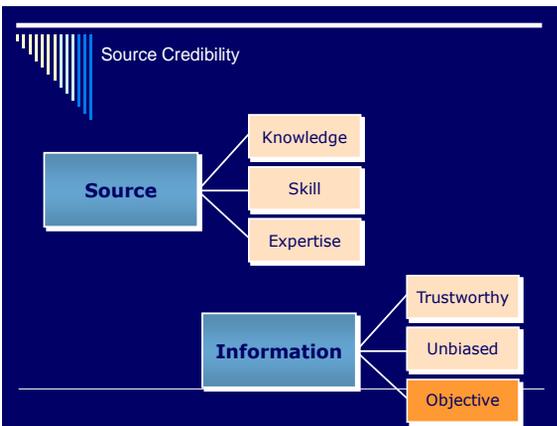
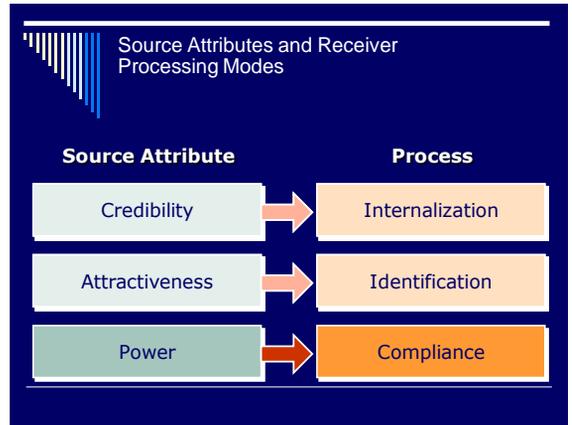
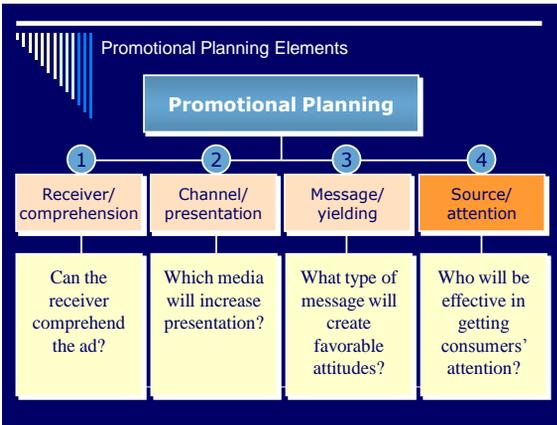
# Source, Message and Channel Factors

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### The Persuasion Matrix

Independent variables: The communication components

Dependent variables: Steps in being persuaded	Source	Message	Channel	Receiver	Destination
Message presentation			(2)		
Attention	(4)				
Comprehension				(1)	
Yielding		(3)			
Retention					
Behavior					



### Experts Lend Authority to an Appeal

Dermatologists have put something unusually strong in this skin cleanser.



Their trust.

Higher rate of dermatologist concern. And why you can trust them, with 100 million more skin care products. Because their expertise is based on science. So you can trust with confidence. Every time you wash.

### Endorsement by Both a Celebrity and an Expert

smarter racquet, better game.

HEAD  
Innovation in Sport

### Source Attractiveness

Similarity	Familiarity	Likeability
Resemblance between the source and recipient of the message	Knowledge of the source through repeated or prolonged exposure	Affection for the source resulting from physical appearance, behavior, or other personal traits

### 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

- The celebrity may overshadow the product being endorsed
- The celebrity may be overexposed, reducing his or her credibility
- The target audience may not be receptive to celebrity endorsers
- The celebrity's behavior may pose a risk to the company

### Meaning Movement and the Endorsement Process

Culture                      Endorsement                      Consumption

Stage 1: Objects, Persons, Context, Role 1, 2, 3 → Celebrity

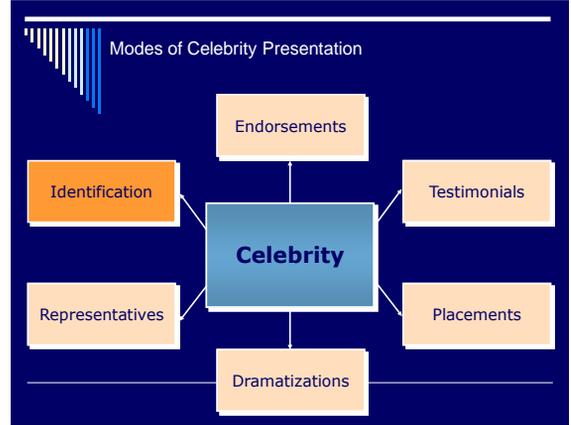
Stage 2: Celebrity → Product

Stage 3: Product → Consumer

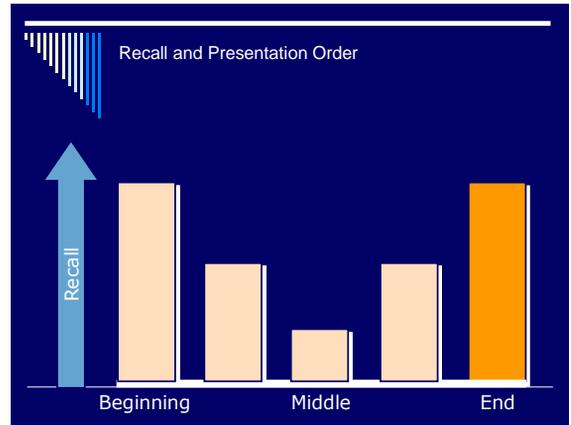
### Energy and Power - In the Athlete and in the Product

"I once met three guys named pain, suffering, and sacrifice. Now, we're inseparable. We're best friends. We're great." - PowerBar

### Yao Ming is a Popular Endorser in China



### Undermining the Traditional Approach

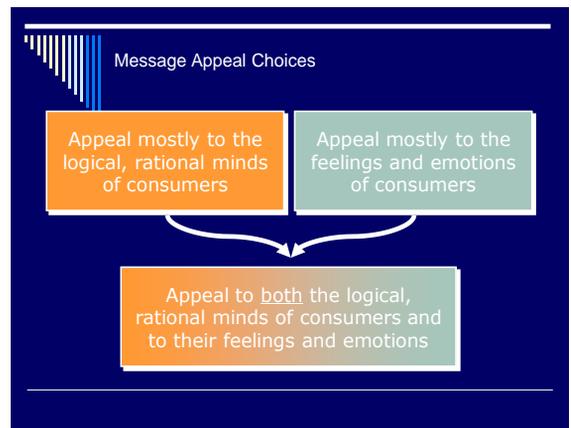


### Buckley's Uses a Two-sided Message To Advertise Its Cough Syrup

**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.**



### Message Appeal Options

Comparative Ads	Fear Appeals	Humor Appeals
<ul style="list-style-type: none"> <li>May be especially useful for new brands</li> <li>Often used for brands with small market share</li> <li>Frequently use in political advertising</li> </ul>	<ul style="list-style-type: none"> <li>May stress physical danger or threats to health</li> <li>May identify social threats: disapproval or rejection</li> <li>May backfire if the level of threat is too high</li> </ul>	<ul style="list-style-type: none"> <li>They can attract and hold attention</li> <li>They are often the best remembered</li> <li>They put the consumer in a positive mood</li> </ul>

### Miller Lite Used Comparative Advertising To Take on Bud Light

ALL AMERICAN BREWED BEERS ARE FRESH

**SO CHOOSE ON TASTE**

TASTE FOR YOURSELF

Miller Good call.

### Threat Plus Solution Gently Persuades

The best places to travel may be the best places to get hepatitis A.

Havrix Hepatitis A vaccine

### Pros and Cons of Using Humor

Pros	Cons
Aids attention and awareness	Does not aid persuasion in general
May aid retention of the message	May harm recall and comprehension
Creates a positive mood and enhances persuasion	May harm complex copy registration
May aid name and simple copy registration	Does not aid source credibility
May serve as a distracter, reducing counterarguing	Is not effective in bringing about sales
	May wear out faster than non-humorous ads

### Self versus External Paced Media

Self-Paced Media	Externally Paced Media
<ul style="list-style-type: none"> <li>Newspapers</li> <li>Magazines</li> <li>Direct Mail</li> <li>Internet</li> </ul>	<ul style="list-style-type: none"> <li>Radio</li> <li>Television</li> </ul>

vs.

### The Image of a Magazine Can Enhance an Ad

TRAVEL FLEISURE

ultimate fall travel guide

mexico's next hot spot  
best of san francisco  
the romance of austria  
new zealand's top lodges

plus 125 dream trips from our travel super-agents

30 affordable european city hotels

18 essential tips for business travel