

# Creative Strategy: Implementation and Evaluation

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## Appeals and Execution Style

### Advertising Appeals

The approach used to attract the attention of consumers

To influence consumer feelings toward a product, service or cause

### Execution Style

The way an appeal is turned into an advertising message

The way the message is presented to the consumer

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## Types of Informational/Rational Appeals

**Feature:** Focus on dominant traits of the product

**Competitive:** Makes comparisons to other brands

**Price:** Makes price offer the dominant point

**News:** News announcement about the product

**Popularity:** Stresses the brand's popularity

## A Rational, "Popularity" Appeal



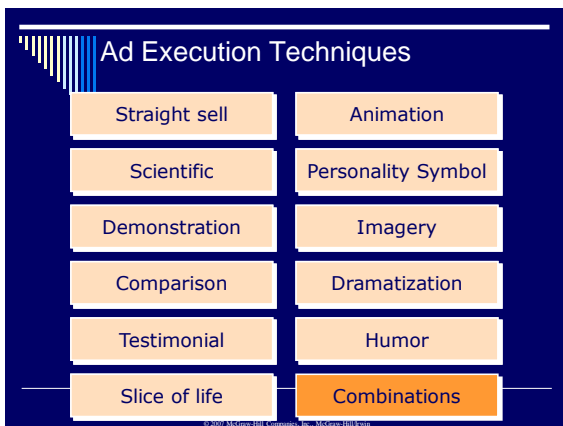
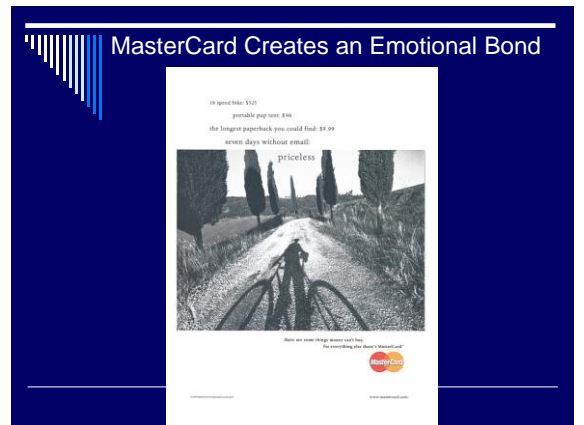
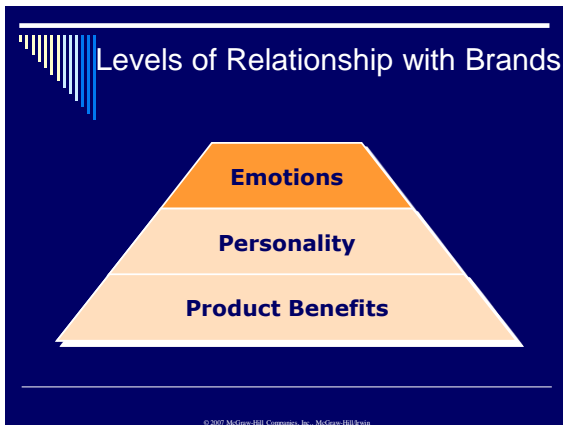
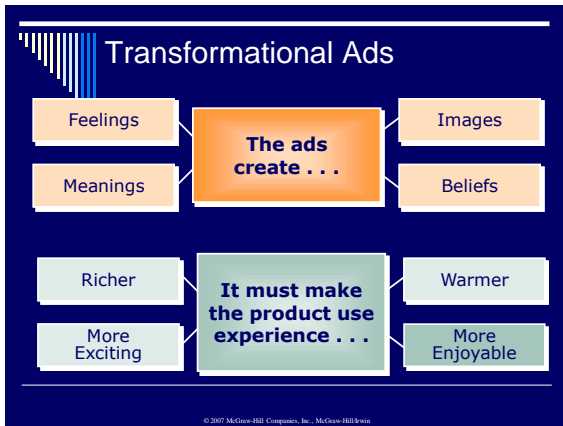
## Appealing to Personal States or Feelings

Achievement	Accomplishment
Actualization	Affection
Ambition	Arousal
Stimulation	Comfort
Excitement	Fear
Grief	Happiness
Joy	Love
Nostalgia	Pleasure
Pride	Safety
Security	Self-esteem
Sentiment	Sorrow

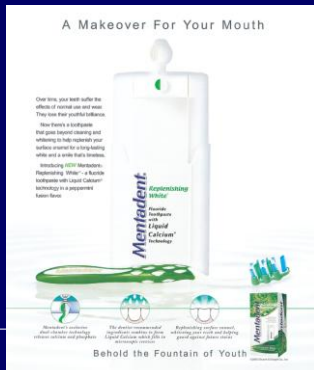
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## Appealing to Social-Based Feelings

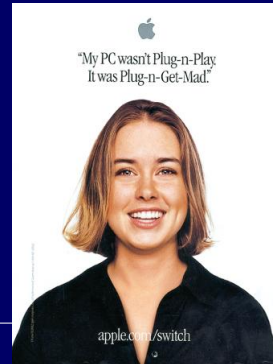




## Mentadent Uses a Demonstration



## Apple Uses a Testimonial



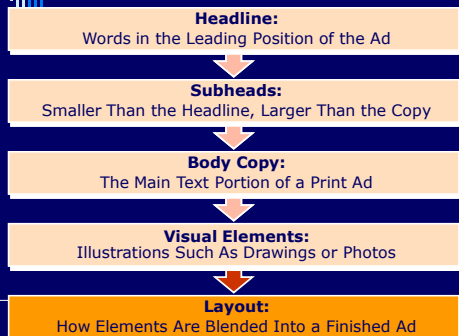
## Listerine Uses a Slice-of-Life Execution



## Jeep Uses Imagery for the Wrangler



## Print Ad Components



## Headlines Help Select Good Prospects

