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10 MYTHS ABOUT ADVERTISING EFFECTIVENESS

Does advertising really works? If yes, when, why and how does it works? Is it a weak force or strong force? Is it merely background noise or does it control people's mind? Does it corrupt our societal values or is it an engine of economic growth? Answers to these questions are critically important because an advertising plays an important role in our economic and society. Advertising is vitally important thought much misunderstood force in modern markets.

Despite decades of research on advertising, myths abound its effectiveness. Many of these myths are firmly held by consumers or the public at large, even though a little self-reflection might undermine confidence in them. Many people have naïve beliefs about how advertising affects people in general, though they would reject those same beliefs about themselves.

In general, because advertising is pervasive and lies within the common experience of consumer, most people believe that they have a reasonable opinion about how it works.

Even advertising professionals may hold on to some myth about advertising. This happens because of their reliance solely on personal experience, their personal attribution of how advertising works, or their resort to armchair theorizing.

Here are some of the most common about advertising effectiveness. Not everyone believes in every proposition on this list. Actually, some of these propositions directly contradict others. But many people hold on to one or the other of these propositions in isolation of the others.

1. Advertising is a powerful force in contemporary markets.
2. The most effective ad appeal is clear information with stand arguments.
3. The best creatives arise from uniqueness.
4. Advertising's affects persist for decades.
5. Three exposures re enough for effective advertising.
6. Sex sells.
7. Humor in advertising trivializes the message.

8. Advertising creates a consumer needs.
9. Emotions may be the most effective ad appeal.
10. Advertising is very profitable.

As busy as managers are today, it's easy to get confused between the things we know and the things we think we know. Conclusions help us step back and put our strategies in perspective. They also persuade us to question our advertising methods, processes, and thinking to ensure they're on the right track. Using some of the observations above to critically question advertising strategies and plans can only help improve the results.

A checklist such as this can also be very helpful in developing a framework for parsing out the critical metrics for measuring the success of your advertising, and demonstrating to the rest of the organization that the advertising campaigns are well-vetted and planned to minimize the most common failure risks.

References:

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