


Box 3.3 Creating the “Perfect” Advertisement

Using Content Analysis for Creative Message Construction

Box 3.2 shows how an interactive content analysis model can produce powerful findings with practical significance. By linking message features with receiver response, Naccarato and Neuendorf (1998) discovered specific form and content characteristics of business-to-business advertisements that led to recall, readership, and other indicators of message effectiveness. A logical next step would be to relate these findings back to the source level by constructing an ad that incorporates all of the successful predictors.

Just for fun, a sample ad has been created that does just that. The ad, shown below, is for the fictional product, *SharkArrest*. It incorporates all of the exclusively positive, significant predictors of business-to-business message effectiveness from the Naccarato and Neuendorf study into a single message.



Uninvited guests can kill your business...


Protect your resort with *SharkArrest*

Rows and rows of razor-sharp teeth. Five-thousand pounds of clamping pressure. These are just a few frightening attributes of sharks that can wreak havoc on a successful resort community. But now there's a solution to shark-related anxiety.

SharkArrest is a new service for the safety-conscious resort owner. The SharkArrest team of experts is specially trained to fend off sharks using advanced fish repellent techniques. The patented methods are scientifically proven and 100% environmentally & shark safe.

For more information and a free trial, call:
1-555-NOSHARKS

SharkArrest
www.sharkarrest.chomp



Form Variables

Headline placement, top: The headline, “Uninvited guests can kill your business...,” is located at the top of the ad, making it the first distinguishable feature, from a top-down perspective. This placement relates positively to perceive *informativeness* of the ad.

Subject apparent in visuals: Sharks, the subject of the ad, is clearly communicated through the shark photograph in the top half of the layout. Making the subject apparent in visuals is a positive predictor of both *readership* and *informativeness*.

Color: The original SharkArrest ad (not reproduced in color here) includes two colorful photos, one of a shark and another of a beach, and also some color text. Color leads to both *recall* and perceived *attractiveness*.

Large size of subvisuals: The photo of the beach at the bottom is larger than a typical subvisual, which positively predicts *recall*.

Copy placement, bottom: Two paragraphs of copy appear in the bottom half of the SharkArrest ad. This layout predicts both *recall* and *attractiveness*.

Content Variables

Fear appeal: The ad uses a frightening photo of a great white shark and copy describing some threatening attributes of sharks, to strike fear in resort owners, because it makes sharks seem like a danger to both their businesses and their guests. Fear appeals positively predict both *readership* and *attractiveness* of ads.

Ad type—service: The ad is from a shark protection company that provides a service to business customers by keeping sharks away from their property. Ads for a service are significantly likely to be *recalled* by business-to-business ad readers.

These features could all be included in a real-life business-to-business service advertisement, thus making it a perfect ad, in light of the Naccarato and Neuendorf study results. More important, this example shows one of the many creative possibilities opened up by an integrative content analysis approach.

From:

Neuendorf, Kimberly A. (2002). *The content analysis guidebook*. Thousand Oaks, CA: Sage Publications.

Reference

Naccarato, John L., & Neuendorf, Kimberly A. (1998). Content analysis as a predictive methodology: Recall, readership, and evaluations of business-to-business print advertising. *Journal of Advertising Research*, 38(3), 19-33.