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Successful Strategies: Marketing for Tomorrow

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Successful Strategies: Marketing for Tomorrow

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Dr. Thomas notes that this collaborative assignment was to answer a call for proposals for developing a marketing campaign for a product – in this case, a tricycle. The team was to consist of psychologists from three areas of psychology. The group had to write a white paper proposing that they should be given the task based on the resources that their team would bring to bear. (They were not required to actually develop the marketing campaign, rather to say why they were the right team to be selected.) The paper is well organized and does a great job of blending the contributions of the three team members. It also meets the requirements of the assignment in an exemplary fashion.

Ever since the invention of the radio, the ways to get a company's product in front of the customer eyes continue to increase. Today's technology such as television, the Internet, and even social media are used to entice him or her to buy that product. With new advertising opportunities and technological advancements, there are also increasing ways to ignore and avoid a company's message. There must be more importance placed on the quality of the advertisement. Knowing how to shape a customer's behavior and attitude about the product is a key aspect in marketing. For a company whose products are made for younger ages, that company needs the ability to advertise a product effectively and responsibly. Marketing is a process of communicating the value of the product or service to customers for the purpose of selling that product or service. There are a few questions marketing designers may be concerned with regarding why consumers make the purchases they make, what factors influence consumer purchases, and how changing factors in society effect consumer growth. The fields of cognitive psychology, social psychology, and cognitive/perceptual psychology can help to answer these questions to create a more effective marketing plan for your company.

Cognitive psychology is "the branch of psychology that studies mental processes including how people think, perceive, remember, and learn" (Cherry, 2008). A cognitive psychologist is a valuable resource when it comes to applying the research findings to real world applications. Marketing and advertising are areas in which cognitive psychology can give a greater insight on how to better promote products. We believe our cognitive psychologist has the expertise in this field that is important to help your company design the most effect advertisement campaign and packaging to promote optimal sales for your product. There are three main areas that are particularly relevant to getting this job done. The cognitive psychologist will be specifically discussing mood, age, and gender, all of which will be related to the effects each has on advertisement and packaging. He believes that using the research collected by various cognitive psychologists, he is able to demonstrate why our team is the best candidate.

Mood is a term that refers to a person's emotional state. Emotions are often the driving force behind motivation, whether it be positive or negative. Positive moods prime positive memories, whereas negative moods prime negative memories (Martin, 2003). This is helpful knowledge when trying to decide what type of advertisement is best. A more favorable reaction from the targeted audience can be achieved by creating a positive mood in the viewer (Martin, 2003). When showing a TV advertisement for the product your company wishes to promote, it should be shown during shows that create positive emotions for the viewer. Research shows that music can also considerably alter a person's emotional state (Bruner, 1990). Playing the right sequences of music during a televised advertisement can lead to positive emotions being associated with the commercial (Bruner, 1990). The presentation and display of an item also affects the mood and emotional state of a shopper (Swinyard, 1993). A consumer's mood can influence their response to subsequent marketing stimuli (Swinyard, 1993). Taking a close look at how the stores display the product can effectively support an increase in a product being purchased by consumers. Mood is something that can be manipulated in many different ways in a product advertisement.

Age also plays a huge role in how an individual views and interprets different types of messages and content that are displayed during advertisements. Much of our social learning occurs during childhood (Moses & Baldwin, 2005). Social communication opens up a vast sea of opportunities for a child to develop and learn socially (Moses & Baldwin, 2005). This type of communication can reach a child through the television, radio, billboards, newspapers, the Internet, and even in magazines, which is why having the most effective source of advertisement is key to successfully marketing your product. Children and adolescents are highly influenced by household purchasing decisions (Boush, Friestad, & Rose, 1994). Displaying positive imagery of adults and family within advertisement can influence the targeted individuals (children) to purchase your product. Age also has an influence on attention span. Studies have shown that when a child is presented with high visual and high

auditory stimuli, they have an extended length of attention span (Wartella & Ettema, 1974). The complexity of a commercial has been shown not to have a significant impact on a child's attention span (Wartella & Ettema, 1974). Research has also found that children aged between five and eight have some understanding of TV advertising and that they are capable of discriminating between programs and commercials (Haque & Khatibi, 2004). Studies suggest that most children are able to distinguish commercials from programs and that they have some insight into advertising intent (Bijmolt, Claassen, & Brus, 1998). As a person ages, different advertisement techniques become either fundamental or obsolete. Understanding these age differences is key to designing the best possible marketing campaign.

Gender has been shown to effect how an individual interprets and is influenced by advertising and marketing techniques. It has been shown that males enjoy commercials that limit the cognitive effort they expend (Martin, 2003). Men are also predisposed to heuristic processing when experiencing happy moods (Martin, 2003). One can postulate that when a male is experiencing a happy or elevated mood, he is engaged in a minimal level of processing. When directing an advertisement towards males, the message coming across should create a positive emotion for the individual to be most effective. It has been demonstrated that girls like image-oriented advertisements more and perceive them to be more persuasive than quality-oriented advertising (Covell, Dion, & Dion, 1994). This knowledge suggests that an advertisement oriented to girls should be focused on the images being displayed throughout the advertisement. Research has shown that, in more successful child advertisements, the gender of announcers corresponded to the gender of the individuals in the ad (Smith, 1994). Research has also shown that an advertisement will be more successful when it features only one gender of actors (Smith, 1994). Based on this information, our cognitive psychologist would advise the design of a television advertisement featuring one gender or the other, with the corresponding gender being the announcer. Understanding the difference in the thought processes of boys and girls can help your

company to design an advertising campaign that will be most effect for your new product.

As demonstrated in this brief literature review, the field of cognitive psychology can play a significant role into designing and understand the key concepts when developing the most effect advertisement and marketing campaign. Our cognitive psychologist's expertise in his field involving mood, age, and gender makes our team the best candidate for job. Mood is essential in understanding how we interpret and process different stimuli. Knowing how to manipulate specific moods through product placement and advertising can give your company an upper hand in advertising your product. Also, understanding age differences and the most effective ways to advertise to children will help your company get your message across to the designated demographic. Lastly, understanding how to effectively advertise to different genders allows the advertisement agents to create marking campaigns that are most appropriate for boys and girls. The insight into these topics will help your company to achieve the highest number of sales for the desired product.

Social psychology is defined as the scientific study of how people affect and are affected by others (Baumeister, 2014). Social psychologists are concerned with the effects of other people (real or imagined) on thoughts, feelings, and behaviors. They are also focused on the effects of personal and situational influences on thoughts, feelings, and behaviors (Baumeister, 2014). One of the ways social psychology can be used is in designing a marketing plan for a business or company. A deeper understanding of the customer's mind, needs, and wants is required. Social psychologists can provide insights into persuasion and consumer behavior. Our social psychologist's area in his field is persuasion, which can be applied to help create a more quality marketing plan in three areas: product pricing, advertising, and product display.

Product pricing is an important element of persuasion when selling a product. Our social psychologist's expertise with the disrupt-then-reframe technique could be used. This technique disrupts critical thinking skills by introducing an unexpected element

and then reframes the message in a positive light. Research shows a person is more likely to choose an item because of the positive attention on it (Fennis, 2004). His expertise in perceived trustworthiness could also be incorporated. For example, your product can be priced in such a way to appear as if you're aiding the customer's ability to save money, creating perceived trustworthiness, thus greatly increasing the odds of a sale (Buttner, 2008). Principles of implicit memory can also be applied to product pricing by using associative priming to register the product in implicit memory (Coates, 2006). For example, placing suggestive pictures of pleasant things on price tags creates an association with the price of the item.

There are significant ways a social psychologist can help advertise your product through social influence. For example, we could design television commercials specific for particular consumers to air at particular times of the year to increase the likelihood of a sale of a toy. Studies on the effects of television on young children show that there is a positive correlation between the amount of television toy advertisement viewed and the amount of requests for that particular toy (Pine, 2002). Research also shows there must be an imagined use of a product by the customer in order for the customer to want to buy that product (Praxmarer, 2011). We would design an advertising campaign based on usage of this product by children – one that would resonate with the potential customer, pinpointing a way the child would use the product and then integrating this use into the advertisement. Research on ownership and the interaction with others in preschoolers shows that increased message processing of decisions comes from in-group messages (Makie, 1990). Research shows that group membership is important to a person as long as it's relevant (Wyer, 2010). We could use this effect to give the product the appearance that it is a highly sought after item in a carefully designed commercial (Makie, 1990). For example, the social psychologist can prepare commercials based on group membership that are more specific and relevant to the potential customer. Research also shows that the foot-in-the-door phenomenon could be used creating an advertisement campaign (Miller, 1976). The foot-in-the-door phenomenon is when a person who has agreed to a small

request could be more willing to accommodate a larger request because that person sees himself as already invested or involved. People see both these requests as similar. For example, the customer could invest in smaller priced items first, and then larger priced items (10 to 15 dollar difference) that are in close proximity might be suggested. Techniques like these could yield a raise in sales.

Product display is an important part of persuasion when selling a product. The proper display of this product could be a powerful but subtle way to maximize sales at peak times of the year. Research shows that children use possessive nouns such as yours and mine in spontaneous conversation with their peers by the age of two (Fasig, 2001), and an ability to imagine ownership enhances sales. Therefore, a play area could be created for children in the store using your product as a demo, helping create that sense of ownership. The serial positioning principle states that when several choice options are given, a person tends to remember the first or last options and that a person makes a final decision based on the positioning of items (Mantaonakis, 2009). Therefore, our social psychologist could suggest ways to strategically place the product in the front areas of the store to increase the toy's focus to the potential customer. Central and peripheral cues in interface components when online shopping also affect customers when they make decisions (Warden, 2006). With our expertise, a product display plan based on researched principles of decision-making could be created to ensure the most out of your marketing dollars.

A social psychologist can give you a marketing edge and provide your company with knowledgeable and convincing marketing through pricing, advertising, and display. Using principles of social psychology, we can help guide employee efforts towards ensuring your company's success and goals for the future.

Our perceptual psychologist works in the area of cognitive psychology that focuses on human perception and how many perceptual processes interact as humans perceive their surroundings. It takes a lot of knowledge and a hard-working team to develop a design or advertisement for a new product. Our perceptual psychologist will focus on developing your product visually,

developing a commercial and choosing sounds that will appeal to the buyer.

Your product will require visual appeal. Our perceptual psychologist is able to provide insight into what colors will appeal to the targeted buyers. For example, studies suggest that children between the of ages three and seven tend to be attracted to warm colors such as red, orange, and yellow; parents tend to like cool colors such as purple, blue, and green (Auster, 2012). This sort of research must be considered when selecting color.

Furthermore, our perceptual psychologist will also be able to assist when it comes to designing a commercial. She can provide information about what type of demographics should be in the commercial and what should not be in the commercial. Knowing about commercial advertising is key when it comes to getting the product sold. What will appeal to the buyer? What will catch the buyer's attention? What will make your commercial or sales pitch more appealing to the buyer than any other company in the same market? These are just a few questions that are relevant to designing our commercial for advertising. One study found that advertising promoting child-directed products should reflect children's striving to be older than they actually are (Macklin, 1990). Additionally, cartoon-related ads and their respective toy-based cartoons are confusing for children below the age of 7 (Weiss & Wilson 1992). Each children's network is only allowed a certain amount of air time for toys (Pine & Nash, 2002); the shorter the commercial, the more possible occurrences the commercial can have on any given children's network. Our perceptual psychology has the ability to design a commercial so that the targeted buyer will attend to the important elements in a short period of time. For example, exposure to endorsement leads to increased preference for the toy and belief that the celebrity endorser is an expert with the toy (Ross et al. 1984). Our perceptual psychologist has the expertise to incorporate research such as that cited to help our product stand out against many other products on the market.

Along with providing visual and advertising strategies, our perceptual psychologist can provide information about how potential

customers perceive certain sounds and how to use that information effectively. Commercials designed to attract and hold children's attention are characterized by lively action, sound effects, and loud music and audio features.

Our goal is to get the product sold. Our perceptual psychologist has the knowledge to provide information about how to appeal to the buyer visually. She can design a commercial effectively so that the buyer can easily understand it and so that your key points are presented efficiently. Last but not least, she can recommend sounds that will appeal to your buyers to help catch the buyers' attention. Visual and auditory production techniques and repetition enhance children's memory of the content.

As demonstrated in this brief literature review, cognitive psychology, social psychology and perceptual psychology can play a tremendous role in designing and understanding key concepts when developing the most effective advertisement and marketing campaign. Our expertise in the areas of cognitive psychology involving mood, age, and gender, along with our expertise in the specified areas of social psychology and perception, make us the best candidates for the job of providing your company with a knowledgeable, convincing marketing and advertising plan for your product. Our team understands what a potential customer wants and what a potential customer needs. We can focus on an individual's thoughts and behavior as well as on important social interactions. Our expertise in the area of perception will get your product to appeal to the customer visually and through sound. Our top goal is to get your product sold.

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