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**ASSIGNMENT COVER SHEET**

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Name/s Claire Aloha  
Clabby Howard  
Sessica Rasconeri  
Peter Shaw

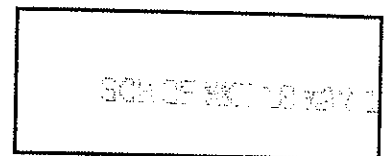
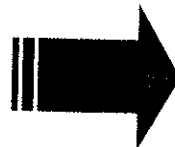
Student No/s 13286505  
13117731

Unit Name  
& Number Advertising 211

Lecturer/Tutor Corey

Assignment Title \_\_\_\_\_

**DON'T FORGET TO DATE STAMP**



Student Comments to Lecturer/Tutor (if any)

\_\_\_\_\_  
\_\_\_\_\_

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Recorded Mark: \_\_\_\_\_

Lecturer/Tutor \_\_\_\_\_

# PROJECT ASSESSMENT

Advertising 211 (Unit Code: 12632)

## Group

#	Stud. No.	Surname	Given Name	Individual Score (if different from group score)
1	13286505	AIOHO	Claire	
2	13117731	Howard	Garoby	
3		Pisceneri	Jessica	
4		Shaw	Peter	
5				

	Comments (Note: scores for these sections are not necessarily mutually exclusive)	Score /10
<b>Overall presentation and organization (Applies to both Part 1 and Part 2)</b>		
1	Logical and consistent structure of report Continuity through links between chapters Use of introductions, appendices, etc.	1 2 3 4 5 6 7 8 9 10
2	Written style and strength of arguments Use of theory/models to aid justification of analysis/proposals Support through sufficient references	1 2 3 4 5 6 7 8 9 10
<b>Part 1: Content analysis of competitor ads</b>		
3	Situation analysis/background/industry information Identification of target market/audience needs/motivations	1 2 3 4 5 6 7 8 9 10
4	Analysis of Part 1 product features/claims/benefits Identification of brand positioning Identification of brand personality	1 2 3 4 5 6 7 8 9 10
5	Ad strategy and description of communication task Effectiveness of appeals and execution Analysis of desired audience reactions	1 2 3 4 5 6 7 8 9 10
<b>Part 2: Creative brief for new ads</b>		
6	Justification of objectives Link objectives to analysis in Part 1	1 2 3 4 5 6 7 8 9 10
7	Description of Part 2 product and target market	1 2 3 4 5 6 7 8 9 10
8	Strategy: brand personality, promise and support Justification of appropriate appeals and executions that speak to the hearts and minds of the target audience	1 2 3 4 5 6 7 8 9 10
<b>Part 2: Ads</b>		
9	Originality and creativity of ads produced Copy, layout and design	1 2 3 4 5 6 7 8 9 10
10	Consistency of ad design to strategy and objectives	1 2 3 4 5 6 7 8 9 10
<b>TOTAL SCORE /100</b>		82%

Other comments:

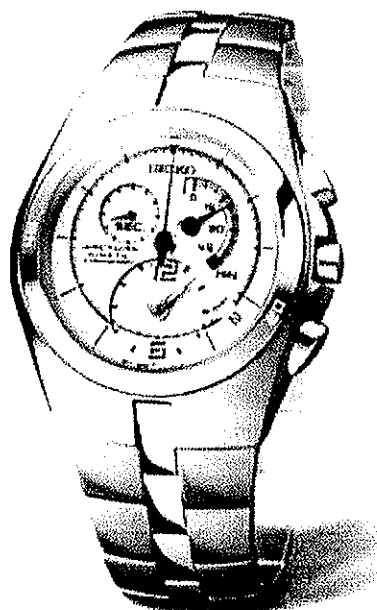
An excellent quality Adbook.  
Demonstrated a strong understanding of the key concepts for your ad analysis. Excellent profiling of the T.A. Provided a professional structure and layout. Your new adverts are attention-getting.

ITS NOT YOUR DIARY  
ITS NOT YOUR NEWSPAPER  
ITS NOT YOUR CLEO



**ITS THE AD BOOK**

**Claire Alotto  
Gab Howard  
Jessica Pisconeri  
Peter Shaw**



**SEIKO**

[seiko.com.au](http://seiko.com.au)

## **Contents Page**

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### **Part A**

Medium Details	3
• Readership Profile	3
Target Audience	4
• Demographics	4
• Psychographics	5
Positioning	7
Desired reaction	8
The Big Idea	8
Message Strategy	9
Think/Feel	10
Message approach	11
• Emotional Appeals	11
• Execution Styles	11
Eye Movement	13
Effectiveness	14
The Facets Model	15
• Perception	14
• Affective	16
• Behaviours	17
• Association	17
• Cognition	17

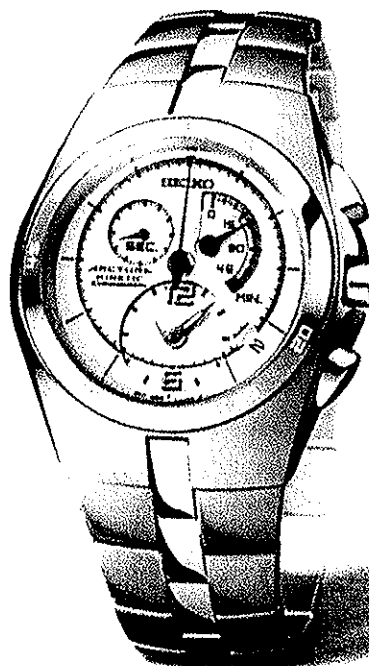
## **Part B**

Medium Details	18
• Readership Profile	18
Target Audience	20
Positioning	20
Communication Task	21
Desired reaction	21
Think/Feel	22
The Big Idea	22
Message Strategy	23
Message Approach	24
• Emotional Appeals	24
• Execution Style	24
Eye movement	25
Effectiveness	26
The Facets Model	26
• Perception	26
• Affective	27
• Association	27
Appendix	28
References	29

IT'S NOT YOUR CAR.  
IT'S NOT YOUR FRIENDS.  
IT'S NOT YOUR JOB.



IT'S YOUR WATCH THAT  
TELLS MOST ABOUT WHO YOU ARE.



ARCTURA  
KINETIC  
CHRONOGRAPH

SNL001P \$1200.  
SAPPHIRE GLASS.  
100M WATER RESISTANT.

**SEIKO**

[seiko.com.au](http://seiko.com.au)

IT'S NOT YOUR POLITICS.  
IT'S NOT YOUR HANDSHAKE.  
IT'S NOT YOUR CLOTHES.



IT'S YOUR WATCH THAT  
TELLS MOST ABOUT WHO YOU ARE.

*Spartana*

SNA201P \$895.  
ALARM CHRONOGRAPH.  
SAPPHIRE GLASS.  
100M WATER RESISTANT.

**SEIKO**

[seiko.com.au](http://seiko.com.au)



IT'S NOT YOUR CLOTHES.  
IT'S NOT YOUR HANDWRITING.  
IT'S NOT YOUR TV SHOWS.



IT'S YOUR WATCH THAT  
TELLS MOST ABOUT WHO YOU ARE.

*Sportura*

SNA451P S895.  
ALARM CHRONOGRAPH.  
SAPPHIRE GLASS.  
100M WATER RESISTANT.

**SEIKO**

[seiko.com.au](http://seiko.com.au)





## **Part A**

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### **Medium Details**

Publication: Men's Health  
Classification: Men's Lifestyle Magazine  
Publisher: Murdoch Magazines  
Editor: Bruce Ritchie  
Cover Price: \$8.50  
Frequency: Monthly  
Date: November 2003, December 2003, January 2004  
Page of Ad: Pg.59, Pg.51, Pg.  
Size of Ad: Full Page size A4  
Total Circulation: 63520  
Target Audience: AB Males aged 25-34 years old  
Website: [www.menshealthmagazine.com.au](http://www.menshealthmagazine.com.au)

### **Readership Profile**

Men's Health is a magazine that has been developed for the thinking Australian man (Publications 2007). Its aim is to focus on making sure readers have all the tools they need to get the most out of life (Publications 2007). Men's Health gives advice on fitness, nutrition, sex and relationships, workplace stress, style and grooming, and of course health (Publications 2007). It also has information on the latest technology, where to spend your next adventure holiday, how to make a classic cocktail or even which car to buy based on safety, economy and performance (Publications 2007).

The magazine is aimed at men between the ages of 25 and 34. It's aimed at men who like to take pride in their appearance and health. They are conscience about the way they present themselves and project their image onto others. While they work very hard they also like to play hard finding interest in sports and outdoor activities.

*Good profile*

Men's Health provides valuable tips on how to survive in a technological world where sometimes how you look and the image you portray is an integral part of society.

### **The Target Audience**

The audience being targeted by Seiko can be defined through both demographics and psychographics. Demographics is the dividing up of a market into groups based on variables like age, gender, income, occupation, education, religion or nationality (Wells, Moriarty and Burnett 2006). While demographic segmentation is based largely on physical constraints psychographics are more in terms of non-physical variables like social class, life style and personality characteristics (Wells, Moriarty and Burnett 2006, 110). Psychographics major components are activities, opinions and interests and are often used to further define a market (Wells, Moriarty and Burnett 2006, 110).

A profile can be built by reverse engineering the Seiko ads to come to a conclusion about the target markets demographic and psychographic orientation and is as follows:

#### **Demographics**

<b>Gender:</b>	<b>Male</b>
<b>Ages:</b>	<b>25-45</b>
<b>Income:</b>	<b>Medium to high disposable income</b>
<b>Occupation:</b>	<b>Professional</b>
<b>Education:</b>	<b>High education</b>
<b>Marital Status:</b>	<b>Singles, couples, without children</b>

The demographics for the target market reveal that the ads are targeting young to late middle aged men, with a higher than average income and a good education. The target markets are likely to be professional, white collar workers or business men who read Men's Health magazine.

### **Psychographics**

The Psychographics of a target market are far harder to accurately pin down than that of demographics however in the case of Seiko's campaign we can ascertain the psychographic variables using once again reverse engineering.

The life style associated with the target market would be one of high involvement with work, however regular physical activity would be routine. The target market would be very image conscious and concerned about diet and appearance while closely monitoring the brands and labels with which they choose to associate themselves. The mindset of the target market would be greatly success orientated with a high degree of wants and a desire to direct their large purchasing power at luxury items such as expensive clothes, cars and similar products associated with status. These kinds of consumers are motivated by trends and are up to date with current affairs and more than likely organized and ordered in their modern lifestyles. The level of education varies greatly within the target market group as some members will have attained professional qualifications from tertiary studies while others may be successful business owners whose education is derived from experiencing the market place and working with money. Personality wise the target markets are likely to be highly organized, confident, social, goal and success driven, motivated and focused. The target market would socialize with people of similar social class and status forming subcultures where personality, wealth and status are used as the common ground for social interaction.

Excellent T.A  
Profile

These conclusions can be taken from several different indicators within the ads design, layout and message strategy. The first indicator is the central image of the man who directly represents the target market both demographically and psychographically.

The man's body language gives an insight into his personality; he is sitting in a relaxed, casual yet confident manner, which hints at the target markets personality. He is dressed to appear casual, yet smart and sophisticated outlining his wealth and social status and giving us an insight into the target markets psycho graphical influences. The image depicts a man who falls perfectly within the constraints of the target markets demographics outlining these variables almost subconsciously for the viewer.

Another indicator is the message that the ad is conveying which is relayed through the headlines and copy and is appealing to the wants of the consumer on an affective level. The message proposes that the product will define you was a person more effectively than other aspects of your life or personality such as your clothes, job or handshake. This proposition appeals to the target market as it relates and plays on their desire for status and their image conscious mentality. The proposition directly relates to the fundamental desires and wants of the target market reinforcing further the target market's psycho graphical variables.

The brand image associated with Seiko and thus also their products can give an insight into the mind of the consumers who are being specifically targeted by the campaign. The brand image is one of simple elegance, refined taste and quality, all traits which appeal to the target market. The image of watch reflects the characteristics of the brand once again appealing to aspects of the target markets psycho graphical interests and allowing us to ascertain elements of the target markets mindset and influences. In a similar vein the layout and colours used within the ad can help determine what the target market will respond to thus we can predict their demographic and psychographic influences. The simple uncluttered layout, sparse colours, typography and use of space relay a feeling of relaxed sophistication and class, which as before target certain segments of the market.

## Positioning

Product positioning determines the way in which a customer perceives your product in relation to other products. A product is positioned in a particular way within the market. The idea is to “establish a particular location in the consumers mind based on what the product offers and how that compares with the competition.” (Principles and practice 7<sup>th</sup> edit).

The way in which a product is positioned can vary, marketers have the ability to position their product or brand depending on; product class, product attributes, benefits offered, usage occasions, users, against a competitor or away from competitors (Wells, Moriarty and Burnett 2006, 110).

The advertisements for the watch brand Seiko are also positioned in a particular way. The “Seiko” watch brand is positioned using attribute, benefit, and product class positioning. The advertisements themselves are positioning the watch as a higher classed brand. They are portraying the product as high importance to the target market which place social status and image as a top priority in their lives. The first advertisement states, “It’s not your car. It’s not your friends. It’s not your job. It’s your watch that’s tells most about who you are.”

Positioning via the price of the product is also used in the campaign. Not very much information is given about the watch however in all of the three advertisements the price is stated close-by to the brand name. The price is relatively high at an average of around \$1000. As the target audience is positioned to believe that they “need” the product to be who they are, the price only reflects its high quality and “status” bringing abilities.

## Desired Reaction

The overall message of the campaign touches the audience's emotions and psychologically appeals to them. Emotional strategies highlight the psychological attraction of the product to the target audience through such responses as love, fear, envy or sexual attraction. These are all soft-sell strategies because they aren't using a rational approach to present information or reasons. This is true of the Seiko ads as they use emotion to make the target audience feel they need the watch to define their lives. The ads also use an appeal strategy as it connects with some emotion that makes the product particularly attractive or interesting. The desired reaction of the three ads is to create an emotional connection with the target market and by doing so influence them to buy the product.

## The Big Idea

All three adverts say similarly the same thing, which means the big idea is carried through-out the campaign. The one thought the advertiser wants to put into the target market's mind is that it is the watch they wear, and only their watch, tells society most about the type of person they are. This idea is evident in the way the copy is written. Each advert picks three things which make up a person, e.g. their clothes, job, car, handwriting, friends, politics, handshake etc and bluntly states that all these things in-fact have nothing to do with how the individual expresses the type of person they are. So by stating this big idea they want to make the consumer question their initial beliefs and put into their minds the concept that if they do not buy this watch who knows what type of image society will have of them.

Very good.

These adverts stand out from the competition mainly because they are making such a large claim which in turn is aiming to completely change the mindset of its target market. By even looking at the competition in just the three Men's Health magazines the adverts were found in gives quite a clear indication on how they stand out from the competition. For example Swatch uses humor (mainly because they are found at the cheaper end of the

market); Omega used celebrities, e.g. Pierce Brosnan, to model their watch; and Pulsar just has good looking men in the advert. These competitors are not saying much in their adverts; instead they are just there to reinforce the image of each brand. Seiko's advertisements on the other hand not only create an image for the brand but are also attempting to change, or at least call into question, the values and attitudes of its market. This strategy could be viewed as risky for the brand, however because the competition does nothing to challenge these new ideas or do not put forward any of their own gives Seiko's advertisements a real advantage. The advantage would be that if the target market were deciding between the brands they would be more likely to go for the watch which directly claims will give them the optimal image.

### **Message Strategy**

Unlike art, advertising must merge creativity with advertising and marketing strategy. In order for an advertisement to succeed the big idea needs to be both creative and strategic. The notion of creative strategy or message strategy is what the advertisement actually says whereas execution is how it is said.

After analysing the "big idea" we now have the task of establishing just how to go about translating these objectives into strategy. The strategy is known as the "Head and Heart Strategies." The strategy is either related to the head, which from the Facets model may be cognitive or persuasive objectives or the heart, which could be affective objectives (Wells, Moriarty and Burnett 2006). The key to successful message strategy is to have a good balance of both logic and emotion. Another factor that will affect the message strategy is whether the product or service is of high involvement or low involvement (Wells, Moriarty and Burnett 2006).

Contributing also to the heart and head strategy is the idea of hard and soft selling message strategies. The notion of hard selling is appealing to the consumer through information and having a more rational approach (Wells, Moriarty and Burnett 2006). Whereas soft selling has to do with emotional appeals and images which are constructed

to create a response based on feelings, dreams and attitudes (Wells, Moriarty and Burnett 2006). The focus is on the brands image (i.e. attractive) as opposed to the consumer being interested in any product information.

The Seiko advertisement is for a watch and would be classified as a relatively high involvement purchase as the price which is stated in the advertisements is on average around \$1000. The strategy used would mainly be on of soft selling, as the advertisement predominantly uses emotional appeals by drawing on the “high status” values and attitudes of the target audience.

The focus of the advertisement is on the imagery. The information given is very minimal, in the bottom left hand corner, the first ad states, “SNL001P \$1200. SAPPHIRE GLASS. 100M WATER RESISTANT.” The informational copy on the advertisement is in small text and the main focus is on the man seated in the centre. The message strategy is one that uses emotional appeals by targeting the image conscious markets need for attractive brands using copy such as, “It’s your watch that tells most about who you are.”

Good.

Predominantly using the heart message strategy the people being targeted are known as “The Feelers” where using the hierarchy-of-effects model we can see that the path to a response used was that of feel-learn-do. This type of path is used by the advertiser when they establish a psychological appeal.

### **Think Feel**

This campaign is based on the affective response. A watch is a product that does not fall under an essential need. You do not need a watch to help you survive like you would food and shelter, in fact you could live quite a happy life without ever owning a watch. The advertiser has hence aimed for an affective response in this campaign as it is something that stimulates wants, touches the emotions, and creates feelings. Since the target market for this product are very image conscious these adverts tap into the wants of this market, such as wanting to be viewed as attractive, successful, wealthy etc. Each



advert contains an image of an attractive, young, successful looking man, which the market would view as a mirror image of themselves. This helps create resonance making the message “ring true” as the market can identify with the brand on a more personal level.

This market thinks they can show others who they are and how successful they are through such things as expensive possessions, the amount of friends they have or their occupation. So for these adverts to state it is not your car, friends, job, clothes, handshake etc. that tells most about who you are creates the emotion of fear for the market as the values and attitude they hold are being questioned and ultimately turned upside down. Since they fear being viewed by the world as something less than what they regard themselves, turns this initial fear into an emotion of self doubt as they now do not know what it is that will help them communicate who they are to society. The adverts then go on and explain that it is this product that will best achieve the high-class, successful and professional image they aspire to. This therefore leads the market to desire this product as it is making them think and feel that they are nothing without it.

Very Good

## **Message Approach**

### **Emotional Appeals**

Emotional appeals relate to the customers social and/or psychological needs for purchasing a product or service (Belch and Belch 2004, 269). Many consumers' motives for their purchase decisions are emotional, and their feelings about a brand can be more important than knowledge of its features or attributes (Belch and Belch 2004, 269).

Advertisers for many products and services view rational, information-based appeals as dull (Belch and Belch 2004, 269). Many advertisers believe appeals to consumer's emotions work better at selling brands that do not differ markedly from competing brands, since rational differentiation of them is difficult (Belch and Belch 2004, 269).

The Seiko watch ads use emotional appeals to attract customers. It plays on consumer's social and psychological need for purchasing the watch. They use the ad to create a want for the Seiko watch by implying that it will define who you are.

The motivation to buy this product would be purely emotional it would depend on their feelings and attitudes towards the brand rather than the watches actual attributes. There is very little information about the watch at the bottom of the page this is because the ad relies on an emotive reaction to the ad rather than an informed decision.

### **Execution Style**

The Seiko watch ads employ three different execution styles including straightforward, comparison, and spokesperson. By using three different techniques the overall message of the ad can be conveyed easier and have a greater effect.

A straightforward factual or informational message conveys information without any gimmicks, emotions, or special effects (Wells, Moriarty and Burnett 2006, 345). In the three ads for Seiko the execution style is very straightforward. The ad is simple, direct and has a clear message. It doesn't use any gimmicks or special effects to sell the product. The three ads are clean with the use of white space to frame and separate the two elements in the picture. One of them being a solitary man who represents the target market the watch is aimed at. As well as a picture of the watch in the bottom right hand corner. There is a minimal amount of product information however it's enough for the average consumer to draw their own conclusions about the product.

The comparison execution style contrasts two or more products finding and advertisers brand superior (Wells, Moriarty and Burnett 2006, 345). The comparison can be direct, with competitors mentioned or indirect with just a reference or other leading brands (Wells, Moriarty and Burnett 2006, 345). Comparison in the three Seiko ads is very subtle, it implies what life would be like without the watch and what it would be like with it. It suggests that these watches define who you are and what type of person you are. By not having these watches you and your life are undefined.



In the spokesperson or endorser format the ad uses celebrities we admire, created characters, experts we respect or someone “just like us” whose advice we might seek out to speak on behalf of the product to build credibility (Wells, Moriarty and Burnett 2006, 345). The three Seiko watch ads depict a man who is in the middle of the target audience. He is between twenty nine and thirty years of age dressed casually and is well groomed. He is a representation of the target audience that Seiko are trying to reach. By selecting a man like this the advertisers are using a character that is “just like” the target market. This engages the reader and helps them relate to the product by seeing someone with characteristics very similar to their own.

### **Eye Movement**

For all three advertisements the basic layout of all the elements, i.e. the image, heading, subheading, product shot and product information, are positioned exactly the same. This means that the viewer’s eye movements would follow the same route no matter which ad they were looking at. In all the adverts the focal point is the image of a man sitting on a chair. The reason your eye is drawn to him first is due to the contrast created between him and the white background. He is dressed all in black so when placed on the large, blank, white space creates an immediate contrast which makes him almost jump out at the viewer. From this beginning point your eye then moves to the second biggest object which is the product shot. The reason you are not drawn to the product shot first is because the watch does not create as great a contrast with the white background due to the bands light grey colour. However for the second and third advert the watch does contain a lot of black due to its face. This heightens the images contrast which leads to it being more noticeable within the advert. To compensate for this however, and ensure the man remains the focal point in advertisement one and two they have put him in more spacious poses, which means he takes up more room on the page resulting in him remaining the focal point.

After looking at the image of the man then of the watch the viewer's eye moves to the top of the page to read the headline. It would happen this way not only because the headline is the 3<sup>rd</sup> boldest object on the page but also because the viewer by now would be wanting to know why these two images have been placed together and so logically it would lead them to look at the print as this is where they would expect to find explanations and answers. Since your eye is now at the top of the page and has already looked at the focal point, its movement would naturally flow down the page. After reading the three lines of the headline you think the eye would then go straight to the next two lines of the subheading, however your eye instead skims over the image of the man again before reading the subheading. After reading the subheading this process is repeated as your eye would look at the watch again before you read the information about it. You can see this is done on purpose due to the elongated layout of all elements. By placing each element one under the other ensures the images will be viewed again by the individual as they logically read down the page. This would have been done to help emphasise the market the headline is being directed at and re-examining the watch would also help reinforce the product.

### **Effectiveness**

There are many different ways in which we are able to measure the effectiveness of an advertisement. The possibilities of measurement include; ad awareness, feeling about ad, brand awareness, brand images/ perceptions, emotional involvement, purchase intention, and attitude. One model that particularly discusses the way an advertisement has performed is known as the Facets Model. It shows how using different factors such as perception, learning, persuasion and behavioural, the advertisements effectiveness is determinable.

## The Facets Model

This campaign creates awareness, stirs up an emotion, links the product to a lifestyle and convinces consumers to find out more about the brand. This means that, in terms of the facets model explained by Wells, Moriarty and Burnett (2006, 104), impact is created through perception, affective, association and behaviour effects.

## Perception

The first step in perception is exposure. Exposure is how the consumers will see or hear the products message. In terms of the Seiko watch product, all three ads were found within *Men's Health* magazine. The characteristics of the men who read this magazine would be similar, if not exact, to the characteristics of the men this product is targeted at. This means the exposure has been accurately achieved as these ads would be predominantly viewed by the products target market, resulting in effective exposure for the product. In terms of selection and attention, stopping power is created in this campaign through the layout. The simplicity of the layout, large amount of white space and lack of colour help draw attention to all three advertisements. While looking through the magazine the consumer would become used to looking at pages packed full of type and pictures which have lots of colour, so to come across a page predominantly made up of white space would immediately grab the consumer's attention. Once the ad has created this stopping power it needs to have some interest and relevance to hold the viewers engagement. Interest is created in these adverts through the relevance of the message, as it connects on a personal level with the target market. This market is seen to be interested in finding ways to express their successful and superior image to society, and so since this campaign addresses their self-interests it is seen as relevant. Awareness is then created through the way an advertisement makes an impression. Awareness is created in this campaign through the bluntness of the headlines. Since these headlines question the target markets initial beliefs and values creates an impression and leaves the audience knowing about the brand. The bigness of the headlines claim would also be what would aid the consumer in the recognition stage.

The headlines all turn the markets initial beliefs upside down and so would be something they would not forget in a hurry. Also when they go to drive their expensive car or get dressed in their designer clothes it would trigger them to remember this campaign's message.

### **Affective (emotion)**

The advertisement itself creates a response that mirrors our feelings about something and is known as an affective response. The advertisement ignites a desire within the target market and also resonance whereby the consumer is connected on a different level with the brand by viewing it has having a "true" message. This campaign is based on the affective response. A watch is a product that does not fall under an essential need. You do not need a watch to help you survive like you would food and shelter, in fact you could live quite a happy life without ever owning a watch. The advertiser has hence aimed for an affective response in this campaign as it is something that stimulates wants, touches the emotions, and creates feelings (Wells, Moriarty and Burnett 2006, 109).

### **Behaviour**

The most important goal in advertising is having the consumer lead to a behavioural response of some kind. In this campaign all three adverts have an internet address underneath the brand logo. The adverts do not directly or obviously encourage the viewer to visit the website, however by having such a direct headline and by giving a small sample of information about each watch results in the consumer wanting to know more about the watch, which therefore would result in them visiting the website. By having no body copy in the adverts to help explain the headline would also be an incentive for the viewer to visit the website as it may hold some explanation for the viewer as to why a watch "tells most about who you are".

Very  
Good

## **Association**

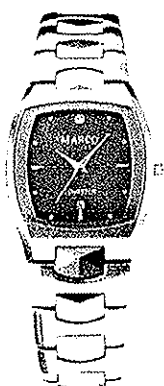
This campaign is not merely selling a watch, it is selling qualities and a lifestyle the target market is aiming to obtain. This means the product is using association to make symbolic connections between the brand and the characteristics that represent the brand's image and personality. In these advertisements the Seiko watch symbolises quality, luxury, and status. This is seen through the sophisticated and stylish layout and the young, fashionable, good looking spokesman in all of the adverts. The repetition in the advertisements layout and structure helps to create a strong brand image for the product. The structures of all three adverts are identical. This helps to reinforce the product as being sophisticated and of high status, which overall results in richness of the brand image. The adverts similarities in structure and tone of voice have also created a distinctive profile for the product. This means that after viewing all three adverts the audience would associate Seiko with the high-class, sophisticated and superior.

## **Cognition**

The information provided about the product is very minimal; however it does state the price, type of glass and its water resistance. This therefore gives the viewer some type of information to "learn" from.



Time to enjoy life...



**MARCO**

helping you make time

M2007 \$1,300

Sapphire glass

150m water resistant

[marco.com.au](http://marco.com.au)



*Time to explore life....*



**MARCO**

helping you make

07 \$1,300

Sapphire glass

150m water resistant

[marco.com.au](http://marco.com.au)

## **Part B**

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### **Medium Details**

Publication: GQ

Classification: Men's Lifestyle Magazine

Publisher: FPC Magazines

Editor: Grant Pearce

Cover Price: \$8.50

Frequency: Quarterly

Total Circulation: 50784

Target Audience: AB Males aged 25-35 years old

Website: [http://www.vogue.com.au/in\\_vogue/gq](http://www.vogue.com.au/in_vogue/gq)

### **Readership Profile**

GQ magazine is the essential style guide for modern men, from grooming tips to fashion details, seductive menus to great travel ideas and the latest bars in which to drink and be seen, they're all in the indispensable GQ Australia (FPC Magazines 2007). GQ magazine is aimed at males aged 25 to 35 years of age. It is a style guide for the modern man who is aware that appearance can sometimes mean everything (FPC Magazines 2007). The magazine gives tips for fashion, food, travel and image. This type of magazine is aimed at men who are well groomed, fashionable, active, and like to impress. The men this magazine is targeted at would work hard and play hard. It gives tips on how to be successful not only at work but also in social situations. The GQ readership would be comprised of people who take great pride in their appearance and the way they portray themselves in social situations.

## Medium Details

Publication: Men's Health

Classification: Men's Lifestyle Magazine

Publisher: Murdoch Magazines

Editor: Bruce Ritchie

Cover Price: \$8.50

Frequency: Monthly

Date: November 2003, December 2003, January 2004

Page of Ad: Pg.59, Pg.51, Pg.

Size of Ad: Full Page size A4

Total Circulation: 63520

Target Audience: AB Males aged 25-34 years old

Website: [www.menshealthmagazine.com.au](http://www.menshealthmagazine.com.au)

## Readership Profile

Men's Health is a magazine that has been developed for the thinking Australian man. Its aim is to focus on making sure readers have all the tools they need to get the most out of life. Men's Health gives advice on fitness, nutrition, sex and relationships, workplace stress, style and grooming, and of course health. It also has information on the latest technology, where to spend your next adventure holiday, how to make a classic cocktail or even which car to buy based on safety, economy and performance.

The magazine is aimed at men between the ages of 25 and 34. It's aimed at men who like to take pride in their appearance and in their health. They are conscience about the way they present themselves and project their image onto others. While they work very hard they also like to play hard finding interest in sports and outdoor activities. Men's Health provides valuable tips on how to survive in a technological world where sometimes how you look and the image you portray is an integral part of society.

## Target Audience

The target audience for our new ads will remain largely the same as it was in the previous ads, with our target market mirroring that of Seiko almost exactly. We will be targeting identical demographics and largely unchanged psychographics to that of the original Seiko ads. After some analysis of the research we conducted into the target market of the Seiko ads we concluded that a major factor in the lives of the market was time management. Our target audience were so busy with their active and often draining lifestyles that time management seemed an appropriate and important factor in their lives and was something that we could specifically target and focus on. Since this was the case we decided to let this be the focus of our proposition within our ads. While the target market remains unchanged in terms of both demographics and psychographics we have, after some analysis and deliberation concluded that the issue of time management is a vital one to our target market and thus would form a good basis for the proposition of our new ads.

## Positioning

The product positioning used in these two advertisements is different to those employed for the Seiko advertisements. What has been used is the method of problem and solution and the technique of attribute/benefit positioning. The problem that has been outlined is the need for more time to do what you (the target market) want to do. In both advertisements for example they have either “escaped” to the exciting jungle or the relaxing beachside. The solution we have given them is that by owning our product you have the ability to find time in a busy schedule to experience more enjoyable things in life.

## Communication Task

The market that we will be targeting with our two ads is identical to that of the Seiko ads however the message that we have devised differs from that of the originals. This has been done for obvious reasons as should we have released a product using the exact same premise of that of our competitors onto the exact same market there would be nothing differentiating our product from theirs, leaving us in an unfortunate position in the eyes of the consumer.

Where as the Seiko ads played on the target markets desire to conform to status and a stereotype associated with affluence, our proposition is something quite different. The message in our ads is simply that with our product you have more time to enjoy life. We have targeted the same busy people but with a message that outlines why their time is more valuable than simply spending it at the office and through the use of our product they can manage their time better and thus spend it doing the things that they enjoy the most rather than simply chasing the dollar.

We have targeted the exact same audience but with a different proposition than that of our direct rivals, this differentiates us from Seiko in the eyes of the target market. Our message makes our target market long for a place that they would rather be other than work and gives the reader the impression that with the use of our watch they can not only look good and stay on top of trends but also stay ahead of their appointments and manage their time so precisely that they can spend more it doing of the things that matter the most, like enjoying life.

## Desired Reaction

The key message strategy of the campaign is association. The two ads for the Marco watches delivers information symbolically by connecting a product with a certain type of person and lifestyle. This link is created through visuals by placing the hard working man on a picturesque beach and a wild jungle. We are associating the watch with fun and relaxing activities rather than stress and hard work.

The desired reaction of the ad is to influence the target market to associate the watch with having time to enjoy life and influencing them to purchase the product.

### **Think/Feel**

The Marco adverts are based on the viewer having an emotive response to the message. At first the viewer would notice the typical setting of the man in an office position. By having the subject in a place the viewer would usually find themselves in, creates an emotional connection between the target market and the adverts. By then placing this typical setting in a more desirable environment forces the market to realise there are more enjoyable or interesting things they could be doing with their time. This creates an emotion of fear with the market as they realise they are missing out in life and that they are even wasting their best years stuck inside an office. By then presenting the product as a solution to this problem arouses desire for the product as the market thinks the watch will help them become more organised which ultimately will allow them to have more leisure time.

### **The Big Idea**

The big idea for our campaign strategy was to alert the target market that they are spending too much time working (which is something too mundane and serious), and not enough time experiencing all the amazing things and places that life has to offer. We wanted to put the idea into the consumers mind that they are in their prime, as they are fairly young, fit, well off and healthy, so they should be out there living life instead of stuck behind a desk. We communicated this big idea by having contrasting visuals of an undesirable and a desirable environment. These two settings express where the target market currently is, against where they would rather be. We took an image of the target market in their typical work setting, and placed them in an unfamiliar yet desirable environment. This helps show the market the place they currently are, i.e. at work, however if they purchase the watch it may help them become more organised and therefore allow them to have more time for the more enjoyable things in life.

## Message Strategy

The idea of the message strategy or the creative strategy is obtained once the objectives have been set which guide the advertising message. Mentioned earlier was the idea of rotational and emotion factors these are also known as the head and heart strategies. The creative strategy will either target the more emotional or cognitive dimensions. The ideal creative strategy will have an even mix of the two. The advertisement for the Marco watch is predominantly speaking to the heart or emotional view of the target market. Defined below are both the rational and emotional appeals:

**Rational brand essence:** "Time to enjoy/explore life.....helping you make time."

**Emotional brand essence:**

- Exciting
- Freedom
- Experience life, explore, relax, happiness, no stress.

Also important in deciding the creative strategy is the product involvement required during its purchase. Generally for this target market a watch is a relatively high involvement purchase, this is no different for the Marco watch. As well as being of high involvement the advertisement uses a soft selling approach which is designed to appeal using emotional appeals and images to create a response based on different feeling and emotions (Wells, Moriarty and Burnett 2006, 335). The use of these approaches is evident within both advertisements. The use of the male (a figure from the target audience) in a work situation placed in an environment of a 'holiday' nature promotes positive optimistic ideas of holidaying, freedom, free time and relaxing and is juxtaposed with the notion of working and being in the office. Therefore by using these techniques the target market is left with the idea that from obtaining the watch they have the ability to have the time to relax, enjoy and explore life.



## Message Approach

### Emotional Appeals

Emotional appeals relate to the customers social and/or psychological needs for purchasing a product or service (Belch and Belch 2004, 269). Many consumers' motives for their purchase decisions are emotional, and their feelings about a brand can be more important than knowledge of its features or attributes (Belch and Belch 2004, 269).

Advertisers for many products and services view rational, information-based appeals as dull (Belch and Belch 2004, 269). Many advertisers believe appeals to consumer's emotions work better at selling brands that do not differ markedly from competing brands, since rational differentiation of them is difficult (Belch and Belch 2004, 269).

The two created ads use emotional appeals to influence consumers to purchase the product. It relies on the consumers having an underlying want for the product. It tries to create an emotional connection with the product influencing consumers to purchase it not based on features or attributes but only on the way they feel about it.

### Execution Style

The two created ads use three types of message approach including, comparison, problem solution and spokesperson. By using three different approaches the key message is much clearer to the target audience.

*Since of Life also used.*

The comparison message approach involves two different ideas being compared and usually one being found to be better than the other (Wells, Moriarty and Burnett 2006, 345). The two created ads use the comparison message approach. The ads compare life without the watch to what life would be like with the watch. It demonstrates a dull and boring life without the watch and a fun exciting life with the watch. The main character being in black and white represents the dull monotony of every day life with a vibrant back drop that is full of colour and more visually appealing. The ad implies that if you purchased the watch you would have a more exciting life and more time to enjoy the things you love about life.



The two created ads also use the problem solution message approach. This is when the message starts with a problem and the product is the solution to that problem (Wells, Moriarty and Burnett 2006, 345). In the case of the two created ads the problem involves not having enough time to enjoy the fun things in life. The product is then the solution to this problem by helping you to find extra time to do more enjoyable things in life.

The two created ads also use the spokesperson message approach. This is when the message uses a character, expert or someone “just like us” whose advice we might seek out to give the product credibility (Wells, Moriarty and Burnett 2006, 345). The ad depicts a man who embodies the target market and reflects the message in a clear concise way. The target audience can connect with him as he reflects them in some way. He is supposed to be a representation of the target market and someone they can relate to. If the target market can see themselves in this character and relate to him it will be more likely that they will purchase the product.

### **Eye Movement**

The layout design for both adverts would be described as picture window as both adverts are dominantly made up with a visual (Wells, Moriarty and Burnett 2006, 394). The focal point in both adverts is the subject. This is not only because they are positioned in the foreground, but also because they are black and white coloured. Since the background colours are very bright and strong, this creates visual contrast between the subject and the background and therefore makes the subjects stand out more against their surrounding environments. After the eye is grabbed by the subject the viewer then notices the abnormal environment they are situated in. This visual contrast creates stopping power as it entices the viewer to want to find out why the subjects have been placed in such a nonstandard and uncharacteristic environment. The eye then moves to the headline in a logical search for answers. After reading the headline the viewer’s eye would naturally move down the page and end in the right hand corner. However we instead positioned the product shot in the left hand corner as to give our adverts a different approach. Even

though the product shot and brand name is oppositely positioned to a typical advert layout, the eye is still drawn to it as the product shot is quite large, and also contrasts with the background. After viewing the product shot and brand name, the eye would then follow the bottom edge of the page and end in the bottom right hand corner, which is why we positioned the product information and website address there. By having the product information and brand name (in the web address) as the last thing the viewer's sees means it stays fresh in their mind so that when it comes to them remembering the adverts it will help them to easily recall the brand and where to go to find out more information about the product.

## **Effectiveness**

Once again we come across the possibility of numerous reasons why an advertisement may be effective or not. The use of the Facets Model will help to assess the effectiveness of the possible effectiveness of the advertisements.

## **The Facets Model**

### **Perception**

Firstly the advertisements are all located within the *Men's Health* magazine and GQ magazine, which as all magazines do, has a particular target market, which has been outlined earlier. The exposure of these advertisements to the target market has therefore been successful. The selection and attention have been achieved by the layout of the advertisements. From the initial glance at the advertisement your attention is drawn to the man in both advertisements. The unlikely combination of a man in an office situation being in a scene of either the beach or the jungle is very attention grabbing. The man is located centrally in both advertisements and attention is drawn to him successfully. Mentioned earlier is the notion of needing both relevance and interest to create stopping power for the advertisements. The interest created is that of the target audience interest in free time away from their busy work schedules and daily tasks.

The idea of more time to “explore” or “enjoy” life is relevant once again as the reader connects on a more personal level.

### **Affective (emotion)**

The affective response is one that is used by many advertisers. The two advertisements for Marco are both touching on the desire of the target market to have more free time to do what they want and be adventurous. This desire is triggered by the image of a man in each advertisement who is seen by the target market as a “mirror image” of themselves. They are dressed in work clothes and are in some type of work situation, however instead of being in the office, are in their more desirable environment. By triggering this desire for more free time the advertisement has successfully targeted the consumer by creating a feeling of with the ownership of this watch, they will have more time to experience life outside of work. The market view themselves as having high status jobs and desire to be associated with the idea of high social status. The effect of the advertisements is that the target market realizes they do have the successful job they want, however the advertisers have now stimulated a new desire for the ability for “freedom,” to explore and enjoy, as well as having a greater feeling of self worth.


### **Association**

The watch brand itself uses association which is the process of using symbolism to communicate connections between a brand and characteristics, qualities or lifestyles that represent the brand’s image and personality (Wells, Moriarty and Burnett 2006, 110). The symbolism that resonated throughout both advertisements is that with the ownership of a (INSERT NAME) watch you will have the ability to have extra time for doing different things more desirable than working. You are not just purchasing the watch itself but with it you are purchasing the freedom to have spare time to experience the world.

Very good

## Appendix

These are the current advertisement rates for Men's Health effective from January 2007.

 Page Rates	Casual	3x	5x	9x	15x	23x	33x
Full Page	8,804	8,579	8,358	8,143	7,922	7,707	7,487
Opposite Contents	10,542	10,274	10,017	9,749	9,487	9,224	8,962
Opposite Editor's Letter	10,112	9,807	9,608	9,356	9,104	8,846	8,600
Right First Half Guaranteed	9,665	9,419	9,182	8,941	8,694	8,458	8,216
Double Page Spread	17,609	17,162	16,727	16,291	15,845	15,404	14,968
Half Page	5,292	5,161	5,024	4,893	4,757	4,631	4,499
Third Page	3,554	3,449	3,365	3,271	3,182	3,092	3,008
Inside front Cover Spread	22,885	22,313	21,740	21,168	20,596	20,024	19,451
Second Spread	21,079	20,554	20,024	19,499	18,968	18,449	17,924
Third Spread	19,320	18,842	18,354	17,871	17,388	16,905	16,422
Inside Back Cover	10,096	9,844	9,592	9,340	9,083	8,836	8,584
Outside Back Cover	11,414	11,130	10,847	10,563	10,274	9,986	9,702

Cancellation deadline: 10 weeks prior to on-sale (Publications 2007).

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