



# HATÁS MECHANIZMUSOK

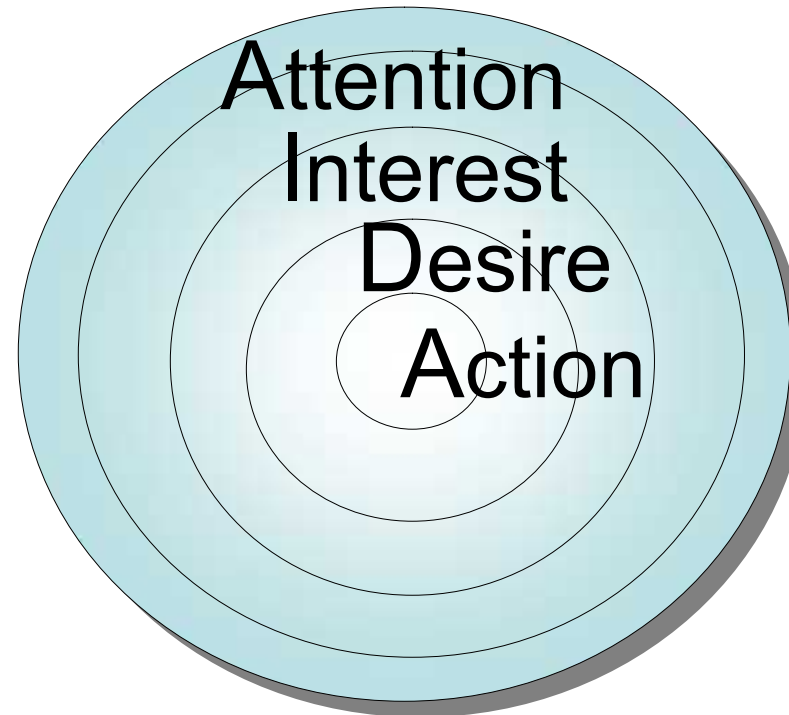
# A reklám hatásmechanizmusa



1898

# 1. AZ A.I.D.A. MODELL

Elmo Lewis



Cél: A vágy

AIDA

*For Economical Transportation*  
**CHEVROLET**

All the distinction, elegance and hoodies in Fisher... All the dependability of Chevrolet's is enhanced by scores of important... And, no, amazing new low sound why a new vogue is one of the Most Beautiful Chevro.

QUALITY AT LOW  
Ford Fordor, 1926 ◀ Chevrolet, 1927

**GROSLY**  
*Presents*  
*The Rainbow of Sound*

*Engine*  
**TO REDUCE**

*At Double*

**TV** happiness shared by all the fam

**G-I**



**BREAD**  
*and MILK*

DINNERS and Suppers of Bread-and-milk are a substantial foundation for children's health.

The "between-meals" food, when they are really hungry, is not "sweets" but the time-honored "piece" of good Bread-and-butter. That's what the highest medical authorities say. Bread is your best and most economical food—eat more of it. Order an extra loaf today, and save on your food bill.

**Motorola TV**

LEADER TODAY BECAUSE OF 13 YEARS OF PIONEERING IN THE ELECTRONICS INDUSTRY

AIDA



## 2. DAGMAR MODELL

Defining Advertising Goals for Measures Advertising Results (Russell Colley)



Információ  
Megértés  
Meggyőződés  
Cselekvés

Cél: A megértés

DAGMAR



**VICHY** FRANCE  
LABORATOIRES

A glukóz ismételt elraktározása  
narancsbőrt eredményez.

**D•STOCK**  
Karcúsító gél-krém

A narancsbőr  
láthatóan csökken:  
1 hónap alatt 23,5%-kal\*.

A késleltetett hatóanyag-felszabadítás  
egyedülálló technológiája lehetővé teszi,  
hogy a hatóanyagok folyamatosan  
fejtsék ki hatásukat.

Bőrgyógyászati felügyelet mellett,  
222 nő közreműködésével  
vizsgált hatás.  
Vichy termálvízzel.  
Hipoallergén.

**ÚJ**

Kizárólag gyógyszerésztől kapható.  
Ajánlott fogyasztói ár: 5 999 Ft.

20. Bőrgyógyászati  
Világkongresszus  
**PLATINA  
SZPONZOR**  
PÁRIS, 2002

**VICHY. A SZÉP BŐR IS AZ EGÉSZSÉG RÉSE**

[www.vichy.hu](http://www.vichy.hu)

DAGMAR

# Hamilton Beach Carpet Washer

**Truly It Works a Dainty Miracle**  
*Carpets washed and dried right on the floor!*

**T**HOUSANDS have seen what is pictured here: a rug being washed and the marvel of it convinces all. The HAMILTON BEACH CARPET WASHER does not beat or sweep or surface-clean, like a vacuum-sweeper, but it actually WASHES out all the grease and grime that a vacuum-sweeper cannot touch, WASHES out all the mud, smirch and street-taint that shoes tramp in, WASHES out all dirt that smudges colors. See how the HAMILTON BEACH CARPET WASHER brings back the original richness and freshness of the dingy floor-covering. Rugs that are drab and dull to behold are made bright and cheery as the day they were bought; made irresistibly vivid, soft, and taintless, their wondrous beauty immaculate.

Faultless clubs and envied homes no longer are gloomy and bare, while rugs and carpets are being laundered by some carpet cleaning establishment. For this depressing unsightliness and most of the expense, is no longer necessary! Rugs now are washed *down*, and dried right on the floor by the HAMILTON BEACH CARPET WASHER. Two sponge-rubber brushes with an action just like the human hand are rotated electrically 500 times a minute, scrubbing the H-B Compound deep down into the fibres of the rug. The dirt and grime are instantly dissolved, and every particle of mud and moisture is at once suctioned back into the receiver-pan. In twenty minutes rugs like new are ready for immediate service.

**An Inspiring Book FREE**  
*"How to Have a Big Paying Business of Your Own"*

We have just published an inspiring little book that every wife will want her husband to see; that every mother will want her grown son to have.

It definitely and practically tells how to start on the road to financial independence, how easy it is to build a big permanent business, how the HAMILTON BEACH CARPET WASHER earns better than \$6.00 an hour, by cleaning a 9 x 12 rug in only thirty minutes.

The book is well-written, crammed with fact and help for the man who is thinking ahead. Check coupon below, now get proof of the profit in this quick, easy, big-money-maker.

**HAMILTON BEACH CARPET WASHER CO.**  
114 Liberty Street, New York City

**Check Proper Square and Mail this Coupon To:**  
Hamilton Beach Carpet Washer Co., 114 Liberty Street, New York City  
Without obligation, send me complete information, or check:  
I want to have the carpet in my ( ) house, ( ) shop, ( ) hotel, washed.

**FOR STEAM MACHINES**

**NEW!**  
**Woolite**  
**OXY DEEP STEAM**  
**HEAT-ACTIVATED**

**Now put the power of oxygen in your steam machine.**

Only new Woolite® Oxy Deep® Steam combines the power of oxygen with the power of heat for a deep down clean. So your steam machine is powered up to break down, loosen and dissolve even stubborn dirt. And it's safe for all popular steam machines. For a powerful clean from your steam machine it's new Oxy Deep® Steam.

DAGMAR



### 3. ROGERS MODELL



Cél: Az elfogadás

## AIDA

> vágy



## DAGMAR

> meggyőzés



## ROGERS

> elfogadás



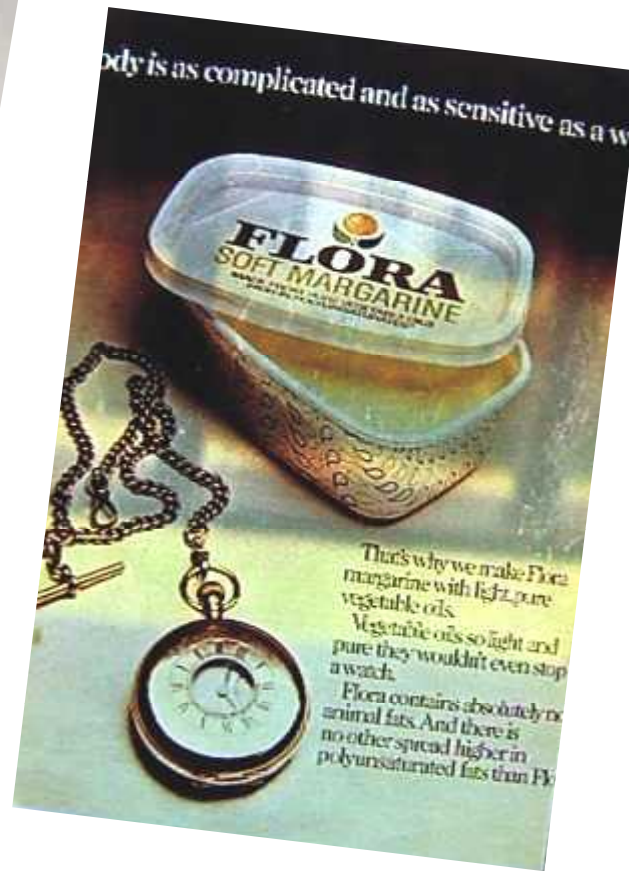
## AIDA

> vágy



## DAGMAR

> meggyőzés



## ROGERS

> elfogadás



És ami nem fér be... sem:

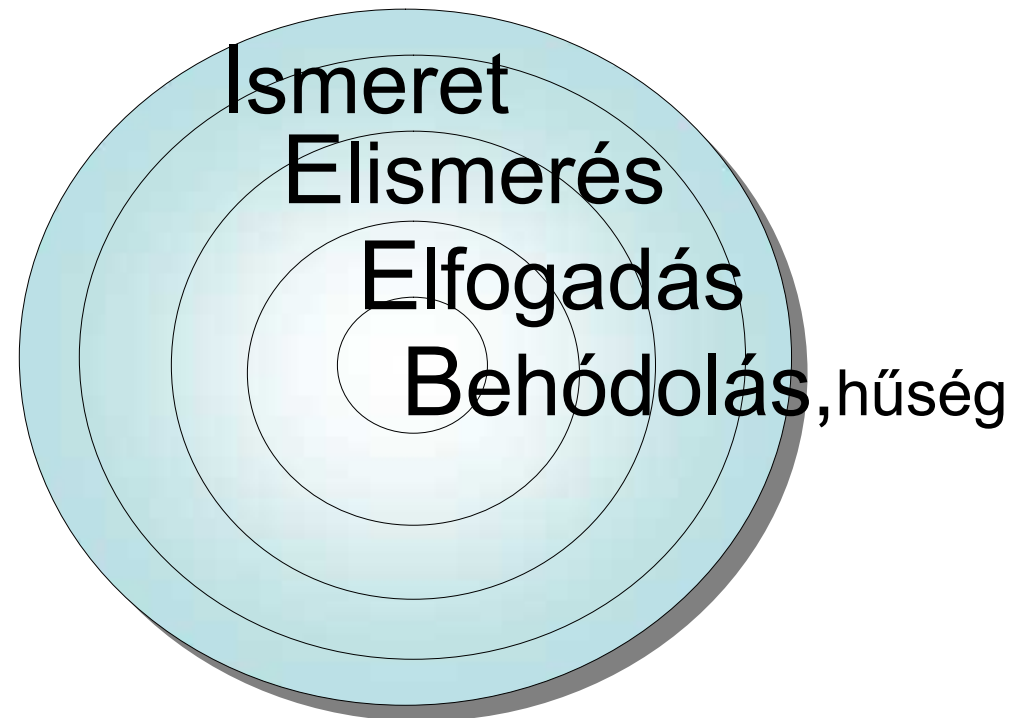
**nincs vágykeltés...  
nincs meggyőzés...  
nincs értékelés...**

**csak „nyomulás” van....**

## 4. AD-FORCE modell

A hódító reklám

Cél: A behódolás



## AIDA

> vágy

## DAGMAR

> meggyőzés

## ROGERS

> kipróbálás

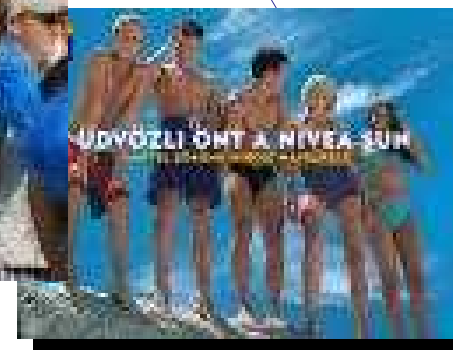
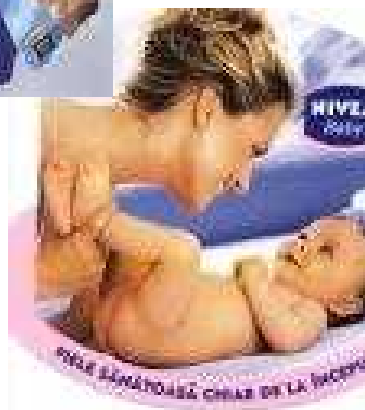
## AD-FORCE, (integrált reklámnál)

> ismeret

> elismerés

> elfogadás

> behódolás



## AIDA

> vágy

## DAGMAR

> meggyőzés

## ROGERS

> kipróbálás

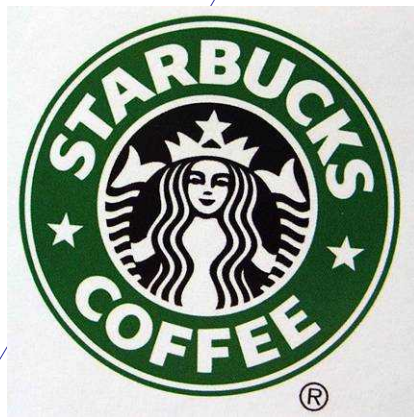
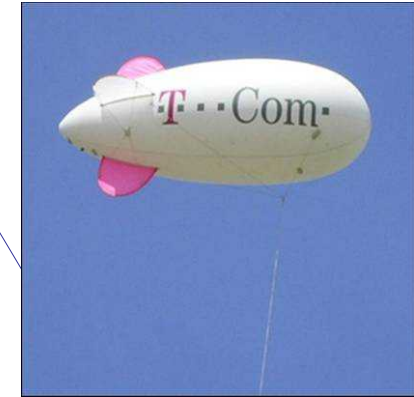
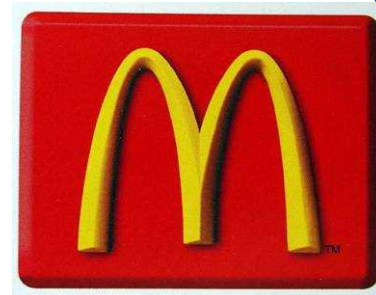
## AD-FORCE (brand építésnél)

> ismeret

> elismerés

> elfogadás

> behódolás





# Kérdések a reklámhoz:

(Aida, Dagmar, Rogers, Ad-Force)

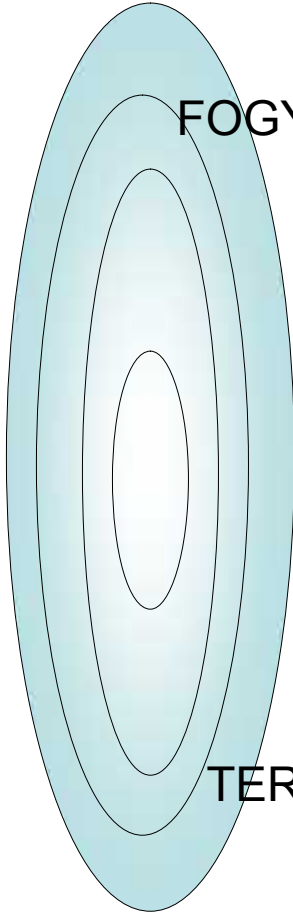
- ✓ **Mennyire figyelemfelkeltő?**
- ✓ **Mennyire emlékezetes?**
- ✓ **Mennyire informatív?**
- ✓ **Mennyire vágykeltő?**
- ✓ **Mennyire az igényekből indul ki?**
- ✓ **Mennyire meggyőző?**
- ✓ **Mennyire mozgósító?**

Érintettség / Érdekeltség

REKLÁM

A motiváció, az izgalom, az érdeklődés szövevényének nem látható állapota

**ÉRINTETTSÉG**

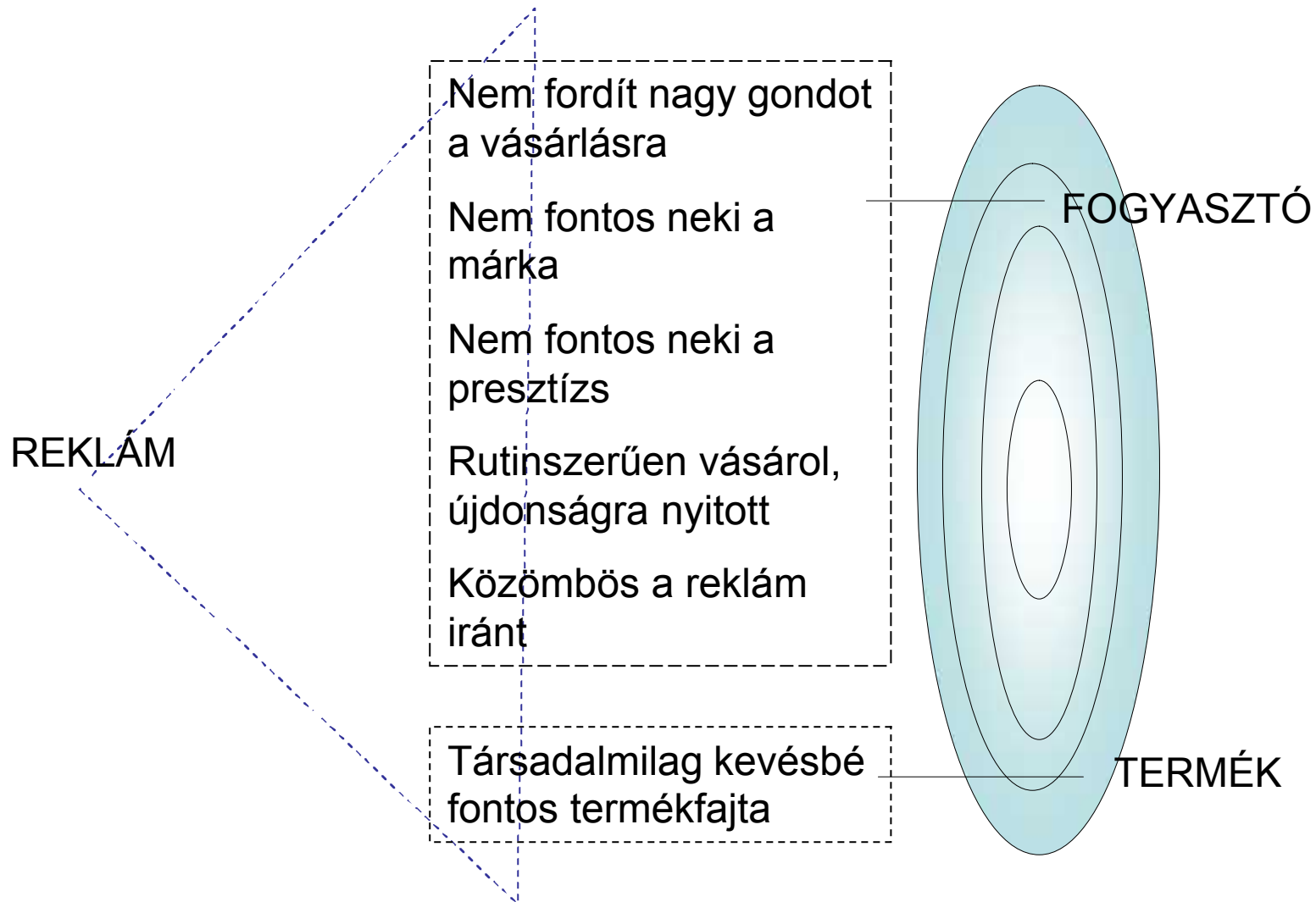


FOGYASZTÓ

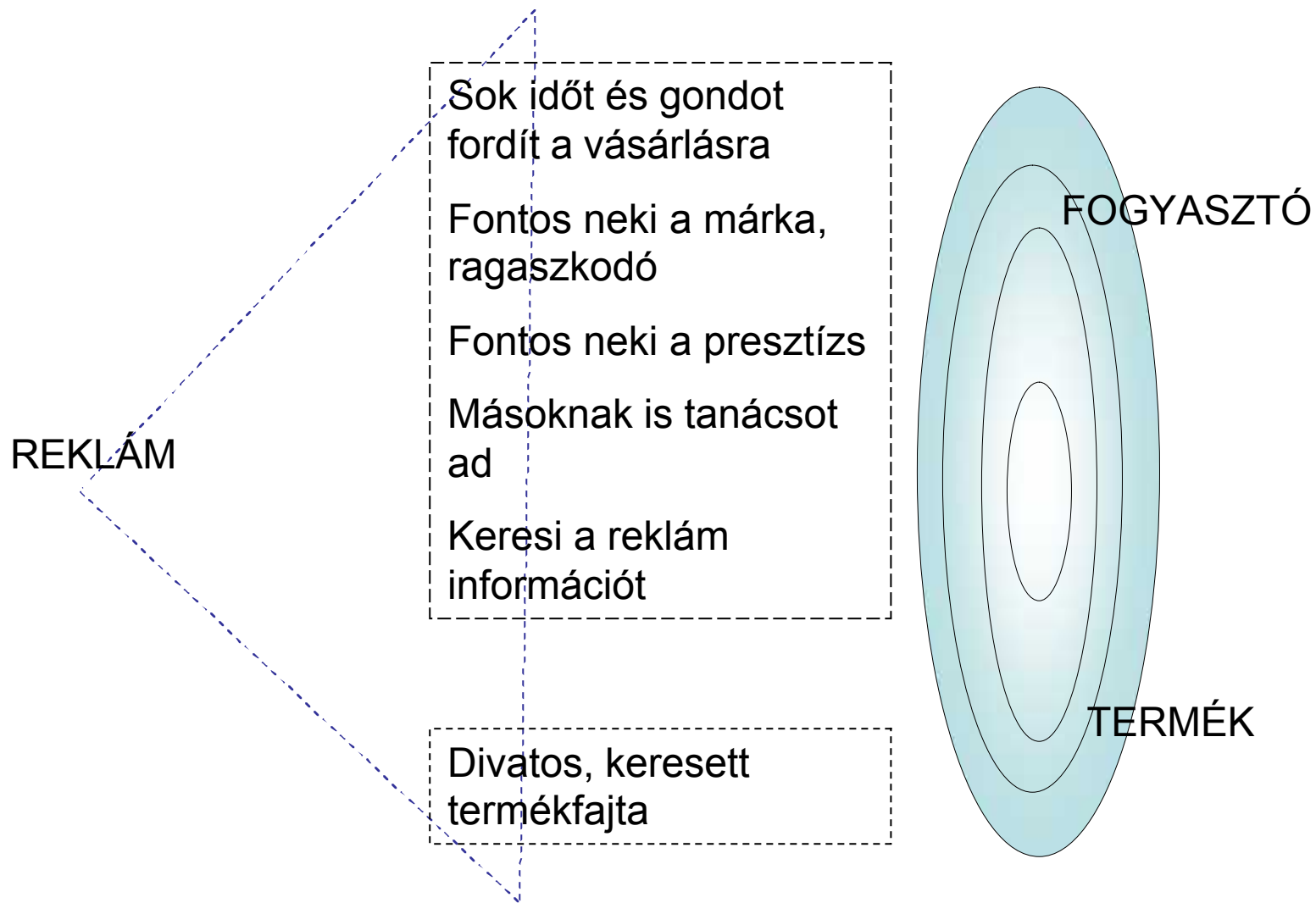
TERMÉK

**Alacsony érintettség (low involvement)**

**Magas érintettség (high involvement)**



**Alacsony érintettség (low involvement)**



**Erős érintettség (high involvement)**

Érintettség / Érdekeltség

Erős érintettség?  
(high involvement)

Alacsony érintettség?  
(low involvement)

## KÖRÖMGOMBA ELLEN

Ask your doctor how Lamisil® Tablets can help make them leave.

Do you have thick, discolored or flaky nails? A live fungus, or *dermatophytes*, may have gotten under them. And these guys are having too much fun — eating, growing, causing an active infection that won't go away on its own. Your doctor can help. Ask about Lamisil Tablets, the #1 prescribed treatment that's proven effective at sending nail fungus packing.

Unlike clippers or surface treatments you try on your own, Lamisil Tablets work through the bloodstream to target and attack the infection at its source, deep under the nail.



It takes about 10 to 12 months for new nails to grow in. But you may start to see clearer, healthier nails in just 3 months. Results may vary.

Lamisil Tablets aren't for people with liver or kidney problems. Rarely, serious side effects in the liver or serious skin reactions have occurred, so your doctor may do a simple blood test to check for liver problems. Other side effects including headache, diarrhea, indigestion and rash were generally mild.

Call 1-866-228-5365 or visit  
[lamisil.com/time](http://lamisil.com/time)  
to get \$10 off your prescription.

**LAMISIL**<sup>®</sup>  
(terbinafine HCl tablets) 250mg TABLETS

Get your nail infection where it grows.

Érintettség / Érdekeltség

Erős érintettség?  
(high involvement)

Alacsony érintettség?  
(low involvement)

# They're living deep under your nails.



Ask your doctor how Lamisil® Tablets can help make them leave.

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**LAMISIL**  
(terbinafine HCl tablets) 250mg TABLETS

Get your nail infection where it grows.

© 2003 Novartis. Cf. MT1248. Please see patient information on adjacent page.

## Érintettség / Érdekeltség

**Erős érintettség?**  
(high involvement)

**Alacsony érintettség?**  
(low involvement)



## Érintettség és Kockázat

Fizikai kockázat (veszélyes nem értünk hozzá)

Pénzügyi kockázat (túl nagy anyagi megterhelés, drága fenntartás)

Pszichológiai kockázat (nem tölti be magunk, vagy mások számára az önkép kiterjesztését)

**MINÉL KOCKÁZATOSABB A VÁSÁRLÁS,  
ANNÁL NAGYOBB AZ ÉRDEKELTSÉG**

A kockázatos helyzetben a fogyasztó több információt gyűjt be, így próbálja az észlelt kockázatot csökkenteni, (inkább megnyugtató, mint racionális döntést hozni.)

## Nulla kockázat - csekély reklámszerep

benzin, magnószalag, izzó, keksz

## Közepes kockázat – hatékony reklámszerep

műszaki cikk, kozmetikum,  
kölni, szolgáltatás-szerződés,

## Nagy kockázat – korlátozott reklámszerep

gépkocsi, ékszer, orvos,



Ne kockáztasson!

Nálunk tudja kívül dolgozni

VUTEK 2360

A legmodernebb digitális nyomtatás  
A kiterjedt: A0-tól, valamint A2-ig méretű,  
kiváló minőségű nyomtatás / A0  
A kiterjedt, könnyű és hálózathoz illő egység.

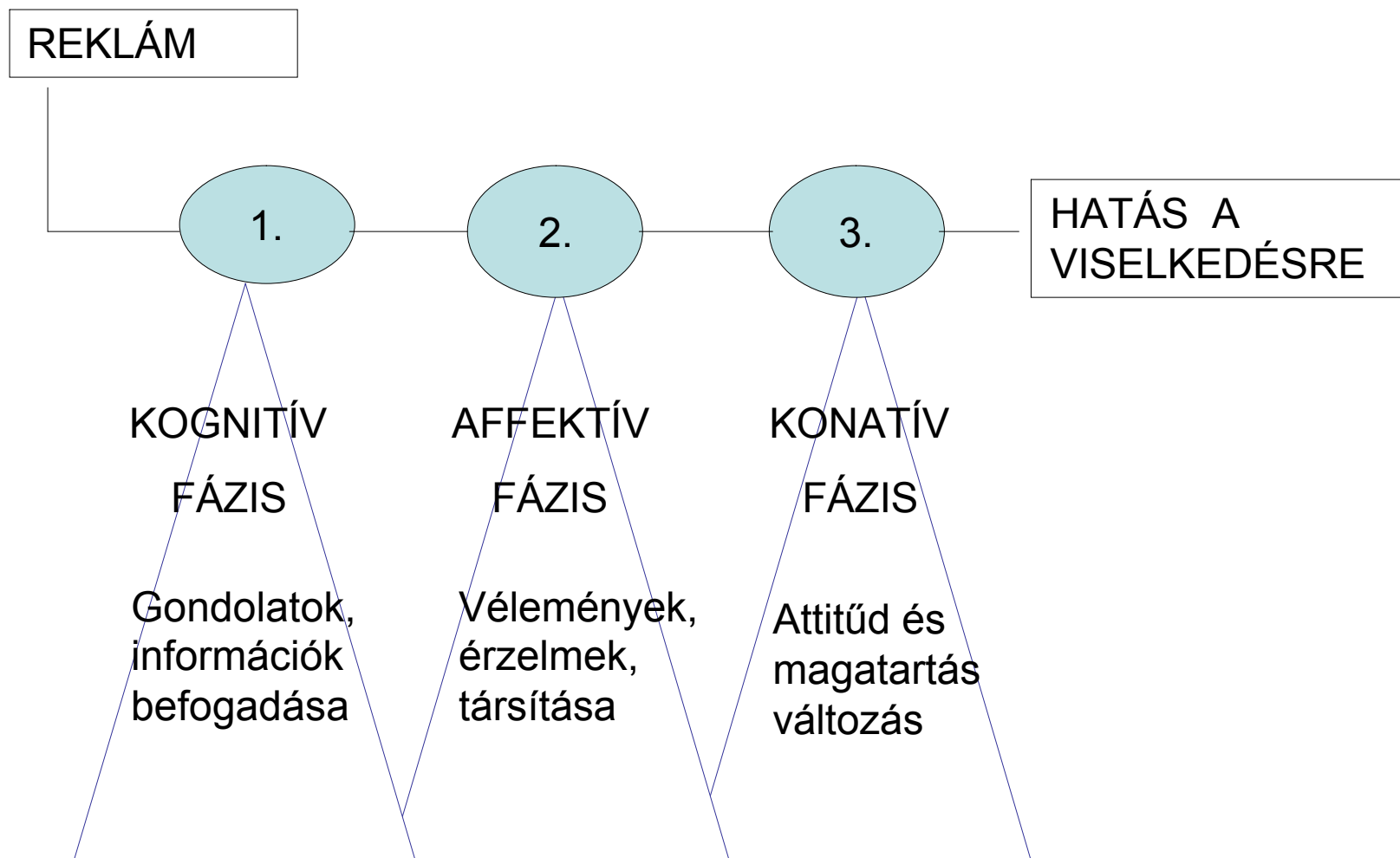
eclipse

A HARTMANN+KONIG KÖNYVTÁRSZERELVÉNYEK

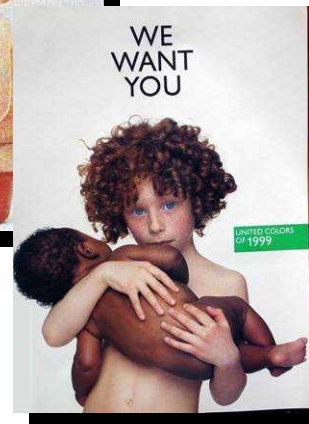
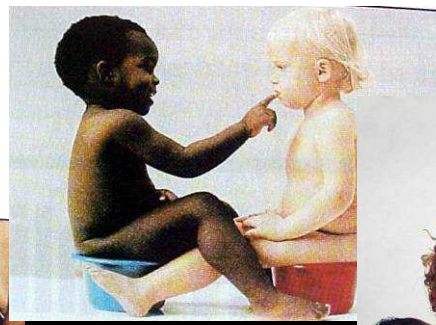
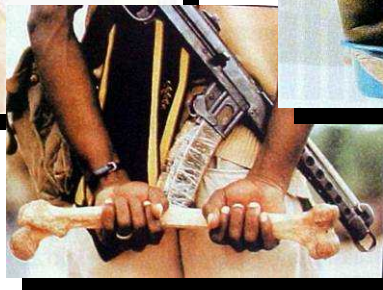
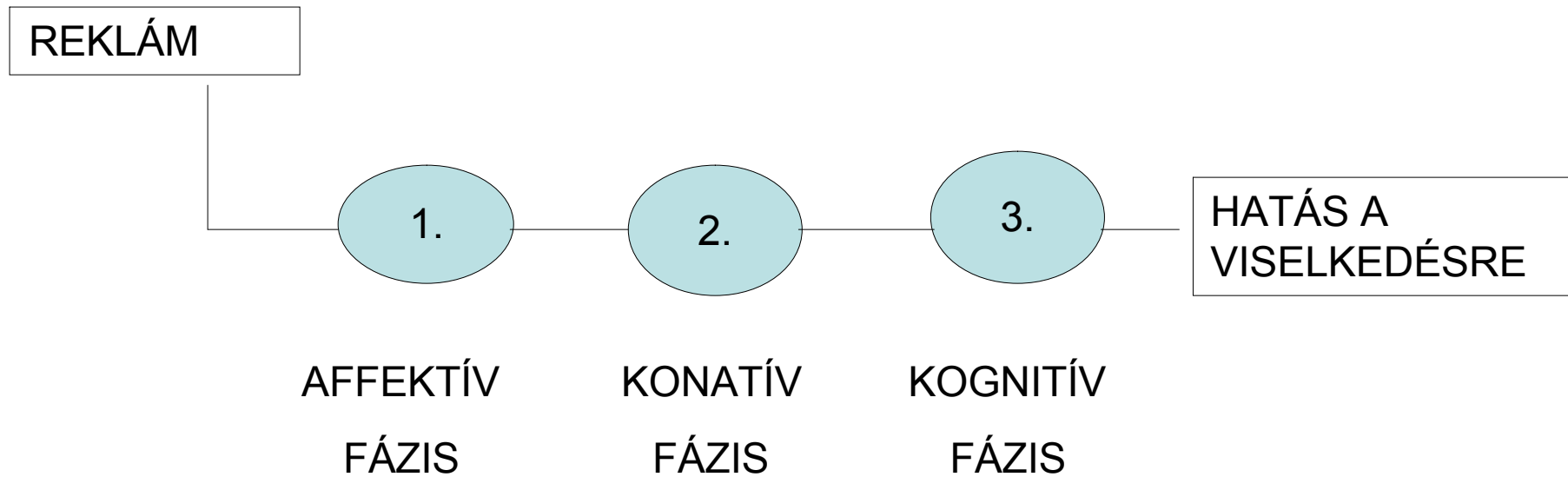
www.hartmann-konig.com

The image shows a woman in a red dress standing in a doorway, used as a visual for a printer advertisement. The text 'Ne kockáztasson!' is prominently displayed. Below the woman, there is a small image of the VUTEK 2360 printer and a document titled 'eclipse'. The advertisement also includes technical specifications and the company name 'HARTMANN+KONIG'.

# A reklám hatásmechanizmusa



# A reklám hatásmechanizmusa



# A reklám hatásmechanizmusa

