

"the persuaders" report on documentary for marketing class assignment

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One of the ways to break through the clutter in advertising is to create meaning through emotional or spiritual branding. Marketers are targeting consumers in a way that tries to get consumers to have emotional experiences tied to products. This line of thinking is best displayed in ads like those of Nikkei that say "transcendence through sports," or ones by Cataracts that say that Cataracts is a "third place meeting house." What this does is get the consumer to act on emotional response that can be evoked from certain ideas or phrases that an ad contains.

It is selling an idea, not a product. This can go even further – it can depict a product as a lifestyle. This approach revolves around people's desire to belong to a group or cult. In this way, Apple i-pod users become a sub-culture, and you can share a special bond with other i-pod users. This is spiritual branding. Another way to break through the clutter is to aim your messages at one individual, rather than a large segment. This can be done by targeting people individually through a process called nonirritating.

There is a large amount of data available on every person, and this information, for a price, can be sold to marketers to tell them, what you like to do, your tendencies. This saves marketers precious resources like time and money. The documentary follows different ad agencies, marketing theorists, and products, like Song Airlines, in light of the emotional branding theme, and others. It gives several real world advertising examples which display what the advertising agencies are doing and why. 2) Highlight the major issues to be discussed.

Nonirritating – The idea of marketing to one individual as a whole segment. This done using data mining and database marketing. Attitudes – Person's enduring favorable or unfavorable evaluations, emotions, or action tendencies toward some object or Idea. Associate a favorable experience with. Marketing Myopia – Having the largest scope of activity possible. Not limiting your product scope. Focus Groups – Simultaneous personal interview of a small group of individuals, which relies on group discussion about a certain topic. Product Placement – The placement of products in movies and T.

V. Shows to advertise the product. 3) Discuss these issues in light of the Marketing/Business Theory and Literature / 4) Evaluate the situation presented in terms of the appropriateness of the strategy being utilized. Nonirritating has become popular because it allows a marketer to send a personalized message to an individual, and to tailor that message directly to that person. Data companies such as Axiom, have compiled information through the use of credit cards and personal interviews from mailings, and they have learned what people like what.

This is very appropriate because it allows marketers to screen messages and give a consumer only what they want to hear. A person's attitude toward a product comes from their perception of what the product is all about. The film begins by focusing on a new up and coming airline ladled Song, a subsidiary of Delta Air Lines. They tried to invent a new culture in an airline. They did a lot of word association to accomplish this, to find out what kind of

attitudes people had toward their product. They noticed that women were going unnoticed in the airline business. They don't have an airline.

They tried to forge a real connection with women. Their niche is having a spirit you can't copy. Song is not just a company but an attitude. They looked for people who had what they thought were a character trait called "song," as if someone could be "song." Employees auditioned by acting in character and mistreating their song attitude. Their attitude was not only a representation of what their product was, but their attitude was the product as well. The utilization of creating an attitude that mirrored the attitude that the consumer wanted in a product was not just appropriate, but genius.

Their goal was a good one, to create something that communicates with the person on another level, aimed at heart and not the head. When trying to emotional brand someone, pun-intended, one must appeal to those feelings or causes that elicit an emotional response, one that leads to brand-loyalty. Brands become an invitation into a whole new lifestyle. They are looking to transcend through spiritual meaning. Isaacs and Isaacs is an advertising agency, Kevin Roberts, argues Roberts. He thinks he can turn any product into an object of devotion.

Roberts calls these particular products "Lovers," ones "infused with intimacy, mystery, sensuality, and you recognize it as having an iconic place in your heart." This is how emotional branding occurs, which leads to brand loyalty. For example, picture a Cheerios commercial that shows a baby and a grandma telling a story by playing with the Cheerios, using them as props.

This commercial cuts right to the core of our emotions by using family. This

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utilization of a family scene creates meaning to most people. It is appropriate in creating branding. It's just about making an emotional connection.

Polaroid, it isn't a camera. It's a social lubricant. These neo-slogans help products and companies avoid marketing myopia. For instance, Polaroid is in the business of entertainment, family and friends and memories, rather than the business of photographs. This kind of idea projecting keeps the scope of a product's use broad, and allows consumers to not narrowly define a product, but to expand it further, and to allow them to attach its use to emotion.

Focus groups have helped Frank Luntz, marketing theorist, discover how to crack the consumer code.

Luntz believes it doesn't matter what you want to tell the public, it's what they want to hear. He has been working with the Republican Party for years, to help them phrase issues in the right way. He doesn't do issues, he does language around issues. He does focus groups to find the right words. He looks for those words that get you to act on an emotional level. Luntz looks for words to sell the policies. The right name makes the policy sell better. For instance, estate tax changed to death tax. The war in Iraq, becomes the war on terror.

Global warming becomes climate change. This type of word association changes the connotation of something and can make anything sound reasonable. This work is captured through focus groups, which have proven to be invaluable to a marketer. The film talks about product placement. Not only are brands being placed in films, but they are becoming heroes in those films too. For instance, in *Cast Away*, FedEx turns out to be a hero. Tom

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Hanks comes out alive and ends up delivering the cage that he saved while on the beach for years and finds love as well.

Product Placement works and is appropriate because these not so subtle subtleties try to create a lasting positive image in the viewer's eyes. If they can make it seamless, like it belongs there, then it will work. 5)

Recommendations and/or the direction for the future. I think it's clear that ads are moving towards becoming more narrowest. The messages of the future will be tailored for and aimed at the individual more than the masses. This is true for consumer advertising and political advertising alike.