

# Brand Communication Style: In-class Exercise

## Teaching Notes and Instructions

### Purpose

To allow students to apply their knowledge to advertising content.

### Teaching Instructions

1. Ad Identification. Identify four advertisements for students to evaluate. Select advertisements that vary with respect to advertising appeal and brand personality. The best sources of inspiration for advertisements to include in the exercise can be found by:
  - a. Browsing ads on [www.ispot.tv](http://www.ispot.tv).
  - b. Reviewing “Ads of the Day” on [www.adweek.com](http://www.adweek.com).
  - c. Actually not fast-forwarding through commercials when watching television.
2. Playlist. For each identified ad, locate them in YouTube by searching product/brand or the title of the advertising campaign as labeled by *Adweek* or *ispot.tv*. Create a public YouTube playlist for the advertisements. Provide students instructions on how to locate the playlist by either telling them to search YouTube for your playlist name or by providing the direct link to the list. Add the relevant instructions to the top of their worksheet. Alternatively, copy/paste applicable links onto the student worksheet and provide the worksheet digitally to students.
3. Ad Evaluation. Have students work in teams of 2 to 4 people to watch, discuss, evaluate, and complete the worksheet. Give students about 15-20 minutes to complete the exercise (about 4-5 minutes per ad). Once students complete the exercise, discuss each advertisement as a class. Be prepared for a wide variety of answers. The exercise can be subjective and advertisements can use more than one appeal or personality trait, but some appeals and personality traits will be more appropriate than others. The purpose of the exercise is not to generate a wrong or right answer but rather to make students actually think about what each advertising tactic means.

### Teaching Notes

#### Advertising Appeals

1. Select Informational Appeals
  - a. Feature – specific mentions of product features or benefits, often linked to the unique selling proposition.
  - b. Competitive – direct or indirect comparison to competitors.
  - c. Price – a product’s current or promotional price is the dominant purpose of the message.
  - d. News – new product introduction or special company announcement.
  - e. Popularity – highlights the number of consumers who use or switched to the product.
2. Select Emotional Appeals
  - a. Fear/Anxiety – change behavior by inducing uneasy feelings or scaring the consumer into action.
  - b. Transformational – product use is associated with something not typically connected with the product.
  - c. Feel Good – overall purpose is to induce positive feelings toward the product or brand (excluding humor).
  - d. Sexual – blatant use of sex, nudity, or romance.
  - e. Humor – the product or brand is portrayed in a humorous manner or is associated with humorous antics.

3. Other Miscellaneous Appeals
  - a. Reminder – designed to promote brand awareness or recall through repetition or catchy slogans or jingles.
  - b. Teaser – build curiosity about the product or brand by not actually showing it or showing it fully.
  - c. User Content – ad content that is primarily or exclusively created by the brand’s consumers.
  - d. Slice of Life – the product or brand is situated socially by showing how it can be used in everyday life.

### Brand Personality

1. Adventurous – willing to engage in exciting or unusual experiences.
2. Assertive – self-assured, confident, or aggressive.
3. Generous/Caring – unselfish, willingness to share, or feeling concern for others.
4. Friendly – favorably disposed or inclined to help or support.
5. Fun/Playful – whimsical, pleasantly humorous, or provides amusement.
6. Hip/Cool – trendy, fashion-forward, or culturally relevant.
7. Idealistic – pursuing noble principles, purposes, or goals.
8. Innocent/Kind – naïveté, child-like, benevolent, or considerate.
9. Rebellious – defying authority, insubordinate, or unconventional.
10. Serious – characterized by deep thought or being earnest.
11. Sexy – risqué, glamorous, excitingly appealing, or overly concerned with sex.
12. Sophisticated – worldly or possessing educated tastes, ideas, or manners.
13. Wise/Trustworthy – dependable, reliable, or possessing knowledge or discerning judgment.

For additional information about this exercise, please contact:

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## Student Worksheet

Find the ads on the following YouTube Channel: \_\_\_\_\_

**What to do:** Select at least one but no more than two Advertising Appeals and one Brand Personality descriptor that best summarizes the company's communication style.

Advertising Appeals			Brand Personality	
Advertisement #1: _____				
<u>Informational</u> <input type="radio"/> Feature <input type="radio"/> Competitive <input type="radio"/> Price <input type="radio"/> News <input type="radio"/> Popularity	<u>Emotional</u> <input type="radio"/> Fear/Anxiety <input type="radio"/> Transformational <input type="radio"/> Feel Good <input type="radio"/> Sexual <input type="radio"/> Humor	<u>Other</u> <input type="radio"/> Reminder <input type="radio"/> Teaser <input type="radio"/> User Content <input type="radio"/> Slice of Life <input type="radio"/> _____	<input type="radio"/> Adventurous <input type="radio"/> Assertive <input type="radio"/> Generous/Caring <input type="radio"/> Friendly <input type="radio"/> Fun/Playful <input type="radio"/> Hip/Cool <input type="radio"/> Idealistic	<input type="radio"/> Innocent/Kind <input type="radio"/> Rebellious <input type="radio"/> Serious <input type="radio"/> Sexy <input type="radio"/> Sophisticated <input type="radio"/> Wise/Trustworthy <input type="radio"/> _____
Advertisement #2: _____				
<u>Informational</u> <input type="radio"/> Feature <input type="radio"/> Competitive <input type="radio"/> Price <input type="radio"/> News <input type="radio"/> Popularity	<u>Emotional</u> <input type="radio"/> Fear/Anxiety <input type="radio"/> Transformational <input type="radio"/> Feel Good <input type="radio"/> Sexual <input type="radio"/> Humor	<u>Other</u> <input type="radio"/> Reminder <input type="radio"/> Teaser <input type="radio"/> User Content <input type="radio"/> Slice of Life <input type="radio"/> _____	<input type="radio"/> Adventurous <input type="radio"/> Assertive <input type="radio"/> Generous/Caring <input type="radio"/> Friendly <input type="radio"/> Fun/Playful <input type="radio"/> Hip/Cool <input type="radio"/> Idealistic	<input type="radio"/> Innocent/Kind <input type="radio"/> Rebellious <input type="radio"/> Serious <input type="radio"/> Sexy <input type="radio"/> Sophisticated <input type="radio"/> Wise/Trustworthy <input type="radio"/> _____
Advertisement #3: _____				
<u>Informational</u> <input type="radio"/> Feature <input type="radio"/> Competitive <input type="radio"/> Price <input type="radio"/> News <input type="radio"/> Popularity	<u>Emotional</u> <input type="radio"/> Fear/Anxiety <input type="radio"/> Transformational <input type="radio"/> Feel Good <input type="radio"/> Sexual <input type="radio"/> Humor	<u>Other</u> <input type="radio"/> Reminder <input type="radio"/> Teaser <input type="radio"/> User Content <input type="radio"/> Slice of Life <input type="radio"/> _____	<input type="radio"/> Adventurous <input type="radio"/> Assertive <input type="radio"/> Generous/Caring <input type="radio"/> Friendly <input type="radio"/> Fun/Playful <input type="radio"/> Hip/Cool <input type="radio"/> Idealistic	<input type="radio"/> Innocent/Kind <input type="radio"/> Rebellious <input type="radio"/> Serious <input type="radio"/> Sexy <input type="radio"/> Sophisticated <input type="radio"/> Wise/Trustworthy <input type="radio"/> _____
Advertisement #4: _____				
<u>Informational</u> <input type="radio"/> Feature <input type="radio"/> Competitive <input type="radio"/> Price <input type="radio"/> News <input type="radio"/> Popularity	<u>Emotional</u> <input type="radio"/> Fear/Anxiety <input type="radio"/> Transformational <input type="radio"/> Feel Good <input type="radio"/> Sexual <input type="radio"/> Humor	<u>Other</u> <input type="radio"/> Reminder <input type="radio"/> Teaser <input type="radio"/> User Content <input type="radio"/> Slice of Life <input type="radio"/> _____	<input type="radio"/> Adventurous <input type="radio"/> Assertive <input type="radio"/> Generous/Caring <input type="radio"/> Friendly <input type="radio"/> Fun/Playful <input type="radio"/> Hip/Cool <input type="radio"/> Idealistic	<input type="radio"/> Innocent/Kind <input type="radio"/> Rebellious <input type="radio"/> Serious <input type="radio"/> Sexy <input type="radio"/> Sophisticated <input type="radio"/> Wise/Trustworthy <input type="radio"/> _____