

Advertising Appeals – Rational Appeal, Competitive Advantage Appeal, Emotional Appeal

Lesson Notes

Advertising Appeals

Advertising messages can be based on a variety of appeals. Appeals are divided into two parts.

A. Informational | Rational Appeals

A customer's useful, functional, or practical need for a service or product is the basis for Informational/Rational appeals. The reasons for using a certain brand or its benefits are highlighted.

1. Feature Appeal

The qualities of a service or product are highlighted in ads that are based on feature appeal.

2. Competitive Advantage Appeal

An advertiser directly or indirectly compares his brand to communicate superiority in an ad based on competitive advantage appeal.

Burger King has been pulling the ultimate prank on McDonald's for an entire year – and no one even knew about it. Burger King revealed it has been hiding a Big Mac behind every Whopper photographed in its 2019 ads.

In a cheeky video, Burger King said: “We have a confession to make”.

“You see, throughout 2019 we were keeping a bit of a secret. Actually, a Whopper of a secret.”

“Everybody knows our burger is more generous than that other burger.”

“So we thought we’d prove it by hiding a “Big” Mac behind every Whopper we photographed.”

A Big Mac appeared in every single one of Burger King’s ads that year Burger King said the secret had been a “Whopper” to keep The video goes on to show several advertisements that Burger King says contained a hidden Big Mac.

It claims a Big Mac was sneaked into a billboard advertisement, a bus billboard, and even behind several Whoppers on Instagram. The video ends with Burger King saying: “*Such a shame you couldn’t see it.*” The fast-food giant then thanks McDonald’s for “having its back” throughout the year.

3. Price Appeal

Sales, low prices and special discounts and offers are announced in ads based on price appeal.

Example – Domino’s

4. News Appeal

Any kind of news is highlighted related to the company, service, or product in an ad is based on news appeal.

Example – Amazon wins FAA approval for Prime Air Drone Delivery Service

5. Product/service popularity appeals

This ad type highlights the quality of a brand since it is popular and encourages new customers to start using it.

Example – Apple iPhone 12

B. Emotional Appeals

The psychological or social needs of a service or a product are the basis of Emotional appeals. For some consumers, the emotions of a brand are more important than the data of its characteristics and features.

According to various advertisers, when a product for a brand is not very different from its competitors, appealing to the consumers' feelings works better since a lot of their purchase decisions in such cases depend on their emotions. The feelings of consumers can be influenced positively by using sex, humor, and other appeals that entertain, arouse, and excite them.

Example 1 – Nike

Example 2 – Dove Men+Care “Dad On” – Ogilvy

Film advertisement created by Ogilvy, Canada for Dove Men+Care Taking a different approach than the common sad scene pandemic ads, Ogilvy Toronto created something different inspired by the pandemic.

The “Dad On” video shows dads having fun during the pandemic. A series of videos showed how a dad helped make a change in an autistic child's routine, a dad giving a haircut, a dad helping kids overcome fear, dads being creative and dads helping out.

Example 3 – WWF

The World Wildlife Fund uses striking imagery to get their message of helping to save endangered species across. With their “Desertification” campaign, they use striking images of some of the most amazing animals turning to dust.

This kind of ad can create an emotional response in people and start conversations about what can be done to help

Example 4 – FIAT

Texting and driving is still a major problem on the world's roadways. Fiat, in collaboration with designer Leo Burnett, developed a campaign to try and curb texting and driving. Texting while driving diverts your focus and this ad uses an ambiguous image to portray and bring attention to a real problem.