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Case study: Black Eyed Peas band Question one There are a number of source characteristics that appertain to Black Eyed Peas Band in terms of their service delivery. To start with the band is endowed with lots of expertise that everyone in the external environment recognizes and also appreciates. The outside world admires the band and more so its member Will. I. Am to an extent of making very positive comments. For example Randy Phillips, a CEO recognizes that he had never seen someone dealing with others like Will. I. Am did. In this he visualizes professionalism in carrying out duties and roles.

Consistency of the band is also something to identify. The band remained true to their calling in offering the best to the public as far as advertising is taken into consideration. In this they remain constant to their intended purpose (Sandra, 2008). From the case in question it's evident that Black Eyed Peas band had moved forward in their work 'without missing a beat' as this chapter reckons. Source credibility is another dimension to look at since many sponsors have the trust that this band will always deliver the very best together with the message they relay in the market. This therefore builds on the persuasiveness of the information to the benefit of the company that own the product seeking endorsement. Consumers will therefore agree with any message that is passed to them as the gospel truth following the credibility of the band.

Source attractiveness, on another hand, makes the recipient of the advertising message to identify and gain confidence with the band (Miles, 2011). The source of the message is duly identified by the intended receiver who synthesizes the same to come up with the ultimate decision to purchase

a good or a service. Potential buyers tend to feel happy about the advert such that they are even persuaded to try the product on offer. Everyone seems elated to be associated with this band thus any brand that they endorse is likely to find its way into the basket of consumers due to high level of persuasiveness exhibited.

#### Question Two

The Black Eyed Peas band is best suited to endorse electronic brands and automobiles like Apple, television sets and vehicles. This is so because of the high expertise levels bestowed in them. For example the band had successfully endorsed Samsung's 3D televisions in Times Square. They can therefore develop ads that suit to endorse an electronic product. On one hand, rock bands can generally be suited to endorse consumer goods like drinks and food. With this therefore they can successfully endorse a brand into the market by making moves that please potential buyers especially the young generation e. g. Coca cola. On the other hand, country music artists can majorly be utilized in endorsing events like Oprah Show or other shows that ought to take place within a stipulated time.

#### Question Three

An ideal television advert for a concert will basically target the elite especially young generation. This emanates from the fact that youth are the most likely audience to the concert and tend to enjoy the content thereof even more than anybody else (Renee, 2000). The message may even contain slang language common in this target market as well as other attractive messages adored more by the youth. This could be displayed in attractive colors and also be aired during prime times for all to see. The ad also give a

compelling message as well tell of the concert features in detail.

#### Question four

A print advertisement should possess an elaborate headline that catches the eye from far and hence compelling the people to read it. It ought to invest in creativity, be concise and easy to digest in terms of understanding hence while designing the headline one must not be too creative lest the meaning may be obscured. Therefore a university ad should contain a catchy headline that every student is willing to know more about regarding the concert in question. Additionally, photos, shapes and may be clip art should be used to add value and validity to the ad . Words and visual blend well together since the eye of the reader will be captivated towards the ad. It would also be quite wise to develop the ad graphically with the help of professionals with also blank spaces between the shapes and words (Katherine, Mary, & Judith, 2000). The eye finds white spaces in the ad more interesting. These graphics attract the eye most often and also compel the reader to seek more about the contents of the ad thereby getting the intended message.

#### Question Five

Not every brand or product can be endorsed by a person or a group. To this respect therefore it may not be easy for Black Eyed Peas band to be ambassadors in the beer industry. It might therefore be inappropriate for this band to be an endorser of beer in a society that gives them a lot of credit for what they offer. The group also commands a lot of respect from the public thus have to devote their expertise and knowledge in ensuring that ethics is guaranteed and looked into. Therefore the beer industry may not be the best target market for the Black Eyed Peas band owing to the fact that it is

beyond what they stand for in terms of principles and norms.

#### References

Sandra, C. (2008). Effects of Multiple Source Characteristics on Word and Speaker Recognition: An ERP Study. University of Toronto: University of Toronto.