

Discussion questions – Topic 9

1. Survey current advertisements for the following companies: Dove, Volvo, Adidas and Red Bull. Which of these ad campaigns would you say involve central routes to persuasion and which ones involve peripheral routes to persuasion? State your reasons in each case.
2. Identify two advertisements that you have a positive attitude toward and two ads that you regard negatively. Do your attitudes towards the ads influence your perceptions of the products? Discuss the ads and their impact in relation to the model presented.

The diagram represents the relationships between attitude toward the ad, emotions, the degree of ad imagery*, attitude toward the brand and brand cognition (e.g., product-attribute beliefs).

**Imagery* here refers to the extent that an ad causes consumers to envision their own use of the product and to connect the ad to their own feelings and emotions.

