

Perception - Which Ad is Best?

Your task in this exercise is to select the best radio commercial from the three presented below. You will need to consider the model of perception (which is how consumers process information).

As a quick recap, this model suggests that consumers often learn about products/brands in a passive/disinterested manner (requiring the ad to get attention). And consumer's short-term memory is also quite limited (requiring the ad to beware of 'information overload').

Proposed radio ad 1

Introducing another great product from Burgers Galore – but what else would you expect!

It's the '**For Everyone**' burger. It's designed to meet everyone's taste.

No matter what meat you like – it's automatically included in our new combination meat patty. No matter what sauce or salad you like – it's automatically included in our new combination salad/sauce mixture.

It tastes like no burger you've tasted before and no matter what your tastes are – your tastes will like the '**For Everyone**' burger!

It's reasonably priced and available at our stores after 10.30am.

Proposed radio ad 2

"I feel like steak" (*first friend*)

"But I feel like chicken" (*second friend*)

"But I feel like seafood" (*third friend*)

No matter what you like the new '**For Everyone**' burger is designed for everyone's taste.

Now available at Burgers Galore

Proposed radio ad 3

I want **everyone** to listen because the new '**For Everyone**' burger is for **everyone** and that's why it's called the '**For Everyone**' burger.

So if you're anyone, then get the new '**For Everyone**' burger today - before **everyone** else.

Now available at Burgers Galore - for **everyone**!

Student Discussion Questions

1. What are the benefits/concerns with each of the ads?
2. Therefore, which of the three proposed radio ads do you think that the firm should use? Why?
3. How important is it to have an understanding of the perceptual process when designing marketing communications?