

Beyond Better – Call #5 – Notes

Advertisers consider 3 elements before a campaign is designed and launched:

- The Message
- The Audience
- The Point of Comprehension

They can then score their success or lack of success by assessing:

- **Impact** (was it noticed)
- **Influence** (did it affect mindset)
- **Initiation of Action** (did a significant segment of the intended audience take the desired action).

Words can have impact, and if we're going to control spin, we have to know that the right words are reaching the right market, delivered by the right medium.

Factors in the effectiveness of attitude change

1. **The source of the message.**
2. **The message itself.**
3. **The person who receives the message.**

A message has impact and initiates action if it creates a sequence of responses:

- an **orienting response**
- a **startle response**
- **emotional arousal**