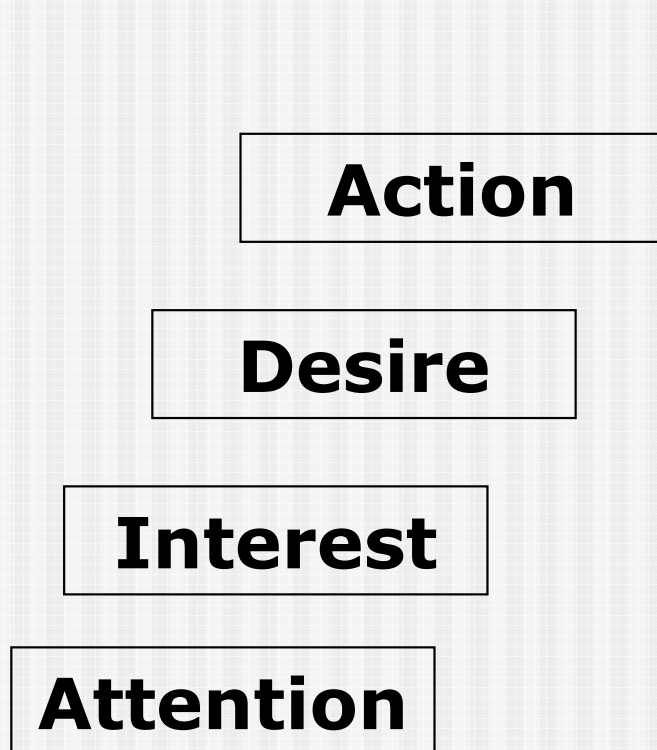


Modely hierarchie účinků

Raný vývoj

**St. Elmo
Lewis - 1898**



Sheldon - 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

Russell H. Colley - 1961

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

Awareness

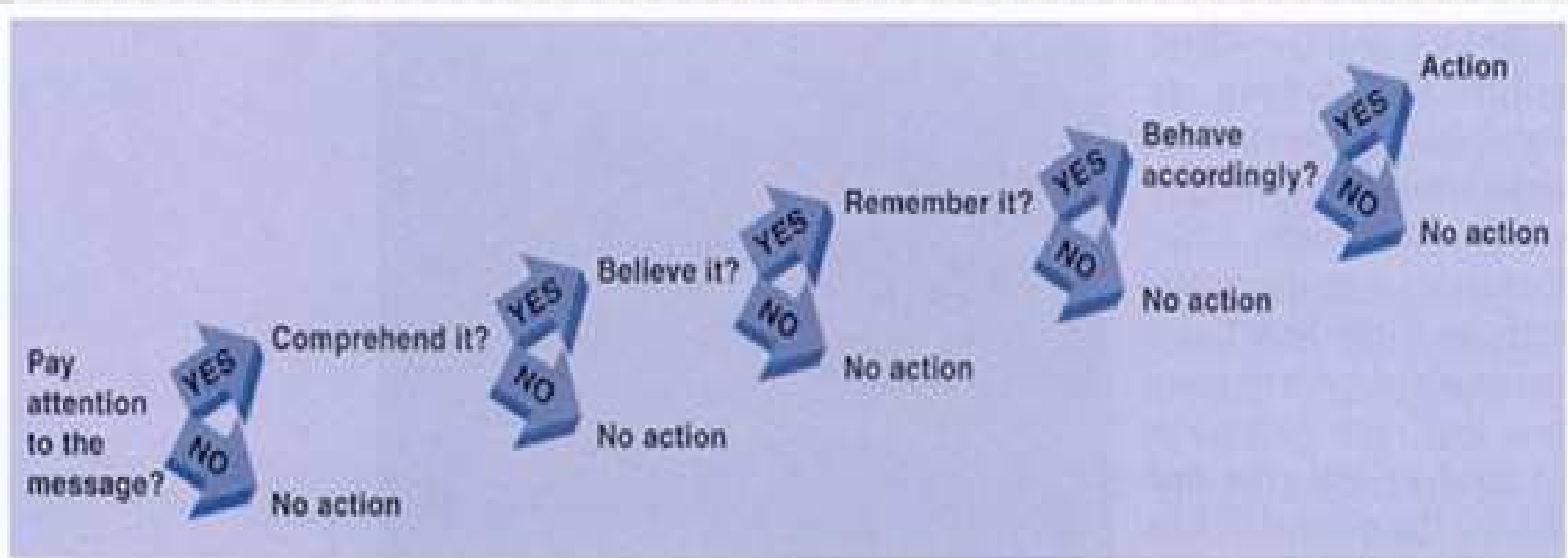
Comprehension

Convinction

Action

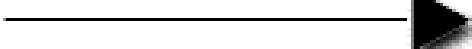
Moderní vývoj

William J. McGuire



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

Příležitost - Obrana

THINKING  FEELING

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1. INFORMATIVE (THIINKER)

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

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

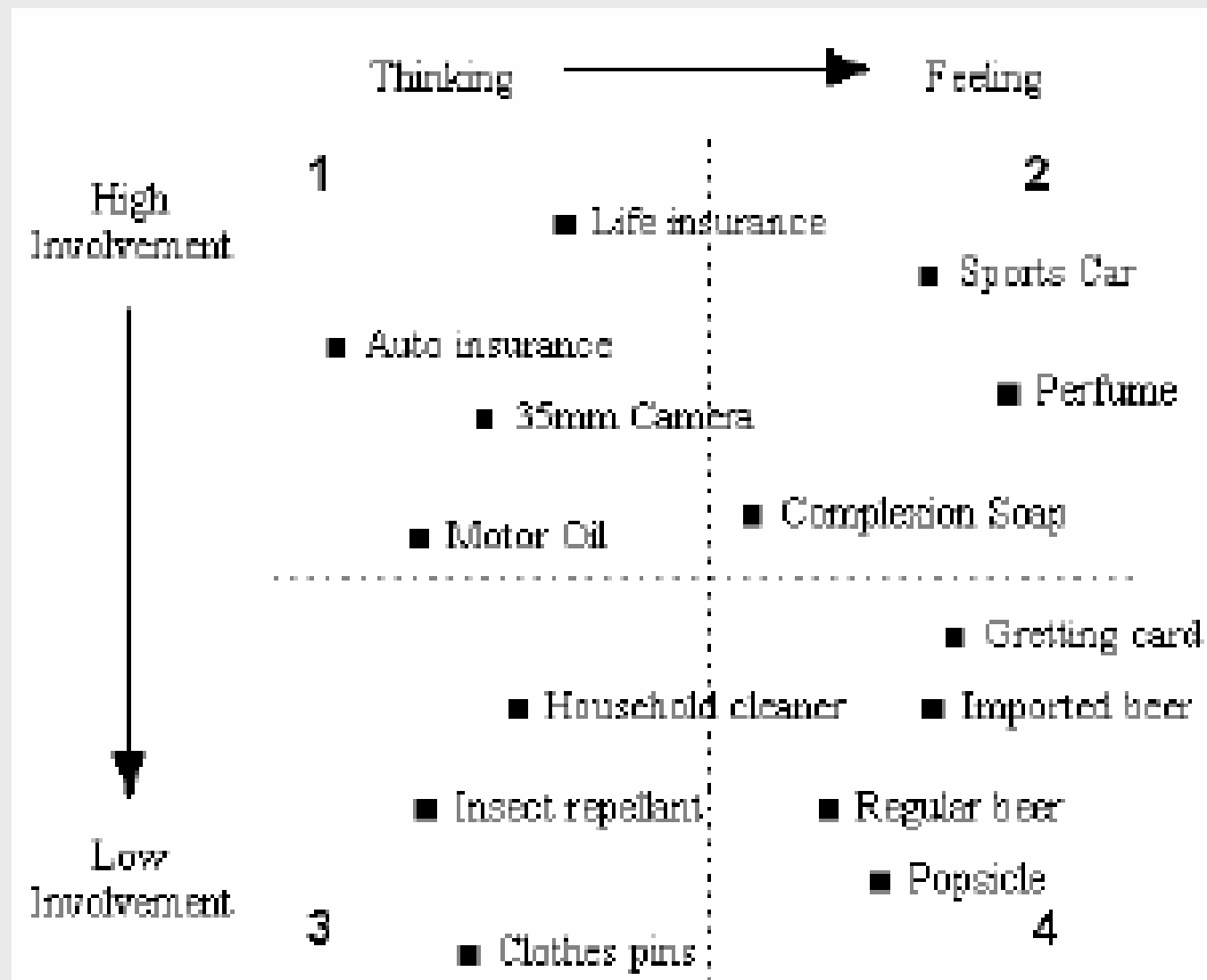
MEDIA: Billboards
Newspapers
POS

CREATIVE: Attention

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**Richard
Vaughn -
1980**

**Foot Cone
Belding Grid**



Příležitost - Obrana

BRAND AWARENESS

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

Plus
Brand Attitude

Type of Motivation

Informational

(negative motivations)

Transformational

(positive motivations)

**LOW
Involvement**
(trial
experience
sufficient)

Typical product categories
(brands may differ):

- aspirin
- light beer
- detergent
- routine industrial products

Typical product categories
(brands may differ):

- candy
- regular beer
- fiction novels

- Brand loyals
- Routinized favorable brand switchers

*Type
of
Decision*

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

Typical product categories
(brands may differ):

- microwave oven
- insurance
- home renovations
- new industrial products

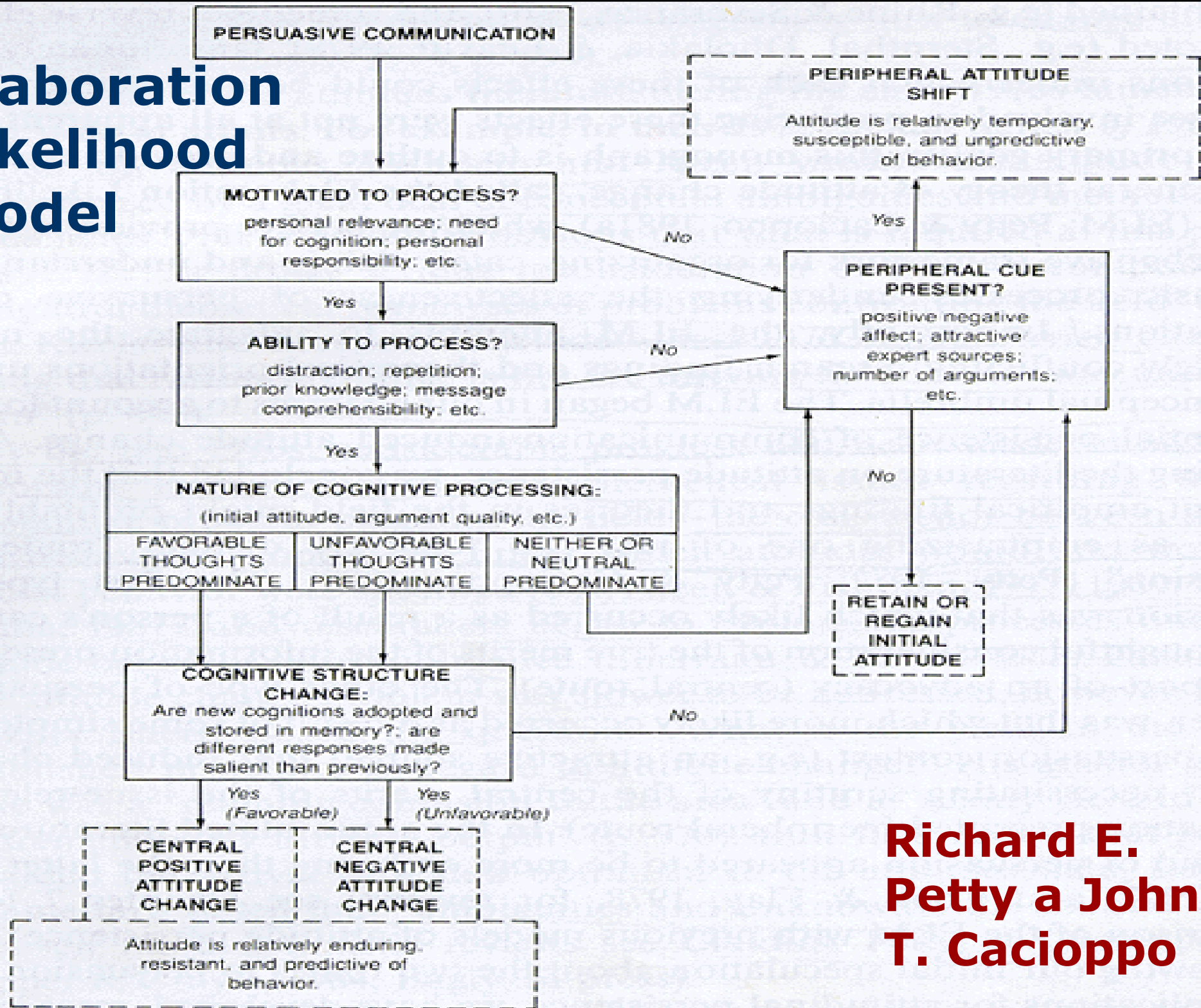
Typical product categories
(brands may differ):

- vacations
- fashion clothing
- cars
- corporate image

- New category users
- Experimental or routinized other-brand switchers
- Other-brand loyals

**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

