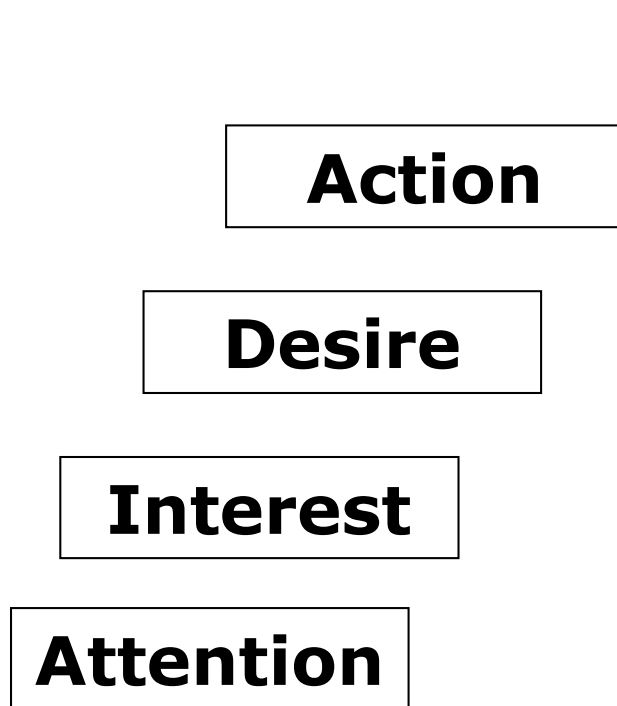


# Modely hierarchie účinků

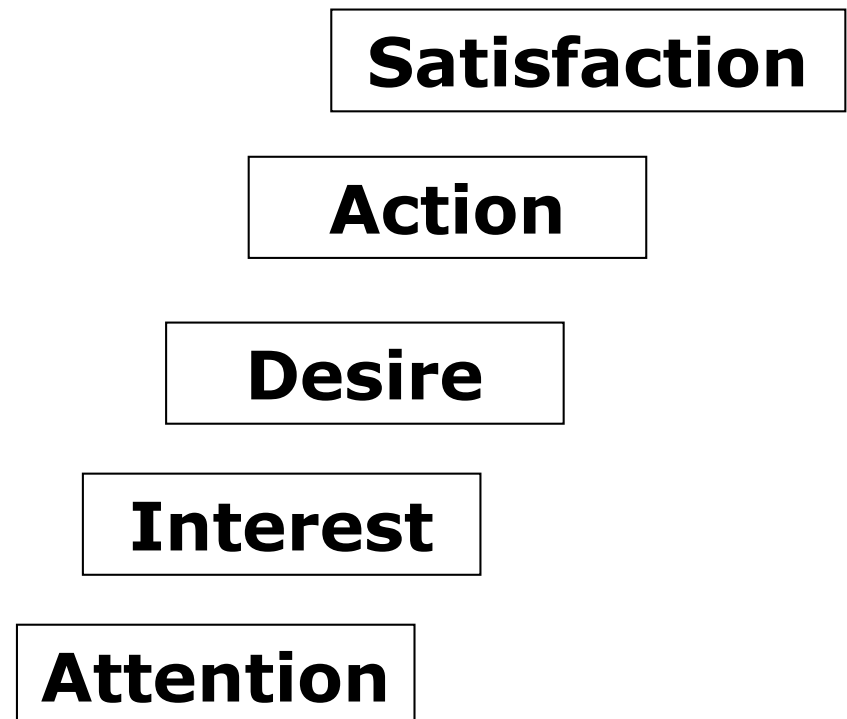
# Raný vývoj

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**St. Elmo  
Lewis - 1898**



**Sheldom - 1911**



# Moderní vývoj

## Lavidge a Steiner - 1961

**Conative**

**Ads stimulate or direct desire**

**Purchase**



**Conviction**

**Affective**

**Ads change attitudes and feelings**

**Preference**



**Liking**

**Cognitive**

**Ads provide information and facts**

**Knowledge**



**Awareness**

# Moderní vývoj

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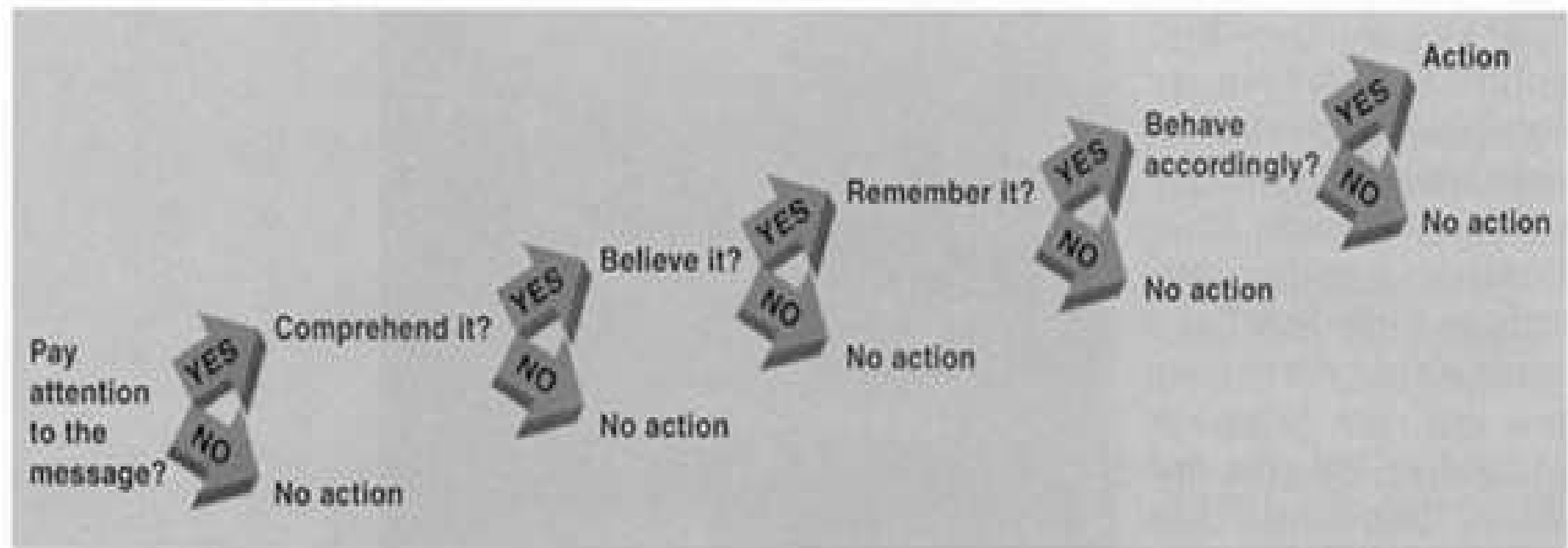
**Russell H. Colley - 1961**

**DAGMAR – Defining Advertising Goals  
for Measured Advertising Results**



# Moderní vývoj

**William J. McGuire**



**Presentation, Attention, Comprehension,  
Acceptance, Retention, Behavior change**

# Příležitost - Obrana

THINKING —————▶ FEELING

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## 1. INFORMATIVE (THINKER)

CAR-HOUSE-FURNISHINGS-  
NEW PRODUCTS

MODEL: LEARN-FEEL-DO  
(Economic?)

Possible Implications

TEST: Recall  
Diagnostics

MEDIA: Long Copy Format  
Reflective Vehicles

CREATIVE: Specific Information  
Demonstration

## 2. AFFECTIVE (FEELER)

JEWELRY-COSMETICS-  
FASHION APPAREL-MOTORCYCLES

MODEL: FEEL-LEARN-DO  
(Psychological?)

Possible Implications

TEST: Attitude Change  
Emotion Arousal

MEDIA: Large Space  
Image Specials

CREATIVE: Executional  
Impact

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## 3. HABIT FORMATION (DOER)

FOOD-HOUSEHOLD ITEMS

MODEL: DO-LEARN-FEEL  
(Responsive?)

Possible Implications

TEST: Sales

MEDIA: Small Space Ads  
10 Second I.D.'s  
Radio; POS

CREATIVE: Reminder

## 4. SELF-SATISFACTION (REACTOR)

CIGARETTES-LIQUOR-CANDY

MODEL: DO-FEEL-LEARN  
(Social?)

Possible Implications

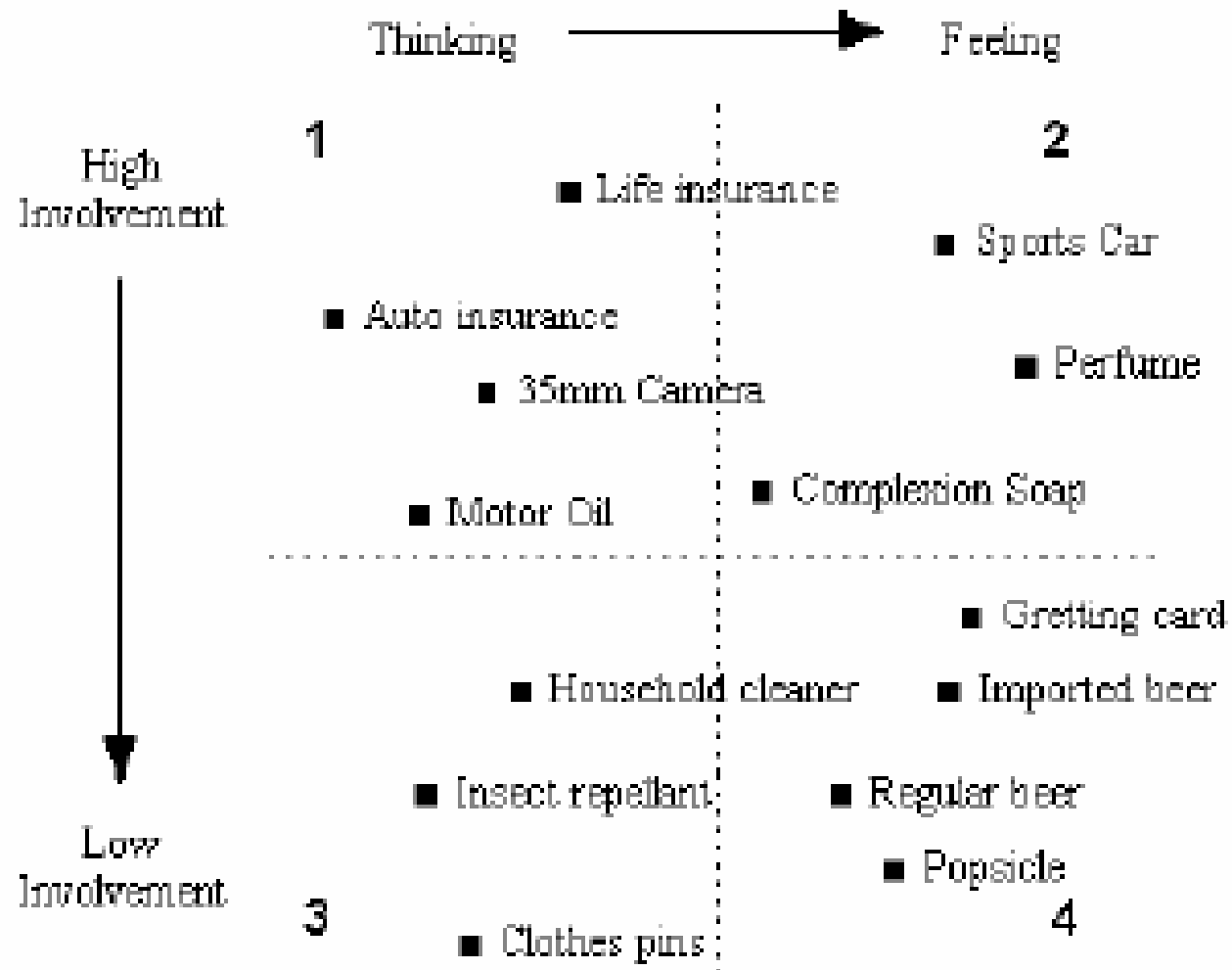
TEST: Sales

MEDIA: Billboards  
Newspapers  
POS

CREATIVE: Attention

**Richard  
Vaughn -  
1980**

**Foote Cone  
Belding Grid**



# Příležitost - Obrana

## BRAND AWARENESS

Brand Recognition (at point-of-purchase)	Brand Recall (prior to purchase)
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Plus  
Brand Attitude

### *Type of Motivation*

**Informational**  
(negative motivations)

**Transformational**  
(positive motivations)

**LOW**  
**Involvement**  
(trial  
experience  
sufficient)

*Type  
of  
Decision*

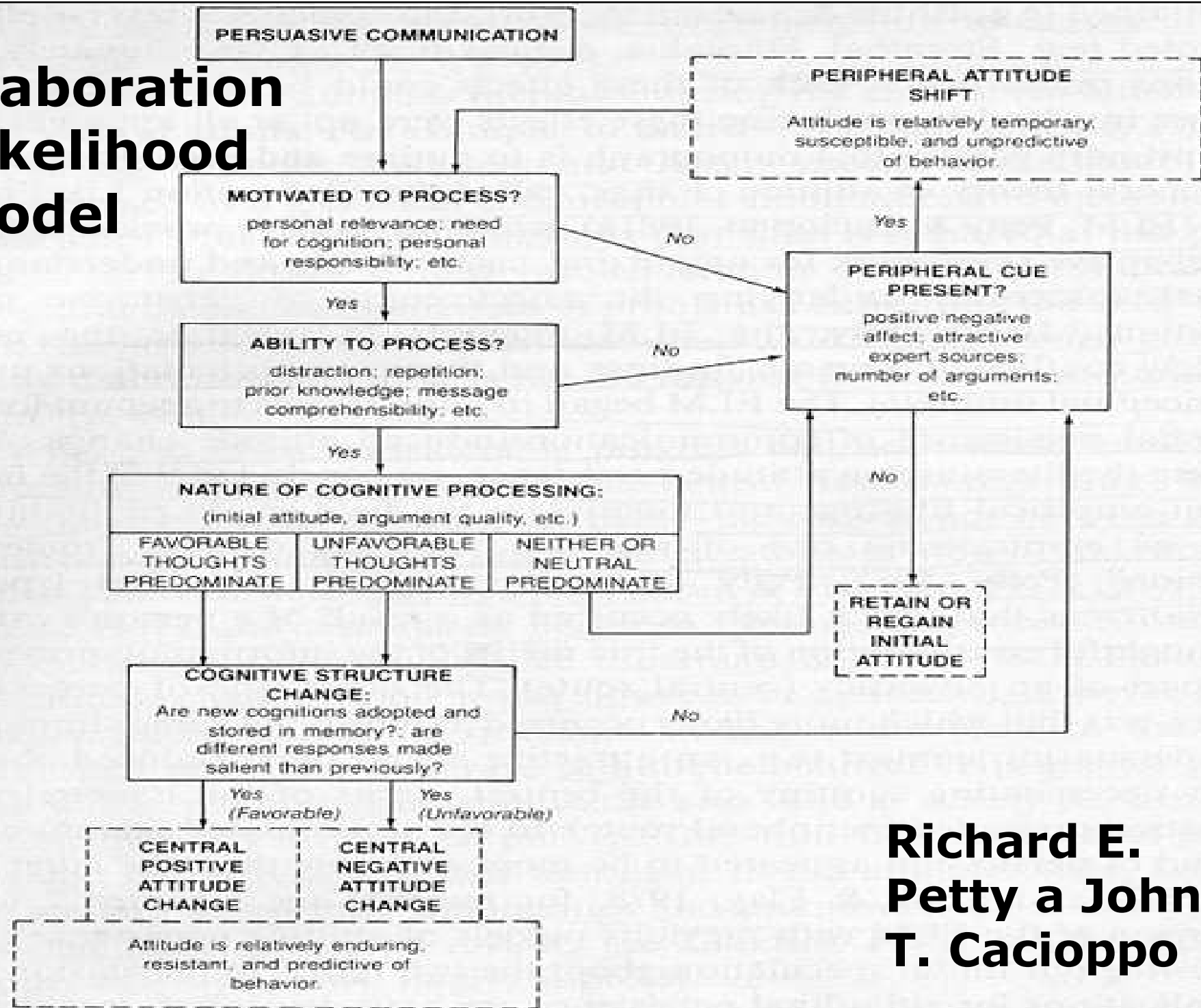
**HIGH**  
**Involvement**  
(search and  
conviction  
required  
prior to  
purchase)

<p>Typical product categories (brands may differ):</p> <ul style="list-style-type: none"> <li>* aspirin</li> <li>* light beer</li> <li>* detergent</li> <li>* routine industrial products</li> </ul>	<p>Typical product categories (brands may differ):</p> <ul style="list-style-type: none"> <li>* candy</li> <li>* regular beer</li> <li>* fiction novels</li> </ul>
<ul style="list-style-type: none"> <li>* Brand loyals</li> <li>* Routinized favorable brand switchers</li> </ul>	
<p>Typical product categories (brands may differ):</p> <ul style="list-style-type: none"> <li>* microwave oven</li> <li>* insurance</li> <li>* home renovations</li> <li>* new industrial products</li> </ul>	<p>Typical product categories (brands may differ):</p> <ul style="list-style-type: none"> <li>* vacations</li> <li>* fashion clothing</li> <li>* cars</li> <li>* corporate image</li> </ul>
<ul style="list-style-type: none"> <li>* New category users</li> <li>* Experimental or routinized other-brand switchers</li> <li>* Other-brand loyals</li> </ul>	

## Rossiter -Percy Grid



# Elaboration Likelihood Model



**Richard E.  
Petty a John  
T. Cacioppo**

# Theory of reasoned action

**Icek Ajzen a Martin Fishbein – okolo r. 1970**

