ADVERTISING COMMUNICATION MODELS:

APPLYING AISDALSLOVE MODEL FOR COMPANY X

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To measure the effectiveness of an advertising campaign, marketers refer to apply advertising communication models (Fill, 2013). Beside sales, company is seeking for long-term effect by building brand image, brand awareness and brand loyalty (Reichheld & Teal, 1996). It acquires company to build a marketing plan that can coordinate multiple components of communication. The most popular advertising model is AIDA, stands for: Attention, Interest, Desire and Action (Belch & Belch, 2004). All communication models aim to amplify and maximize the results in contacting with the consumer (Fill, 2013).

This paper will only examine the latest discussed advertising communication model: AISDALSLove. This was developed by Dr. Bambang Sukma Wijaya, a professor from University of Bakrie, Indonesia. In 2012, an article called "The Development of Hierarchy of Effects Model in Advertising" was publishes in the "International Research Journal of Business Studies".

This thesis chooses to apply qualitative research method. This paper provides an answer to the question: What advertising communication the case company X should apply?

The company can use this paper as a new insights tactics to support face-to-face customer contact at the selling points and online. Base on AISDALSLove model and consumer buying decision process are integrated to the company X to plan an effective advertising communication plan to customer to increase sales revenues online (via third-party carrier) and in-store.

In order to interpret advertising communication models thoroughly, this paper will be breakdown into three sections. Beginning with the definition of communication models, next showing perspective of Advertising communication, lastly sum up of Advertising communication models as a whole. To the second part, a brief introduction about business environment of company X. Current marketing situation will be discussed in Chapter 4. After that, research method and discussion on integrating mentioned theory to current company situation.

Keywords: Communication, Advertising communication, Hierarchy of effect model, AIDA, AISDALSLove

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1   Introduction to communication models

Communication models visually simplified the process of exchanging information between more than two-parties (Engle, et al., 1994). The first well-known communication model was introduced in an article called "A Mathematical Theory of Communication" by Claude Shannon and Warren Weaver (Firgure 1). This article was published in "Bell System Technical Journal" in 1949. Despite of the initial purpose of the researcher was improving quality of technical communication, it is now more popular to be applied in the Communication. There are six key factors: sender, encoder, channel, noise, decoder and receiver (Shannon & Weaver, 1964). In this model, the information sources produce the message then a machine covert that idea into signals to the receiver. On the way from the source to the destination, the message will be interfered by noise. Afterwards, feedback is the responds from the receiver of how well the message was delivered (Shannon & Weaver, 1964).

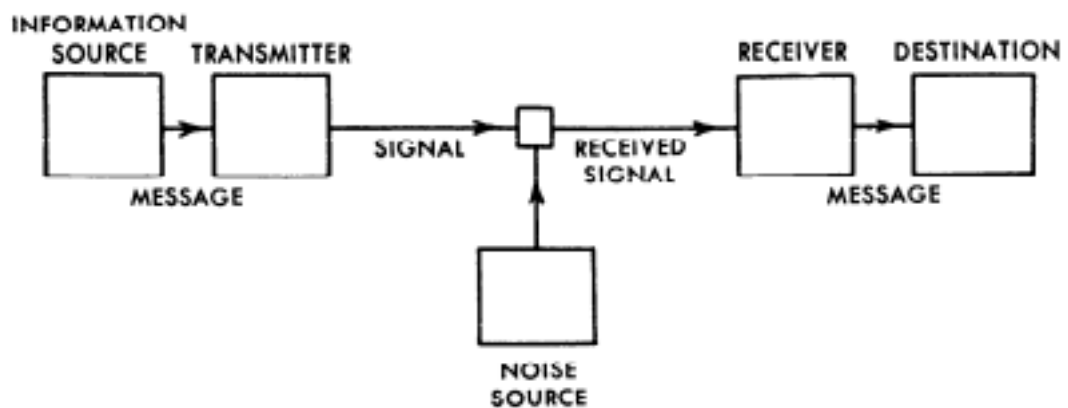Figure 1 Communication model by Shannon and Wearver (1964)

According to Blythe (2006), Wilbur Schramm wrote about a circular communication model that has three elements, namely: source (encoder), recipient (decoder) and message. In Shcramm's model, information need to pass to others. When the source transfers an information to a recipient, the encoder converts though into content based on the individual's knowledge,

experience and cultural background to help the recipient figure out the message (Fill, 2013)
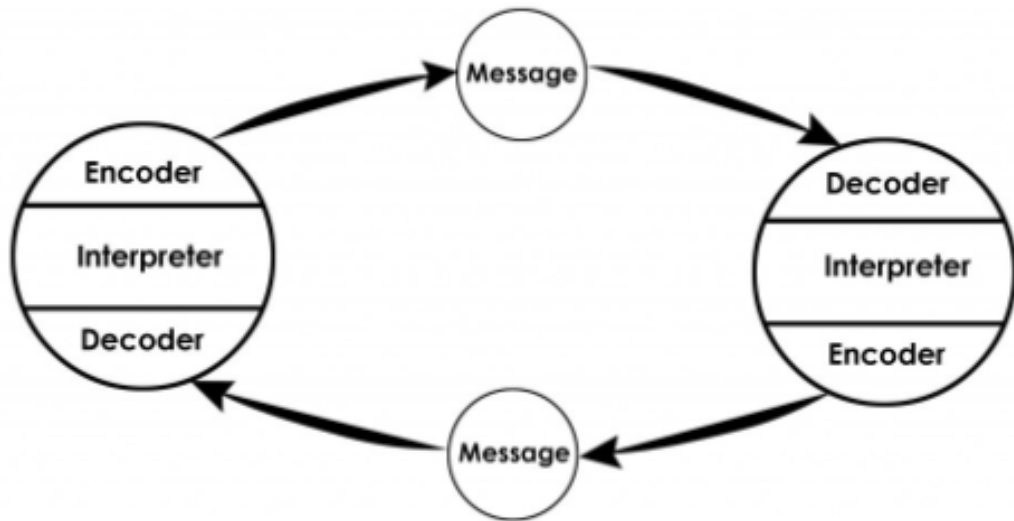

Figure 2 Schramm Communication Model (1955) acknowledged from (Fill, 2013)

In 1995, Chris Fill published his book about marketing communication containing a communication model that combined Schramm (1955) and Shannon and Weaver (1962). Furthermore, "communication is the process by which individuals share meaning, each participant in the communication process needs to be able to interpret the meaning embedded in the messages, and be able to respond in an appropriate way" (Fill, 2013). The basic model of mass communication created by Chris Fill in 2013 (figure 3), shows seven key elements in every communicating transaction. They are: source, encoding, signal, decoding, receiver, feedback, noise and realms of understanding (Fill, 2013). In this model, the "realms of understanding" was introduced as a key factor to evaluate the understanding level between the source and the receiver. Fill (2013) also pointed out the source and the receiver need to have some mutual area of "attitudes, perceptions, behavior and experience" to achieve the "realms of understanding".
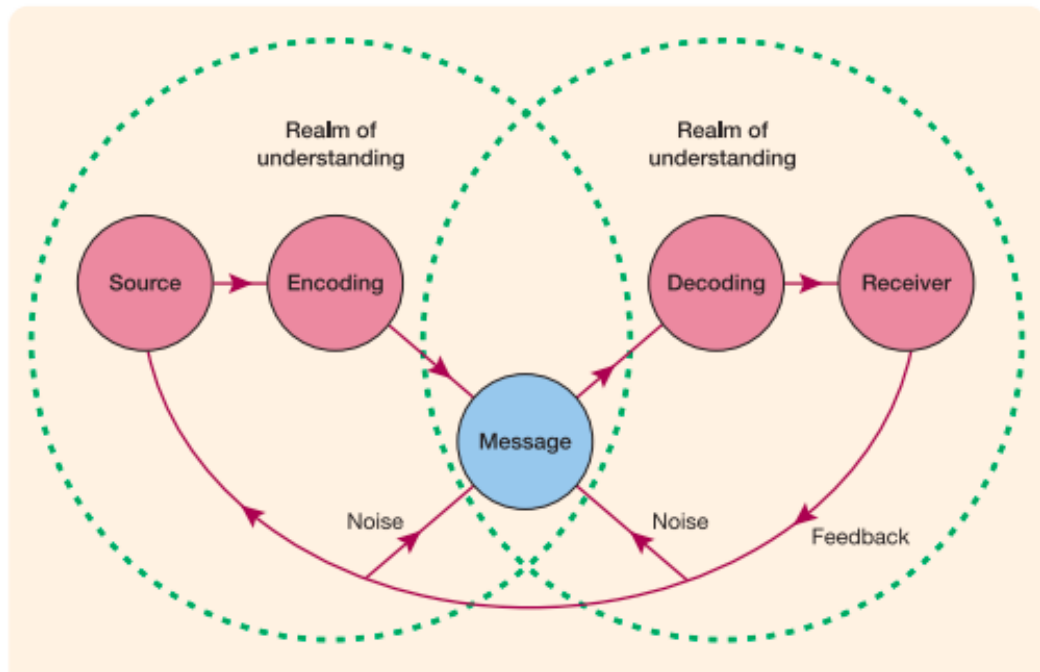
Figure 3 A linear model of communication (Fill, 2013)

2   Theoretical part

2.1   Advertising communication models

2.1.1   Definition of advertising communication models

First of all, there are many definitions of advertising. De Pelsmacker, Geuens and Van Den Bergh (2018) wrote "Advertising is one of the oldest, most visible and most important instruments of the marketing communication mix". They further defined advertising is "any paid, non-personal communications through various media by an identified company, non-profit organization or individual" (De Pelsmacker, et al., 2018).

According to (Belch & Belch, 2004) advertising is an element belongs to the promotion mix, which includes advertising, direct marketing, interactive marketing, sales promotion, publicity and personal selling. They concluded advertising is a tool to not only spread an advertising message to a broad customer base, but it also can "attract customers' attention and can help generate sales".

Wright (2000) talked about advertising as an essential part of human daily life. He referred to other promotional mix techniques that available in the organization such as: sales promotions, PR, personal selling, exhibitions and sponsorship. Wright (2000) stated each of these tools will

help advertiser gain different communication objectives. In addition, different promotion methods allow the firm to have more options that can create a wider variety of customer segmentation and audience measurement (Wright, 2000).

These definitions have two common features: pointing out to people about the benefits of the product and urging people to buy that product or service. Therefore, advertising can be understood as a communication tool of the firm to influence consumer in order to achieve a certain objective of the advertiser.

2.1.2   Advertising communication objectives

Along with marketing strategies, advertising strategies and communication tactics will be set based on the organization current business situation, marketing research, target audience and financial budget (Belch & Belch 2004). As economic environment changes, the company need to set many communication objectives at different circumstances (Fill, 2013). To find out how the company set objectives, Fill (2013) used IPA (the Institude of Practitioners in Advertising) databank to conduct a hierarchy of campaign goal (IPA). Figure 4 illustrates the hierarchy of campaign goals as a result finding after analyzing IPA databank by (Fill, 2013).

Figure 3. Hierarchy of objectives (Fill, 2013)

Sharing the same idea with Fill, Clow & Baack (2010) specified advertising goals that matched to the general communication objectives of the company. The advertising goals are: building brand image, providing information, persuasion, supporting marketing efforts and encouraging action (Clow & Baack, 2010).

2.1.3   Advertising communication application

"Advertising exists to fulfil the communication needs of every type of industry, organization, product, brands and service" (Wright, 2000). First of all, advertising can be utilized in consumer's decision-making process (Wright, 2000). Figure 5 shows how the company can use advertising to influence customer in buying process step-by-step. The consumer decision-buying process help advertiser predict consumer's sequential of actions. Then they can design the strategic advertising program to making customer moving from being unawareness to having intentions to buy that company product or service (Fill, 2013).

The Decision Making Process   **Advertising will try to influence at every stage**

Unawareness of the problem   ◄──────   Acting as an internal or external stimulus

Problem recognition   ◄──────   Whether simple, limited, extensive

Information collection   ◄──────   Informing experience, word-of-mouth, media

Option analysis   ◄──────   Persuading, company, brand, model

Purchase   ◄──────   Timing, outlet, price

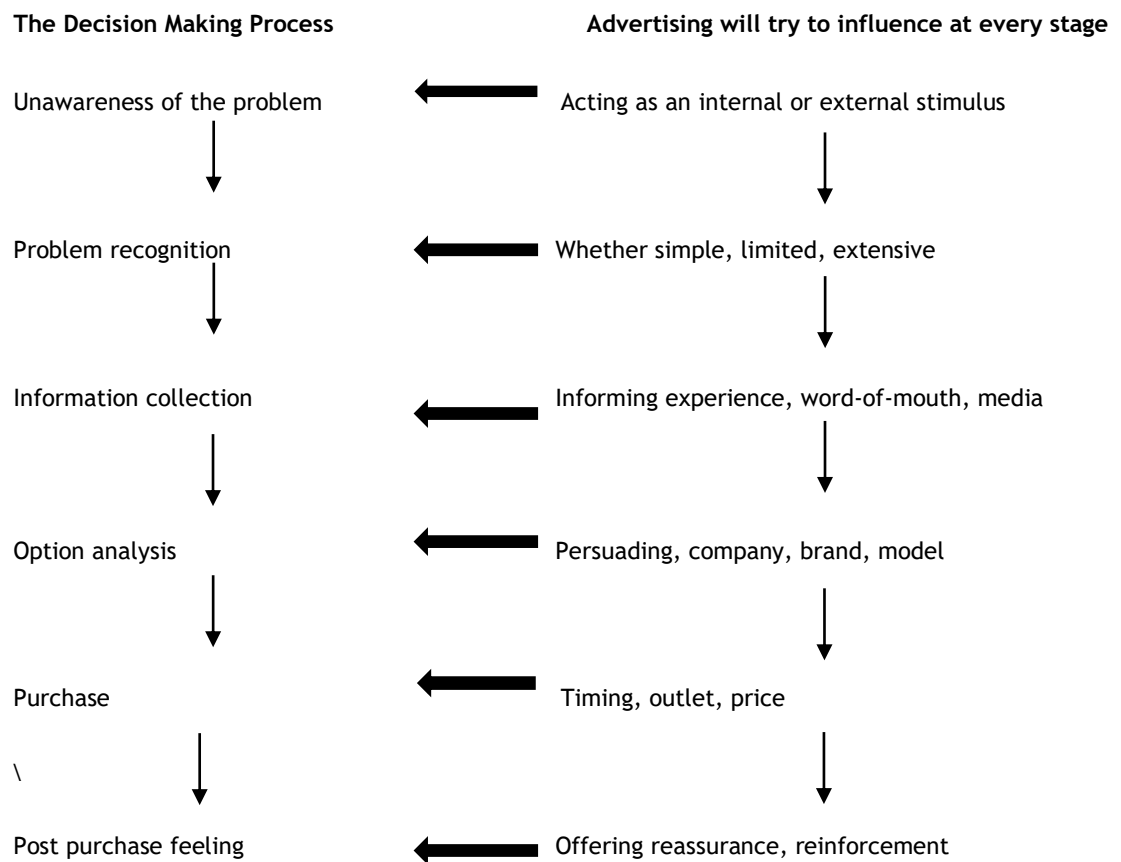Post purchase feeling   ◄──────   Offering reassurance, reinforcement

Figure 5 The decision making process (Wright, 2000)

Beside complementing the buying decision making process, advertising communication tactics can be engaged with the product life cycle ((Fennis & Stroebe, 2010). According to Kotler, Keller, Brandy, Goodman and Hansen (2012) a product pass on a life cycle with four different stages: introduction, growth, maturity and decline. Advertiser should build an appropriate communication strategy in each stage of a product (Fennis & Stroebe, 2010). In the Introduction phase, the firm priorities are: create customer attention and gain market share (Wright 2000) because the product is new to the market, customer will take longer time for each purchasing

decision. At Introduction phase, the advertising message should explain how a product works and the product beneficial to consumers (Fennis & Stroebe, 2010). According to Kotler et al. 2012, price and sales location should also be included in the message. Jumping to Growth phase, create competitive advantages by brand attitude and brand preference, advertising become more selective at this stage. Next, to Growth phase of a product where the market has more segments and high competition (Kotler, et al., 2012), the firm should focus on the post-purchase reaction from the customer. For instance, customer satisfaction need to be prioritized at Growth stage (Fennis & Stroebe, 2010). The higher customer satisfaction, the higher customer loyalty a brand can earn (Reichheld & Teal, 1996). Lastly, to the decline phase where the product is no longer attractive to the current target customers on the market (Wright 2000), the company can create new advertising campaign focus on persuading new potential consumer group to buy the product ((Blythe, 2006) 2001). Figure 4 shows communication objectives in each stage the product life cycle.
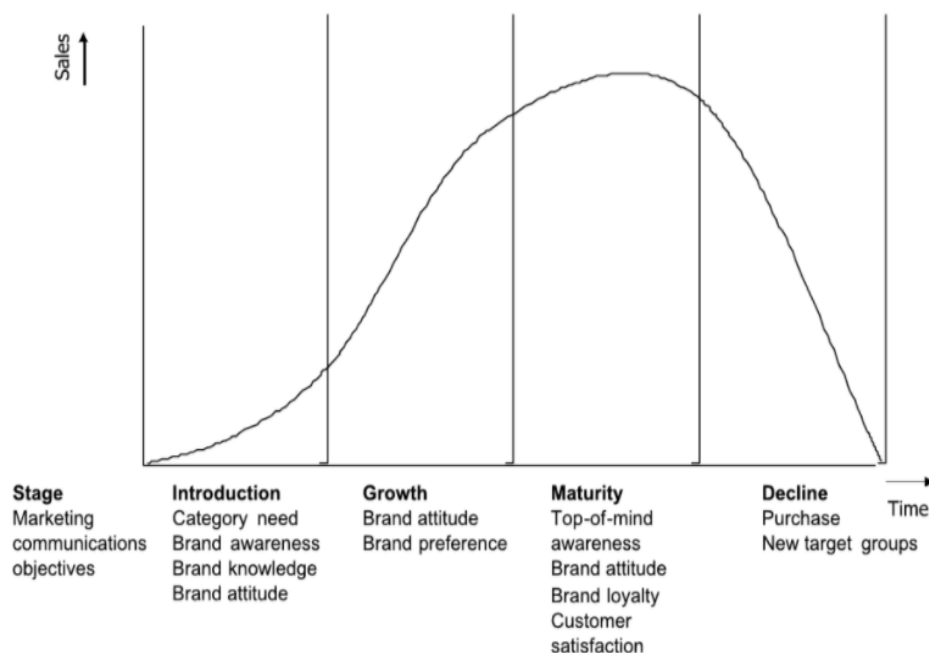

Figure 6. Stages in the product life cycle and communication objectives (Fennis & Stroebe, 2010)

2.2   Advertising communication model functions

This chapter will bring together some theoretical studies of advertising communication models. Advertising communication models are theories that developed into diagrams. They illustrate the way an advertisement can communicate with consumer effectively and make individual to buy (Clow & Baack, 2010). As Fennis & Streobe (2010) concluded that consumer behavior is driven by motivations, so in order to create the most deliberative message, the company need

to identify the roots of target audience behavior. Wright (2000) agreed a "Good advertising is all about communications, that is sending specific, benefit messages to clearly researched and defined target audiences, obtaining and listening to feedback, readjusting the message if damaging confusion or ambiguity are apparent and filly being certain that the truth and core of the message is fully understood (and hopefully acted upon) by intended recipient". To that end, advertising communication models are pursued as an effort to identify consumer's sequence of reactions after being exposure to an advertisement (Yeshin, 2006).

As analyzed in chapter 1, communication models include some common components: source, encoding, message, decoding and receiver. Thus, encoding and decoding are two key important component of every communication process. It helps two-parties understand each other. Fill (2013) pointed out that business (encoder) always try to understand their consumer (decoder) through market research and continuously testing the message to ensure the advertisement message will be decoded as the company's planned advertising objectives.

2.2.1   Customer learning concept in advertising

To measure the effectiveness of an advertisement, attitude approach is to explain customer outcomes after exposure to advertising with three learning stages, such as: cognitive, affective and conative (Fennis & Stroebe, 2010).

Firstly, the cognitive (behavioral) stage is where consumer learn about the core benefits of a product (Fill, 2013). Sometimes, advertising pushing user's buying decision by telling negative consequences from lacking a specific product or service (Clow & Baack, 2010). From an informative advertisement, the audience can understand the features and benefits of the product (Fill, 2013). Second of all, the affective component consider about how customer emotionally feel attached to the brand (Fill, 2013). When experiencing a positive post-purchasing decision, customer tends to come back to the former brand before looking for an alternative brand (Fennis & Stroebe, 2010). A pleasant buying process is automatically registered in consumer's brain, urging them to seeking for the exact brand with the hope to be satisfied like in the past purchase (Lindstrom, 2008). Therefore, company more likely to integrate marketing strategies that associate with customer's feelings to evoke consumer's senses when they are being exposure to an advertisement. Lindstrom (2008) came to a conclusion that emotional attachment leads to consumer higher engagement level to the brand. Additionally, Reichheld and Teal (1996) advised the company to focus on loyal customer rather than seek for new customer. Due to the cost of acquisition new customers, the loyal customers are more profitable (Reichheld & Teal, 1996). The last component in an advertisement learning stage is conative component (Fill, 2013). Conative stage is also called "do" stage by Fill (2013). This is the results from cognitive and affective stages (Fenni at al. 2010). The behavior that might be occurred after exposure to advertising materials lead consumer buying, ordering or using the advertised brand (Fennis & Stroebe, 2010).

This consumer learning concept is applied to AISDALSLove model. AISDALSLove was established based on AIDA hierarchy of effect model by E.St.Elmo Lewis (1900) and Edward K. Strong (1925) ((Wijaya, 2012). The AISDASLove model extend the "long-term effects of advertising" through achieving the highest level of "consumer attitude towards brand" (Wijaya, 2012).

Figure 4. The pyramid of love towards brand (Wijaya, 2012)

2.2.2   AISDALSLove model in advertising

Compare to AIDA, AISDALSLove has four new elements (Figure 8). According to Wijaya (2012), AISDALSLove stands for:
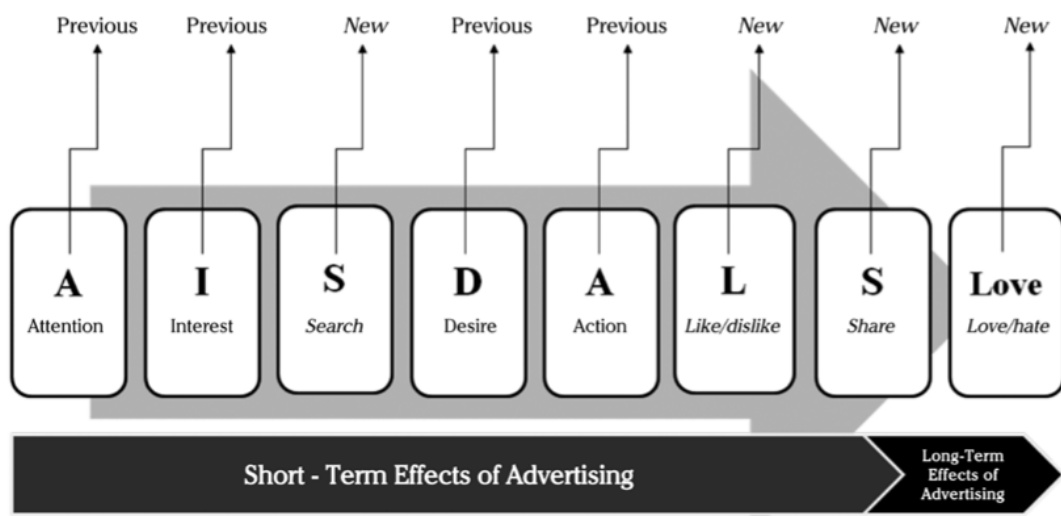

Figure 8. AISDALSLove model (Wijaya 2012)

- (A) Attention: "The first task of advertising is to get noticed" (Wright, 2000). The

company try to find the audience the fit the most to the product profile through a market research (Evans et al. 2006). After identifying the right customer demographic, an integrated marketing communication plan will be conducted includes promotional tools, media planning, campaign budgeting, creative design tactics, measuring tools and controlling programs to (Belch & Belch, 2004). An interesting advertisement usually has great visual layout (colors, contrast and background color) and the appeals strategically (emotional or irrational or combining both emotional and irrational) message execution style from comparative, fear, humor, earns to straight sell, scientific/technical evidence, demonstration, comparison, testimonial, slice of life, animation, personality symbol, fantasy, dramatization, humor and combination of all the mentioned method to earn the highest customer's attention (Belch & Belch, 2004)

- (I) Interest: once the product or service has received attention from the target market, the business will work on its unique selling point to raise customer's interest level.

- (S) Search: the consumer will search for more information about the interested product or service as a step in the purchasing decision making process (figure 5, chapter 2). At this stage, the audience will seek for information about the actual product benefits beside the core benefit that was capture theirs interest from the first place (Kotler, et al., 2012) Therefore, Clow & Baack (2010) suggested an integrated marketing communications plan coordinates all of the marketing communication tools and sources "into a seamless program" spread the message to the right audience at the right time. Clow & Baack (2010) further clarified that a product profile may matched to a vary set of customer segmentation, different audience have different main channel. For example, the source of information may come from the opinion leader, from a word-of-mouth channel by a generation X customers, while millennials tend to seek for reviews on web pages.

- (D) Desire once consumer has acknowledged about the functionality and benefits of a product, they will feel a 'need' to own the product (Fennis & Stroebe, 2010). By human nature, loss is bigger than gain (Kahnemen, 2011). People rather urge to fulfill what they are lacking rather than increase the value of what they already have (Fennis & Stroebe, 2010). So, people tends to buy what they don't really need to earn the feeling of belonging to a superior social group (Lindstrom, 2008).

- (A) action as analyzed in chapter 2, the goal of advertising is initiating the message receiver action of purchasing product or service. Customer was convinced after exposure to advertisement materials (Mackay, 2005), the purchasing action will take play either at the contact selling point or online via company's website or the third-party web page (Clow & Baack, 2010). During this purchasing phase, the company must performance a high operating service (Lahtinen & Isoviita, 1994) to capture the consumer's good perception of the brand (Reichheld & Teal, 1996).

- (L) like/dislike is a new element that Wijaya introduced. It describes the feelings of

customer after the purchasing action had been made. Like/Dislike element can also be understood as customer satisfaction either positive or negative toward the brand at the end of purchasing process (Wijaya 2012).

To ensure customer positive service experiences were delivered, Lahtinen and Isoviita (1994) mentioned about the effectiveness of a customer service with three stages and specific goals of each stage: the entrance stage (making a good first impression, instructing use of product/service and informing addition service), the operation stage (create good reputation, maintain loyalty and sell addition service) and the withdrawal stage (farewells, welcoming, asking for feedbacks and response to complaints). These stages involve all of the service components when customer interact with the business to ensure that the business create a good final impression and a continuity of the customer relationship (Lahtinen & Isoviita, 1994).

Thus, customer's feelings are a key factor to determine customer loyalty and brand image (Reichheld & Teal, 1996) because consumer's experience cause word-of-mouth effect. Consequently, customer will share the experience to others which is the next component to Wijaya's model.

- (S) Share: the number of social media usage has brought pros and cons to the firm. More than ever, contents are now shared borderless (Wijaya 2012). A story of an unpleasant experience can go viral on the Internet rapidly (Barry, 2012) and impact the brand image of a product (Wijaya 2012). Evans, Jamal and Foxall (2006) explained "Share" as the passive learning theory that even if the consumer has very little of information received, the repetition of the information will impact the audience behavior. Contrast, brands with appropriate advertising concept not only attract more customer (Barry, 2012) but also broaden loyalty effect (Reichheld & Teal, 1996).

- (Love) Love/hate. Love can be developed as an emotional attachment to the brands (Evans, et al., 2006). The higher the consumer attitude toward brands (Wijaya 2012), the more likely "they stay with the firm and remain supportive of the firm's activities" (Evans et al. 2006). On the other hand, a product/ company can be hated when consumer had unpleasant feelings about the brand. It does not necessary an experience from old customer who paid to use the product/ service. A brand can be hated from a potential customer group when they are exposure to the negative shares (Wijaya 2012)

To sum up, the objective of using AISDALSLove model is seeking for positive cognitive effect rather than a behavior effect. When AIDA model is applied to inform and persuade customer ((Yeshin, 2006), AISDALSLove model proposes to create a stronger relationship between organization and customer (Wijaya, 2012). Therefore, AISDALSLove model says that awareness leads to interest, then drive to search action, leads to desire, next is action, then like/dislike the experience, after that is sharing the experience, and finally brand's image to customer. As a result of advertising communications, the ultimate goal of an organization is creating high

customer loyalty to whom has a tendency to buy the brand on a regular basis (Evans et al. 2006).

3 Business environment of the case company

3.1 Current business model

X is a chain restaurant in Europe. One of the mission of 2020 is broadening the chain outside of Uusimaa region in fall of 2020. Then growth to all Scandivian countries.

Customer segmentation of company X is very variant. It depends largely on location of each store. The main customer groups are:

- To shops that located inside of shopping mall such as: Jumbo, Iso Omena, City Center, Sello, Ainoa and Kamppi Center, the main customer groups are young local people who are willing to try new tastes. In addition, all of the company X restaurants were designed with a theme. This is a strategy to increase brand recognition from customers. The signature decoration with ramen bowl on the walls in every restaurant. Additionally, the designed ropes and flowing flowers lamps are accounting for majority part of ceiling. Therefore, restaurants X are suitable for customer who would like to enjoy a casual dining atmosphere.

- To shops that locate in down town Helsinki streets such as Yliopistokatu and Fredrikinkatu. The management level had decided to aim to foreigner tourists and visitors. This has been an excellent executive strategy of company X because during summer time, a large number of Finnish people would travel to warmer destinations. The business usually quite during lunch time. However, with higher amount of foreigner travelers especially from China visiting Helsinki. The restaurants at Yliopistokatu and Fredrinkinkatu rush hours is mainly in the evening.

3.2 Current operational scenario

Due to corona situation, from 10th March 2020, daily sales revenue had declined 70% (public figure from the system). From 25th March 2020, all physical stores are closed for a temporarily unknown period. The business has shift to online takeaway food via Wolt. They have cooperated with many local small restaurants to create a production house, which is called E-kitchen. E-kitchen is venture of six restaurants with a wide range selection of cuisine. they all have a same center kitchen that is located in Kaisaniemi. Until the beginning of June, most of the shops were opened again. However, the sales have dropped 80% in the whole system. Until October, there are many employees of company X are still in lay-off term. Therefore, there is an urge from the owners to push sales and increase operating profits.

4   Research methodology

In this thesis, a qualitative research was designed and carried out by several of interviews. A qualitative research method was choosing based on two critical points: relevancy and reliability of the research process. The relevance of qualitative research method in management field. An article called: "Qualitative methods in management research" in the Management Decision Journal (2006), the co-writers Cassell, Buehring, Symon and Johson emphasized on "the outputs of qualitative research may be of more relevance and interest to the management practitioners than those of traditional methods". It was discussed that this method gives an in-depth and high value information (Cassell, et al., 2006). In term of reliability, qualitative research gives valuable information base on analyzing texts rather than focusing on numbers (Lapan, et al., 2012).

An in-depth semi structured interview was chosen as the research tool for this paper. According to Lapan et al. (2012), semi structured can be used when the purpose of the research is clarifying the perception of a topic by people who are knowledgeable in the field. Semi structured interviewers were used to allow the respondent freely expressing their experiences and knowledges (Lapan, et al., 2012)

5   Research objectives

This paper objectives are being able to answer the research question based on literature review and research results. In general, this research objectives are:

- Increase sales revenue and brand awareness.
- Proposing an advertising communication model for the case company X

Research questions: from the literate review and company X current marketing communication situational review, the following research question have been formed:

- Can AISDALSLove model be applied for company X?
- How AISDALSLove model be executive for company X?
- What are the outcomes of using AISDALSLove for company X?

6   Research findings

6.1   Data collection

Five interviews were carried out to earn an in-depth conversation between the interviewer and interviewees. The individuals were contact via WhatsApp text message or email. The message contents the nature of the thesis and the role of the interviewees may contribute to this project. Once they agreed to be a participant, the interview will be arranged based on the interviewees. Although the writer initial wish to have face-to-face interview, most of the interviews were taken online due to Covid-19 situation in Finland. In generally, the conservation took an average of 27 minutes. The length of the interviews adjustment due to the background of each individual. Five interviewees are all stakeholder to the company X. The table below gives details about each individual meeting:

Name	Occupation/ Position	Meeting location	Meeting duration
Interviewee 1	Key account sales representative of company A	Face-to-face	20 minutes
Interviewee 2	Digital marketing manager of company A	Zoom meeting	17 minutes
Interviewee 3	Operational manager of company X	Google meeting	42 minutes
Interviewee 4	Store manager of company X	Google meeting	11 minutes
Interviewee 5	Staff of company X	Google meeting	22 minutes

As can be seen from the table, most of the interviewees have a good knowledge about the company X business environment. The interviewees who are working for company A are also company X customers. At the same time, company A is a marketing agency which is doing most of the marketing materials such as: promotion video, social media contents management and company X website. They are close stakeholder to the company. The interviews consisted of four parts:

- interviewer and interviewee back grounds,
- description by the interviewee what is advertising communication, giving examples from theirs' own experiences,

- Interviewer give out relevance information about AISDALSLove model, respondents were asked to define how the model be executed to the company X,
- Interviewees discussed the problems of using this particular communication model on company X.

On average, each interview took about 22 minutes. The interviews with company A happened between 17:00 – 18:00. Since they only accepted to meet after office working time. While, all of the meeting with company X took place after the restaurants lunch rush hours, from 14:00 – 16:00. In particular, a set of questions listed below were used during the interview:

Question 1: What has X been doing to improve sales revenue?

Question 2: What kind of marketing tools do you use to advertise a new campaign of Company X?

Question 3: What factors determine the successfulness of an advertising campaign?

Question 4: Have company X ever applied any communication model cooperate with its marketing strategies?

Question 5: How likely AISDALSLove model can be applied to company X?

Question 6: How AISDALSLove model create higher brand awareness to company X?

Question 7: What need to be done in order to implement AISDALSLove successfully to company X?

6.2   Data analysis

The interviews are a source of data concerning the perspectives of applying the communication model. This chapter gives a summarize of the outcomes that are the answers for the research questions:

- How AISDALSLove model will be executed for company X?
- What are the outcomes of using AISDALSLove for company X?

Regarding the opinion of the interviewees about the possibility to apply AISDALSLove model to company X, the majority confirm that it is importance to take into consideration how marketing strategies can be achieved by using this communication model. According to the interviews, AISDALSLove model can be implemented on three different levels:

- To the marketing agency presentative, the interviewee is fully aware of the importance of ability to influent customer perception of the company from the beginning to the post-purchase decision. They shared the same idea that the organization must have stronger to make more memorable message to customers.

- To the employee and employer, they understood that they are contributing to a brand image building process of the organization. The staffs are the link between the company and

consumer. They could be the weak point in the whole campaign if they couldn't deliver excellence service level. Employee performance can make an impact to the post purchasing process which are Like/Dislike, Share and Love/Hate factors in AISDALSLove model.

On the other aspect, the all of the interviewees expected all advertising model are designed to help company in two ways:

- Tangible values: sales revenue, customer satisfaction, and frequent customer's feedback

- Intangible values: brand awareness, brand image and brand loyalty

6.3   Research discussion

As noted earlier, the main aim of this paper is to understand how an advertising communication model can be applied to a chain restaurant. Both theoretical and empirical findings support the effectiveness of an advertisement in boosting sales and generating higher profits.

Increased communication with customer on advertising materials at planned media and touch points was a positive outcome of marketing strategy. However, many evidences say poor communication involved communication between customer and company. For example, when the marketing agency mistakenly define target audience, then the advertisement was showed to an untargeted customer.

As discussed in chapter 3, the impact of advertising may not be immediate. It is more about changing consumer attitudes and building brand loyalty in long term. An advertisement only affects customer decision when they are in the need for a product. Customer will enter an online shop or a physical shop, when they are already hungry and need to fulfill their hungers. This is the Action phase in the AISDALSLove model.

On one hand, the dedication of on-site staff is apparent to customers. This dedication created more positive feelings towards the company. The manager role of the executive team in leading the implementation of the communication plan activities reinforced the importance of effectiveness advertising and open communication lines with employees on the restaurant sites. To maximized the impact of a communication model, company need to educate staffs. Employees involvement is a significant contribution to the success of AISDALSLove model where creating throughout three operational stage (Review chapter 3.2.2).

On the other hand, problems occurred because management team did not require participation in the on-site communication between customers and staffs. This causes negative side effects. Management also failed to provide a consistent effort to motive the team communicate and maintain excellent service to customers.

7   Research limitations

Nonetheless, there are limitations in research that will be presented here. First, the interviewees are a part of the target customer group. But during the interview they were alerted to give an expert point of view, so they were not speaking as a consumer. Secondly, the managerial level of company X was not willing to disclose most of the confidential information about the company current situation. It leads to irrelevance information may be conducted. Although the current analysis provides some new insights that may help the company X building a much strategical advertising campaign, the need for financial budget information from company X (case company) and company A (marketing agency) to calculate make the implementation plan possible. Therefore, it is also uncertainty about the metric of business results such as: sales revenue, frequency of purchase, ratio of sales to investment on an advertising campaign etc.

8   Conclusion

To sum up, the primary objective of this thesis work is to increase advertising effectiveness for company X by using AISDALSLove model. The second objective of this paper is to suggest new actions in the operating activities to improve positive brand image to consumer.

In this research, it is recommended to integrated most of promotional strategies along with consumer's buying decision making process and customer relationship management to strengthen the communication flows between the company and consumer. In addition, the role of leader and management board in staff's training described in this thesis work could support the operational activities to be more memorable by customers.

AISDALSLove model is an effective way to assist company X building advertising campaign that could grasp consumer attention, create interest, boost desire, motivate action, improve customer's satisfaction, share experience and ultimately building brand feeling.

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10 Figures