Chapter 6

Source, Message and Channel Factors
Topics of the Lecture

1. The Persuasion Matrix
2. Promotional Planning Elements
3. Source Factors- Credibility and Attractiveness
4. Choosing a Celebrity
5. Message Factors
6. Channel Factors
Promotional Planning

To develop an effective ad & promotional campaign, a firm must select the right spokesperson to deliver a compelling message through appropriate channel or media.

Source, Message and Channel are COTROLLABLE factors in communication process.
1. Receiver: marketer must know their target market to make their msg clear and understandable

2. Channel: check a media that can reach the target audience

3. Message: what type of msg will create favorable attitude

4. Source: who will get the attention (spokesperson)
Source factor

Two ways to communicate

1. Direct source: spokesperson who deliver

2. Indirect source: a model doesn’t deliver the msg. but draws attention to the content of the ad.

3 source attributes

a. Credibility: whether source is knowledgeable, skilled, experienced or trustworthy to the receiver

B. Attractiveness: similarity, familiarity, likability (use celebrity)

C. power: a source has power when he/she can reward or punish the receiver(sales rep can spend on customer)
Source Attractiveness

- **Similarity**
  - Resemblance between the source and recipient of the message

- **Familiarity**
  - Knowledge of the source through repeated or prolonged exposure

- **Likeability**
  - Affection for the source resulting from physical appearance, behavior, or personal traits
Source Factors- Credibility & Attractiveness

- Goal by Beckham.
- Body by milk.

Got milk?

- Health up: The protein in milk helps build muscle and some studies suggest teens who choose it tend to be leaner. Staying active, eating right, and drinking 3 glasses a day of lowfat or fat free milk helps you look great. So grab a glass and get in the game.
Experts Lend Authority to an Appeal

“I recommend Sensodyne for all day every day sensitivity protection.”
Dr. Denice, Dentist, New York.
Corporate Leaders as Spokespeople

Shehzad Munim
Managing Director
British American Tobacco Bangladesh
USAIN BOLT,
THE WORLD’S FASTEST MAN.
Celebrity Endorsers
<table>
<thead>
<tr>
<th>Rank</th>
<th>Endorser</th>
<th>Brand</th>
<th>Ad Description</th>
<th>Ad Length</th>
<th>Endorser’s Likability %</th>
<th>Brand Memorability Index</th>
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<tbody>
<tr>
<td>1</td>
<td>Liam Neeson</td>
<td>Supercell Games</td>
<td>Angry Neeson 52</td>
<td>:60</td>
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<td>208</td>
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<tr>
<td>2</td>
<td>Pierce Brosnan</td>
<td>Kia Motors</td>
<td>Action Adventure Scenes While Driving Sorento</td>
<td>:30</td>
<td>75</td>
<td>104</td>
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<tr>
<td>3</td>
<td>Matthew McConaughey</td>
<td>Lincoln Motors</td>
<td>Talking About Going Home</td>
<td>:74</td>
<td>164</td>
<td></td>
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<tr>
<td>4</td>
<td>Jennifer Garner</td>
<td>Capital One Financial</td>
<td>Jennifer Garner Talks About Flight Miles</td>
<td>:30</td>
<td>72</td>
<td>145</td>
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<tr>
<td>5</td>
<td>J.K. Simmons</td>
<td>Farmers Insurance</td>
<td>Finding Gaps - Pool Turns to Pond</td>
<td>:30</td>
<td>71</td>
<td>160</td>
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<td>6</td>
<td>Natalie Portman</td>
<td>Christian Dior Fashions</td>
<td>Running Away from Wedding</td>
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<td>7</td>
<td>Jim Parsons</td>
<td>Intel Computer Hardware</td>
<td>Take A Picture to Measure Distance</td>
<td>:15</td>
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<td>8</td>
<td>Dennis Haysbert</td>
<td>Allstate Insurance</td>
<td>Woman Speaks to Man about Men Being Superior Drivers</td>
<td>:30</td>
<td>69</td>
<td>172</td>
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<td>9</td>
<td>Sofia Vergara</td>
<td>Head &amp; Shoulders Healthcare</td>
<td>Explains Benefits to Son</td>
<td>:30</td>
<td>69</td>
<td>160</td>
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<tr>
<td>10</td>
<td>Jeff Bridges</td>
<td>SquareSpace Web Design</td>
<td>Man Sitting in Chair</td>
<td>:30</td>
<td>69</td>
<td>108</td>
</tr>
</tbody>
</table>
Message Factor

The way marketing communications are presented

A. Content of msg
B. Structure of the message (opening, closing)
C. What type of message appeal will be used
Message Factors: Structures

Order of Presentation

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Beginning</td>
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<tr>
<td>Middle</td>
</tr>
<tr>
<td>End</td>
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</table>
Message Factors: Structures

Conclusion
Drawing
Message Appeal

- Appeal to the logical, rational minds of consumers
- Appeal to the feelings and emotions of consumers
- Appeal to both
Channel Factors

Medium used to deliver the msg

Personal vs. Non-personal Channels

Personal Selling
- Flexible
- Powerful
- Real time

Non-personal Advertising
- Geared to large audience
- Static
THANK YOU