Term paper

Advertisement Campaign

Name

Institutional Affiliation

Course

Instructor

Date

Advertisement Campaign
Audience Analysis

The Geico commercial with the slogan "15 Minutes Could Save You 15% or More on Auto Insurance" has been chosen as the featured campaign. The advertisement's primary target market is a wide range of people looking for effective and reasonably priced auto insurance. Geico intentionally crafts its advertising to appeal to a broad spectrum of potential consumers by targeting different demographics with this relevant and approachable message. Adults of all ages and backgrounds who require car insurance or who want to save money on their current coverage are among the target audiences for this campaign. Geico wants to attract customers who appreciate ease of use, affordability, and convenience when selecting an insurance provider.

A critical clue to the campaign's target demographic is the YouTube platform on which the advertisement appears at Geico (2021). YouTube is a popular platform with a wide range of users that appeals to people with various interests and age groups. Geico's decision to advertise on YouTube implies that the company wants to interact with a tech-savvy and internet-connected audience. This approach is in line with the needs of modern consumers. The advertisement's content itself supports the audience targeting. The focus on "15 minutes" and the possibility of significant savings appeal to people who value financial responsibility and time efficiency. This Geico advertisement strikes a lighthearted and amusing note, suggesting an attempt to connect with viewers personally and humanize the process of choosing insurance. Additionally, the advertisement's use of humorous and familiar scenarios indicates that it is meant for a broad audience that finds comedy in everyday circumstances. Geico used a narrative strategy that appeals to people from various backgrounds and promotes diversity.

A New Ad

Figure 1

Smart Choices, Serious Savings – Geico Delivers Both!
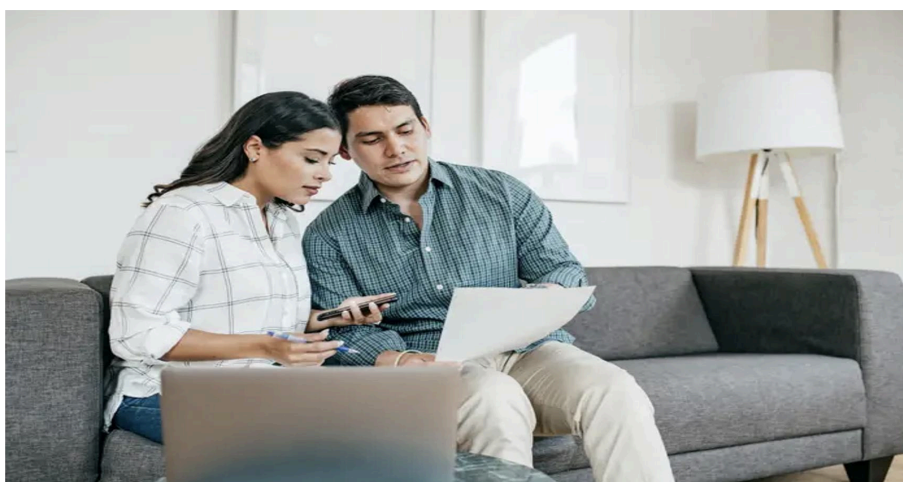
Theory Underlying the New Ad

This well-designed ad aims to get viewers to consider and select Geico for their auto insurance requirements by strategically utilizing the elaboration likelihood model (ELM). According to the ELM, people perceive persuasive messages in two ways: centrally and peripherally (Lam et al., 2022). The advertisement skillfully combines the two routes to provide a wide range of viewers looking for fun and information. The following details describe how this approach was used in creating the ad.

Central Route Elements

This well-designed ad aims to get viewers to consider and select Geico for their auto insurance requirements by strategically utilizing the elaboration likelihood model (ELM). According to the ELM, people perceive persuasive messages in two ways: centrally and peripherally (Lam et al., 2022). The advertisement skillfully combines the two routes to provide a wide range of viewers looking for fun and information. The following details describe how this approach was used in creating the ad.

Peripheral Route Elements

The second image introduces a playful Geico visual with the word "GEICO" prominently displayed. Introducing a playful Geico visual in the second image strategically taps into the peripheral route. It recognizes that not all viewers engage in deep cognitive processing. The commercial uses comedy and aesthetic appeal as ancillary cues by showing the brand name "GEICO" humorously. This strategy seeks instant interest, attention and fosters a favorable emotional connection with the brand (Alegro & Turnšek, 2020). The advertisement hopes to make an impression on viewers that they will remember for a long time due to the humorous Geico image. It is in perfect harmony with the peripheral pathway of the ELM, which recognizes the influence of emotional and visual components on customer perception and develops a bond with the product.

Integration and Consistency

The split-screen arrangement accomplishes a smooth integration of the central and peripheral components by fusing the serious decision-making scene with the humorous Geico picture. This design accommodates individuals seeking extensive information and those who prefer engaging visuals. This process acknowledges the variation of decision-making processes among customers. The commercial's steady delivery of a realistic story recognizes the diversity of the audience's tastes and ensures a broad appeal by providing a well-balanced mix of amusement and information. This strategy increases the ad's efficacy since it caters to various audience segments and encourages interaction across customer preferences.

Tagline Reinforcement

The tagline "Smart Choices, Serious Savings – Geico Delivers Both!" is a powerful conclusion that unifies the central and peripheral elements. It captures the main idea of the advertisement. It highlights that Geico supplies wise insurance decisions supported by the logical and information-focused central path. Additionally, it emphasizes how Geico may save a significant amount of money by taking the fun and emotional peripheral course.
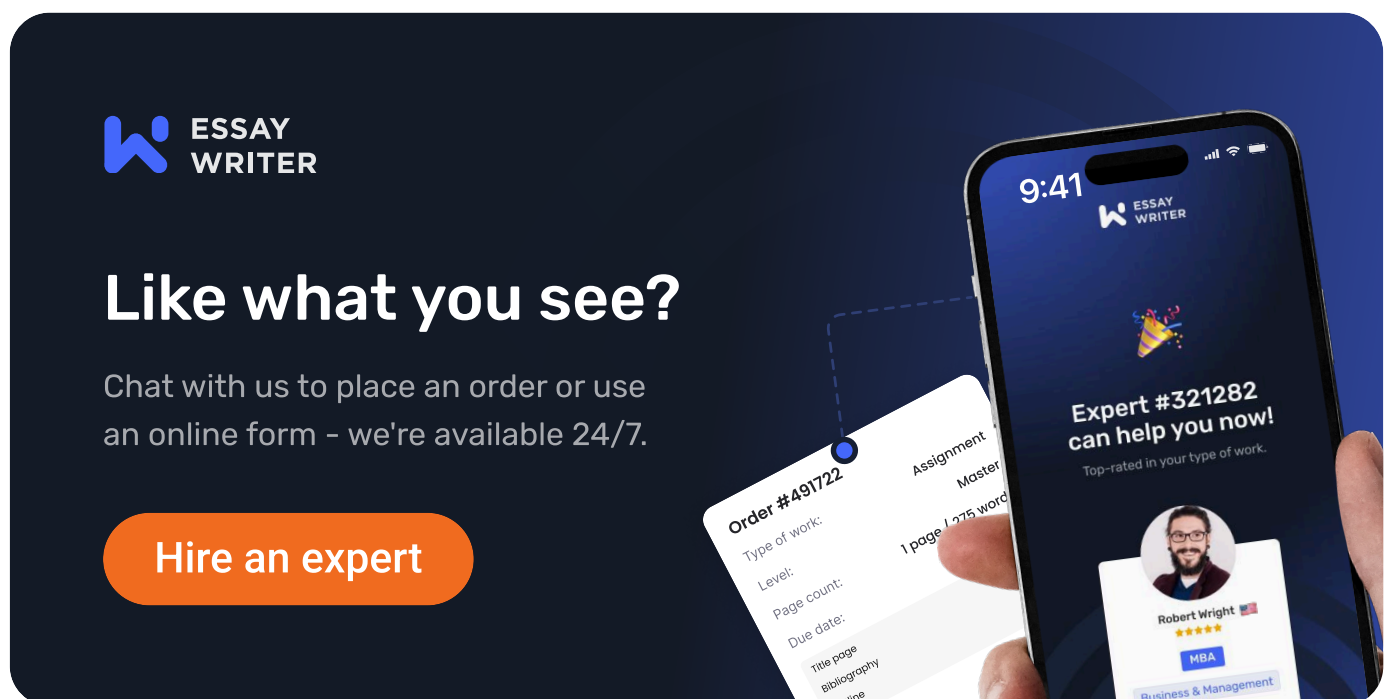
In summary, the ad designed for Geico strategically employs the elaboration likelihood model to persuade the audience. The advertisement enhances its efficacy in attracting a varied audience by combining peripheral route parts that touch on emotions and humor with central route features that highlight deliberate decision-making. The phrase highlights the dual strategy and gives viewers a distinctive and unambiguous message about Geico's dedication to providing intelligent choices and significant savings.

References

Alegro, T., & Turnšek, M. (2020). Striving to be different but becoming the same: creativity and destination brands' promotional videos. *Sustainability, 13(1)*, 139. https://doi.org/10.3390/su13010139

Geico. (2021, January 30). *Did you know you can save 15% or more on car insurance?* [Video]. YouTube. https://www.youtube.com/watch?v=Gzo6OjB0TgY

Lam, C., Huang, Z., & Shen, L. (2022). Infographics and the elaboration likelihood model (ELM): Differences between visual and textual health messages. *Journal of Health Communication, 27*(10), 737-745. https://doi.org/10.1080/10810730.2022.2157909