

TALLER UB

PUBLICIDAD Y EMOCIONES

JORNADES EDUCACIÓ EMOCIONAL
BARCELONA
ABRIL 2011

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UNIVERSITAT DE BARCELONA

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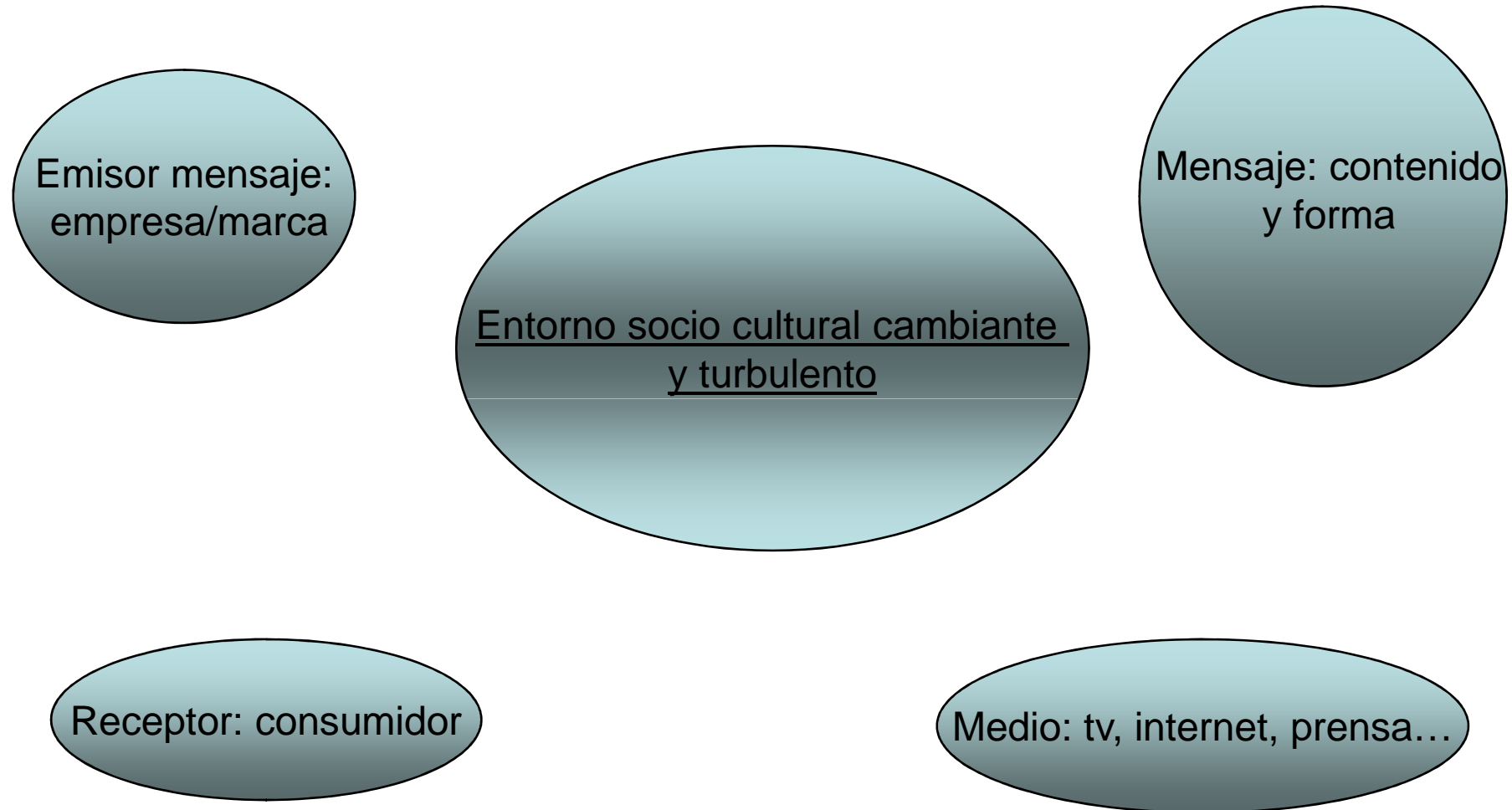


GUIÓN TALLER

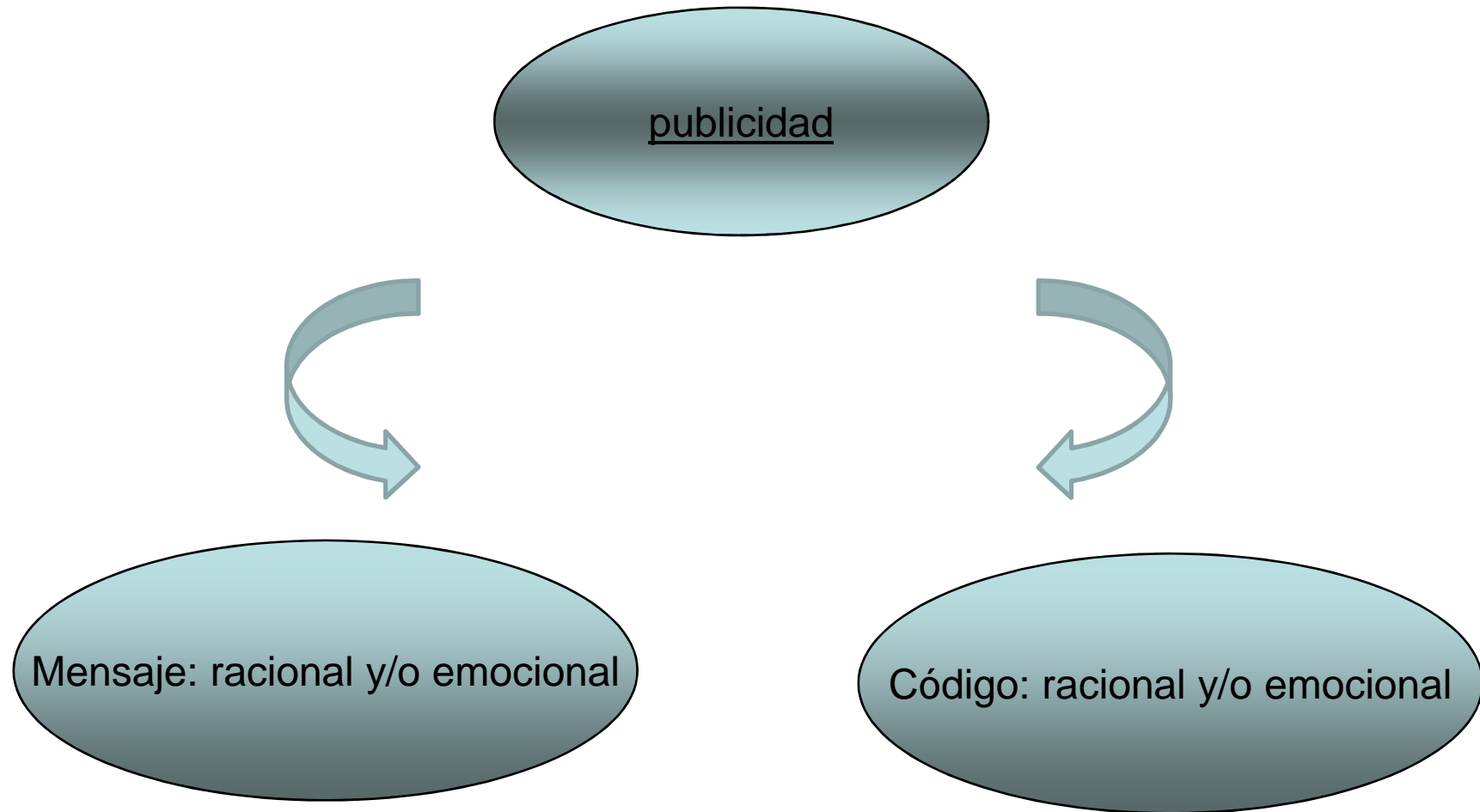
1. Introducción: conceptos básicos
2. Caso práctico



ESCENARIO



EL PROCESO



ELEMENTOS CLAVE

-FACTORES BÁSICOS PARA
ESTUDIAR Y MEDIR EFICACIA
PUBLICITARIA

A.COMPRENSIÓN

B.INTERES

C.EMOTIVIDAD

D.CREDIBILIDAD



EJEMPLOS: BMW



-¿TE GUSTA CONDUCIR?

Mensaje emocional; alude al disfrute del conductor, al beneficio para el consumidor ,no a una característica física del producto



<http://www.youtube.com/watch?v=Kp9knrC10PU>

EJEMPLOS: ACTIVIA



-LIBERATE

Mensaje racional y básicamente emocional y dirigido a la mujer; alude no solo a la liberación problema intestinal sino a la liberación de la mujer



<http://www.youtube.com/watch?v=jYnn9IXZFEk&feature=related>

EJEMPLOS: COSMÉTICA

Wrap yourself in youth-preserving hydration

What is your beauty if not a treasure? To unlock the secret of everlasting beauty our leading scientists have developed a patented **Hydro-Protect™ complex**.

IN SEARCH OF MOISTURE FROM DESERT TO SEA...

AQUA-RHYTHM
INTENSE HYDRATION PREVENT AGEING

...our scientists have identified two extraordinary plants from the two climatic extremes of the Earth. Combined for the first time in a skin care formula, they work in synergy to ensure super hydration and let you look better longer.

Hydro-Protect™ complex

FURCELLARIA LUMBRICALLIS
Found deep in the ocean and on the rocks around it, known to retain moisture to combat dehydration.

THE RESURRECTION FLOWER (Rose of Jericho)
Goes with the desert wind to find the moisture that brings it to life. Locks moisture in the skin to let your beauty flourish.

© Aqua-Rhythm Day & Eye Cream local name
Age-preventing moisturiser that works in synergy with the skin's natural circulation. Unique Hydro-Protect Complex™ (Hydro-Protect Complex™) captures moisture from the air and locks it in. Moisture your skin appears beautifully hydrated.
XXXXXXXXXXXX

£0.00p

MENSAJE CENTRADO EN BENEFICIO EMOCIONAL, MAS ONÍRICO

MENSAJE CENTRADO EN LA ACCIÓN PRODUCTO: EFICACIA, ACTUACIÓN MAS RACIONAL

AQUA-RHYTHM
Intense Hydration Prevent Ageing

Think **HYD-RATIONALLY** to look better longer

The unique **HYDRO-PROTECT Complex™**

CAPTURES MOISTURE
Natural Trehalose from Resurrection Flower binds water in the skin.

LOCKS IN MOISTURE
Furcellarin from Swedish Red algae repairs hydro-lipid barrier and reveses dehydrated areas.

Hydration is what your skin needs to keep youthfulness for years to come. Your skin needs water to maintain all cellular functions. To appear plump and supple. To make you look 25 whatever your age is.

INNOVATION AQUA-RHYTHM by Oriflame.
Our scientists have unlocked two extraordinary ingredients with outstanding properties to attract and retain moisture. From the two climatic extremes of the Earth... from the driest of deserts and the purest of seas...

© Aqua-Rhythm Day Cream local name
Age-preventing moisturiser that works in synergy with the skin's natural hydro-lipid barrier. Unique Hydro-Protect Complex™ captures and locks in moisture to rehydrate the natural hydration process. Your skin appears beautifully young 50ml.
XXXXXXXXXXXX

£0.00p

IMMEDIATELY	AFTER 4 WEEKS
Skin feels moisturised	Skin is moisturised throughout the day
94%	98%
	Skin's youthful condition is restored
	92%

Consumer evaluation in a clinical study.