

Rational Appeals&Emotional Appeals

PPT 9

Message Strategies

- Generic message.
- Pre-emptive message.
- Unique selling proposition.
- Positioning message.
- Brand image message.
- Resonance message.
- Affective message.



Rational appeals

Emotional appeals



Apa daya tarik iklan coca cola ini : rasional atau emosional?



More choice, less calories.

Did you know more than 40% of the Coca-Cola® we sell in Great Britain is without sugar or calories?

Coca-Cola Life is the latest addition to our range, sweetened from natural sources and containing a third less sugar and a third fewer calories than regular cola.*

We have also reformulated some of our best loved brands, such as Fanta, Sprite and Coca, reducing their sugar and calorie content to help people choose the drink that suits them and their family.

For more information on our drinks, visit coca-cola.co.uk

Coca-Cola

RATIONAL AD



EMOTIONAL AD





20 minutes



You are to flip through a copy of today's metro newspaper. Identify the **message strategy** of each advert.

Generic message.

Positioning message.

Affective message.

Pre-emptive message.


Brand image message.

Unique selling proposition.

Resonance message.

Perhatikan video RSPB TV ad berikut, dan identifikasi **message strategy**-nya?

<http://www.rspb.org.uk/>

A woman is shown sleeping peacefully in the passenger seat of a car at night. The interior of the car is dimly lit, and the background shows blurred city lights, suggesting the car is in motion. The overall mood is calm and serene.

Click slide to watch video.
Internet connection is required.

A mix of rational and emotional appeals
are embedded in this RSPB TV ad

Quiz

- Apakah pendekatan rational lebih efektif dari pendekatan emotional?
- Dalam situasi apakah pendekatan emotional dapat digunakan?
- Dapatkah pendekatan emotional&rational digunakan dalam satu pesan iklan? Berikan contohnya

