Emotional Appeals in Social Marketing
- a comparative analysis of positive and negative appeals in two types of social marketing campaigns

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June 2009
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1. Introduction

Social marketing is a buzz word that has been around for almost quarter of century. Originally, it has been defined as the application of marketing tools to the achievement of socially desirable ends. However, when public health and other social change agents begun applying marketing techniques, the definition of social marketing changed to “the application of marketing techniques to any social issue.”¹

Social marketing has especially changed the health communication field over the past two decades. In the past, health communication consisted of reliance on public service announcement which basically were presentation of straightforward information facts about health issues. Today, health communication, together with other social arenas, draws from successful techniques used by commercial marketing.

The technique I am especially interested in, is the use of emotional appeals as persuasion in social marketing campaigns. Social marketing campaigns often use emotional appeals in an attempt to encourage compliant behaviour from the public. Especially fear appeals are common in health areas as well as other areas such as energy conservation, recycling, fire control and crime control.²

Fear appeals are based on the behavioural learning theory that the threatening message arouses fear (or some other emotional state), which is then reduced if the individual complies with the recommended behaviour. Although there is a general consensus that utilising fear appeal to persuade people to cease undesired behaviours might work under certain conditions, much literature provide contradictory findings on this issue. The questions fear-inducing messages raise mainly concern the efficacy of fear appeal in real life scenario (as opposed to laboratory studies) and the ethical reason for concern. The ethical question is whether people can be hurt or damaged by them.

Several studies suggest use of positive appeals as an alternative to fear appeal, however,

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¹ Donovan & Henley, 2003: iX
² Donovan & Henley, 1997:56
positive appeal has not received as much attention as fear appeal and there has been minimal research into the effectiveness of positive appeal. Furthermore, no studies have compared which of the two appeals are more effective.³

On the basis of the aforementioned, this thesis will focus on the use of emotional appeals in social marketing campaigns and aim to convey a picture of how positive and negative appeals are represented in UK social marketing campaigns.

Social marketing campaigns address a wide range of different social issues. I have divided social marketing into two campaign categories. The first one could be described as health and safety campaigns, and the second one as campaigns that influence an audience to protect environment or contribute to community. In order to explain why I see them as two very different types of campaigns, it is important to emphasise that the first category addresses issues that are personal and close to the individual, while the second addresses issues that usually do not concern the individual on a personal level.

Kotler et al. (2002) defines social marketing as “influencing target audience to change behaviour for the benefit of individuals, groups or society as a whole.”⁴ From this definition I draw the line between “individual” and “groups or society as a whole”.

The first type will in this thesis be referred to as Personal issues campaigns and the second as Societal issues campaigns.

My assumption is that Personal issues campaigns, especially the field of health communication, predominantly use fear appeal. This assumption is based on the fact that especially health communication is known for its use of fear appeals. On the other hand, Societal issues campaigns, which include charity campaigns, use different appeals such as positive appeal, guilt or sadness.

In the light of the critique of social marketing’s massive use of fear appeals, this thesis will examine if Personal Issues campaigns do use more fear appeal than Societal issues campaign and furthermore, if Societal issues campaigns use more positive appeal that Personal issues campaigns.

The analysis of the advertisements will provide insight into what predominant approach is for

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³ Haynes & Thornton (2004)
⁴ Kotler et al.,2002: 5
Personal issues campaign compared to Societal issues campaigns. In this way, it will be concluded whether the above mentioned assumption is true. To provide examination on this subject I will analyse thirty social marketing campaigns from UK with equal number representing Personal issues and Societal issues.

Social marketing faces many challenges in connection with creating an effective campaign. The challenge lies in the fact that “the product” they are selling provokes a negative reaction with the target group as it usually condemns their current behaviour. It is hard enough to persuade the public to take care of themselves, how hard must it then be to persuade the public to take care of the environment or the homeless guy they meet on the street? In my opinion the second type has an even more difficult task and is one of the main reasons why I developed the assumption that the two types of social marketing campaigns must utilise different emotional appeals.

1.1 Research question

Social marketing campaigns are in this thesis divided into two different categories; Personal issues campaigns and Societal issues campaigns.5

On the basis of this and the aforementioned:

This thesis will analyse how Personal issues and Societal issues are promoted by British Government and non-profit organisations in their social campaigns by examining their use of emotional appeals. This leads to the following specific research question:

- Is the dominant incentive in Personal issues campaigns different from the dominant incentive in Societal issues campaigns?
  - Do Personal issues campaigns use more fear appeal than Societal issues campaigns?
  - Do Societal issues campaigns use more positive appeal than Personal issues campaigns?

5 The two categories will be written with capital letter to refer to the fact that the terms do not exist in the social marketing literature and are invented by me.
1.3 Method

In order to answer the research question, I will draw on different literature, theories, and empirical material.

The first part of this thesis takes a theoretical approach to provide insight into the field of social marketing and the use of appeals in social marketing. It is important to understand the theoretical background behind social marketing campaigns in order to help answer the research question in satisfactory manner. In addition, a model for the analysis of advertisements will be presented.

The social marketing theory will explain the purpose of social marketing campaigns. Regarding appeals, I have chosen to use theory available in the field of social marketing as opposed to the theory on analysing rhetoric. Consequently, the analysis will not be characterised by terms associated with rhetoric, it will rather be related to social marketing theories on attitude/behavioural change.

The theoretical background will provide the basis for the second part of this thesis, which is the empirical analysis. The research question will be answered by carrying out an analysis of thirty social marketing advertisements and the theory on emotional appeals will be used as a model for the analysis. The description of the advertisements will be based on Cheong’s model on ideational meaning in print advertisement. The discussion of results will also be done in the light of the theory presented.

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1.3.1 Choice of empirical material

The material presenting the qualitative research approach and which comprises my empirical material is thirty social marketing campaign advertisements from UK. The empirical material is gathered from the internet websites of organisations that published them and from a database called *adforum.com*, which contains advertisements from the UK and the rest of the world.

The advertisements are all printed advertisements and have been distributed in printed magazines or as outdoor posters. All campaigns are as recent as dating no more than 2 years back. The thirty campaigns are chosen arbitrarily, regardless of what sort of appeal they seem to be using and regardless of their visual images. Two requirements were followed in the choice of the different advertisements.

The first requirement was that they should all have verbal text at least in form of a Primary Announcement.7 The second requirement was that the fifteen advertisements of each type covered a wide range of topics in their respective field in order to facilitate my discussion and increase the rigor of my findings. A wide range of topics is also important for giving a covering picture of the social marketing campaigns.

1.4 Structure

This thesis consists of six chapters. In order to create an overview of the main purpose of the three most important chapters, the following presents three questions, each connected to a chapter. The aim is to give the overall understanding of the structure of the thesis and help answer the research question. The questions are as follows:

- Chapter 2: What is social marketing and what are its principles of communication and persuasion?
- Chapter 3: How do social marketers use appeals as a tool to influence an audience?
- Chapter 5: What is the dominant incentive in campaigns promoting Personal issues and in campaigns promoting Societal issues?

7 Explained in chapter 4
Chapter 2 aims to define the concept of social marketing and provide an understanding of the purpose of social marketing campaigns. My division of social marketing campaigns is also presented here.

Chapter 3 covers the theory behind the use of emotional appeals in social marketing. The focus will be on emotional appeals and three appeals are presented: fear appeal, positive appeal and guilt appeal. The purpose is to give an understanding of the appeals most common in social marketing. Special attention is given to fear appeal given the important role it plays in social marketing.

Chapter 4 explains the model that is applied for the purpose of describing and identifying the different elements in the advertisements analysed.

The purpose of Chapter 5 is to explain how the analysis of the social marketing advertisements is conducted and to present the results. Since all thirty advertisements are analysed strategically in the same manner, only analysis of two advertisements (one representing Personal issues and one Societal issue) will be included, the rest of analysis can be found in Appendices. Furthermore, this chapter will discus the results in the light of the theory presented in chapter 2, 3, and 4.

The master thesis will be concluded upon in Chapter 6 by gathering the main findings.

1.2 Delimitation
The literature on emotional appeals in social marketing is rather limited, especially with regard to positive appeal. Almost the whole theory on emotional appeals focus on fear appeal, which is the reason why this thesis provides a much better understanding for fear appeals than for positive appeals. The theory on emotional appeals will not include theory on rhetoric nor will it include the approach of discourse analysis. Only theory available in the field of social marketing will be applied here.
The empirical analysis of this thesis will only examine appeals in the verbal elements of the selected advertisements and ignore the visual elements. Due to the wide range of topics in social marketing, the empirical material could not cover them all as would have been optimal. However, given the circumstances surrounding the gathering of the empirical material, the range of the topics represented is wide enough to answer the research question in a satisfactory manner.
2. The field of social marketing

Social marketing can be defined as sub area of marketing that addresses social and health issues that aim to make people healthy and safe, protect the environment and contribute to the society. In other words:

“Social marketing is the use of marketing principles and techniques to influence an audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups, or society as a whole.”

The aim of social marketing is to change people’s attitudes and persuade them to adopt healthier and safer behaviours and/or lifestyles. What at first differed social marketing from other marketing areas was that it was not for commercial profit nor was it for promotion of non profit organizations. It was only for the purpose of common good.

Kotler et al. (2002) divides social marketing field into followings areas:

1. Health: e.g. stop smoking campaigns, cancer knowledge campaigns, eating disorder campaigns
2. Safety: e.g. alcohol related crashes, young people involved in gunshot accidents, home fires
3. Environment: e.g. recycle, ozone layer
4. Community: e.g. organ transplants, vote for presidential elections.

Campaigning for voluntary behaviour change is not a new phenomenon; it has been around for many years, even though not under that official name. One of the first initiatives in that field were efforts to free the slaves, influence women’s right to vote and recruit women into the work force. The term social marketing, however, was launched in 1971 in a pioneering article “Social marketing: An Approach to Planned Social Change” in the Journal of

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8 Kotler et al., 2002:5
9 Kotler et al., 2002:4
Marketing, by Phillip Kotler and Gerald Zaltman. In this article, it was described as “the use of marketing principles and techniques to advance a social cause, idea or behaviour.” Since then, the concept has developed to be used also by environmental and community advocates.

2.1 Social marketing principles
Social marketing strategies have many things in common with traditional marketing strategies and this is understandable as social marketers also are selling something, their product is behaviour change. The things they want the target audience to do are either to accept a new behaviour, reject a potential behaviour, modify a current behaviour or abandon an old behaviour. Furthermore, the purpose can also be to educate or inform and attitude change.

In the past, health and human organisations often thought that informing the public about the health and social issues, and telling them what needs to be done, is enough for making them change their behaviour. However, this is not enough and this is not effective. As in commercial marketing, the primary focus should be on the consumer and on learning what people want and need. The planning process takes this consumer focus into account by addressing the elements of the 4Ps; Product, Price, Place and Promotion – the famous marketing mix used in traditional marketing.

The product in social marketing is a desired behaviour and the associated benefits of this behaviour. The Price is what the target audience would have to “give up” when they adopt this recommended behaviour. The Place is any services associated with the campaign and the place where the target audience will perform the behaviour and learn more about the behaviour. At last, there is Promotion, which consists of two elements: message and media channels. Promotion will be further discussed in the next section.

10 Kotler et al., 2002:9
11 Kotler et al., 2002:8
12 Kotler et al., 2002:5
13 Kotler et al., 2002:41-42
2.2.1 Communication principles for a successful social marketing campaign

According to Kotler et al. (2002), social marketing planning consists of 8 steps. The steps are:

1. Analyse the social marketing environment
2. Select target audience
3. Set objectives and goals
4. Understanding the target audience and the competition
5. Determining strategies – the 4 Ps: Product, Price, Place and Promotion
6. Develop evaluation and monitoring strategy
7. Establish budgets and find funding sources
8. Complete an implementation plan

This section will look deeper into the step that concerns communication strategy and explore what is considered to be an effective message in social marketing campaigns. This step is the fourth P in step five: Promotion. This step creates promotion, persuasive communications that will ensure that the target audience knows about the offer, believes they will experience what is promised and are inspired to act.\(^{14}\)

A communication strategy consists of two major elements: creating the message and selecting media. The message execution strategy answers the question how we want to say the message. The message has to capture the attention of the target audience and persuade them to adopt the new behaviour. There are several potential communication elements, styles, tones, words, and formats to choose from.

The creation of an effective message is the biggest challenge social marketers have to overcome and also the biggest difference between traditional marketing and social marketing. As opposed to consumer goods advertising, social advertising includes some specific characteristics that make the message strategy much more difficult to plan.

The basic social marketing product is social change and the fundamental mission of the social marketing practitioners is to market social change. However, the challenge lies in the fact that unlike most traditional products, those which social marketers must market tend to have

\(^{14}\) Kotler et al., 2002: 264
negative demand or no demand at all. This is the case because this type of advertising provokes a negative reaction with the target group as it condemns their behaviour and tells them they have to act differently. Basically, the social marketing product is something people do not want and often do not care about. Therefore, a well conceived message is very difficult to obtain. To the date, no study has provided convincing proof which message strategy is the most effective one for a specific social change product. However, there has been conducted some studies on whether positive or negative appeal is more effective and the massive use of fear appeal, especially in health promotion campaigns, has been heavily criticised.

The elements one can choose from in the message formation process are: rational, emotional, moral and nonverbal. Rational elements focus on information and facts in the message, emotional elements can either bring positive or negative emotions, moral elements are appealing to the audience’s right and proper and at last, nonverbal elements are visual cues and images. A campaign would typically consist of more than one of these elements, but one is always more dominant than the others and comprises the key that makes it effective. Kotler and Armstrong define this key as the “big idea”:

“Message strategy statements tend to be plain, straightforward outlines of benefits and positioning points that the advertiser wants to stress. The advertiser must next develop a compelling creative concept – or “big idea” – that will bring the message strategy to life in a distinctive and memorable way.\(^{15}\)

The question of how this “big idea” comes to life by the means of different emotional appeals will be discussed throughout the rest of this thesis.

Another challenge I will address in this section is the difficult job of specifying and understanding the target audience when developing a social marketing campaign. Social marketers first rule is that you can not target a broad audience, you have to specify your audience as precisely as possible.\(^{16}\) In fact, it has to be so precise that it is not enough to decide that a program will be designed to prevent sexually transmitted diseases among teenagers, to mention one example. One has to take a different approach depending on if the

\(^{15}\) Kotler et al., 2002:277

\(^{16}\) Weinreich, 1999:5
target audience is male or female, for those who do believe or do not believe they are at risk and so on and so forth. Some teenagers understand difficult texts and some would need pictures as support. This is only to mention few factors one has to take into consideration.

2.3 Principles of persuasion and motivation
In this section I will look into two cognitive processing models that attempt to describe how cognitive processing of messages explains persuasion. One of the main models from the psychological perspective is the Elaboration Likelihood Model (ELM). From a consumer behaviour (advertising) perspective, I will present the Rossiter and Percy Motivational Model. Both models are very useful for developing successful campaign strategies given that the principles of persuasion are probably more important in social marketing than in commercial marketing.17

2.3.1 Elaboration Likelihood Model
Elaboration Likelihood Model is a cognitive processing model that explains how cognitive processing of messages explains persuasion seen from a psychological perspective.18 The model explains why it is not only important for social marketers to take into consideration the audience’s attitude towards the issue, but also their interest in it, their motivation to process the information and their personal involvement in the issue. Petty and Cacioppo explain how the audience can process the message in two ways: taking the central route and taking the peripheral route of persuasion. If the central route is taken, the individual processes the message highly considering the arguments presented. If the peripheral route is taken, the individual processes the message without involving wide consideration in the issue presented, but is rather persuaded by some factors that might not be issue-relevant, e.g. the music accompanying the message.19 In other words, taking the peripheral route means that the “liking” of the campaign will be based on some rather superficial grounds as it says in one of Cialdini’s six rules of persuasion “One should be more willing to follow the suggestion of someone who is legitimate authority.”20

17 Donovan & Henley, 2003:57
18 Donovan & Henley, 2003:70
19 Donovan & Henley, 2003:70
20 Donovan & Henley, 2003:76
Central route processing will occur when the individual takes time to pay attention to the message and this usually happens when the issue presented is highly relevant for the individual. For the individual to be motivated to pay attention to the message, the issue must have direct personal relevance and high potential impact on their life. Hence, the level of involvement in the issue is significant for the likelihood of attitude change as the involvement determines which route processing will occur.

### 2.3.2 Rossiter and Percy Motivational Model

A theory that describes the likelihood of involvement is Rossiter & Percy’s Motivational Model. The model is guidance for executing social marketing messages with emphasis on identifying the appropriate motivations for the target groups as the basis for attitude change.\(^{21}\)

The model consists of two dimensions, the level of involvement and the nature of motivation. The level of involvement associated with the decision can either be high or low, depending on the degree of risk the individual sees if the wrong decision is made. For example, the decision to start smoking is often a low involvement decision while division to quit is often high-involvement.

The nature of primary motivations driving the decision can according to Rossiter & Percy be either positive or negative. For positive motivation the goal is to achieve a positive experience and for negative motivation, the goal is to avoid or remove a problem and the return to “normal” state.\(^ {22}\) The link between emotions and motivations is further described with Rossiter and Percy’s model of negative and positive motivations in section 3.2.1.

### 2.4 The two types of social marketing campaigns

To complete this chapter, I will dedicate this last section to a presentation of the two types of social marketing campaigns this thesis will be dealing with.

As mentioned earlier, social marketing literature does make a distinction between four major

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\(^{21}\) Donovan & Henley, 2003:102

\(^{22}\) Donovan & Henley, 2003:103
social arenas which are: health, safety, environment and community. However, social marketing literature does not mention different types of social marketing campaigns and does not divide them in the way I have. Kotler’s et al. (2002) definition of social marketing does point out that social marketing campaigns can have 3 different benefits: “...for the benefit of individuals, groups or society as a whole.” In connection with this definition I draw the line between for the benefit of individuals and for the benefit of groups or society as a whole and defined two different types of social marketing campaigns.

The first type connects with its target audience on a personal, tangible level. Campaigns promoting health issues such as anti-smoking campaigns or promoting safety such as anti-speeding campaigns are examples of Personal issues. One can also characterise them as influencing target audience to accept, reject or modify a behaviour for the benefit of the individual.

The second type promotes societal issues that might be remote from the individual, such as global heating or animal welfare. This type can be characterised as influencing the target audience to help others or society as a whole.

Rice and Atkin’s (2000) draws attention to the fact that social marketing campaigns can have very different purposes and describe the topics as “Campaign topics range from personal issues such as health to social issues such as equal opportunity, energy conservation, and environmental protection.”

Inspired by this description I will refer to the first type as Personal issues campaigns and the second one as Societal issues campaigns.

It is important to emphasise that I am aware of the confusion my division might induce as “societal issues” might be associated with “social issues”, which is a term social marketing literature apply to all issues social marketing deals with. However, due to the definition I use “...for the benefit of individuals, groups or society as a whole”, I found these two terms to be the most descriptive and practical.

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23 Kotler et al., 2002:4
24 Kotler et al., 2002:5
25 Rice & Atkin, 2001:3
26 For example, Kotler et al. (2002) refers to issues in all 4 Social arenas as “social issues” on p. 6
2.4.1 Personal issues campaigns

The term personal issues campaigns in this thesis covers campaigns promoting issues in the social arena “health” and “safety”. Especially health communication field has received attention in the social marketing literature.\(^{27}\)

Public health and safety has undergone both positive and negative developments in the last many decades. Some problems have diminished with higher life standard and technology development. To mention few: tuberculoses is for example no longer an issue in rich countries and the mortality among babies and women giving birth have also significantly decreased. This is all thanks to the major advances in medical knowledge and treatments. These changes have led to longer and healthier lives. Other changes have, however, led to new problems. I am here referring to, among other things, labor saving devices that have decreased activity level in our lives and other life-style related illnesses.\(^{28}\)

There are thousands of health and safety campaigns in the UK and worldwide, however there is a lack of documentation on how effective these campaigns are and what is the most effective approach.

Health promotion conducts messages that are supposed to influence people into healthier behavior by accepting a new behavior or changing a behavior. Health and safety messages usually use fear appeal or rational appeal with straightforward presentation of facts\(^{29}\). Positive motivations are not frequently targeted in public health messages, mainly because most health behaviour adoption has negative motivation.\(^{30}\)

The approach of using scare tactics and fear has been heavily criticized and researched over the last decades and several academics suggest using positive appeal as an alternative. I am interested in examining whether health and safety campaigns still use predominantly fear appeal.

\(^{27}\)Majority of the literature I use is concerned with public health marketing, not a single one is only concerned with “societal issues”.

\(^{28}\) Hastings 2007:4

\(^{29}\) Monahan, 1995:81

\(^{30}\) Donovan & Henley 2003:105
2.4.2 Societal Issues campaigns

The term societal issues campaigns in this thesis covers campaigns that influence public to help others or a society as a whole. These issues concern environment and community\textsuperscript{31} and unlike health promotion, they represent a greater communication challenge due to the topics they deal with. The topics in Societal issues campaigns usually do not personally concern us. Many of these campaigns are charity campaigns encouraging us to donate money to charity organizations that help homeless people, third world countries or protect animals, just to mention few. Others have the purpose of raising awareness of societal issues such as women abuse, children abuse and importance of voting. What they have in common is that we easily can look away as the issues do not directly concern us.

The so called charity market is very crowded and Huhmann and Botherton (1997) document that guilt appeals are more frequently used for charity fund raising than other types of goods and services.\textsuperscript{32}

\textsuperscript{31} These are the two areas described by Kotler et al. (2002) on p.4
\textsuperscript{32} Huhmann & Brotherton (2007)
3. Appeals in social marketing

In this chapter I will concentrate on theory behind the use of appeals in social marketing. My focus will be on the emotional appeals and I will examine what literature studies have shown regarding emotion-based persuasion in social marketing campaigns. The terms I explain and develop in this chapter will be the terms and ideas I use in my analysis and my discussion in chapter 5.

Three emotional appeals will be presented in this chapter: fear appeal, guilt appeal and positive appeal. Both fear and guilt are negative appeals. They are presented given their established importance in Personal issues and Societal issues campaigns, respectively. The different types of positive appeals are not described as this has no relevance for my analysis. In my empirical study, I am only interested in determining that the appeal is positive, further description is not needed for the purpose of answering the research question. Especially theory about fear appeal plays a dominant role in this chapter because of its importance and a rather controversial role in social marketing. This theory is also important in my discussion of results.

3.1 Appeals as a tool for persuasion

Communication research scholars have always had the interest in rhetoric as a means of studying intended persuasion as it is believed that every mass communication is an attempt at persuasion. Rhetoric is used to present argument, information or try to generate a particular behavior. However, for persuasion to succeed the message has to contain the right type of rhetoric.

This thesis deals with the functional perspective of rhetoric, or to be more precise the third of the three rhetorical appeal forms, which are ethos, logos and pathos.

The identification of elements of persuasion dates back to Aristotelian rhetorical theory which is concerned with the fact that appeals to emotion, logic and ethics can influence audience members. Plato’s theory states that rhetoric is an attempt to define the truth and persuade others to accept it and Aristotle argued that one has to demonstrate evidence of the

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33 Preston (1969)
truthfulness. He defined the rhetorical evidence as ethos (ethical proof), logos (logical proof) and pathos (emotional proof).

Ethos is considered as the credibility of the speaker and can be addressed both in words and image. This is essential for the message delivered because the effectiveness of the message also depends on the credibility of the person delivering it. Credibility can for example be found in the image or appearance of the sender.

Pathos is the emotional appeal, when a message creates of evokes feelings with the audience. The role of emotion in persuasion is to influence a particular attitude towards the message.\(^{34}\)

Logos or logical proof appeals to reason involving the presentation of evidence.

Traditionally, messages have been divided into rational and emotional appeals.\(^ {35}\) When using rational appeal the focus is on the rational argument in the message rather then on the emotion. On the other side, emotional appeals bring out emotional response, for example feeling good, fear, laughter etc. In fact, most commercial messages contain both types as practitioners have learned that most people make decisions based on emotions, that they also want rational arguments to support their decisions.

The most common appeals in social marketing are emotional and rational appeals. Rational appeal is important in social marketing as many health promoting messages provide the public with information about the issue in question and the arguments in these messages appeal to reason. However, the focus of this paper is on emotional appeals and the next section will look closely into the role of emotional appeal in social marketing campaigns.

3.2 Persuasive appeals through emotions

Why is it so important for persuaders to elicit emotions in their audience? There are many means by which social marketing advertisements might persuade, however many of them persuade by using emotional appeals. We often feel emotions when we take actions, but our thoughts can also generate emotions through associations. Therefore, connection between

\(^{34}\) Dillard & Peck (2000)

\(^{35}\) Siegel & Lotenburg, 2007:375
emotions and cognition is very strong.\textsuperscript{36} In this section I will look closer into the use of emotional appeals in social marketing messages.

Aristotle defined common emotions in pairs, for example fear and confidence, shame and shamelessness and pity and envy. These pairs can serve as a means to persuade with the emotional appeal, pathos.\textsuperscript{37} In connection with social marketing, we often see the use of emotional appeal, for example guilt, which is used by charity workers to encourage their audience to help others. Fear is for example used in safety campaigns to encourage their audience to be safe and careful.

It is very important for every social marketing campaign to decide whether to adopt a positive or negative appeal. The terms positive appeal and negative appeal are used frequently by social marketing academics, but there is no specific definition of the two appeals or what constitutes them. In literature, positive appeal is referred to as the appeal that elicits positive feeling as a result of using a product or adapting a recommended behavior. On the other side, negative appeal is defined as the appeal that elicits negative emotion as a result of not using a product or adapting a behavior.\textsuperscript{38}

According to Donovan et al. (1995), a positive vs. negative dichotomy can be based on the following criteria:

\begin{itemize}
\item \textsuperscript{36} Rogers, 2007:173
\item \textsuperscript{37} Rogers, 2007:174
\item \textsuperscript{38} Donovan et al., 1998:48
\end{itemize}
Table 1: Criteria for positive vs. negative dichotomy

<table>
<thead>
<tr>
<th>Eliciting or promising positive or negative emotions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appealing to positive or negative emotions</td>
</tr>
<tr>
<td>Offering rewards or punishment</td>
</tr>
<tr>
<td>Promoting benefits vs disbenefits</td>
</tr>
<tr>
<td>Promoting adoption of desirable vs cessation of undesirable behaviors</td>
</tr>
</tbody>
</table>

These criteria are also used in my analysis in chapter 5. I have made them my guidance for the analysis in term of what the basis for determining positive and negative appeals is.

3.2.1 Motivation and appeals

A model that is useful for distinction of positive and negative appeals is the so-called Rossiter & Percy’s model of positive and negative motivations. The idea behind the model is that eight motives energize all human behavior, either in response to negative appeal or to positive appeal. The negative motive is something the target audience seeks to reduce or remove, and the positive motive is something we seek to acquire or experience.⁹

This model is particularly relevant for this thesis as it offers specific practical overview of which motives are positive and which negative and also which emotional sequence they can be expected to elicit. This table will be applied in chapter 5 in the examination of appeals in campaigns. It will serve as theoretical basis for my discussion about what kind of feelings the advertisement in question could be expected to provoke and in that way the appeal will be identified as positive, negative or something third. Even though the model is dealing with motivations and the feeling following the motivations, and not directly with appeals, motivations and appeals in this connection are closely related. Positive/negative motivations

⁹ Donovan et al., 1998:49
are something social marketers target and they target the motivation by using appeals. The term motivation refers to motivation of the target audience. This means when marketers try to appeal to the negative motivation of problem avoidance, the message in the advertisement would have negative motivation for the target audience.\textsuperscript{40} Ergo, to target negative motivation social marketers use negative (mostly fear) appeal.\textsuperscript{41}

Table 2: Rossiter & Percy’s (1987) Hypothesized Relationships Linking Emotions to Motivation in Advertising

<table>
<thead>
<tr>
<th>Negative (informational) motives</th>
<th>Emotional sequence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Problem removal</td>
<td>Annoyance &gt; relief</td>
</tr>
<tr>
<td>2. Problem avoidance</td>
<td>Fear &gt; relaxation</td>
</tr>
<tr>
<td>3. Incomplete satisfaction</td>
<td>Disappointment &gt; optimism</td>
</tr>
<tr>
<td>4. Mixed approach avoidance</td>
<td>Conflict &gt; peace of mind</td>
</tr>
<tr>
<td>5. Normal depletion</td>
<td>Mild annoyance &gt; convenience</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Positive (transformational) motives</th>
<th>Emotional sequence</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Sensory gratification</td>
<td>Dull (or neutral) sensory anticipation</td>
</tr>
<tr>
<td>7. Intellectual stimulation/mastery</td>
<td>Bored (or neutral) &gt; excited</td>
</tr>
<tr>
<td>8. Social approval</td>
<td>Naive (or neutral) &gt; competent</td>
</tr>
<tr>
<td>9. Conformity</td>
<td>Apprehensive (or neutral) &gt; flattered</td>
</tr>
<tr>
<td>10. Self approval</td>
<td>Indecisive (or neutral) belonging</td>
</tr>
<tr>
<td></td>
<td>Conflict (or neutral) confident, strong</td>
</tr>
</tbody>
</table>

The role of emotion in Rossiter & Percy model plays a very significant role, and each motivation has its own relevant emotion and it is crucial that communications portray the correct emotion. The nature of motivation determines message strategy. Furthermore, it is the

\textsuperscript{40} “Positive motivations are infrequently targeted in public health messages primarily because most health behaviour adoption for most people has negative motivations” (Kotler p 105). It is clear in this explanation from Kotler that the term motivation refers to what motivates the target audience, so seen from target audience’s point of view, not from marketer’s.

\textsuperscript{41} Donovan & Henley, 2003:105
sequence of emotion that is important, not just the arousal of emotion.42
Rossiter and Percy propose that motivations for behaviour can be classified as either positive or negative. For positive motivations the goal is to achieve a positive experience by adopting the recommended behaviour and for negative motivations the goal is to remove or avoid negative experience by adopting the recommended behaviour.43
Negative motivations relate to either the action we take to solve a problem or avoid the problem. An example of acting in order to solve a problem is starting recycling which solves the problem of energy-use. An example of avoiding the problem is eating healthier to avoid heart diseases.
Positive motivations relate to the action we take to achieve a positive emotion. When social marketers target positive motivations they focus on the positive benefits the subject gets by adopting the recommended behaviour, see below for further explanation.

To demonstrate how the model provides theoretical basis for developing either negative or positive appeals, I will use some short examples.

In a campaign promoting physical activity the message could be a threat based on the motivation of problem avoidance and would typically state that by being physically active you avoid getting some serious diseases. This will arouse the emotional response of fear. The threat would be followed by a reassurance of the efficacy of adopting the recommended behaviour, which will arouse the sequential emotional state of relaxation.44 Here, I used nr. 2: Problem avoidance with the emotional sequence: fear > relaxation.

For developing positive appeal for the same campaign, we can try to using nr. 6: Sensory gratification. The message could be a promise based on the motivation of sensory gratification that stating that you by being physically active gain more energy and will live longer and healthier life. This appeal could portray a relatively dull or neutral state followed by a reassurance of the efficacy of adopting the recommended behaviour which then would arouse the sequential emotional state of sensory anticipation. So the with the use of positive motive sensory gratification we gain emotional sequence dull (or neutral) > sensory anticipation.

42 Donovan & Henley, 2003:106
43 Donovan & Henley, 2003:104
44 Donovan et al., 1998:49
In this way we can understand what kind of emotional sequence an either positive or negative motivation could produce and determine which message strategy is the best one for the campaign in question. However, as I am not discussing message strategies in this thesis but analysing already exiting campaign advertisements, I will use this model to determine which approach was used and in this way conclude whether the ad uses positive or negative appeal or maybe something third.

I am also aware of the shortcomings and insufficiencies in this model, especially when it comes to the emotional sequence fear > relaxation. Fear appeal has been under a loop for many years now, and the problem with fear is that it might not always be followed by relaxation, maybe only if the message is processed and the recommended behaviour accepted. The threat based message might not change the criticised behaviour but the fear might stay with the recipient and produce unexpected consequences. This discussion has been further explored in the section about fear appeals in social marketing.

In connection with social marketing, the negative appeal is often synonymous with the so-called fear appeal, as the famous scare tactic is almost exclusively used when depicting what a result can be if not adopting the recommended behavior. The negative outcome is communicated through a fear provoking message. The use of fear appeal has been researched since the 1950’s and this will be further discussed in the next section.

Positive appeal has not received as much attention as fear appeal. There has been minimal research into the effectiveness of positive appeal and no studies have compared which of the two appeals are more effective.

Another appeal that is important to mention and relevant for social marketing campaigns, health marketing in particular, is rational appeal that make use of a more indirect approach to a target audience who do not have time or motivation to evaluate the benefit or attributes of a campaign. 45

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45 Monahan, 1995:83
3.3 Fear appeal

In this section I will look at the definition of fear appeal, explanations how it works and explanations why it doesn’t always work by looking at different models. I will also explore the role of fear appeal in social marketing and the development of the role through time.

Social marketers have many communication options available in the development of campaigns that are supposed to influence behaviour. However, even today, many health promotion campaigns use emotion-based persuasion in the form of threat. Health promotion campaigns are typically based on a simple strategy: “get behind people with a stick (lots of threat and fear) in the hope that this will drive them in the desired direction”.46 This type of marketing communication that uses threat of some danger in order to influence behaviour is called fear appeal.

A fear appeal is “threatening the audience with harmful outcomes from initiating or continuing an unhealthy practice”.47 It usually does this with messages that emphasis the possible physical harm or social consequence that would happen to the audience if they don’t change their behaviour.

3.3.1 The strategy behind fear appeal messages

A well designed fear based message should not only consist of the threat, but also provide the audience with a recommendation to how to solve the problem. Green and White’s theory is that fear based messages can work best if they are combined with self-efficacy skills that could lead to change in behaviour.48

The fear-message structure consists of four components. The structure is based on the understanding that the persuasive process of fear appeal includes two basic steps, the appraisal of a threat and that of possible coping. The two steps represent what is going on in the head of the individual when he tries to decide whether to acceptance or reject the persuasion attempt. Threat appraisal contains evaluation of the severity of threat in the

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46 Soames, 1988:163
47 Corcoran, 2007:93
48 Corcoran, 2007:94
message, and the susceptibility of individuals in particular. The result of threat appraisal helps the audience determine the personal relevance of an alluded threat. Coping appraisal consists of response efficacy and personal efficacy. Consideration of possible coping then helps the audience decide if and how they can deal with the threat.

3.3.2 Theories about how fear appeal works
Ray and Wilkie (1970) explored in their early work with persuasion and fear appeals the effect of fear on behaviour influence. They uncovered a curvilinear effect of fear and intentions to adopt recommended behaviour.49 This model claims that the more severe fear appeal, the more likely the recipient would adopt the recommended coping behaviour, but only to some degree of intensity of fear. If the intensity of fear continues to increase pass that point, the likelihood of adopting the coping response begins to decline. This model was the dominant model in marketing in the 1980’s.50

Even though this was a very popular model, psychologists have offered other explanations how fear works and one of them is Leventhal (1970), who suggests a parallel process model. The two parallel processes in this model are danger control (the behavioural process) and fear control (the emotional process). Danger control refers to the process that should lead us to acceptance of the fear and performance of the recommended behaviour in order to decrease the danger to the self. Fear control refers to the process that leads to defensive behaviour where the subject avoids any future information on the topic and gains critical attitude towards the source of the information in order to avoid fear. 51

3.3.2.1 The Extended Parallel Process Model
This model was later extended by Witte (1992, 1994, 1995) and got the name “Extended Parallel Process Model” of fear appeal (EPPM). The EPPM claims that people engage in two different appraisal processes when met with fear appeal: threat appraisal and perceived coping appraisal. Threat appraisal involves judging how serious and real the danger (threat) is and how much at risk one self is. Coping appraisal involves judgement of the efficacy of the

49 Tanner et al., 1989:267
50 Tanner et al., 1989:268
51 Roskos-Ewoldsen et al., 2004:51
recommended response and self-efficacy judgement. Self efficacy represents the self assessment of one’s skills in performing specific tasks. One can also think of self efficacy as the confidence in one’s own skills. The self assessment of one’s of one’s own cognitive, social, linguistic and technical capacity may influence one’s self efficacy perception.\textsuperscript{52} If the subject judges the threat to be real and one self to be at-risk and at the same time the efficacy judgement suggest that the individual can respond to the threat, that person should be motivated to engage in danger control process. As explained earlier this would lead to adaptive behaviour: accepting and performing the recommended behaviour to reduce danger. The EPPM predicts that danger control process will occur when both threat and efficacy are high. On the contrary, if the threat is perceived as real (high), but the efficacy is low, meaning the subject does not feel that the recommended behaviour is possible to carry out, that person will engage in fear control process. In other words that person will engage in maladaptive behaviour resulting taking no action or acting only to reduce the fear, not the danger. Maladaptive behaviour could in this case be denial of the threat and avoiding any information on the topic.

Even though the EPPM model is generally supported, the result of two meta-analysis of the fear appeal literature from 2000 (Floyd et al., 2000; Witte & Allen, 2000) suggest that fear reaction might not be necessary for danger control process to appear. Likewise, fear control process may occur whenever the threat is high, regardless of the level of efficacy. Floyd et al. (2000) found that response efficacy and self efficacy are the best predictors of whether the subject will perform and accept the recommended behaviour, regardless for the level of fear. And equally supporting this theory were Witte & Allen (2000) who suggest that regardless the level of efficacy, the fear control process may appear. This further proves the inconsistency in the theory concerning the effect of fear appeal.\textsuperscript{53}

3.3.2.2 Protection Motivation theory
Another model I would like to present is Protection Motivation Theory (PMY) provided by Rogers (1975). This model was offered as alternative to Leventhal’s parallel process model and is only concerned with danger control process.

\textsuperscript{52} Lindenmeier, 2008:47
\textsuperscript{53} Roskos-Ewoldsen, 2004:51
The model explains how individuals process threats and how they choose to cope with the danger connected to this threat. PMT is largely responsible for incorporating the role of perceived efficacy in health communication.\textsuperscript{54} The model claims that viewing a health communication stimulates the person to evaluate the 1) severity of the danger, 2) probability of the danger to occur, and 3) belief of the efficacy of the recommendations. The results of many studies are that the efficacy of the recommendation in the health communication is most important predictor to whether the subject will engage in the recommended behaviour or not.\textsuperscript{55} The model also suggests that if both threat and efficacy are high, the subject will engage in the recommended behaviour and if either or both are insufficient, the subject will not engage in the behaviour.\textsuperscript{56}

The Witte & Allen (2000) study supports this even though they found the inconsistency results explained above. They also found that higher level of threat and higher levels of efficacy result in greater changes in attitude and behaviour, which supports the PMT model.\textsuperscript{57}

\textbf{3.3.3 Should we use fear appeal in social marketing?}

The problem with fear appeal is that the effect of it is too wide and that it seems that this approach is often mistakenly believed to be based on well-established principles of learning. The function of fear appeal in theory is obvious enough: fear appeal focuses on the dangerous consequence of non compliance with recommended behaviour and the arousal of fear in the target audience should motivate compliance.\textsuperscript{58} In theory, the fear would motivate the target audience to stop the dangerous behaviour when informed about the danger and consequences. However, research suggests that individuals actually do not follow this logic.\textsuperscript{59}

Evidence on the effectiveness of fear appeals in the literature appears inconclusive even though several models and theories such as the Curvilinear Model, Parallel Processing Model, Extended Parallel Processing Model, Expectancy Value Model, and Protection Motivation Theory try to explain how it works. These theoretical models also demonstrate the

\begin{itemize}
  \item \textsuperscript{54} Block & Anand, 1995:193
  \item \textsuperscript{55} Block & Anand, 1995:193
  \item \textsuperscript{56} Jones & Owen, 2006:94
  \item \textsuperscript{57} Jones & Owen, 2006:94
  \item \textsuperscript{58} Donovan & Henley, 1997:64
  \item \textsuperscript{59} Tanner et al., 1989:267
\end{itemize}
difference in research findings examining the effectiveness of fear appeals. Hastings et al. (2004) question the value of these models based on laboratory experiments because studies have been conducted in artificial environments. Only a few studies have evaluated fear-based communications in real-world interventions. These few studies have shown that fear-arousing approaches usually have both weaker effects and unintended reactions when used in a real-world setting.

The unintended consequences of arousing fear in social marketing is an issue addressed by among others Henley & Donovan (1999), Hastings et al. (2004) and Hastings (2007). Besides the counterproductive thinking and maladaptive responses, the fear-based advertisements might raise issues of ethics. Henley & Donovan (1999) suggest that fear arousal creates a sense of helplessness both in the target audience and in unintended markets. The unintended markets may be for example children that see the fear-arousal advertisement and are affected by it in a negative way. For example, a child of a smoker might get the idea that his parent is going to die because an advertisement says that smokers are at risk of premature death.

Another possibility is that fear arousal may result in depression as a consequence of feeling of helplessness. According to World Health Organization, depression is one of the world’s primary health problems and Henley & Donovan (1999) argue that this link between fear arousing messages, helplessness and depression is to be seriously taken in consideration if we want to prevent social marketing to have an unfavorable effect on the rate of depression in the general population.

Hastings et al. (2004) claim that fear appeal raise other issues as well. Social marketing uses fear appeal to try to manipulate human behavior. This manipulation can lead to anxiety with the target audience and it is this aspect of fear appeal that has ethical considerations. He argues for this claim in the following way:

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60 Hastings et al., 2004:963
61 Hastings et al., 2004:961
62 Explained in section 3.3.2.1??
64 Hastings et al., 2004:972
Support for these concerns is provided by ethical theory. Deontological, or duty, which is concerned with the inherent morality, humaneness, and intentionality of the act, would reject the use of fear appeals outright on the grounds that, regardless of the ultimate societal consequence, it is wrong to engender anxiety and distress.65

Hastings et al. (2004) also raise the question whether fear appeals might have health-damaging consequences as a result of maladaptive responses to social marketing campaigns. This maladaptive response might include missing important health information or understanding the campaign wrongly. Furthermore, fear appeals in for example anti-smoking ads could induce anxiety about one’s own death, which makes people psychologically uncomfortable.66

Both Hastings et al. (2004), Hastings (2007) and Henley & Donovan (1999) suggest using positive appeal as an alternative. This will be discussed in the next section.

3.4 Positive appeal

If we compare health campaigns with commercial marketing, the main difference would be the use of positive appeal in commercial and the use of fear or rational appeal in health campaigns. Commercial marketing rather uses positive appeals to entertain and engage audiences to for example purchase a product by making the product as attractive as possible. On the other side, health promotion usually wants audiences to stop doing things that are comfortable and pleasurable for them and thus uses fear-evoking messages to scare them from doing the dangerous, but pleasurable behaviours, such as smoking. This is also why my hypothesis is that societal issues use more positive appeal than personal issues campaign. Many Societal issues campaigns want to present a positive focus on the outcome of you helping others (through for example donation) is. This brings us back to my assumption that social marketing campaigns might still be following this pattern: fear appeal in health communication and positive appeal in social issues communication. In this chapter, I will look at the definition of positive appeal and explanations how it works. I will also explore the

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65 Hastings et al.,2004:973
66 Hastings et al.,2004:974
role of positive appeal in social marketing.

### 3.4.1 Positive appeal in social marketing

Monahan (1995) argues in the following why we should promote positive images about health:

> “Positive affect can be used to stress the benefits of healthy behaviour, to give individuals a sense of control, and to reduce anxiety or fear. All of these tactics are likely to enhance the success of a communication campaign.”

Monahan (1995) divides positive appeal in two types. Emotional benefit appeals and heuristic appeals. Emotional benefit appeals combine emotional and rational appeals to illustrate what benefit the message recipient will gain by complying with the message. Heuristic appeals focus on the executional detail – what you should do to comply with the message - rather than describing the benefits they could gain by complying with the message.

Positive appeal in messages evokes positive feelings, which are hoped to influence behaviour or cognitive process. As mentioned in previous chapter, many social marketing campaigns, especially health communication, use fear appeal and in this way appeal to negative motivation because many issues in health and safety campaigns are concerned with e.g. illness and accident. For some issues, for example road safety, it may be difficult to propose credible positive motivations. However, in the view of the previous section about fear appeal where it was suggested that it may induce maladaptive behaviour, it may be useful to consider the potential persuasiveness of positive appeal.

Positive appeals can be used in many ways as an alternative to negative appeal; they can change people’s negative perception of a given behaviour into positive, for example seeing physical activity as something fun in stead of something boring. They can also be used to show how performing the recommended behaviour can have a positive outcome instead of showing how not performing the recommended behaviour can have negative outcome. For example make people adapt exercise for positive motivation such as to look good or be

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67 Monahan, 1995:96
stronger.

Conclusively, positive messages can emphasize positive aspects of performing or changing the given behaviour and positive messages are more likely to be more effective when the positive attitude already exists.⁶⁸

The positive appeal remains relatively unexplored in health communication research,⁶⁹ but some successful campaigns that used appeals based on positive emotions – love, excitement, sex, hope and humour – show that positive appeal might be equally effective as negative appeal.⁷⁰ Examples of successful campaigns that chose to use positive appeal are: a donation campaign based on hope, by Salvation Army in Australia, anti-speeding campaign in Scotland, which used empathy strategy and Massachusetts anti-smoking campaign which also used empathy.

Another study that showed that positive appeals can have persuasive advantage over negative is based on 87 road safety campaigns⁷¹. The study examined the potential utility of emotional appeal other than fear and indicated that the effectiveness of positive and negative appeals depended on the existing level of compliance with a particular behaviour. If the compliance was less than 40%, negative appeals were considered more effective and if it was less than 40%, positive appeals were considered more effective.⁷²

### 3.5 Guilt appeal

Another negative emotion-based appeal frequently used in social marketing is guilt appeal. Guilt appeal did not receive a lot of attention as an advertising tactic before 1980’s.⁷³ Huhmann and Botherton (1997) suggest there are 3 types of guilt, reactive guilt, anticipatory guilt and existential guilt.⁷⁴ It is the existential guilt that is interesting for social marketers as it is experienced when you feel more fortunate than others, resulting in the feeling of

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⁶⁸ Corcoran, 2007:94
⁶⁹ Lewis et al., 2007:61
⁷⁰ Hastings et al., 2004:976
⁷¹ Lewis et al. (2007)
⁷² Lewis et al., 2007:63
⁷³ Hibbert et al., 2007:724
⁷⁴ Huhmann & Brotherton, 2007:37
empathy. Huhmann and Botherton (1997) call this social-responsibility guilt because we feel it when we for example see a homeless person, which can result in feeling guilty for not living up to one’s social responsibility.

Huhmann and Botherton (1997) also explain various tactics one can use to arouse guilt. The verbal tactics are relevant for this thesis and can be one of the following: *a statement of fact, a statement of action, a suggestion or a question*. *A statement of fact* reports information about an issue that may produce guilt with the target audience. *A statement of action* refers to a personal action that should not have occurred, for example a message saying that animals are living under bad conditions because *you* do not donate to the animal protection organization. *A suggestion* recommends than one engage in a particular behavior, for example donate to a charity organization. And *a question* asks about one’s thoughts or behavior, for example “What have you done to help Children in Africa?”75

The visual techniques may be a person with whom the viewer may identify feeling guilty, another person blaming the viewer, or someone who is going to suffer from the viewer’s inaction. 76

The problem with guilt is the same as with fear appeal regarding the level of guilt and the target audience’s response. Research has suggested that moderately intense guilt appeal is more effective than low or high. As with fear appeal, too much guilt can arouse feeling of annoyance and irritation which is also consistent with the “Inverted-U Hypothesis” we know from fear appeal theories.77

The charity market is crowded and the target audience is bombarded with social marketing campaigns that want their donations. Persuasion Knowledge Model (PKM) of Friestad and Wright (1994) explains how knowledge influences the individual’s responses to advertising. By knowledge is meant consumer’s knowledge and beliefs about advertising. This includes beliefs about marketer’s tactics as well as beliefs about one’s own coping goals and tactics (coping with and controlling responses to advertising).78

75 Huhmann & Brotherton, 2007:37
76 Huhmann & Brotherton, 2007:37
77 Hibbert et al., 2007:725
78 Hibbert et al., 2007:727
3.6 Is negative appeal more effective than positive appeal?

Fear appeal and the effectiveness of it is an issue included in almost every social marketing book. The predominant use of fear appeal in social marketing is criticised and the question whether these type of messages work better than others has been asked again and again.\(^79\) Consequently, several attempts have been made to develop a theory that can explain and predict how fear works, but the results are uncertain and inconclusive.\(^80\)

The early health education campaigns were especially fond of fear appeal. Graveyards, skulls and blackened lungs are some of the images that have been used in early anti smoking campaigns. The aim was simply to scare people into quitting smoking. Today, we can argue with several models and theories such as Rogers (1975) “Protection Motivation Theory” and Wittes (1992) Extended Parallel Process Model that this aggressive sort of scare tactics can have the opposite effect. It is also suggested in chapter 3.3.3 that frequent use of fear-arousal in social marketing can have unintended consequences that question the ethics of the use of fear appeal.

Fear appeal is one of the most researched uses of emotion in persuasion.\(^81\) Even though the research on the effectiveness of fear appeal is inconclusive, majority of studies have concluded that fear appeal does have some benefits and Hastings (1997) sums them up as following\(^82\):

- Fear appeals can raise awareness of an issue and bring it to the forefront of people’s thoughts
- Fear appeals can make people re-evaluate and change their attitudes
- Fear may be successful in stimulating an intention to change behaviour sometimes in the future
- In some cases immediate behaviour change takes place shortly after exposure to a fear communication.

To increase the persuasive influence of campaigns, researcher of health promotion should

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\(^79\) Opliste articles der gør det
\(^80\) Kilde?
\(^81\) Rogers, 2007:175
\(^82\) Hastings, 2007:94
continue to explore and evaluate different advertising strategies. The question is whether or not social marketing campaigns might be more effective if they used emotional appeals other than negative, fear-based appeals. Study shows that emotional appeals are more effective than rational or informational, so the question is only which emotions are most effective for which issue.

Some findings suggest that appeals that aim primarily to evoke fear might not be the most effective means, but on the other side, there is limited theoretical and empirical studies about the use of positive appeal in for example health communication. Only few studies compared the relative effectiveness of fear appeals versus positive appeals for the same behaviour for the same audience.

Given the long and intensive use of fear appeal in health and safety communication, the question is whether the public has got so used to this approach that the effect has diminished. If the public get too familiar with one type of campaigns, this type can lose the public’s interest and the use of a different appeal might renew their interest. This is why it is interested to examine whether campaigns today have adopted the approach of positive appeal in both personal issues campaigns and in societal issues campaign. Positive appeal as humour would work as a shock appeal in health communication, because we have been used to seeing fear appeal in such campaigns for so many decades.

Another factor influencing the effectiveness of positive and negative appeals is intervening variables. An intervening variable in a fear-based appeal could be that it is too risky and complicated and in positive appeal that it is not appropriate or that it is offensive. Recent research suggests that other emotions than fear or what might be identified as positive emotions are relevant in social marketing campaign messages. An example is road safety campaigns in Australia that use guilt and remorse as feelings drivers who injure others by their inappropriate driving could experience. There are also other emotions that could be

\[83\] Lewis et al., 2007:62
\[84\] Lewis et al., 2007:62
\[85\] Donovan & Henley, 2003:84
\[86\] Donovan & Henley, 2003:107
appropriate for road safety campaigns and are following.\textsuperscript{87}

- Sadness (because of the loss of the love ones)
- Guilt or remorse
- Anger (at the drivers that behaved so irresponsibly)
- Shame, embarrassment (being caught for socially disapproved offence)
- Acceptance, warmth, love (for compliance to drive safely and keep the love ones that are in the car with you safe)
- Peace of mind, relief (by compliance you don’t feel tension and anxiety)

If we look back at the Rossiter& Percy model of positive and negative motivations, another clear distinction can be made with a view to how positive and negative motivations work. For negative motivations, engaging in the recommended behaviour or avoiding it is a way to achieve a goal. If you do not speed, you will avoid a car crash. If you eat healthy, you will avoid a heart disease. On the other side, for positive motivations, engaging in the recommended behaviour is supposed to be a goal in it self, e.g. emphasising that exercise is something fun you can do with your friends and be social in that way (as opposed to emphasising that exercise can help you avoid heart diseases.) In that way you can start exercising because of the fun and in that way that recommended behaviour will be enjoyable per se.\textsuperscript{88}

My opinion is that positive appeal can have persuasive advantage over negative appeal. It is easier to engage in the recommended behaviour when the goal is the behaviour itself. T

\textsuperscript{87} Donovan & Henley, 2003:107
\textsuperscript{88} Donovan & Henley, 2003:106
4. Model for advertisement description

In this chapter I will present the relevant theoretical framework and vocabulary for my analysis of the campaigns. All the advertisements I will analyse in chapter 5 are multi-semiotic texts and even though I only will analyse the linguistic text, it is important to understand how the visual features interplay with the linguistic features. For this purpose, but primarily for the purpose of using appropriate terminology in my description of the advertisements, I will look at the Proposed Generic Structure of Print Advertisements as presented by Cheon Yin Yuen (2004). The theory is directly related to the descriptive analysis of the advertisements in chapter 5 and will provide interpretation of some of the terms used.

The generic structure potential or GSP expresses all optional and obligatory elements an advertisement could consist of and is following as according to Halliday and Hassan89 I will only explain the terms relevant for the analysis in this thesis and these are: Lead, Announcement and Enhancer.

\[
\text{Lead}^\text{(Display)} \cdot \text{Emblem}^\text{(Announcement)} \cdot \text{(Enhancer)}^\text{(Tag)} \cdot (\text{Call-and-visit-Information})
\]

Lead and Emblem are made the obligatory components of an advertisement, while all the others are made optional. In the table below it is depicted in a more detailed way which components are considered visual and which linguistic and what each of the components further can consist of.

The lead is interpersonally the most important part of an advertisement because it is supposed to attract attention in terms of its size, position and/or colour. The Lead can also have many possible meanings depending on the Announcement, Enhancer, display and Emblem. The Lead consists of Locus of Attention (LoA)90 and Complements to the Locus of attention (Comp.LoA). Locus of Attention is the element that attracts the attention of the viewer and

89 Cheong, 2004:164

90 The term LoA will be applied in the analysis of advertisements in chapter 5 in this thesis and in the analysis carried out in Appendix 2-15 and 17-30.
can embed many meanings independently of other elements. However, together with the other elements, the LoA is a visual compression of the linguistic meaning in the other elements. If the LoA summarizes the central idea of the advertisement, the idea that is also in the linguistic text than there is a linguistic equivalence that coheres ideationally with the central idea conveyed in LoA.

The Display is the picture of the product/service.

The Emblem can be either visually realised as a logo of the product or linguistically as the brand name of the product/service.

The Announcement is the most important part of the linguistic elements of an advertisement in terms of its ability to capture the attention of the viewer either through colour, font and size. Equally as important is that it conveys the essence of the message. Therefore the announcement would typically be the first thing the viewer reads and sometimes the only thing. The announcement can be primary or secondary. The Primary Announcement can be defined as the most important announcement in the advertisement; it may also be the catch-phrase or the only announcement present. The secondary announcement is the one less important when the advertisement consists of more than one announcement.

The enhancer only consists of linguistic elements and explains in more details the meaning coming from the interaction between the lead and the announcement.

The tag is typically a one-liner grammatically realised as non-finite, and giving some short further information about the product.

Finally there is call-and-visit information which does not need further explanation and is very easy to identify.

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91 Cheong, 2004:168
Table 3: Proposed Generic structure of print advertisement\textsuperscript{92}

<table>
<thead>
<tr>
<th>Visual components:</th>
<th>Linguistic components:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>\textit{Lead}: Locus of Attention (LoA), Complement to the Locus of Attention (Comp.LoA)</td>
</tr>
<tr>
<td></td>
<td>\textit{Display}: Explicit, Implicit, Congruent, Incongruent (metaphorical)</td>
</tr>
<tr>
<td></td>
<td>\textit{Emblem}</td>
</tr>
<tr>
<td></td>
<td>\textit{Announcement}: Primary, Secondary</td>
</tr>
<tr>
<td></td>
<td>\textit{Enhancer}</td>
</tr>
<tr>
<td></td>
<td>\textit{Emblem}</td>
</tr>
<tr>
<td></td>
<td>\textit{Tag}</td>
</tr>
<tr>
<td></td>
<td>\textit{Call-and-visit information}</td>
</tr>
</tbody>
</table>

\textsuperscript{92} Cheong, 2004:165
5. Analysis of social marketing advertisements

In this chapter I will conduct the analysis of 30 social marketing advertisements of which 15 represent Personal issues and 15 Societal issues. I will analyse what sort of appeal they each contain in order to examine which appeal is predominantly used in Personal issues campaigns and which in Societal issues campaigns.

My assumption is that fear appeal is the dominant appeal used in Personal issues campaigns, while positive appeal is the dominant appeal used in Societal issues campaigns. Therefore, the focus will be on positive appeals and fear appeal, however, it is expected that the appeal used in the advertisements is not necessary either of the two. Guilt appeal is also a common appeal in social marketing campaigns. Therefore, the table of results has 2 other appeals possible and they are: “Rational appeal” and “Negative appeal (other than fear)”.

With regards to the results, it is enough to determine that the appeal is positive; it is not really needed to announce which positive appeal is in question. However, it will be announced in the table for the purpose of a more wide discussion of results.

5.1 Strategy for analysis of advertisements

The model that I will apply in my analysis is the Rossiter &Percy model of positive and negative motivations. It will serve as theoretical basis for my discussion about what kind of feelings the advertisement in question could be expected to provoke and in that way the appeal will be identified as positive, negative or something third. If the appeal used is rational appeal, the model will not be applied as the model is only concerned with the emotional appeals. In this case, rational appeal will be identified on the basis of its definition, which is “using presentation of straightforward information without the use of emotional appeals”.

In addition to applying Rossiter & Percy model, I will determine which appeal is in question by using the five different criteria that Donovan’s positive vs. negative dichotomy is based on.

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93 Monahan, 1995:81
as presented in section 3.2, table 1.

The strategy behind my analysis consists of five steps:
- Describe the advertisement on the basis of Cheong’s model, in this way I will identify Primary and Secondary Announcement for further analysis.  
- Determine what motivation the Primary and Secondary Announcement are appealing to.
- Determine what appeal is used on the background of the found motivation /or identify the appeal as rational appeal
- Put the result in the result table
- Calculate the percentage the different appeals constitute out of the amount of 15.

All 30 advertisements are methodically analysed in the same manner and the analysis of the advertisements themselves consist of:

a) Description
b) What motivation does it appeal to?
c) The result

The table of results will be discussed at the end of this chapter where I will try to provide a comprehensive and accurate reflection of the data in the light of the theory presented in chapter 2 and 3.

I will only analyse the linguistic elements in the advertisements. For the purpose of identifying the different parts of the advertisement, I will refer to Cheong’s theory on ideational meaning in print advertisement. The amount of text varies in each advertisement, which is why I have chosen only to analyse the Primary and Secondary Announcement of every advertisement. In this way I make sure that all advertisements are equal in terms of length and the importance of text. The enhancer may be referred to, but only to contribute to

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94 Cheong’s model is explained on in chapter 4
95 Rossiter & Percy model is explained in section 3.2.1
96 Cheong (2004)
the discussion, they will not be considered in the table of appeals.

I have chosen to analyse the Primary and Secondary Announcements on the basis of Cheong’s (2004) description of them as being the most important linguistic element in an advertisement. They convey the essence of the message and would typically be the first thing the viewer reads and sometimes the only thing. Therefore, I can argue that the appeal would most likely be in the Announcement and that is why I have chosen to analyse that part in particular.

The visual components will not be analysed but only described and put in context with the linguistic components if needed as visual images may encapsulate the central idea of the intended message and therefore should not be ignored. In many cases, the linguistic elements would not contain the intended meaning if they had occurred in isolation, without the accompaniment of the visual element. For that reason, the idea of the message might only be perceptible when the visual component and the linguistic component are parallel considered. For the short discussion of the visual components I will use the terms from and refer to Cheong’s model on ideational meaning in print advertisement.

5.2 Analysis of Personal issues advertisements

My data of Personal issues advertisements consists of 15 advertisements promoted by the British Government (e.g. British Heart Foundation and Cancer research UK). The majority of the advertisements are health promotion and 2 are safety promotion. The advertisements also represent the health and safety issues that are most promoted which is: cancer, anti-smoking, heart diseases, and healthier lifestyle.

In this section I will show an example of my analysis. The rest of the analysis can be found in the appendices, Appendix 1-14. The analysis was carried out methodically and the same method and strategy was used in all campaigns, therefore one example is enough.
Ad 1: Dump the fags (see Appendix 1)

**Description**
This is an advertisement from NHS Choises (informational service about health care) encouraging the target audience to quit smoking because it destroys one’s skin. It consists of a LoA, Primary Announcement, Secondary Announcement, Tag, and Call-and-visit information.

The LoA is portrait of a young girl holding a cigarette in her hand. She and her skin look young except of the very visible wrinkles around her mouth. The Primary Announcement says: “Getting a cat’s bum mouth?” referring to the wrinkles around her moth. The other Primary Announcement says: “Dump the fags”. The Secondary Announcement continues in a rather humoristic way to inform us about what cigarettes are good for. Basically it tells us that cigarettes are good to make our skin ugly and wrinkly.

**What motivation does it appeal to?**
Comparing a wrinkled mouth to a cat’s bum make the advertisement rather humorous and can not be called threatening, however the motivation the advertisement is appealing to is negative. The appeal is negative based on the motivation of problem avoidance, which is to avoid getting wrinkles and being ugly by quitting smoking or as the Primary Announcement says “Dump the fags”. The Primary announcement “Getting a cat’s bum?” is also using negative appeal by promoting the disbenefit of the undesired behaviour. The emotions linked to this motivation is thus fear.

**The result:**
The advertisement uses fear appeal to encourage us to quit smoking.
## 5.2.1 The table of results

<table>
<thead>
<tr>
<th>Personal issues campaigns</th>
<th>Positive appeal</th>
<th>Fear appeal</th>
<th>Negative appeal (other than fear)</th>
<th>Neutral appeal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad 1: Dump the fags</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 2: Mouth cancer</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 3: Fear the pie</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 4: Rosie</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Ad 5: Talk to Frank</td>
<td>X Intellectual appeal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 6: Stairs</td>
<td>X Intellectual appeal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 7: Bottom first</td>
<td>X Intellectual appeal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 8: Drink&amp;Drive</td>
<td></td>
<td></td>
<td>X Guilt</td>
<td></td>
</tr>
<tr>
<td>Ad 9: Flu jab</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 10: Know you unit</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Ad 11: Sex Lottery</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 12: Fireworks</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 13: Anti-smoking</td>
<td>X Humour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 14: Check yourself</td>
<td>X Intellectual appeal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 15: Don’t Drink &amp; Drive</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percentage out of the total of 15 ads</td>
<td>33% (5 ads)</td>
<td>47% (7 ads)</td>
<td>7% (1 ad)</td>
<td>13% (2 ads)</td>
</tr>
</tbody>
</table>
5.2.2 The appeals in Personal issues campaigns

Findings:
Fifteen advertisements were analysed with the intention to examine which appeal they are using. The table of results shows that 47% of advertisements used negative appeal while 33% used positive appeal. Only one campaign appeals to negative appeal guilt and 13% used the rational appeal.

These findings confirm my assumption and indicate that fear appeal is the dominant appeal used in Personal issues campaigns. Even though I expected the number to be over 50%, 47% is high enough to support my assumption and all of them are appealing to the negative motivation of problem avoidance. This also confirms that in social marketing when the motivation is negative, it is usually appealing to the motivation of problem avoidance.

These findings also indicate that Personal issues campaigns are aware of the benefit of using positive appeal as a whole 33% used positive appeal. This number is rather high for the type of social marketing campaign (health and safety issues) that literature usually link to use of fear appeal. All of the positive appeals are linked to the positive motivation of intellectual stimulation which is sometimes combined with rational appeal (Appendix 4).

The two campaigns that used rational appeal are the “Rosie” anti-smoking advertisement and the “Alcohol. Know your unit” advertisement. Both advertisements deal with the undesirable behaviours that could be defined as “pleasurable behaviours” from the target audience’s point of view. And both have deselected fear appeal. This could indicate that social marketers have discovered the disadvantage by the use of fear appeals in such campaigns. Hastings (2007) is one of the academics that present potential barriers fear appeal creates in connection with e.g. anti-smoking advertisements:

“The audience may not look at the message at all; they may look at it, but ignore it, they may look at it and accept it, but misunderstand it; they may look at it and understand it, but may rationalise it “e.g. that couldn’t happen to me”...all of these barriers – especially the last – can be accentuated by fear appeal.”

97 Donovan & Henley, 2003:104
98 Just to mention few: Donovan & Henley (1997), Dickinson & Holmes (2008) and Siegel et al., 2007: 376.
99 Hastings, 2007:95
5.3 Analysis of Social issues campaigns

My data of Societal issues campaigns consists of 15 advertisements promoted by the British Government or different non-profit organisations such as Children’s Hearings, Christian Aid, Greenpeace, DePaul Trust organisation.

In this section I will show an example of my analysis. As with the Personal issues campaigns, the analysis was carried out methodically using the same strategy. The rest of analysis can be found in appendices, Appendix 16-30.

An example of analysis

Ad 1: Christian Aid (see Appendix 16)

Description:
This is an advertisement from Christian Aid, international development charity that fights for a world free of poverty. The advertisement is encouraging us to take action and help Christian Aid to change rules that govern international trade. The advertisement consists of a LoA, Primary Announcement, Secondary Announcement, Call-and-visit information and Emblem. The LoA is a sign on a conveyor belt in presumably a super market and it say: “Families buying over 3 items a week will be prosecuted”. This is also the Primary Announcement. The intended message is that is explained in the Secondary Announcement saying that it naturally is a joke, but that we should imagine how families in Kenya has it because of the international trade rules, which means families can no longer feed themselves.

What motivation does it appeal to?
This advertisement is appealing to the negative motivation of problem removal. The problem that should be removed is the international trade rules that make Kenya suffer. The appropriate emotion following this motivation would be guilt. The Secondary Announcement is according to Huhmann and Botherton (1997) using the verbal tactic called a statement of fact as it reports information about an issue that may produce guilt with the target audience. It makes us think how other people have it.
The result:
This advertisement uses guilt appeal to encourage us to take action with Christian Aid.

5.3.1 Table of results

<table>
<thead>
<tr>
<th>Societal issues campaigns</th>
<th>Positive appeal</th>
<th>Fear appeal</th>
<th>Negative Appeal other than fear</th>
<th>Neutral appeal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad 1: Christian’s Aid</td>
<td></td>
<td>X Guilt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 2: Children’s Hearings</td>
<td></td>
<td>X Guilt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 3: Change 4 life</td>
<td>X Joy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 4: Domestic Violence</td>
<td></td>
<td>X Guilt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 5: Homelessness</td>
<td></td>
<td>X Guilt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 6: Elder Abuse</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Ad 7: Marie Curie</td>
<td>X Warmth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 8: Cruelty children</td>
<td></td>
<td>X Guilt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 9: Cancer research</td>
<td>X Warmth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 10: Chicken</td>
<td></td>
<td>X Guilt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 11: Prostitution</td>
<td></td>
<td></td>
<td></td>
<td>X Guilt</td>
</tr>
<tr>
<td>Ad 12: Greenpeace</td>
<td>X Intellectual appeal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 13: Act on CO2</td>
<td>X Intellectual appeal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 14: Recycle</td>
<td>X Intellectual appeal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad 15: Illegal Guns</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Percentage out of the total of 15 ads</td>
<td>40 % (6 ads)</td>
<td>7% (1 ad)</td>
<td>47% (7 ads)</td>
<td>7% (1 ad)</td>
</tr>
</tbody>
</table>
5.3.2 The appeals in societal issues campaigns

Findings:
Fifteen societal issues campaigns advertisement were analysed with the intention to examine which appeal they are using. The table of results shows that 40% of advertisements uses positive appeal while only 7% (1 ad) used fear appeal. Only one campaign (7%) appeals to rational appeal and a whole 47% uses the negative appeal guilt.

These findings confirm my assumption that Societal issues campaigns use more positive appeal that Personal issues campaigns. However, the majority with 47% used negative appeal guilt as means of persuasion. This was also expected as I established in chapter 3 that guilt appeal is mainly used by charity campaigns and many of the advertisements in the analysis were charity.
However, 40 % of the advertisement used positive appeal and the number is high enough to conclude that positive appeal is often used in campaigns promoting Societal issues . The positive appeal used are either appealing to intellectual stimulation or to the target audience’s compassion (warmth), which is what is expected in the case of advertisements dealing with cancer and charity hospice (Appendix 22 and 24).
The fact that only 7% (one ad) used fear appeal and 7% used rational appeal is not surprising as these appeals are not usually used in Societal issues campaigns.

5.4 Discussion of results

This analysis aimed to examine whether the dominant incentive in the Personal issues campaigns is different from the dominant incentive in campaigns promoting societal issues. My assumption was that Societal issues campaigns used more positive appeal than Personal issues campaigns and that fear appeal was something Personal issues campaigns predominantly used. This discussion will answer my research question by discussing the findings in my analysis. Furthermore, the difference in the use of appeals in the two types campaigns will be discussed. I will also draw on the theory presented in chapter 2 and 3 and put it in context with my findings. At the end of the discussion I will try to provide a picture of how emotional appeals are represented in the two types of social marketing campaigns.
The study indicated that positive appeal is something that Societal issues campaigns use much more than Personal issues campaigns. It also showed that fear appeal is the dominant appeal in Personal issues campaigns while it is rarely used in Societal issues campaigns. The results thus suggest that the two types of social marketing campaigns are promoted in quite a different way. To explain this difference I will draw on the theory presented in chapter 2 and 3. However, first I will discuss the use of fear appeal and positive appeal in the different advertisements.

5.4.1 Fear appeal

Fear appeal proved to be the appeal that is most used in Personal issues campaigns. It is also significant that all advertisements using fear appeal in Personal issues campaigns appealed to the negative motivation of problem avoidance. It is a fact that social marketing usually focuses on problem avoidance or problem removal (problem solution) by adopting the recommended behaviour. However my study showed that Personal issues campaigns that used fear appeal only used the approach of problem avoidance, which could be indicating that topics in Personal issues campaigns usually require motivation of problem avoidance. The explanation might be that health and safety issues are something that needs to be avoided, for example heart disease or fire burns. All issues are health or safety related and it is important to avoid the health problems before it is too late. The issues presented in the advertisements that focused on problem avoidance were: mouth cancer, heart disease, wrinkles and bad skin, illness because of flu virus, sexually transmitted infections and fire burns.

Fear appeal was expected to be the dominant appeal in Personal issues campaigns because health and safety messages usually use fear or rational appeals with straightforward presentation of facts. The rational appeal inform us how to protect ourselves and avoid health problems while utilizing scare tactics and fear appeal is used to inform us about the danger if we don’t stop the undesired behavior. Therefore it is natural that most of the advertisements in my analysis appeal to negative motivation of problem avoidance or to the

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100 Donovan & Henley, 2003:104
101 Monahan, 1995:81
neutral appeal.

Only one advertisement in Societal issues campaigns uses fear appeal. This is the Ad nr. 15 “Illegal guns” (Appendix 30) and it is interesting that this advertisement is the only one of the societal issues advertisements that has a personal approach: “Would you do anything for your mates? How about 5 years?” Even though I categorised it under “Societal issues campaigns” as the purpose it to control crime, the advertisement’s approach has made it a personal issue. This confirms that fear appeal is something social marketing uses when the topic is a personal issue.

5.4.2 Positive appeal

Positive appeal proved to be the appeal that is most used in Societal issues campaigns. This confirms my assumption that Societal issues campaigns use more positive appeal than Personal issues campaigns. 40% of the advertisements use positive appeal which makes it almost as common as guilt appeal (47%). It was interesting to find that also Personal issues advertisements made use of positive appeal; a whole 33% used it.

All Personal issues advertisements, except one, appealed to the positive appeal identified as intellectual appeal. These four advertisements included following issues: anti-drug promotion, promotion of exercise, raising awareness about bowel cancer and an advertisement that promoted the importance of checking oneself for male cancer symptoms. They all chose to promote their issues by promoting the adoption of desirable behaviour, which according to Donovan et al. (1995) is a criterion for positive appeal. The anti-drug advertisement (Appendix 13) is for example not promoting the dangers of the drug abuse; it is promoting the benefit of seeking help at the “Talk to Frank” institution. The benefit is simply stated as “Take back control.”

The positive appeals used in Societal issues advertisements are more various than the ones used in Personal issues campaigns. The appeals used here are intellectual appeal and appeals

102 Donovan et al, 1998:48
appealing to the positive emotion of joy and warmth. It is interesting that all intellectual appeals are found in the advertisements promoting environmental issues; Act on CO2 (Appendix 28), Greenpeace (Appendix 27) and Recycle (Appendix 29). The positive appeal warmth is used in the charity advertisements from cancer related organisations. The first one is encouraging us to donate money to Cancer Research (Appendix 24) and the second one is from Marie Curie Cancer Care (Appendix 22).

5.4.3 Do other appeals divide the two types of campaigns?

The appeal proving that there is a difference in the use of emotional appeals in the two types of campaigns is guilt appeal. Guilt appeal is something that is practically only used in Societal issues advertisements. It is actually the appeal that is the dominant appeal in Societal Issues advertisements, a whole 47% of them utilizes guilt appeal, which is almost half. Among Personal issues advertisements, only one is using guilt appeal.

The guilt appeal is utilized in 7 of Societal issues campaigns and all of them are charity organisations that help children in trouble (Appendix 17), fights for a world free of poverty (Appendix 16), raise awareness about women abuse and children abuse (Appendix 19 and 23, respectively), raise awareness about children prostitution (Appendix 26) and promote animal welfare (Appendix 25). In advertisements concerning these issues, guilt appeal is expected to be used as either a statement of fact or a suggestion is used as a verbal tactic to report about issues that may produce guilt with the target audience.103

5.4.4 The difference between the use of appeals in Societal issues campaigns compared to Personal issues campaigns

The main difference is that Societal issues campaigns almost never use fear appeal and the one time they used it was in the advertisement “Illegal Gun” (Appendix 15), which had a personal approach that made crime control a personal issue and not a societal one. Another main different is that Personal issues campaign almost never use guilt appeal, while a

103 Huhmann & Botherton, 1997:37
whole 47% of Societal issues campaigns used it.

First of all, the topics of campaigns, or the issues presented in the campaigns, are the primary thing that separates the two types and their use of appeal. In chapter 2.4, I explained my reasons for this distinction on the basis of how relevant, tangible and close the issue is to the individual. This is something I will relate to the Elaboration Likelihood Model\textsuperscript{104} My opinion is that in Personal Issues advertisements, the relevance of the issue can be both high and low depending on the issue. However, in societal issues campaigns, I suggest that the personal relevance is usually low. Naturally, this is only generally speaking as an individual can relate to a societal issue (e.g. homelessness) on a very personal level because of some personal reasons. Still, generally speaking, one can argue that homelessness or air pollution is remote to the majority of the target audience.

To draw on an example from my analysis, avoiding heart disease by eating healthier (Appendix 3) is an issue that is high involvement as adopting a healthier lifestyle would require quite a lot from the individual. One would have to gather information about how to execute this, change other aspects of one’s lifestyle and invest a lot of time to comply with this recommended behaviour. The individual would appropriately have to engage in central route processing to comply with the message; the issue thus must be presented as being of high personal relevance to the individual. In Ad 3 “Fear the pie” (Appendix 3), this is achieved by the Primary Announcement and the campaign’s logo “Heart disease is Britain’s biggest killer...”.

An example of a Personal issue advertisement that would be considered low involvement is Ad 14 “Check yourself” (Appendix 14), that is encouraging men to check themselves for male cancers. The decision to check oneself for symptoms of some disease and if necessary go to see a doctor is low involvement decision because the degree of perceived risk in taking the wrong decision is low. It does not require much from the individual to comply with this behaviour. On the other hand, it is not likely that the individual will find it to be of high relevance to check himself if he has no symptoms and does not perceive himself as being in danger of having the cancer. Therefore, the individual would not pay much attention to the

\textsuperscript{104} Explained in chapter 4, section ?
advertisement and take the peripheral route of processing. The ELM model suggest that if the attitude is negative (as in this situation when the individual does not perceive himself as being at risk) and the involvement is high, peripheral cues such as positive imagery should be used to achieve attitude change.\textsuperscript{105} In Ad 14, the imagery is rather humoristic depicting a dog checking (or licking) himself. (Appendix 14)

Conclusively the personal issues campaigns promote issues that are of both high and low relevance/involvement to the target audience. To compare it with the Societal issues advertisements (Appendix 16-30), the issues in these advertisements can usually be described as being remote to the target audience and not connecting to them on a tangible, personal level.

The only Societal issues advertisement that does connect with the target audience on a personal level is Ad 18 (Appendix 18), which encourages us to get involved in the campaign which “…aims to help us all, but especially our kids eat well, move more and live longer”. All the other issues in the rest of the Societal issues advertisements can be considered as being of not so high relevance.

The thing the two types have in common is that they both appeal to the negative motivation of problem avoidance or problem removal; however the two motivations would elicit quite different emotions depending on if it is a personal issue campaign or social issue campaign. In Social issues advertisements, it is almost never fear (except Ad 15 “Illegal Guns”, Appendix 30), while in Personal issues advertisements, it is almost always fear (7 out of 8 advertisements that used negative appeal, used fear appeal).

I stated in my discussion about fear appeals that my study showed that Personal issues campaigns that used fear appeal only used the approach of problem avoidance because the topics in the advertisements required that approach. On the other hand, the negative motivation of problem removal is something 7 of the Societal issues advertisements appeal to, all of them using guilt appeal. The topics are already presented in section 5.4.3 and these topics are all societal issues that need to be removed. For this purpose, these 7 advertisements use the guilt appeal. This is consistent with the theory about guilt appeal presented in section \textsuperscript{105} Donovan & Henley, 2003:73
3.5, which claims that guilt appeals are the most popular in contexts such as charity fund raising.\textsuperscript{106}

Regarding the use of the unexpected appeal which some studies suggest would be effective, it was interesting to find that very few of the advertisements used an unexpected appeal. By unexpected appeal is meant an appeal that usually is not used for the topic in question. One could go back to the argument that it is difficult to target positive motivation in some of the Personal issues campaigns like fireworks safety, just to mention one example. Therefore, health and safety promotion will probably continue to rely on fear appeal as a means of persuasion.

Nevertheless, many academic studies dealing with the question whether fear appeal should be applied in personal issues campaigns, suggest that positive appeal could have the advantage over negative appeal in some cases. A study conducted with focus groups with young drivers at the University of Wollongong in New South Wales examined responses to drink & driving and speeding ads. The study showed what critics of fear appeal are afraid of. The young are so used to the fear-inducing ads, that they consider them as not effective. Responses from the focus group were such as: “The ads are all the same, can’t speed, can’t drink and drive or you will crash – so what? Everyone knows that...they don’t stop me.” and “The ads are silly....I just turn off from the anti-speeding ads now.”\textsuperscript{107} This study proves that target audience can get used to a certain type of advertisement and this will result in them not paying attention to it. It was however interesting to find that only one of the two “Don’t drink and drive” advertisements in my study (Appendix 8 and 15) used fear appeal. On the other hand, nor was the positive appeal used. The appeal in the second advertisement (appendix 15) is guilt appeal, which is a tendency seen in the Australian road safety campaigns as well.\textsuperscript{108}

\textsuperscript{106} Hibbert et al. (2007)
\textsuperscript{107} Hastings, 2007:96
\textsuperscript{108} Road safety campaigns in Australia focus on guilt appeal, Donovan & Henley, 2003:107.
5.5 Critique

Due to the fact that only 30 social marketing advertisements were analyzed, these findings can hardly convey a picture of what the dominant appeal in the two different types of social marketing campaigns are. However, due to the scope of this thesis and the fact that it is a master thesis, a bigger analysis could not have been conducted.

It was also very difficult to find the different advertisements as I only had internet to provide me. Therefore, the only requirements I gave myself when I searched for advertisements were that they should have a verbal element at least in the form of a Primary Announcement and that they should cover a wide range of topics in their respective fields. I did try to find the most recent advertisements, however, some date from year 2009 and some from year 2008 or 2007. This does not give a very accurate picture of the social marketing advertisements anno 2009, but again, it was impossible to find so many advertisements from 2009 with only help from the internet.

Rossiter and Percy model of positive and negative motivations proved to be a good tool for analyzing emotional appeals in advertisements, even though it is not always clear what motivation the advertisement is appealing to. In this case, the Donovan’s positive vs. negative dichotomy was very helpful. Rossiter and Percy model of positive and negative motivations was also a difficult model to work with as the model is intended for developing positive and negative appeals when developing and executing social marketing messages. One can say that I used it in reverse way. However, it provided the theory I needed to determine which appeal is used and it provided interesting aspects for discussion of results.

The problem with analyzing advertisements with regard to determining which appeal they are using is that the terms *positive appeal* and *negative appeal* are frequently used in the social marketing literature, however, there is no specific definition of the two appeals and moreover, no specific model that could be used to determine which appeal an advertisement is appealing to.

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109 Donovan & Henley, 2003:102
6. Conclusion

The purpose of this thesis was to analyze how two different types of social marketing issues are promoted in campaigns by examining their use of emotional appeals. In this connection, it was examined what the dominant appeal in Personal issues campaign is compared to the Societal issues campaigns. The assumption was made that Personal issues campaigns use more fear appeal than Societal issues campaigns and that Societal issues campaigns use more positive appeal than Personal issues campaigns. This was examined and the research question was answered by conducting analysis of 30 social marketing advertisements with regard to determine which appeal they are using.

Two types of social marketing campaigns were presented in this thesis in terms of whether they connect to the target audience on a personal level or on a remote level. They were named “Personal Issues campaigns” and “Societal issues campaigns”. By dividing social marketing campaigns in this way, it was proved that the use of emotional appeals depends on whether the issue is personal or societal.

The focus of the thesis was on emotional appeals and the use of them as a tool for persuasion. Three different appeals were presented given their importance in social marketing: positive appeal, fear appeal and guilt appeal.

My findings showed that fear appeal is the dominant appeal used in Personal issues campaigns. 47% of Personal issues campaigns used fear appeal in order to threaten the audience with harmful outcomes from initiating or continuing an unhealthy or unsafe behavior. In comparison with Societal issues campaign, this is a very high percentage as only 7% of Social issues campaigns used fear appeal. It can be concluded that Personal issues campaigns use much more fear appeal than persona issues campaigns.

Addressing the question whether Social issues campaigns use more positive appeal than Personal issues campaigns, I found that 40% of Societal issues advertisements used positive appeal while only 33% of Personal issues campaigns used positive appeal. The conclusion is that positive appeal is more represented in Societal issues campaigns, but not the extent I expected. My findings indicate that also Personal issues campaigns, including health communication, have begun to utilize positive appeal.

The question whether other appeals divide the two types of campaigns was also raised and I
found that guilt appeal is the dominant appeal used in Societal issues campaigns, while it is almost never used in Personal issues campaigns. I can conclude that the use of guilt appeal is the main difference in the use of appeals in the two types. Likewise, it was found that the dominant incentives in the two types of campaigns are different as fear is the appeal predominantly used in Personal issues campaigns, while the dominant appeal in Societal issues campaigns is guilt.

The reason for the different use of appeals was also discussed and the reached explanation was that the difference is related to the personal involvement in the issue. While Personal issues campaigns deal with issues of both low and high involvement for the target audience, the societal issues campaigns almost exclusively communicate issues of low involvement. This is also the reason why I divided social marketing campaigns into the two given types.

Finally, it can be concluded that this thesis gave a picture of how emotional appeals are used in social marketing campaigns. The question whether positive appeal or negative appeal is the most effective in social marketing messages is still open for discussion. Studies that aimed to uncover this question stay inconclusive. Given the ongoing interest for this issue, it is likely that the future will bring more focus on the positive appeal in both Personal issues and Societal issues campaigns and that more studies will be conducted with the purpose to examine the efficacy of positive appeal messages.
7. Summary

During the last few decades social marketing has joined the line of other marketing buzz words. There is hard evidence that marketing works and social marketing imitates this success by applying marketing techniques. One of the techniques applied is the use of emotional appeals as a tool for persuasion. The appeal that has received most attention is fear appeal that is mostly used in health communication field in order to persuade people to cease undesired behaviours and adopt desired behaviours. There is a debate regarding how effective fear appeal is and whether or not positive appeal should be used as alternative.

This thesis divides social marketing campaigns into two different types, the first one referred to as Personal issues campaigns and the second as Societal issues campaigns. Personal issues connect with the audience on a personal level and can also be described as health and safety issues. Societal issues are rather remote to the individual and cover environmental and societal issues such as recycling and homelessness.

This thesis examines how these two types of social marketing issues are promoted in campaigns by examining their use of emotional appeals. Furthermore, it is examined whether the dominant appeal in Personal issues campaigns is different from the dominant appeal in Societal issues campaigns. The theory applied in the analysis is theory on emotional appeals and motivation.

The results in the analysis conducted in this thesis showed that fear appeal is the dominant appeal used in Personal issues campaigns, while guilt appeal is the dominant appeal used in Societal issues campaigns. It was also concluded that Personal issues campaigns use a great deal more fear appeal than Societal issues campaigns. The positive appeal was found represented in both campaign types, however, it was concluded that positive appeal is more common in Societal issues than in Personal issues campaigns.
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Ad 1: Dump the fags

The analysis of this advertisement is included in the thesis in chapter 5.
Appendix 2
Ad 2: Mouth cancer

Don’t let mouth cancer take away life’s little pleasures.

You can get mouth cancer on your tongue, gums, lips, cheeks and floor or roof of your mouth. Early signs are sometimes not sore, so look out for:

- An ulcer or sore that doesn’t heal after three weeks
- Swelling
- A lump or bump on your lips, gums or inside your mouth
- A white, red or dark patch
- Ongoing soreness in your mouth or throat

See your dentist, doctor or pharmacist.

If in doubt, get it checked out.
**Description:**
This is an advertisement informing about mouth cancer. The ad consists of LoA, Primary Announcement, Enhancer and Emblem. The Primary Announcement says “Don’t let mouth cancer take away life’s little pleasures.” The other Primary Announcement encourages us to “If in doubt, get it checked out.”
The LoA is a close up picture of 2 elderly people sharing a kiss. The picture is so close that we can only see the faces of them.

**What motivation does it appeal to?**

Applying Rossiter & Percy model, the Primary Announcement is appealing to the negative motivation of problem avoidance. This is achieved by presenting a threatening message trying to motivate us to get checked for mouth cancer in time, so that it does not deprive us from life’s little pleasures like kissing. The emotional following this motivation would be fear. The intended message is that you can avoid the problems mouth cancer can give you by getting yourself checked in time. The announcement uses negative appeal as it promotes the disbenefit of the undesirable behaviour, which is not to get it checked in time.\(^{110}\) The motivation is negative and the intended emotion is fear.

**The result:**
This advertisement uses fear appeal

\(^{110}\) Donovan’s criterion are presented in chapter 3.2
Appendix 3
Ad 3: Fear the pie

Description:
This is an advertisement from British Heart Organisation, BHF, informing us that we should fear the unhealthy food (the pie).
The ad consists of a LoA, Primary Announcement, Secondary Announcement, Emblem and Call-and-visit information. The LoA is a picture of two people, a man and a woman looking up to a picture of a pie. The Primary Announcement says: “Fear the pie” and the other Primary Announcement informs us that “Heart disease is Britain’s biggest killer, join BIG RED Fight Back” The intended message is to tell us to fear the unhealthy food and everybody nowadays know that a pie is not healthy food. It is trying to convince us to avoid the
unhealthy food and in that way take care of our heart.

**What motivation does it appeal to:**
Applying Rossiter & Percy model this advertisement appeals to negative motivation of problem avoidance. This is achieved by the Primary Announcement telling us that pie – unhealthy food – is our enemy, an enemy for our heart, and we should fear it. The announcement has nothing less than the word “fear” in it. The Secondary Announcement enhances it further by adding that heart disease is Britain’s biggest killer.

The emotional sequence intended with this advertisement would then be:
Problem avoidance: fear > relaxation.

**The result**
Consequently, the ad is using fear appeal to scare us how dangerous the unhealthy food is for us and our heart.
Appendix 4

Ad 4: Rosie

A nice name doesn’t make something less deadly.
**Description:**

This is an advertisement from Cancer Research UK informing us about the danger of smoking light and mild cigarettes. The message says that smoking light and mild cigarettes does not mean you will inhale less nicotine and that it is as dangerous for your health as smoking regular cigarettes.

The ad consists of a LoA, Primary Announcement, Secondary Announcement, Call-and-visit information, Tag and Emblem. The LoA is a picture of a snake with an open, threatening mouth and with the nice name Rosie. The primary announcement says: “*A nice name doesn’t make something less deadly*” and is referring to the lovely name “Rosie” the snake has. The intended message linking the snake to cigarettes is only explained in the Secondary Announcement which says: “Smoke “low tar”, “light” or “mild” cigarettes and despite their smooth taste, you are likely to inhale just as much tar and nicotine as with regular cigarettes.”

**Which motivation is targeted?**

Applying Rossiter & Percy model, this advertisement appeals to the positive motivation of intellectual stimulation. The Secondary Announcement uses neutral rational appeal with straightforward presentation of facts. The primary announcement appeals to intellectual appeal stimulating us to think about the fact that “*A nice name does not make something less deadly.*”

The LoA is as mentioned a picture of a deadly dangerous snake. This central idea is repeated in the Primary Announcement. That is, there is a linguistic equivalence that coheres ideationally with this central idea of the LoA and also appeal to intellectual appeal.

**The result:**

This advertisement uses neutral rational appeal and intellectual appeal to convince us that it is equally dangerous to smoke light and mild cigarettes as regular cigarettes.
Appendix 5
Ad 5: Talk to Frank

Description
This is an advertisement from Talk to Frank, UK’s anti-drug institution. The advertisement consists of LoA, Primary Announcement and Call-and-visit information. The LoA is a boy sitting on a floor looking rather lost and in despair. The primary Announcement says: “Don’t hide. Take back control. Talk to Frank.”

What motivation does it appeal to?
The advertisement is appealing to positive motivation by promoting adoption of desirable behaviour, which is that one should get help and take control of one’s abuse by contact “Talk
to Frank” institution. It is appealing to the positive motivation of intellectual stimulation relying on that the message promoting the desired behaviour will influence the target audience to comply with the recommended behaviour.

**The result:**
This advertisement is using intelligent appeal.
Appendix 6
Ad 6: Stairs

Description
This is an advertisement from the British Heart Foundation. It is informing us that stairs (exercise) is good for us and our heart. It consists of a LoA, Primary Announcement, Secondary Announcement and Emblem.

The LoA is a smiling man in a suit standing besides an escalator and stairs. The man is pointing enthusiastically towards the stairs, as the Primary Announcement says “Stairs are your friend”. The second Primary Announcement us know that “Heart disease is Britain’s
The intended message is that exercise is good for our health so we should always take the stairs instead of the escalator.

**What motivation does it appeal to?**

Applying Rossiter & Percy model, this advertisement appeals to the positive motivation of intellectual stimulation. This is achieved by the Primary Announcement telling us that the wise choice is to use the stairs instead of the escalator. They simply use the positive appeal to promote adoption of desirable behaviour as opposed to promoting cessation of undesirable behaviour. The emotions are thus linked to the motivation in the following way:

**The result:**

This advertisement uses intellectual appeal to influence us into healthier behaviour.
Description
This is an advertisement from West of Scotland Cancer Awareness Project and is informing us about bowel cancer. The message is that we should get ourselves checked in time if we think we have some of the mentioned symptoms. The advertisement consists of a LoA, Primary Announcement, Enhancer, Secondary Announcement and Emblem. The LoA is a woman sitting on the toilet with her computer on her lap and other of her office things.
surrounding her. The Enhancer is informing us about the symptoms we should look out for, something she is not able to do as she obviously is not paying any attention to anything except her work. The Primary Announcement says: “Put your bottom at the top of your list” and is referring to the fact that your work should not be more important to you than your health. In this case the LoA depicts the undesirable behaviour, however without it the Primary Announcement would not make sense.

What motivation does it appeal to?
Applying Rossiter&Percy model, this advertisement appeals to the positive motivation of intellectual stimulation. This is achieved by promoting the adoption of the positive behaviour in the Primary Announcement. The advertisement does not say anything about the negative outcomes if you do not comply with the recommended behaviour. The message only promotes that your health should be on the top of your list.

The result:
Conclusively, this advertisement uses positive appeal to encourage us to pay attention to possible symptoms of bowel cancer.
Appendix 8
Ad 8: Don’t Drink and Drive

**Description:**
This is an advertisement promoting safe driving and telling us not to drink and drive. It consists of LoA, Primary Announcement and Secondary Announcement. The first Primary Announcement only says “Heart” and the LoA complements this as it is a picture of a human heart. The other Primary Announcement is actually telling us what the advertisement is for as it says “Don’t Drink & Drive”. The Secondary Announcement is a description of the heart pictured, informing us that it used to belong to a 5 year old who was killed by a drink-driver.

**What motivation does it appeal to?**
This advertisement is appealing to the negative motivation of problem avoidance. The problem that should be avoided is an accident that could end with a dead 5 years old.
Applying Rossiter & Percy model this motivation would be accompanied by guilt.

**The result**

This advertisement is using guilt appeal to promote road safety.
Appendix 9

Ad 9: Flu Jab

**Description:**
This is an advertisement from NHS Choices, an informational service about healthcare owned by the Department of Health. It encourages us to get the free flu jab and informs us about the dangers of flu if you have a chronic illness or you are over 65 years old.

The advertisement consists of a LoA, Primary Announcement, Enhancer and Emblem. The LoA is a picture of some dangerous looking fish-like things showing their teeth in an attack position. It is figuratively an illustration of viruses attacking your body. The Primary Announcement says: “*If you knew about the flu you’d get the jab*”. The Enhancer then explains that flu is a virus that attacks the immune system and can be dangerous for ill and
older people. It also encourages us to get this year’s free flu jab.

**What motivation does it appeal to?**

Applying Rossiter & Percy model the Primary Announcement appeals to the negative appeal based on the motivation of problem avoidance. By using the phrase “If you knew about the flu, you’d get the jab” they imply that if we only knew about the danger of the flu, we would get the flu jab. The LoA is through the threatening images of the attacking viruses furthermore adding to the scare tactic. The problem we are encouraged to avoid is the flu and the recommended behaviour is to get the flu jab to avoid dangers if getting the flu. The emotions are thus linked to the motivation in the following way:

Problem Avoidance > fear

**The result:**

The conclusion is that this advertisement uses fear appeal.
Appendix 10
Ad 10: Know your limits

Description:
This is an advertisement from the Department of Health’s campaign “Know your Units”. The advertisement is informing us the maximum of how many units a female and how many a male should have per day. The ad consists of a LoA and two Primary Announcements. The LoA is an illustration of a male and a female with number written on them, the number is referring to the number of units per day. The Primary Announcement says “Alcohol. Know your limits”. The secondary announcement continues on the numbers written on the images saying “Units per day”.

What motivation does it appeal to?
This advertisement is appealing to the rational appeal because it is presenting straight forward
information about the maximum units of alcohol a male and female respectively may consume.

**The result:**

This advertising is appealing to the rational appeal.
Appendix 11

Ad 11: Don’t play the sex lottery.

Description:
This is an advertisement from NHS Choices encouraging us to use a condom in order to avoid sexually transmitted infections. The ad consists of A LoA, Primary Announcement, Secondary Announcement, Enhancer, Call-and-visit information and Emblem.
The LoA are 3 lottery balls with a text attached to every of them explaining what they each represent. The texts attached to the balls are the Secondary Announcement and they say:
“Incurable”, “Different sexually transmitted infections” and “With no symptoms”. The Primary Announcement says: “Look what could be yours in the sex lottery!” and is referring to what the three different lottery balls are representing. Another Primary Announcement says at the bottom of the ad “Don’t play the sex lottery. Use a Condom”

What motivation does it appeal to?
Even though the first Primary Announcement does not use negative appeal on the basis of negative motivation, but together with the second Primary Announcement (and the Secondary Announcement), the intended message is a threat. It is threatening us what diseases we might get if we do not use a condom. Conclusively, the negative appeal is based on the motivation of problem avoidance which would arouse fear.

The result:
This advertisement uses fear appeal to encourages us to use condom
Appendix 12

Ad 12: Fireworks

Description:
This is an advertisement from a campaign of Department of Business Enterprise & Regulatory Reform encouraging safe and responsible use of fireworks.

The advertisement consists of A LoA, Primary Announcement, Secondary Announcement, Call-and-visit information and Emblem. The LoA is a picture of young man with burn scars
all over his face. The Primary Announcement says: “Fireworks. Be safe not sorry. Always follow the code.” And “18: It is against the law to carry fireworks in public if you’re under 18.”

**What motivation does it appeal to?**

Applying Rossiter & Percy model this ad is appealing to the negative appeal threat based on the motivation of problem avoidance. It encourages us to follow the code and be safe around fireworks if we do not want to be sorry and end up with a burned face. Together with the LoA, the primary Announcement “Be safe not sorry” promotes the disbenefit of the undesired behavior The emotions are thus linked to the motivation in the following way: Problem avoidance > fear

**The result:**

This advertisement uses fear appeal to encourage safety around fireworks.
Appendix 13
Ad 13: Anti-smoking Society

Description:
This is an advertisement from the Anti-smoking Society. The advertisement consists of a LoA, Primary Announcement and Emblem. The LoA is a picture of a guy offering a cigarette to a parking officer. The Primary Announcement says “Encourage someone you hate to start smoking”. The announcement is referring to the fact that “everybody” hates parking officers that give you parking tickets. It means that smoking is so bad that you would only wish it upon your enemy.
**What motivation does it appeal to?**

Applying Rossiter & Percy model this advertisement appeals to the positive emotion of social approval. The message is not promoting the adoption of the desirable behaviour (to stop smoking) or the how unhealthy it is, it uses humorous appeal depicting an act that is consistent with personal values, in this case you offer bad things to people you hate. The appeal is however humorous as the person we hate is depicted as a parking officer.

**The result:**

This advertisement is appealing to positive appeal humour.
Description
This is an advertisement from “Everyman – Funding Research to Cross Out Male Cancer” encouraging men to check themselves for symptoms of male cancers. It consists of a LoA, Primary Announcement, Emblem and Call-and-visit information.

The LoA is a dog licking himself and the Primary Announcement says: “Check yourself. It is easier than you think”
What motivation does it appeal to?
This advertisement appeals to the positive motivation of intellectual stimulation. The Primary Announcement is promoting adoption of desirable behaviour.

The result:
This advertisement uses intellectual appeal.
Appendix 15

Ad 15: Think Campaign

The penalty for drink driving is a minimum 12 month driving ban. You can also face up to 6 months in prison and a fine of up to £5000.
**Description:**
This is an advertisement from the “Think” campaign, an initiative from UK Government with the aim to increase road safety.

The advertisement consists of a LoA, Primary Announcement and Emblem. The LoA is a glass of beer with the price tag “£5000”. The Primary Announcement says: “The penalty for drink driving is a minimum 12 months driving ban. You can also face up to 6 months in prison and a fine of up to £5000.” The slogan of the campaign is the second Primary Announcement and says: “Don’t drink and drive”.

**What motivation does it appeal to?**
Applying Rossiter & Percy model this advertisement is appealing to the negative motivation of problem avoidance. The Primary Announcement is a threatening message saying what would happen to you if you drink and drive. It depicts the negative outcome of drunk driving and promotes the cessation of undesired behaviour saying “Don’t drink and drive”

**The result:**
This advertisement uses fear appeal to increase road safety.
Appendix 16

Ad 1: Christina Aid: Prosecuted

The analysis of this advertisement is included in the thesis in chapter 5.
Description:
This is an advertisement from Children’s Hearings a system in Scotland that help children in trouble. It is encouraging us to join the Children’s Hearings organisation and help the children by sitting on a so-called Children Panel – listening to children.

It consists of a two Primary Announcements, Secondary Announcement, Enhancer, call-and-visit information and Emblem.

The Primary Announcement says: “Alone” and the Secondary Announcement says: “He’s tried everything to get noticed. Now he’s in trouble, he needs your attention.”
What motivation does it appeal to?
Applying Rossiter & Percy model, this advertisement is appealing to the negative motivation of problem avoidance. The appropriate emotion following this motivation would be guilt. According to Huhmann and Botherton (1997), the verbal tactic that is used here is a suggestion. A suggestion recommended here is to join Children’s Hearings because children in trouble need you. The boy in trouble is supposed to result in the feeling of guilt for not living up to one’s social responsibility.

The result:
This advertisement uses guilt appeal to encourage us to join Children’s Hearings.
Appendix 18

Ad 3: Change for life

hands up who wants our kids to live longer?

We all do! But if we carry on living as we are, 9 out of 10 kids are set to grow up with dangerous levels of fat in their bodies. This can cause life-threatening diseases like cancer, diabetes and heart disease. So it’s really important that we all get together and do something about it – now!

Change4Life is a nationwide movement which aims to help us all, but especially our kids, eat well, move more and live longer.

Get involved today! Search for Change4Life or call 0300 123 4567*
**Description:**
This is an advertisement from Change 4 Life, a campaign from the Health Department that encourages people to join the movement and help our kids eat well, move more and live longer.

The advertisement consists of a LoA, Primary Announcement, Enhancer, Call-and-visit information and Emblem. The LoA is a colourful drawing of people raising their hands. The Primary Announcement says “Hands up who wants our kids to live longer”. The enhancer inform us further about the movement and its importance for the health of our children and another Primary Announcement encourages us furthermore saying: “Get involved today!”

**What motivation does it appeal to?**
According to Rossiter & Percy, this advertisement is appealing to the positive motivation of social approval. The Primary Announcement promotes the benefit if the target audience follow the recommended behaviour which is to “Get involved today”.

**The result:**
This advertisement uses positive appeal to encourage us to join the “Change for Life” movement.
Appendix 19
Ad 4: Domestic violence

Description
This is an advertisement from Wycombe Women’s Aid informing us that 1 in 5 women are abused by their partners and how we can help. It consists of a LoA, Primary Announcement, Secondary Announcement and Call-and-visit information. The LoA is a portrait of a woman, of her face we can only see from nose and down. The woman wears a police uniform. The Primary Announcement says “She deals with domestic violence every day. Her own.”. The Secondary Announcement says: “1 in 5 women are abused by their partners. Call the Samaritans and ask for Wycombe Woman’s Aid”

What motivation does it appeal to?
This advertisement is appealing to the negative motivation of problem removal. The problem we should remove is that so many women are being abused. And the recommended behaviour is to call in and help the organisation Wycombs Women’s aid. The appropriate accompanying negative emotion would be guilt as, according to Huhmann and Botherton (1997), the Secondary Announcement is using the verbal tactic called a statement of fact. It reports
information about an issue that may produce guilt with the target audience

**The result:**
The appeal used in this advertisement is guilt.
Appendix 20

Ad 5: DePaul Trust

Description
This is an advertisement from DePaul Trust encouraging us to donate money to the organisation that helps young people who are homeless, vulnerable and disadvantaged. The advertisement consists of LoA, two Primary Announcements and emblem. The LoA is a picture of a tree, on the ground besides the tree a person is sitting. There are drawn lines on the tree as if it was a family tree for the person sitting on the ground. On one side it says “Violent father” and on the other side “Violent mother” and then the line is pointing to the homeless person sitting on the ground. The second Primary Announcement says: “Homelessness starts at home, Donations start here.”

What motivation does it appeal to:
This advertisement presents a problem which is that young people can end up homeless because of the childhood they have had. It appeals to the negative motivation of problem removal. To remove this problem we are encouraged to take action and donate money to the DePaul trust organisation. The appropriate accompanying negative emotion would be guilt as, according to Huhmann and Botherton (1997), it is using the verbal tactic called a *statement of fact*. It reports information about an issue that may produce guilt with the target audience.

**The result:**
This advertisement uses guilt appeal.
Appendix 21

Ad 6: Elder Abuse
**Description**
This is an advertisement from the campaign “Help the aged. I will” which is encouraging us to add our name and in this way support the campaign.

The advertisement consists of LoA, Primary Announcement, Call-and-visit information and Emblem. The LoA is an elderly arm on a carpet. The arm is full of bruises. The Primary Announcement says: “Elder Abuse. The Brutal Facts”. Following this announcement are 4 other Primary Announcement saying what these facts are. The facts they inform us about how many people are being abused in UK, that abuse can be sexual, financial, psychical or through neglect, a quarter of those who abuse are sons and daughters and that we can help by adding our name.

**What motivation does it appeal to?**
This advertisement appeals to the rational appeal as it presents the straightforward fact about elder abuse in UK. As the purpose of this advertisement is to present the facts, I will not go further into motivation.

**The result:**
This advertisement uses rational appeal.
You’d be amazed how many people leave your local Marie Curie Hospice feeling better.

Marie Curie Hospices are dedicated to providing the best quality of life for everyone with cancer. We don’t just care for the terminally ill. We offer individually tailored treatments and therapies for day patients as well as specialist care to patients who need longer term support. Your local hospice can offer anything from pain control to a friendly chat and a cup of tea in a relaxed and friendly environment. And we do all this for free, which is why we rely on the generosity of people like you.

To make a donation or for more information please call freephone 0800 716 146 or visit mariecurie.org.uk
**Description**

This is an advertisement from Marie Curie Cancer Care, a charity organisation with network of nurses and doctors providing care for cancer patients in their homes or in hospices. The advertisement consists of Primary Announcement, Enhancer, Call-and-visit information and Emblem. The Primary Announcement says, “You would be amazed how many people leave your local Marie Curie Hospice feeling better.”

**What motivation does it appeal to?**

The Primary Announcement is promoting the positive benefit of you donating to the charity. It emphasises how many people’s lives are better thanks to Marie Curie Hospice and your help. Ergo it appeals to the positive motivation of sensory gratification which would appropriately be followed by the feeling of joy due to helping others.

**The result:**

This advertisement uses positive appeal.
Appendix 23

Ad 8: Cruelty to children

Description
This is an advertising from NSPCC which is a London Society for the Prevention of Cruelty to Children.
The advertisement consists of a LoA, Primary Announcement and Emblem. The LoA is a picture of a wallpapered with teddy bears implying it is a children’s room. The Primary Announcement says: “I wish you’d never been born you screaming little...”. The second Primary Announcement says: “Cruelty to children must stop. FULL STOP.”
**What motivation does it appeal to?**

The Primary Announcement is depicting the sad situation the children living in abusive homes are in. It quotes a sentence that might come out of a parent that subject his/her child to cruelty. The advertisement is raising awareness about abuse of children by appealing to negative motivation of problem removal. According to Huhmann and Botherton (1997), the Primary Announcement is using the verbal tactic called a *statement of fact* as it reports information about an issue that may produce guilt with the target audience. It is thus appealing to guilt appeal appeal.

**The result:**

This advertisement uses guilt appeal to raise awareness about children abuse.
Appendix 24

Ad 9: I shouldn’t be here

Description
This is an advertisement from Cancer Research encouraging us to donate to Cancer Research organisation.

The advertisement consists of LoA, Primary Announcement, Secondary Announcement, and Emblem. The LoA is a portrait picture of an old man. The Primary Announcement says written over his face: “I shouldn’t be here” and at the bottom of the advertisement “Donate at cancerresearchuk.org.” The Secondary Announcement is a statement from the man on the picture saying that he had cancer but thanks to the latest technique of radiotherapy he is still
alive. He also expresses his gratitude to Cancer Research UK and all its supporters.

**What motivation does it appeal to?**
The Primary and Secondary Announcements are appealing to positive emotion of sensory gratification which would appropriately be followed by a joyful feeling. This feeling would accompany this motivation because the advertisement’s message is that supporting Cancer Research UK you save people’s lives. “I shouldn’t be here” refers to the fact he would have been dead if it was not for Cancer Research UK and its supporters. It is also promoting the benefit of your donation: a happy man whose life is saved.

**The result:**
This advertisement uses positive appeal.
Appendix 25

Ad 10: Chicken
Description
This is an advertisement from RSPCA – the Royal Society for the Prevention of Cruelty to Animals – is a charity organisation which mission is to prevent cruelty to animals.
The advertisement consists of a Primary Announcement, Enhancer, Call-and-visit information and Emblem. The Primary Announcement says: “Chicken is all about a healthier lifestyle. Unless of course you’re the chicken.”

What motivation does it appeal to?
The Primary announcement is appealing to the negative motivation of problem removal. It is referring to the fact that eating chicken is a healthy lifestyle for you. However if you want to look after animals also, not only yourself, you should donate money to RSPCA. The emotion that would appropriately be accompanying this motivation is guilt as, according to Huhmann and Botherton (1997), it is using the verbal tactic called a statement of fact. It reports information about an issue that may produce guilt with the target audience.

The result:
This advertisement is using guilt appeal.
Appendix 26

Ad 11: Abuse through prostitution

Description
This is an advertisement from Bernardo’s, a charity organisation that help children with a wide range of issues, everything from drug abuse to prostitution etc. The advertisement consists of a LoA, Primary Announcement, Call-and-visit information and Emblem. LoA is a picture of little boy that clearly is very young of age but his face is illustrated as an old man’s face. The boy is in a toilet wit another man and the Primary
Announcement says: “Abuse through prostitution steals children’s lives” and on the bottom of the advertisement “Help end this obscenity.”

**What motivation does it appeal to?**

This advertisement is appealing to the negative motivation of problem removal. The problem depicted in the Primary Announcement is what terrible effect abuse has on children and inform us how we can help end this problem. The appropriate felling accompanying this motivation would be guilt. According to Huhmann and Botherton (1997), the announcement is using the verbal tactic called *statement of fact* to produce guilt with the target audience. Statement of fact reports about the issue of children abuse.

**The result:**

This advertisement uses guilt appeal.
Appendix 27

Ad 12: Green Peace
**Description**
This is an advertisement from Greenpeace informing us about danger of nuclear waste. It consists of a LoA, Primary Announcement, Secondary Announcement, Call-and-visit information and Emblem. The LoA depicts a time span equivalent to the evolution of modern man. The Primary Announcement says: “*How many years does it take for nuclear waste to become safe?*”. The Secondary Announcement says: “*It takes over a million years for nuclear waste to become safe, (a time span equivalent to the evolution of modern man). Yet one man is set to make a decision that will increase lethal waste levels threefold. Is this the sort of legacy Tony Blair wants to leave mankind? We think not.*”

**What motivation does it appeal to?**
This advertisement appeals to the positive motivation of intellectual appeal. The Primary Announcement is a question that should make us think. The answer is in the LoA and is reapeted in the Secondary Announcement.

**The result:**
This advertisement uses intellectual appeal.
SWITCHING APPLIANCES OFF STANDBY MEANS LOWER CARBON EMISSIONS, AND LOWER FINANCIAL ONES TOO.

We could all do with reducing the amount we spend on energy.

And it’s also nice to know that this reduces the cost to the environment.

Simple actions like switching appliances off standby and even unplugging un-used phone chargers all add up.

Along with other actions, such as fitting loft insulation and installing energy saving devices, these measures make your home more energy efficient and could save you over £300 a year.

Even the way you pay for energy can save money. Setting bills by Direct Debit could save you an additional £100 per year.

For more information, visit direct.gov.uk/ActOnCO2
**Description**
This is an advertisement from Act on CO2 campaign, a government initiative that highlights how individuals can act to make a difference. The advertisement consists of a LoA, Primary Announcement, Enhancer, Call-and-visit information and Emblem. Primary Announcement says “Switching appliances off standby means lower carbon emissions. And lower financial ones too.” On the bottom of the advertisement another Primary Announcement says: “Save Money save Energy” which is also the campaigns slogan.

**What motivation does it appeal to?**
This advertisement is appealing to positive motivation of intellectual stimulation. It is promoting the positive benefit of following the recommended behaviour which is to switch appliances off standby. The benefit promoted is lower carbon emissions for the environment and money savings for you. This positive appeal would appropriately arouse the feeling of excitement or the feeling of competent when complying with the recommended behaviour.

**The result:**
This advertisement uses positive appeal.
Appendix 29
Ad 14: Don’t bin it

don’t bin it..

recycling aluminium drink cans saves energy and helps to protect the environment

www.thinkcans.com
Description:
This is an advertisement from the campaign Thinkcans.com that is brought by Novelis UK Limited, the world’s leading recycler of drinking cans.
The advertisement consists of a LoA, Primary Announcement, Call-and-visit information and Emblem. The Primary announcement says: “Don’t bin it...recycling aluminium drink cans saves energy and helps to protect the environment.”

What motivation does it appeal to?
This advertisement is appealing to positive motivation of intellectual stimulation. This is achieved by the Primary Announcement that encourages us not to bin the can, but recycle it and protect the environment. It promotes the positive benefit of following the recommended behaviour, which is to recycle.

The result:
This advertisement uses positive appeal.
Appendix 30
Ad 15: Illegal gun

Description
This is an advertisement which purpose is to control crime by informing about the consequence of carrying an illegal gun. Even though it is referring to the societal issue on a personal level with the target audience, I have included it under “Societal issues campaign” as crime control goes under this type. It consists of LoA, Primary Announcement and Secondary Announcement.

The Primary Announcement says: “Would you do anything for your mates? What about 5 years?” The Secondary announcement says: “Carry anyone’s illegal gun and get a 5 year
sentence minimum”.

What motivation does it appeal to?
Applying Rossiter & Percy model this advertisement is appealing to the negative motivation of problem avoidance. The Secondary Announcement is a threatening message saying what would happen to you if carry an illegal gun. It depicts the negative outcome of carrying an illegal. In other words it promotes a disbenefit of the undesirable behaviour with the purpose to induce fear.

The result:
This advertisement uses fear appeal.