Individual Assignment

Advertising Diary

At the end of this course, you are expected to be able to ***Identify different factors that affect consumer responses to advertising***. You are also expected to ***Recognize factors advertisers take into account when planning brand communication*** and ***Analyze and evaluate the effectiveness of brand communication and effective marketing mix***. Therefore, it is very important to understand how various advertising appeals and message strategies shape consumer behavior, and in turn, influence marketing decisions. This exercise aims to fulfill these course objectives.

Your task is:

* to discuss how various ads impact your consumer decision process.
  + you will write four paragraphs (each 8-10 sentences long) - see point 6 below for details

1. Read the Advertising Diary Rubric (Go to Grades Tab -> Rubrics -> Advertising Diary-Rubric)

2. Read Module 6.

4. Create a file where you will type in your diary entries. You will write the date of your entry on the top of each day, and each day will be a separate page.

5. **At the end of each day,** write an entry in your diary, focusing on the ads you saw:

* E.g., if you saw an ad (remember even packaging can serve as an ad or a logo on someone's T-shirt), reflect on why the company would advertise in this particular way, think what influenced their marketing decision; or reflect what effect the ad had on you.
* *Y***our entry for each day should be at least one paragraph long (8-10 sentences).** Within that paragraph, you can reflect on one or more instances of advertising.
* You should have **at least 10 different entries** (That means you have to write an entry for 10 days, you do not have to write one every single day).

6. After you complete 10 entries, you will write a post to this forum. Your post will consist of 4 paragraphs (each at least 8-10 sentences long). You will also attach the file with your diary entries.

* Your 1st paragraph: Introduce ads that you selected from your diary to be discussed and discuss the types of ads you were exposed to most often
  + Make sure to link this discussion to concepts presented in your textbook and to specific examples from your diary - you will want to refer to ***source effects*** (source credibility and attractiveness).
* 2nd paragraph: Discuss the ***advertising appeals*** and ***message strategies*** that were used in these ads
  + Make sure to link this discussion to concepts presented in the reading material to specific examples from your diary
  + Make sure to be specific when describing your ads and the advertising appeals they use. Do not just list them but describe how this appeal was incorporated into the ad, for instance, this is how you could describe the advertising appeals used in ads X, Y, and Z (paragraph #2):
    - *“The ads I analyzed used social appeal, bandwagon and popularity appeal, romance appeal, and appeals A, B, C, D. Ad X implemented social appeal by promoting sisterhood encouraging students to join the club by promoting bonding with other students. The target audience of this ad was students new to this area, and the ad capitalized on their need for bonding with others and their desire to find new friends. Ad Y used bandwagon appeal. This appeal was implemented by putting an emphasis on how popular this product was and that everyone was buying it: "America's favorite mascara! No wonder one is sold every 1.7 seconds!" - The high demand for the product suggests its popularity and makes one pause and think that they might be missing out on a product that has been tested by so many satisfied consumers. Another advertising appeal commonly used in the ads I was exposed to was romance appeal - for instance in the ads of product Z. Almost all perfume commercials I saw over the past several days implemented romance appeal by suggesting that using the advertised product will make the buyer more desirable and attractive. Similarly, the ad of product X uses appeal A, by emphasizing…”*
* 3rd paragraph: Based on what you discussed in paragraphs 1 & 2, what was the effect of these ads and advertising appeals on you. Which were the most/least effective and why?
* 4th paragraph: Based on what you discussed above, what are the implications for marketing?
  + What should marketing professionals keep in mind when developing campaigns targeted at people like you.