

Modely hierarchie účinků

Raný vývoj

**St. Elmo
Lewis - 1898**

Action

Desire

Interest

Attention

Sheldom - 1911

**Permanent
satisfaction**

Action

Desire

Interest

**Favorable
attention**

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

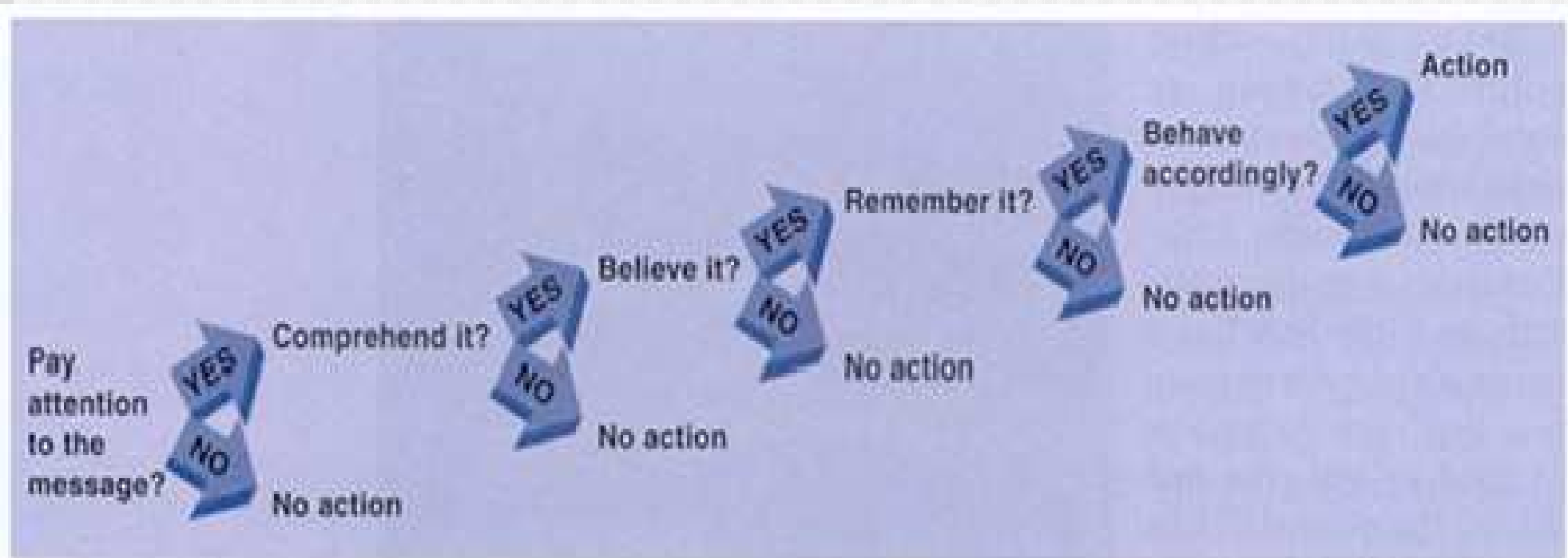
Comprehension

Convinction

Action

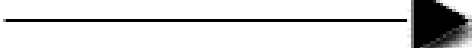
Moderní vývoj

William J. McGuire



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

Příležitost - Obrana

THINKING  FEELING

H
I
N
V
O
L
V
E
M
E
N
T

↓

L
I
N
V
O
L
V
E
M
E
N
T

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

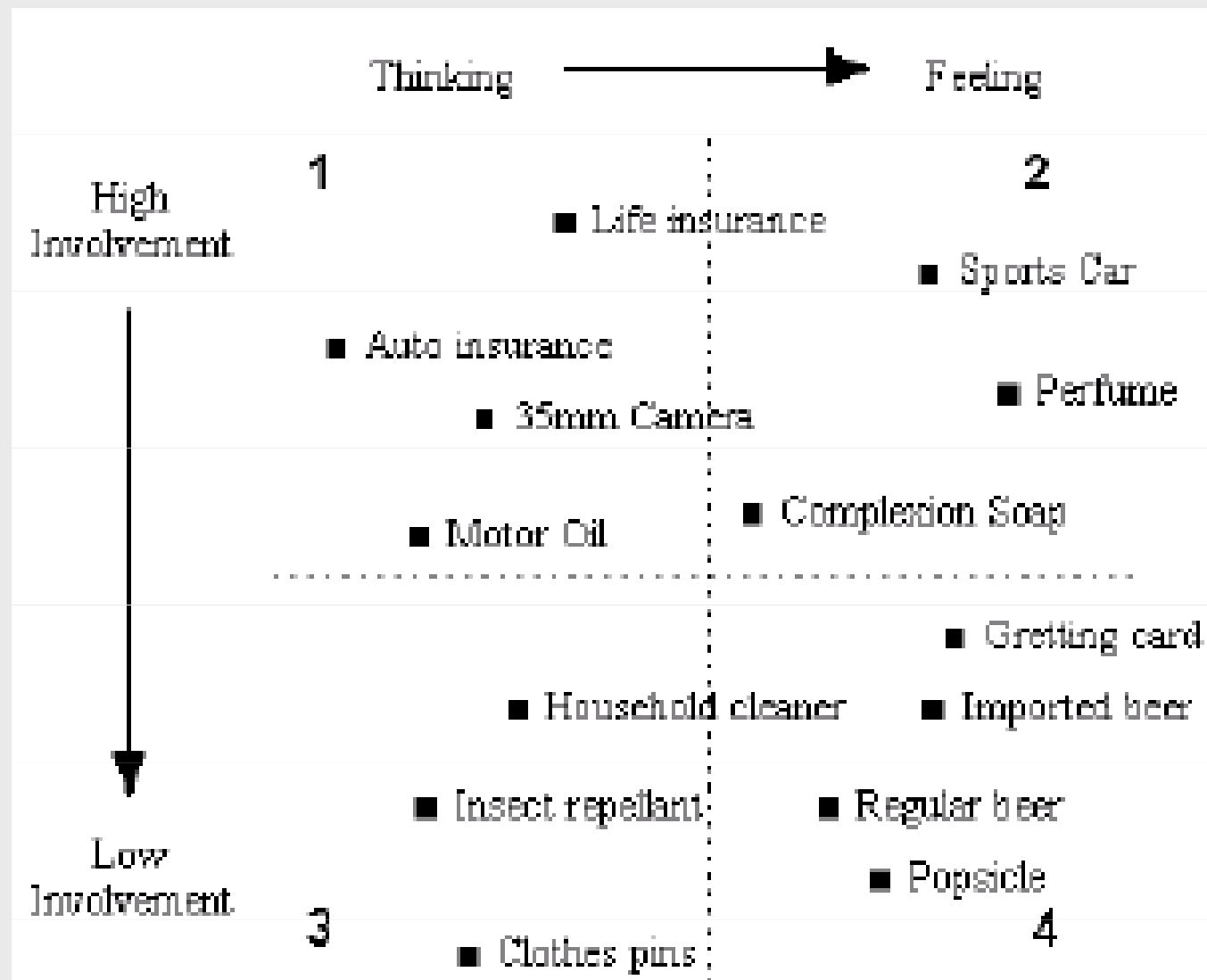
2. AFFECTIVE (FEELER)
 JEWELRY-COSMETICS-
 FASHION APPAREL-MOTORCYCLES
 MODEL: FEEL-LEARN-DO
 (Psychological?)
 Possible Implications
 TEST: Attitude Change
 Emotion Arousal
 MEDIA: Large Space
 Image Specials
 CREATIVE: Executional
 Impact

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**

**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): <ul style="list-style-type: none"> • aspirin • light beer • detergent • routine industrial products 	Typical product categories (brands may differ): <ul style="list-style-type: none"> • candy • regular beer • fiction novels
<ul style="list-style-type: none"> • Brand loyals • Routinized favorable brand switchers 	

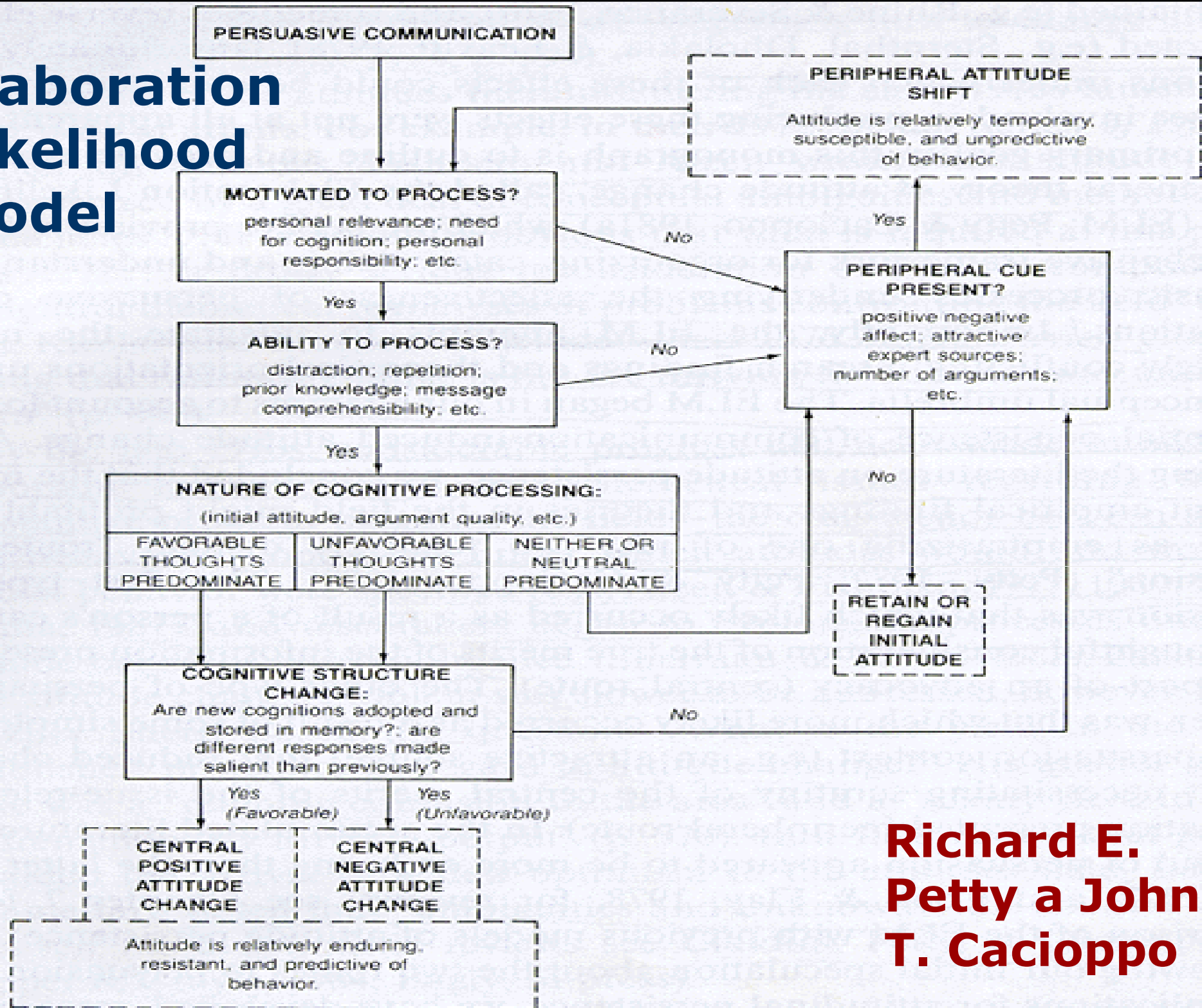
*Type
of
Decision*

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

Typical product categories (brands may differ): <ul style="list-style-type: none"> • microwave oven • insurance • home renovations • new industrial products 	Typical product categories (brands may differ): <ul style="list-style-type: none"> • vacations • fashion clothing • cars • corporate image
<ul style="list-style-type: none"> • 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

