

Marketing and advertising- the dairy industry assignment

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In 1993 and late 1995, the Australian Dairy Corporation (ADS) in conjunctions with Queensland Dairy Authority (QUA) and various state organizations developed and used the Bachelors and Spinster Ball advertising campaigns to promote their milk. The B&S campaign is functioned as reposition whole milk as a cheeky, naughty kind of beverage with sex appeal, with a make 20-29 years target skew. By using the characters of James and Tom, the two country boys, it has portrayed that milk drinkers probably have more stamina and also acquired a better time than beer drinkers, who would mostly be unconscious at the end of an evening.

Women appreciated James and Tom. In addition, The Padded Party campaign was held in Queensland and it used the same appeal in repositioning drinking milk. Repositioning was enhanced using integrated communication marketing campaign using television advertising and backed with sales promotions, point of purchase displays and pack labeling from which consumer can win a brand new Hounded Excel car which specifically targeted at the under 25s. In February 1998, Australia Dairy Corporation (ADS) launched the ' Milk Legendary Stuff campaign with similar appeal which is portrayed the milkman as a romantic figure to whom women are attracted to.

These types of ads made people stop and think about the milk. There are other campaigns which had educated them and informed them about the low fat content and health benefits. However, this particular case study have associate an emotional connection to drinking milk. 2. How useful is an emotional appeal likely to be for this type of product? Would you recommend <https://assignbuster.com/marketing-and-advertising-the-dairy-industry-assignment/>

this approach to other industry groups, like the sugar and beef authorities?

An emotion is a mental and physiological state associated with a wide variety of feelings, thoughts, and behaviors.

It is a prime determinant of the sense of subjective well-being and appears to play a central role in many human activities. Especially in the field of marketing, emotion is the human appetite for a given object of attention. Desire for a product is stimulated by advertising, which attempts to give buyers a sense of lack or wanting (R. Solomon, 2005). Emotional advertising appeals which use the manipulation of the audience's emotions, rather than valid logic, to win a customer emotional response to both the products advertised and the content of the ad. Emotional appeals are more effective in persuading less-educated audiences. (Coffman, 2008) There are five kinds of emotion appeals- fear, agony, abrasiveness, humor, sex (Coffman, 2008). This case uses the humorous and sex appeals. Fear appeals as a method of persuasion. Fear is an effective attitude changer, especially fears of social exclusion, and getting laid-off from one's job (Chickasaws, Marketing and Advertising- the dairy industry). By wherefore increase in proportion to the amount of fear that is used. Most research on this topic indicates that these negative appeals are usually most effective when only a immediate threat is used, and when the ad presents a solution to the problem.

Otherwise, consumers will tune out the ad because they can do nothing to solve the problem. This approach also works better when source credibility is high (Brain, 1970). A study of public service messages on AIDS found that if the messages were too aggressive or fearful, they were rejected by the

subject; A moderate amount of fear is the most effective attitude changer (Chickasaws, 2005). Agony advertising depicts people in discomfort as headache, cold and flu, and so on. These ads demonstrate empathy with the market segment that suffers from these ailments.

These ads tend to be highly effective (Coffman, 2008). Abrasive advertising is the use of unpleasant or annoying ads. The ' sleeper effect' suggests that these ads will effectively get their message across – as consumers eventually forget their negative delivery (Coffman, 2008). The use of humor can be tricky, particularly because what is funny to one person may be offensive or incomprehensible to another. Specific cultures may have different senses of humor and use funny material in diverse ways. Humorous advertisements do get attention.

One study found that recognition scores for humorous liquor ads were better than average. However, the verdict is mixed as to whether humor affects recall or attitudes in a significant way. (Marc, 1989)one function it may serve is to provide a source of distraction. A funny ad inhibits counteracting(a consumer thinking of reasons why he doesn't agree with the message), thereby increasing the likelihood of message acceptance (David, 1970). Sex appeals does appeal to draw attention to an ad, its use may actually be counterproductive. But it needs to fit well with the likely target audience.

In one recent survey, an overwhelming 61 percent of the respondents said that sexual imagery in a product's ad makes them less like to buy it.

Ironically, a provocative picture can be too effective; it attracts so much attention that it hinders processing and recall of the ad's contents. Sexual

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appeals appear to be ineffective when used merely as a “trick” to grab attention. They do, however, appear to work when the product is itself related to sex (e. G. , lingerie or condoms). Overall, consumers do not react positively to strong sexual appeals (Rebecca, 2001).

In this case the three campaigns make a successful attempt in using an emotional appeal as humor and sex. Humor is used in order to get out of the ‘milk is boring’ idea. When used appropriately, it can enhance liking to product (Coffman, 2008). It is proven that humor works better for existing products than new products (Coffman, 2008) which is why it is chosen to attract attention for existing product—the milk. Sex appeal can be considered relevant to the milk. It needs to fit well with the likely target audiences. The target audiences for milk are the age under 40 years old.

The sex illustration is relevant to product advertised, it will make selling impression on the reader (Coffman, 2008) sex appeals can be relevant and highly persuasive in this context as the use of milkman as a romantic figure (milk-legendary stuff campaigns), as well using the popular guys James and Tom as milk drinkers. As this report mentions before, strong sexual appeals may cause the consumer has negative or less reaction, in this case study, it is used the humor appeals, and the sexual appeals is not very strong, so it will not have negatively reaction problem.

It has created an emotional connection and led to consumer to be more discerning or involved which ultimately led to purchase and increased in sales. Like the milk, beef and sugar are also low involvement products, therefore, theoretically, emotion appeals are suitable for them both. For

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illustration, eating too much sugar is not good for the health, (may cause diabetes and decayed tooth), but just eating appropriately sugar can make you have a healthy body. Commercial arts can use sexual appeal like a slim and beautiful girl who eats less sugar to encourage people to eat appropriately sugar.

For the beef, in most people's imagination that eating beef can build up a strong body, so the commercial art can hire a strong muscle guy who telling the spectators that he eat beef everyday, or, a small guy have argument with some other much stronger men outside a restaurant, then they have a fight, the surprise thing is the small guy easily defeat all the other much big size men, after all the losers run away, this small guy walk step inside the restaurant and order a pepper steam.

Like this ad, it use the humorous appeals, it is easy to attract people's attention. People will have positively reaction to the beef; they will consider the beef as healthy food, and make themselves to be more confident. 3.

What role do you foresee for this type of institutional advertising, given the rise of branded products in the newly deregulated milk market? Institutional advertising is " An advertising message or advertising campaign that has the primary purpose of promoting the name, image, personnel, or reputation of a company, organization, or industry.

When employed by a company or corporation it is sometimes called corporate advertising" (Marketing Power Inc, 2008). Institutional advertising takes a much broader approach, concentrating on the benefits, concept, idea, or philosophy of a particular industry. Companies often use it to

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promote image-building activities such as an environmentally friendly business practices or new community-based programs that it sponsors.

Moreover, it is closely related to public relations, since both are interested in promoting a positive image of the company to the public. For example, a large lumber company may develop an advertising theme around its practice of planting trees in areas where they have just been harvested. This can help company's name in a positive light with the general public because the replanting of trees is viewed positively by most people (Chuan, 1995).

Institutional Advertising accomplishes the following types of objectives: introduces a business to a marketplace gives the business a certain image positions or repositions the business in the market relative to the competition keeps the business ' top of mind' and builds on the businesses' ' equity position' in the market creates goodwill in the community (Merchant, 1998) The purpose of institutional advertising is to make consumers aware of the industries which provide the public with goods and services.

In addition, it is also to improve its reputation in the marketplace (Chuan, 1995). For example, if farmers continue to advertise milk in a creative way which is targeted at children, adults and the elderly, the consumer will have a better memory of this product, thus they will tend to buy it often, because they cannot forget about the image and benefits of milk, for their health. The changing role of this institutional advertising is due to the rising in competition on many milk brands in the market.

Therefore, this advertising is help to: Educating people about nutrition's benefits of milk The quality of different types of milk Different usage for dairy product Increase the positive attitude and image of drinking milk " The difficulty for dairy producers has been to try to compete and increase consumption in this crowded beverage marketplace, especially against the innovative, high-spending firms with the well-packaged, well known brands in the carbonated beverage segment (Coffman et al, 2005, p. 357). For example, Coca Cola is a popular beverage because colorful images of young people drinking Coke and avian a good time, makes it look more appealing for people to buy coke and other soft drinks (Coca Cola, 2007). This is why milk is less popular than Coke amongst consumers because it is not an exciting or appealing product. 4. How compelling is the evidence that these milk campaigns have been successful? Problems/ Issues: Milk industry have to compete against high spending, innovative firms in particular with the well packaged and well known brand like Coke and Pepsi in the carbonated beverage segment.

Milk is likely to be associated with to concepts like white, wholesome, boring , good for e' mother and fattening. Product is typical seen as not exciting involving. Results from Fig 6 shows that there are more potential to improve in promoting milk as a plain drink. Consumption for females aged 25-39. The re-positioning of milk in the Bachelors and Spinster Ball advertising campaigns using emotional appeals like sex and humors results in QUA reported sales of more than 3% in 1994-1995 over the previous years. Refer to Table 3) The results from Padded Party campaign held in Queensland were encouraging in as the milk sales increase by 2. 56% after <https://assignbuster.com/marketing-and-advertising-the-dairy-industry-assignment/>

the first six months of the launch with 79% of the milk drinkers having unaided recall of the Padded Party advertising. This high percentage of high recall to ad shows the effectiveness of the integrated marketing communication (MIMIC) programs. Results in the rest of Australia were less optimistic some possible reasons might be due to insufficient monitoring in the consistency of the MIMIC programs.

There might be insufficient exposure of the ad, sales promotion, point-of-sales display and merchandising and therefore ad recall is not high and sales were average compared to Queensland. Repetition of the TV ad was seen in attempt to enhance liking. This is particularly useful in low involvement product which is relevant in this case as milk is typically a product with low involvement and risk. A research had showed that in low involvement situations, individuals are more likely to regard repeated claims to be more credible (Coffman, 2008).

This was evident in the Padded Party TV ad using 60 seconds campaign initially and was replaced by 15 seconds campaign to engage in rehearsing of the claims/messages. Subsequently, Australia Dairy Corporation (ADC) launched the 'Milk Legendary Stuff' campaign with similar appeal and resulted in 2.1% increase in milk sales in the first few months of the campaigns. The three campaigns make a successful attempt in using an emotional appeal using humor and sex. Humor is used in order to get out of the 'milk is boring' idea.

When used appropriately, it can enhance liking to a product (Coffman, 2008).

It is proven that humor works better for existing products than new products

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(Coffman, 2008) which is why it is chosen to attract attention for an existing product – the milk. Sex appeal can be considered relevant to the product milk. If a sexually suggestive or explicit illustration is relevant to the product advertised, it will make selling impression on the reader (Coffman, 2008).

Sex appeals can be relevant and highly persuasive in this context as the use of milk man as a romantic figure (Milk – Legendary Stuff campaigns) and milk as a naughty kind of beverage (B campaigns) is persuasive to the under ass target market. It had created an emotional connection and led to consumer being more involved which ultimately led to purchase and increased in sales. There was no attempt to clarify the misconception about the fat content in milk. Based on the per-capita consumption of milk provided by Queensland (Refer to Fig 7) male and males aged under ass account for 49. % and 51. 9% respectively. This shows that almost half of their target market is female consumers under aged ass. Specific action should be taken to clarify the misconception about the fat content of milk as this greatly affect the purchasing choice of weight conscious consumer not restricting to female consumers. Attempt to correct the myth ‘ milk is fattening’ by clarifying the fat content in milk can educate the nutritional benefit of drinking milk and hopefully increase the sale by targeting the weight conscious consumer under aged ass.