

# Modely hierarchie účinků

# Raný vývoj

---

**St. Elmo  
Lewis - 1898**

**Action**

**Desire**

**Interest**

**Attention**

**Sheldon - 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

---

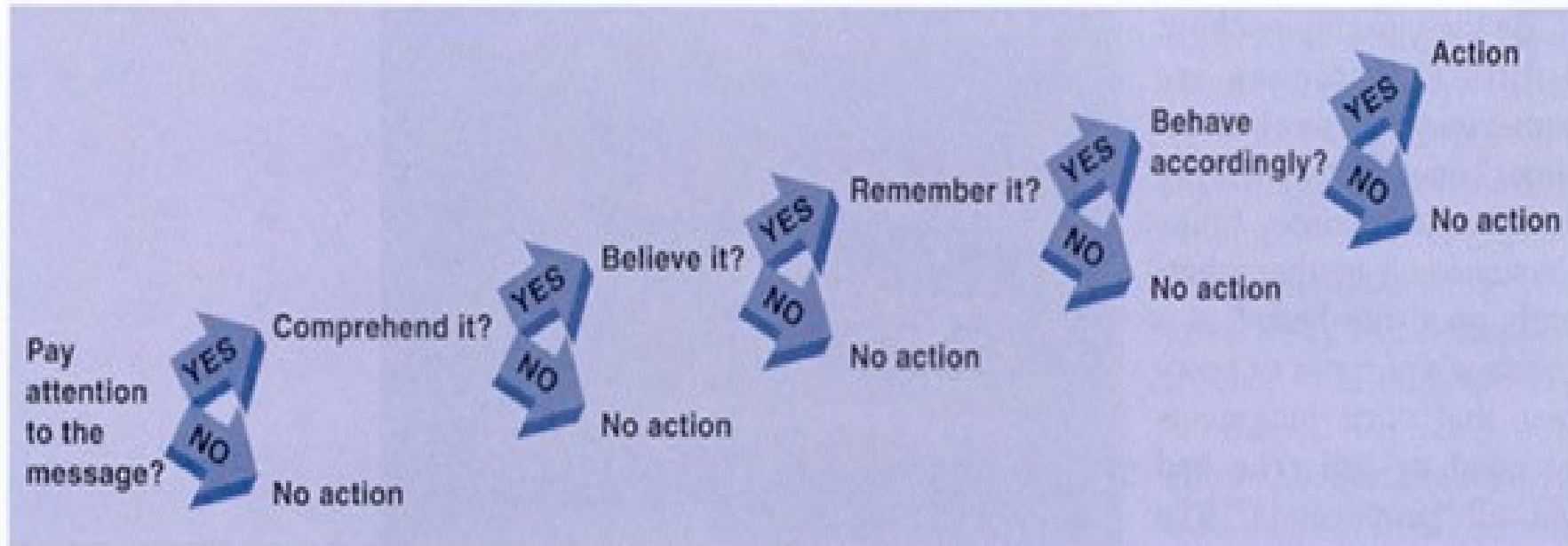
**Russell H. Colley - 1961**

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



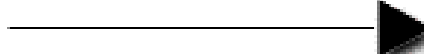
# Moderní vývoj

**William J. McGuire**



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

# Příležitost - Obrana

THINKING  FEELING

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

L I  
O N  
W 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

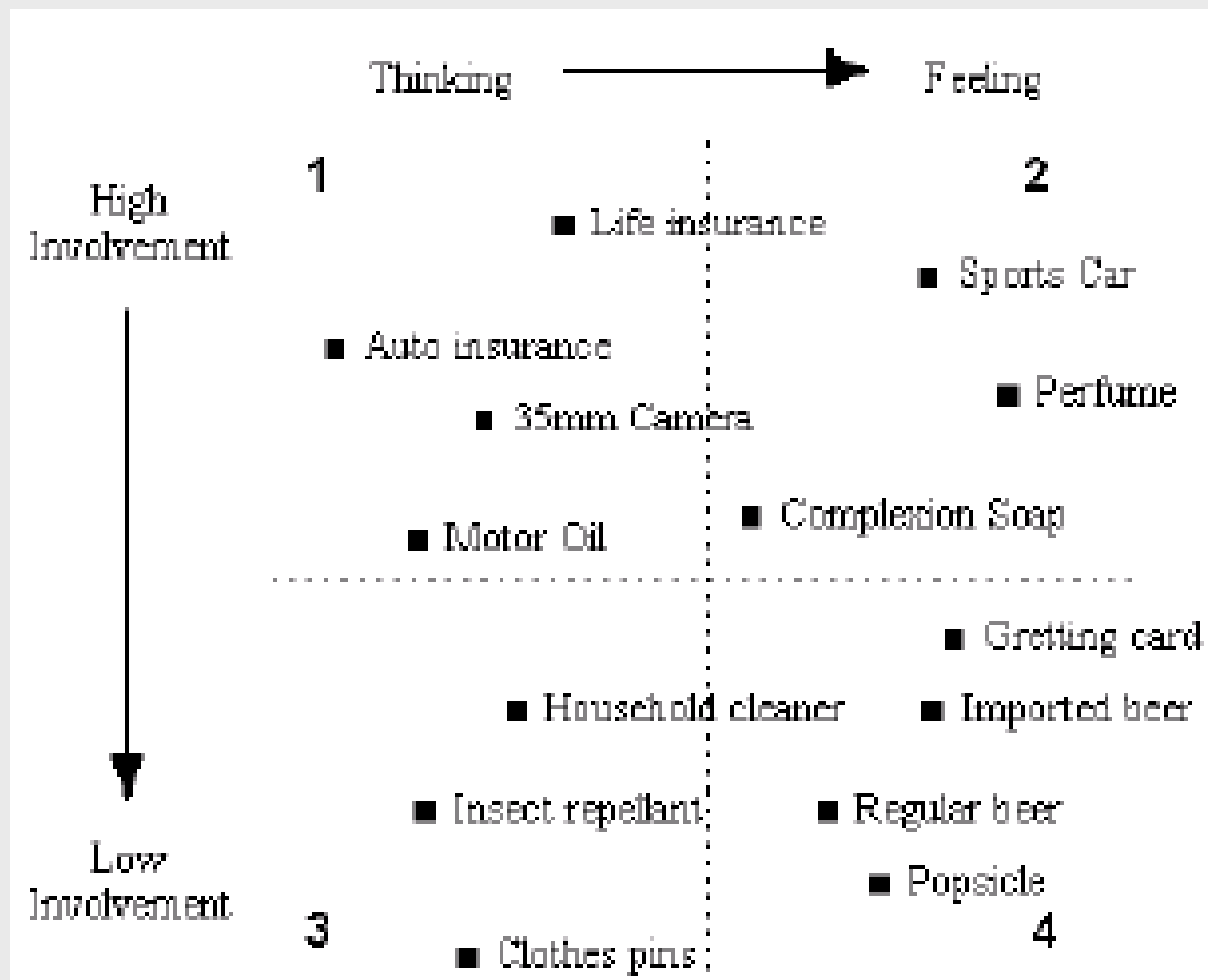
TEST: Sales

MEDIA: Billboards  
Newspapers  
POS

CREATIVE: Attention

**Richard  
Vaughn -  
1980**

**Footnote  
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*

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

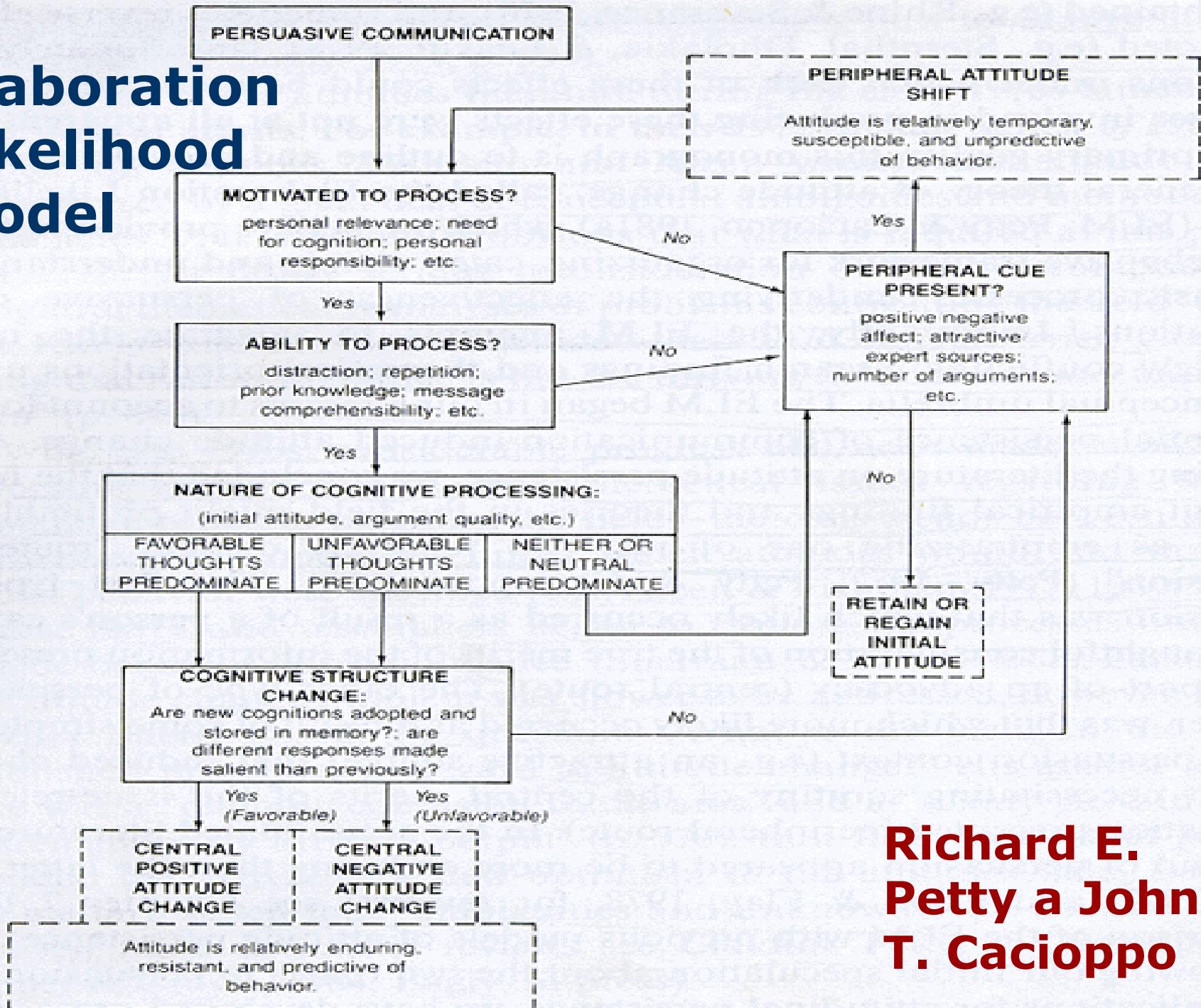
**HIGH**  
**Involvement**  
(search and  
conviction  
required  
prior to  
purchase)

- 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**

