

The triggers and emotional appeals used in shock marketing and its effect among Irish consumers aged 25-30.

MSc Marketing – Part-time

Submitted to the National College of Ireland, August 17, 2021

Ciarán O'Connell - X17130018

## Submission of Thesis and Dissertation

### National College of Ireland Research Students Declaration Form (Thesis/Author Declaration Form)

**Name:** Ciaran O' Connell

**Student Number:** X17130018

**Degree for which thesis is submitted:** MSc in Marketing

**Title of Thesis:** The triggers and emotional appeals used in shock marketing and its effect among Irish consumers aged 25-30.

**Date:** 17/08/2021

#### Material submitted for award

- A. I declare that this work submitted has been composed by myself.
- B. I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.
- C. I agree to my thesis being deposited in the NCI Library online open access repository NORMA.
- D. *Either* \*I declare that no material contained in the thesis has been used in any other submission for an academic award.   
*Or* \*I declare that the following material contained in the thesis formed part of a submission for the award of  
*MSc in Marketing – National College of Ireland*

## **Abstract**

This research was conducted to investigate the triggers and emotional appeals used in shock marketing and its effects among Irish consumers aged 25-30. The research set out to discover how this target market reacted to this form of marketing and assess what tactics lead to successful or unsuccessful marketing campaigns.

The research included both qualitative and quantitative approaches using both surveys and in-depth interviews. A sample size of 100 was used for the surveys and 10 for the interviews. Within the interviews the sample were shown several business examples to gauge a deeper understanding of their reactions.

A different approach was taken to analyse the quantitative and qualitative data that was generated from the primary research activities. The analysis of the qualitative data consisted of recognising themes that arose in the respondent's feedback. The analysis of the quantitative research data generated involved the understanding of key figures and statistical outputs.

The findings show that the most successful shock campaigns targeting the chosen audience used humour or strong emotion to obtain the desired response or action to the campaign.

## **Acknowledgements**

I wish to thank my supervisor Eileen Tan for her support and guidance throughout the entire dissertation process. I also wish to thank my partner, friends, family, work colleagues and course lectures for helping me get through this MSc programme. A final thanks to the participants who took part in both the survey and the interview process. I am extremely grateful to those who took the time out to complete them.

## Contents

Chapter 1: Introduction .....	5
Chapter 2: Literature Review .....	6
Research problem and aims of the research. ....	8
Chapter 3: Methodology .....	10
Research Philosophy .....	10
Sample .....	10
Research Methods .....	11
Data Analysis .....	11
Ethical Considerations.....	12
Data Collection Procedures .....	12
Research Timeline.....	12
Secondary Market Research Objectives:.....	13
Primary Research Objectives .....	13
Qualitative Research: In-depth Interviews .....	13
In-depth Interview Design.....	13
Quantitative Research: Surveys .....	14
Survey Design .....	14
Research Triangulation .....	15
Data Analysis .....	15
Chapter 4: Main Findings .....	15
Why Shock Marketing?.....	15
The Outrage Marketing Funnell.....	16
Business Examples.....	17
The White Mouse Cafe.....	17
Paddy Power.....	18
Ryanair.....	18
Gillette - #MeToo inspired campaign.....	19
Nike – Colin Kaepernick .....	19
Benetton.....	20
Quantitative Research - Surveys .....	21
Qualitative Research – In-Depth Interviews .....	24
Theme 1 – Society Issues .....	24
Theme 2 – Finding the Balance .....	26

Theme 3 – Distraction .....	26
Theme 4 - Opportunities.....	27
Theme 5 – Finding the right audience .....	28
Theme 6 – Jumping on the Band Wagon .....	28
Theme 7 – Brand Authority.....	29
Theme 8 – Finding the right Trigger - Humour & Emotion Wins .....	29
Chapter 5: Discussion .....	30
Research Limitations.....	31
Opportunities for Further Research.....	31
Chapter 6: Conclusions .....	32
References .....	34
Primary Research Sources.....	34
Secondary Research Sources.....	36
Appendices.....	38
Survey Results.....	38
Interview Questions.....	41

## Chapter 1: Introduction

The aim of this research is to focus on the area of outrage/shock marketing which is a marketing approach that's carried out to create a level of controversy in the marketplace with the aim of generating brand awareness and in turn meeting additional key business goals such as increasing market share, sales, online footprint and improving customer relationships while generating new customers in the process. The research will seek to examine the effectiveness of this type of marketing campaign and business approach along with the methodology behind creating, planning, executing, and evaluating such a marketing campaign/approach.

The researcher chooses to examine this area of marketing as it is an evolving method of marketing that companies are starting to utilise at an increasing rate. Some companies have chosen this method as a continues approach to marketing, for example, Paddy Power, who adopt a marketing approach that often blurs the lines of what is viewed as acceptable and alternatively, unacceptable.

Recently other companies have tested the approach to marketing with once off or sporadic campaigns. Companies who have taken this approach most recently would be Nike. Nike recently launched campaign its 30<sup>th</sup> anniversary Just Do it campaign using Colin Kaepernick as the face of the campaign. This campaign was sure to make noise within the market, a market that was already very hostile due to the actions of American football players kneeling during the National Anthem. The campaign approach by Nike was sure to cause a media storm in which Nike wished to ride the waves of.

There are several additional angles the research could examine such as the effectiveness of this method of marketing, both positively and negatively, how this tactic has changed/evolved in the digital age, examining various successes and fails of such tactics, the ethical factors that are involved, the effective negative WOM for a business, consumer behaviour in the modern market and the evolution of alternative marketing tactics in the digital age.

The primary data for this research project will be obtained by utilising a mixture of both quantitative and qualitative marketing research methods. The quantitative research will take the form of in surveys and the qualitative research will be carried out through a series of in-depth interviews.

This document will showcase the literature that supports the areas mentioned in the introduction, the research problem and aims, the methodology proposed to capture additional

research and the business cases that will be examined in greater detail in the main research document.

## Chapter 2: Literature Review

Shock advertising tactics have been used by various companies and bodies for many years and have been frequently used for public health and safety campaigns. Donovan and Henley, (1997) highlight how fear and threat appeals were heavily relied upon to create a change in behaviour through scaring the audience.

The congested nature of this environment represents a major challenge for marketers. Marketers who strive to gain a competitive advantage over their competitors could consider this an opportunity rather than a threat. Shock advertising aims to reach consumers in an increasingly saturated commercial environment (Vezina and Paul, 1997).

According to Clow and Baack (2011), to be effective, an advert must first be noticed. Next, it must be remembered. Then, the message of the advertisement should incite action, such as a purchase, a shift in brand loyalty, or at least be stored in the buyer's long-term memory.

Findings from previous research in shock advertising demonstrates that individuals engage in higher levels of attributional thought when surprised compared to an event that they are expecting to take place (Pyszczynski and Greenberg, 1981).

This data shows the potential value in successful shock marketing campaigns as it supports the theory that the surprise element of the campaigns will have a greater impact on the audience. This research shows further support to the work of Dahl et al (2013) highlighted below.

Campaign Live (2009) explains how "Shocking ads traditionally worked because the message became so deeply lodged in a person's consciousness that they were eventually forced to act upon it," Professor Alex Gardner, a chartered psychologist and psychotherapist, says. "However, if the same message and the same tactics are being used all the time, then it just becomes wallpaper to a person and makes it far easier to ignore."

Is this method of marketing the solution to marketers needs? This research plans to provide greater insight into this marketing approach and the threats and opportunities it provides to businesses in today's market.

Outrage/Shock marketing plays heavy on human behaviour and their responses to different situations. According to Hornik et al (2017), utilising advertising appeals such as rational,

emotional, fear, humour, sex, musical results in a notable and significant difference among the appeals and how consumers react. This is an area of which this research will examine in depth to provide insight on which advertising appeal may provide the optimal results for this method of marketing.

A shock advertising appeal is generally regarded as one that deliberately, rather than inadvertently, startles and offends its audience (Gustafson and Yssel, 1994; Venkat and Abi-Hanna, 1995). While there are different advertising appeals that marketer target with their campaigns, there are also alternative factors to be considered when planning a campaign with the tactic of creating outrage or shock. Waller et al. (2005) highlighted culture, language, history and, particularly, religion as factors that are likely to trigger different responses to shock advertisements. Shock advertising can take many different forms, the types of shock appeals marketers use consist of appeals such as imagery, sexual references, profanity/obscenity, vulgarity, impropriety, moral offensiveness, and religious taboos (Dahl et al., 2003, p. 270).

Past research in shock marketing is limited at times but the work of Dahl et al (2013) showcases how the utilisation of the shock appeal outperformed alternative appeals that were used, in this case, it was compared to fear and information appeals. Attention, recall, and recognition were the key measurement metrics tracked within the study. The shock appeal also results in a higher level of awareness when compared to the other appeals.

Attention, recall, recognition, and awareness are key metrics; however, a second study provided great insight into the performance of the shock appeals. When comparing what advertisements lead to a purchase, the shock appeal again outperformed the other two appeals with half of the participants completing a purchase.

Shock advertising can take a different direction at times, not seeking to create a level of outrage but meet the audience at a different level. Creating a heightened emotional response can be resonant with the audience and prove extremely successful. An examination of the highest performing commercials recast on YouTube, for example, found over two-thirds of the videos to be humorous in nature (Barry and Hale 2013). The remainder of them involved inspirational stories, creative fun, or astonishment.

Consumers are continuously evolving and becoming aware of the tactics that marketers utilise to get the message out to the target audience. So much so that from the consumer's perspective, it is not necessarily the shocking nature of the advertisements that they find disturbing it is more the ambiguous purpose that underpins such advertisements (Tinic, 1997). This can be



seen in recent campaigns, no more suitable than the recent campaign launched by Gillette. Gillette has launched a campaign joining the MeToo movement, resulting in many people supporting the campaign but also a response from consumers questioning the real motives behind the campaign.

Companies can also take an approach of combining multiple tactics. Nike for example in their recent 30<sup>th</sup> anniversary campaign for the Just do It launch, they combined a blend of shock advertising along with effective storytelling. Stories are particularly well-suited to charismatic leaders tasked with inspiring an enthusiasm for change and encouraging risk-taking (Auvinen and Aaltio 2013). Nike's campaign strives for social change, "presenting people with a powerful vision that inspires and motivates them towards social change" (Seyranian and Bligh 2008, p. 54).

The literature around this subject area can take many directions as the range of emotions and tactic that a business can adapt to shock their audience can be broad. Companies who find the right balance can see the successes of standing out from the crowd and achieving brand resonance with the audience.

The literature available also allows the research to follow several themes which will be explored throughout the main findings of the research project.

This approach is not without its criticism, Andy Nairn, director of London-based advertising agency Miles Calcraft Briginshaw Duffy, says: "By featuring extreme, shocking images, you're giving people a get-out clause, making them think I'm not that bad." There can be a segment of the market that will distance itself from a company or product that they feel have pushed the boundaries of shock marketing tactics too far. An example of a company who experienced both the success and pitfalls of this marketing approach is Benetton. Their United Colours campaign used a range of powerful visual imagery that many of the audience would consider disturbing. Some of the campaigns launched received widespread criticism and were even removed for circulation by the Advertising Standards Authority (Telegraph, 2012). Despite this controversy, Benetton still benefitted from the campaigns, so much so that they won many awards for tackling these various social issues that many hid away from. (Tinic, 1997).

#### Research problem and aims of the research.

The aim of this research project is to examine the effect of shock marketing tactics within a segment of the market, primary research focusing on Irish people from the age of 25-30.

A further objective of the research is to examine the types of campaigns that resonant strongest with the audience and in turn examine the emotional appeals and triggers that the successful campaign's target.

The research aims to find out more about how the chosen market segment reacts to the campaign's companies are launching that fall into this category of marketing. For decades companies have preached that there is no such things as bad publicity but is this really the case? Do businesses benefit from bad publicity? Do the positives outweigh the negatives?

Looking at the Nikes campaign which caused a major outcry of negativity online, some people going as far as burning the Nike products they own. On the other side of the campaign, we can see the positive numbers that this campaign brought in, we look at the reach of the campaign online, the global impressions it and media attention the 30<sup>th</sup> anniversary Just Do It campaign reached, the share prices and increase in sales that Nike seen during a time when many large groups of people were focusing on the negative side of the campaign.

Also, as part of the research, the aim is to form an insight into the most effective alternative marketing campaigns companies can adapt. For example, a campaign with a shock marketing approach which gravities towards triggering a humorous response to the key market while providing enough shock factor to the rest of the market. Paddy Power is one of the market leaders for such campaigns.

Companies also attempt to use this approach to gain traction on topical issues are dare dominating media. Gillette is a very recent example of this. The recent campaign launched by Gillette was an attempt to align with the growing MeToo campaign that has dominated media for recent months as people are calling for a change in social culture regarding how women are treated. Gillette's campaign targeted its key male audience with the message that men can improve their behaviours, this campaign was met with both positive and negative responses, as this campaign is in its infancy it is yet to be determined if it has been successful or not but it is another example of how companies are using marketing approaches that stand out from the norm, shock the market and induce a reaction, both positive and negative across the world. Early figures on Gillette's advert on YouTube alone shows that over 700,000 people clicked the like button whereas over 1.3 million people clicked the dislike button. Statistics that clearly show the divided opinion the campaign has created (Ritson, 2019).

The research also aims to highlight potential weaknesses or criticism of this method of marketing. It can be seen in some of the case studies highlighted that there are various pitfalls

to this approach, namely Benetton. The research will look to understand what causes this and how businesses may avoid the same faith.

A series of case studies will be examined to aid in the understanding of the research problems and give direction in meeting the aims set.

- Nike – 30<sup>th</sup> Anniversary Just Do It
- Gillette - #MeToo inspired campaign.
- Paddy Power
- Benetton – Using art director Oliviero Toscani for their campaigns challenging social issues.
- Ryanair – Jab and Go
- White Moose Café – Bloggergate

### Chapter 3: Methodology

#### Research Philosophy

For this report, a triangulation research approach will be undertaken by the researcher. Triangulation requires a research inquiry to be addressed from several perspectives. It involves collecting and analysing data via multiple methods (Hair et al., 2010). In this instance, the primary mixed method approaches undertaken consisted of both qualitative and quantitative research. Qualitative research was chosen to explore and understand the target market and their motivations, attitudes, emotions, and behaviours towards this form of marketing. In-depth interviews are the chosen method of exploratory research for this project. The researcher also chose to undertake descriptive research (Hair et al., 2010) in the form of quantitative surveys. In collecting this valuable data, the researcher can gain insights on a larger scale.

#### Sample

This research focuses on a sample of the Irish population between the age of 25-30. A sample size of 100 will be taken for the quantitative survey. A smaller sample size of 10 will be used for the qualitative in-depth interviews.

## Research Methods

For this research project, a mixed research approach was adopted. The quantitative method chosen for this research, surveys, was conducted online via SurveyMonkey and consisted of 10 key multiple-choice questions that allowed the researchers to identify key statistics among the target audience, on a larger scale. Survey sample size was 100. The qualitative method chosen for this research was contextual interviews. The interviews took place on a one-to-one basis and gave the researchers a more in-depth look into the consumer behaviours and needs of the target audience. Interview sample size was 10.

The primary research for this research project focused specifically on the Irish market and the age bracket of selected is the range of 25 years old up to 30 years old. This was controlled by a strict selection criterion and an entry restriction to the survey which allowed the research to stick within the proposed audience.

Secondary research will support the above findings with industry data and an overview of existing and future market trends and opportunities.

Qualitative research will be used as it allows the researcher to gain verbal data through dynamic conversation and allows an increased likelihood of theories emerging. The smaller sample size chosen will allow the researcher to focus in on the participant's view and extract in-depth insights. It is expected that a series of themes will evolve from the qualitative method chosen.

A quantitative research method has also been chosen to provide the researcher with numerical data which allows a statistical output from this segment of the research. Taking the form of a survey this research method will be structured and cover a larger sample size. The statistical output of this research method will provide strong backing to the qualitative research and provide an alternative source of data to allow the research to gain another level out results to support the themes that arise.

Taking a triangulation approach to this research it allows the researcher a higher level of validity in the primary research gathered.

## Data Analysis

A different approach will be taken to analysis the quantitative and qualitative data that is generated from the primary research activities. The analysis of the qualitative data will consist of recognising themes that arise in the respondent's feedback.

The analysis of the quantitative research data generated will involve the understanding of key figures and statistical outputs which will in turn provide main findings in the research.

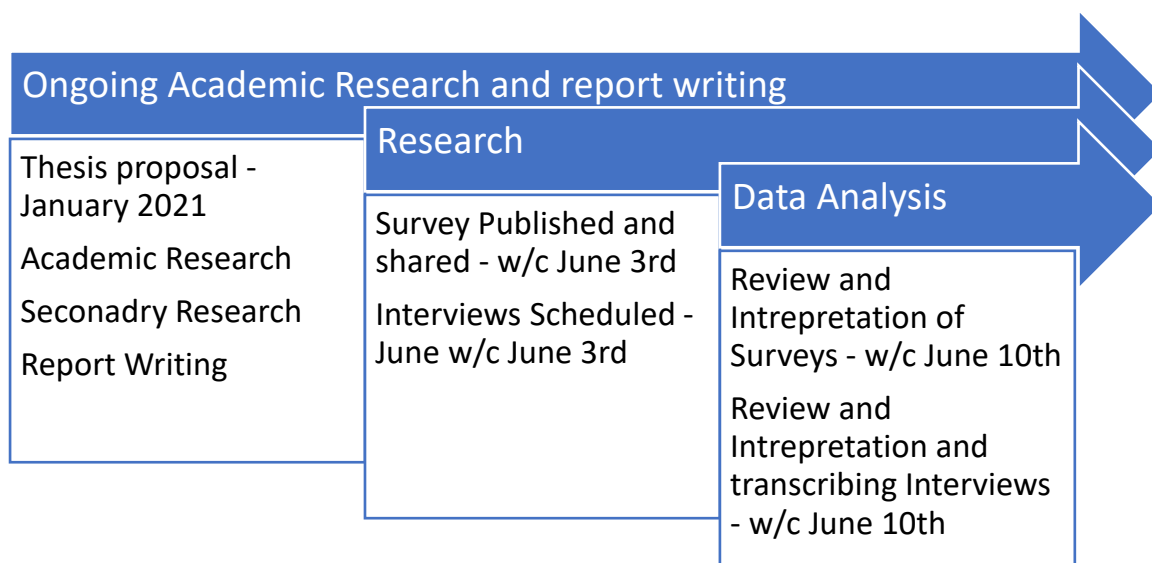
### Ethical Considerations

Within this research, all ethical issues must be considered. A possible ethical issue that can arise from the proposed research methods would be the use of the participant's personal information such as their name and age, along with any options for any views they may provide in completing the research, be it the surveys or the interviews that take place. To remove any issues, surround this, within this research project both participants in the qualitative and quantitative research will be kept anonymous through initial research through to the completed research document.

### Data Collection Procedures

The data collection procedures section of this report will detail and explain the chosen research undertaken to identify the triggers and emotional appeals used in shock marketing and its effect among Irish consumers aged 25-30. The primary research methods chosen will be outlined and justified in detail. The aim of the chosen methods is to give the researcher the opportunity to gain a wide range of insights into the chosen subject area and provide significant discussion and outcomes that improve the understanding of the triggers and emotional appeals used in shock marketing.

### Research Timeline



### Secondary Market Research Objectives:

Conducting secondary research is crucial to understand the previous research published on the subject matter and identify key learnings, discussions, and potential gaps in the material. Reliable news reports, academia and industry reports will be utilised and analysed to gain this level of understanding.

### Primary Research Objectives

Conducting primary triangulation research aimed to achieve the following objectives.

- Identify the respondents' behaviours, emotions, and attitudes towards this form of marketing.
- Identify examples of when this form of marketing resonated with the respondent and how did they react, was it positive or negative?
- Gain a strong understanding subject area and the target audience to allow discussion and outcomes suitable to inform possible marketing strategies.

### Qualitative Research: In-depth Interviews

The qualitative method chosen for this research project was in-depth interviews. The interviews will be conducted on a one-to-one basis and aimed to give the researchers an in-depth glance into the consumer behaviours and their motivations, attitudes, emotions, and behaviours towards this form of marketing. The interview sample size for this research is 10.

### In-depth Interview Design

The interviews begin with a review of the respondent's demographic background and covered basic information such as age, profession and where they live. This section of the interview also uncovered what the interviewees enjoy in life. The aim of this is to gage a further insight into target audience consumer.

The interviews consisted of three main areas for discussion:

- A. Perceptions of companies that adapt this style of marketing.
- B. Emotions that allow brands to resonant with the interviewee
- C. Reaction to examples of shock marketing campaigns

All in-depth interviews will be recorded and transcribed by the researcher. In reviewing the data collected, the researcher will combine their findings and analyse them to identify common themes and trends in the findings. This will be done with a coding approach. The

researchers followed the Berkowitz (1997) coding approach and considered four of his six key analysis questions.

- 1) What common themes have emerged in the responses to the above topics? How do these patterns, or lack of, help to illuminate the broader central questions?
- 2) How are participants environments or past experiences related to their behaviour and attitudes?
- 3) What interesting stories emerge from the responses? How do they help to illuminate the central question?
- 4) Do any of these patterns suggest that additional data may be needed? Do any of the central questions need to be revised? (Berkowitz et al., 1996)

A full research analysis, with consideration of the above approaches will be outlined in the next section.

### Quantitative Research: Surveys

The quantitative method chosen for this research is surveys. The surveys will be conducted via the online platform Survey Monkey. The sample size chosen for the survey is 100. The researcher feels that obtaining 100 responses would give a strong level of insights and understanding of the chosen subject area.

### Survey Design

The survey conducted consisted of 10 key multiple-choice questions, which covered topics, like the in-depth interviews:

- 1) Demographics
- 2) Perceptions of shock marketing tactics
- 3) Emotions that allow brands to resonant
- 4) Reaction to examples of shock marketing campaigns

The researchers felt that using the online tool Survey Monkey would allow a 100% response during a tight timeframe, given the ease of use for the entrants. The results from the surveys will provide hard data and statistical facts to the client in the recommendations section of this report.

## Research Triangulation

The researcher will use all data generated from the above methods to provide a strong basis for the report. The use of coding in analysis, coupled with hard statistical information will provide the opportunity to gain a wide range of insights into the chosen subject area and provide significant discussion and outcomes that improve the understanding of the triggers and emotional appeals used in shock marketing.

## Data Analysis

A different approach will be taken to analyse the quantitative and qualitative data that is generated from the primary research activities. The analysis of the qualitative data will consist of recognising themes that arise in the respondent's feedback.

The analysis of the quantitative research data generated will involve the understanding of key figures and statistical outputs which will in turn provide main findings in the research.

## Chapter 4: Main Findings

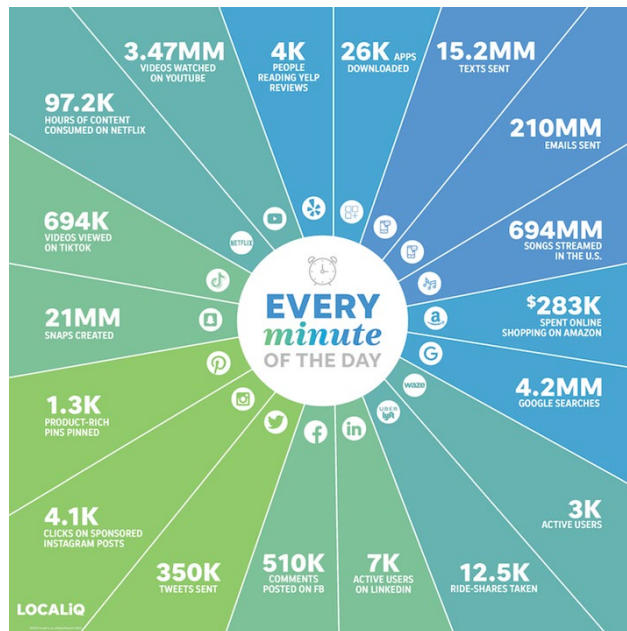
### Why Shock Marketing?

Why has shock marketing become a tactic some companies have decided to use in recent years? It is proposed that it is to be unique, edgy, and modern. Can it simply to too be seen?

Digital Transformation is a growing factor that is revolutionising all industries, with the technological nature of the marketing industry it is no surprise that its impact here is almost unmeasurable. Marketers are spoiled for choice when it comes to mediums for their campaigns, however, this is a double ended sword as it is also the case for consumers when it comes to methods of content consumption.

We can see in the below graphic generated by LocaliQ that the activity online every single minute of the day is so astounding, it can be understood why companies are going to these extremes to try being seen and heard.





Source: LocalIQ

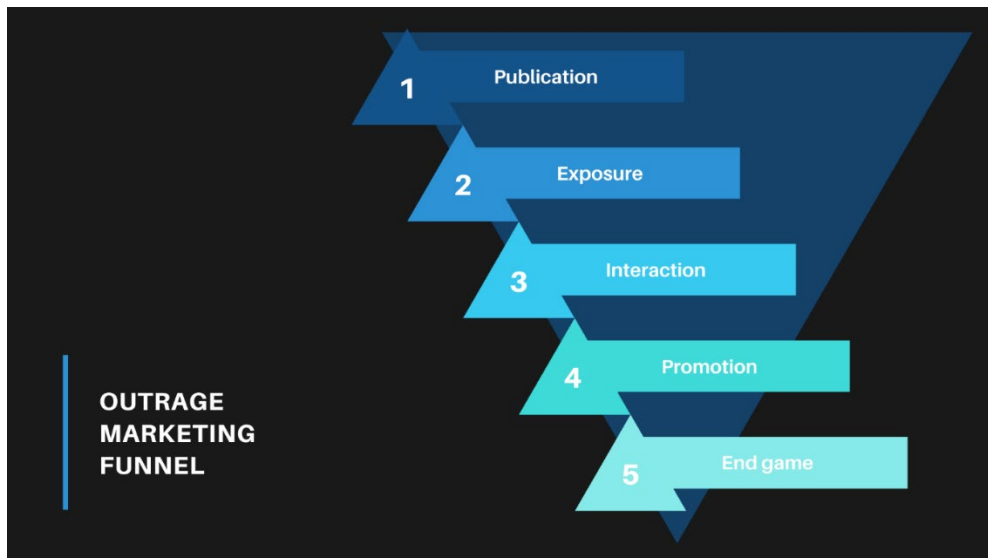
According to Schaefer (2021) “This upward trend of content consumption is not sustainable because every human has a physiological, inviolable limit to the amount of content they can consume. I believe as marketers; we have been lulled into a false sense of security thinking that this consumption trend will continue to rise without end. That is simply not possible.”

“A truly successful ‘shock marketing’ campaign considers all possible outcomes and stress tests the public appetite of any controversial opinions or depictions. It also needs to stay within the law. Many attempts are ill thought out or mediocre at best. When used as an opportunity to assert creativity and visibility, such tactics can pay off handsomely, usually for multinationals and legacy brands who can be seen as bold thought leaders.” (Schaefer, 2021)

### The Outrage Marketing Funnell

Companies attempt to create and launch successful shock marketing campaigns in multiple ways, below lays out a guideline of stages that can be followed.

Brands pull off outrage marketing in many ways, but this is the basic journey of an outrage marketing strategy.



Step 1 - Publication: A company develops and goes live with its Shock Marketing campaign.

Step 2 - Exposure: The campaigns begin to reach the market and is greeted with the desired shock or outrage.

Step 3 - Interaction: The audience then begin to engage with the campaign, sending it on to others, liking, retweeting, and commenting.

Step 4 - Promotion: The interaction then builds a level of noise which is picked up by influencers, PR companies and news sites. It is this organic media that drives a successful outrage campaign.

Step 5 - End game: The results of this form of marketing can go several ways but ultimately its is a success or a failure. We will look at some examples below of both outcomes.

### Business Examples

In this section we will briefly review some key examples of shock tactics adapted by companies in recent years. Following an example of a funnel companies may adapt to deliver this tactic, we will see some examples of success and failure to deliver this approach.

#### The White Mouse Cafe

Closer to home, Dublin based hotel & café manager, Paul Stenson, strives off shocking the industry. With provocative social media campaigns, the White Moose Café as reached a global audience, predominantly from organic content. One of the most successful and memorable campaigns came when he clashed with an influencer who approached him for free accommodation in return of exposure to her followers. This was seen as a small business

taking a stand against the growing influencer industry, the content exploded. Elements of the saga reached over 20 countries, featured in over 100 news articles, and had an online reach of over 400 million users (Mulraney, 2018).

So successful that by the end, the café owner published an invoice on his social channels for the influencer of over €5 million. His estimate for what this level of exposure would cost in paid media.

Detailed in the image pack in the Appendices section we can see a range of additional campaigns undertaken but The White Moose Café, Paul Stenson often uses humour and anger as triggers to create these successful shock campaigns. Paul now showcases his tactics in seminars around the country.

### Paddy Power

It would be impossible to discuss the area of shock marketing without looking at some of the campaigns the marketing team/mischief department at Pappy Power have delivered in recent years and the motives behind them.

Paddy Power have built their brand on a catalogue of marketing campaigns that have to be seen to be believed. From spray painting polar bears, sponsoring Floyd Mayweather, their Save our Shirt campaign and looking closer to home, their Museum of Mischief which they built in Dublin's city centre to showcase the companies 30-year journey. The research continues to discuss Paddy Powers tactics in later sections.

### Ryanair

Another Irish company that are known for their out there approach to business and marketing, Ryanair doubled down on their approach during the COVID 19 crisis when they launched their Jab and go campaign. The campaign was launched before April with the goal of encouraging their audience to book Easter and Summer holidays following the announcement of the vaccination programme in Ireland. Ryanair pushed a range of messaging such as Jab & Go, Vax and Go and Vaccines are coming. The campaign was met with great anger and frustration during an unmeasurably difficult time for the country. They attempt at humour during such a time and the inaccuracy of the messaging in the advert lead to a large volume of complaints to the Advertising Standards Authority for Ireland (ASAI). The result of this poorly delivered campaign was the removal of all elements from the media.

### Gillette - #MeToo inspired campaign

In 2019 Gillette launched a campaign shifting from its worldwide known brand message of the best A Man can Get, to the best a man can be. This campaign came at the height of the MeToo movement. A time when incredible social change was taking place. In the advert which targeted their US market but in a time of digital media growth it was never likely to stay within the confines of a US audience. In just 48 hours the video was viewed 2 million times on YouTube alone (Ritson, 2019). The advert shows several examples of bullying, sexual harassment, sexist behaviours, and aggressive mail behaviour. An advert like this was not the norm, it stopped people in their tracks and landed a shock factor.

As highlighted above we can see that there is a funnel that brands can follow to achieve success with this tactic. Within this funnel it is highlighted that importance of the 'End Game', companies must be clear on the outcome they wish to achieve from such a campaign. Unfortunately, in this case for Gillette many seen this as a poor attempt from Gillette to gain exposure from a highly relevant social matter at the time.

The Gillette example is a prime example of a company adapting a one-off attempt to Shock its audience, going against the brand strategy that has been in place. Many people were sceptical of Gillette's approach, and this can be supported when we look at the lack of follow up from this campaign.

### Nike – Colin Kaepernick

Firstly, it is important to highlight who Colin Kaepernick is and why Nike using him for this campaign would send shock through the US and further. Colin is a retired NFL quarter back who in his time as a player in 2016 refused to stand for the national anthem. The reason he refused to stand was a form of protest the events of injustice that African Americans and minorities in the United States were suffering through daily. This form of protest then evolved in the athletics taking the knee or raising their fists during the American National Anthem. This form of protest divided the nation, with many athletics joining in and backlash coming from outside parties, including the President Donald Trump and Vice President Mike Pence. Kaepernick's bravery was rewarded by countless bodies and publications, such as Amnesty International, GQ and Time Magazine, in which he was named Person of the Year.

It was shortly after this, in September 2018 that Nike revealed Kaepernick as the face of their new campaigns which ran with the tagline "Believe in something, even if it means sacrificing everything."



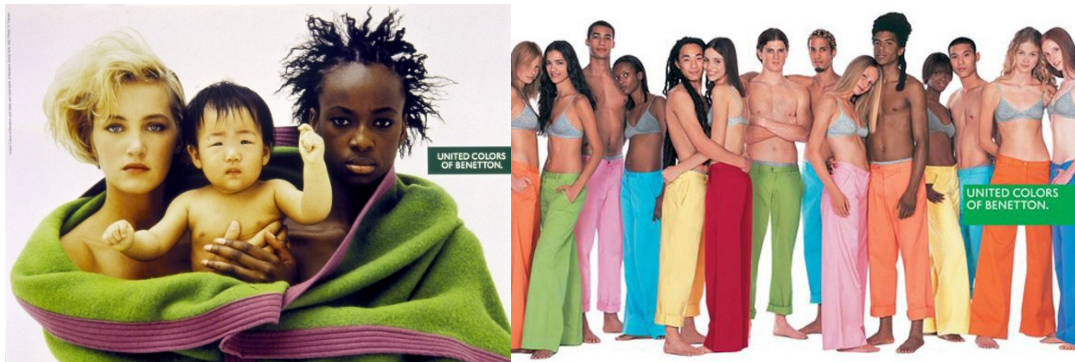
This campaign was even more significant as it was part of Nike's 30<sup>th</sup> anniversary of their "Just Do It" motto. So how does this campaign differ to that of Gillette?

Firstly, we consider the delivery of the campaigns. Gillette created an advert of stock father and sons, actors, and created an advert that felt like a public service announcement rather than a piece that was going to inspire change. Nike adapted a much more powerful approach, an authentic person to lead their campaign. The fallout from each campaign was night and day, with Marketing Weekly publishing that Gillette's campaign received 10 times the number of negative responses on YouTube in 24 hours than that on Nike's campaign in its entirety (Ritson, 2019). This again comes back to the above-mentioned funnel, when a campaign is not planned and implemented correctly the outcome can be irreversible. We've all seen what happened when Pepsi launched an advert surmising that a can of Pepsi could solve years of social tension in the US, a multi-million-dollar mistake.

### Benetton

To finish our overview of some of the key players in this space it is important to highlight one of the very early players that used Shock as a tactic. In the 1980s and 1990s art director Oliviero Toscani adapted the tactic of Shockvertising in multi campaigns for Benetton focusing on political, racial, sexuality, war, and social issues throughout their promotions. This once small Italy fashion company used this method of advertising to grow in a multinational powerhouse of the industry. We can see some of the campaigns used below.

With Benetton we also must consider the point where this tactic can be pushed too far as Toscani was fired for doing just that in the early 2000s.



### Quantitative Research - Surveys

Shock tactics can be used for multiple motives from brand promotion to government and safety authorities. Early exposure to shock campaigns can be seen in adverts seeking to tackle social issues such as smoking, drink driving, dangerous driving, and obesity. The government of New Zealand have a reputation for strong campaigns to tackle such issues. For example, their campaigns on the damages of drink driving are used as examples worldwide for their shock factor. In a recent campaign they set out to target people aged 25-45 years old which represents 62% of alcohol-related fatalities and serious incidents on their roads (Te Manatu Waka, 2020). The campaign aimed to show people that the inconvenience of not having your car the next day is a much easier thing to face than the potential risks involved in driving under the influence of alcohol.



They do not shy away from the dangers of road related issues; this can be seen in similar campaigns they have launched to target the need for drivers to wear seat belts.

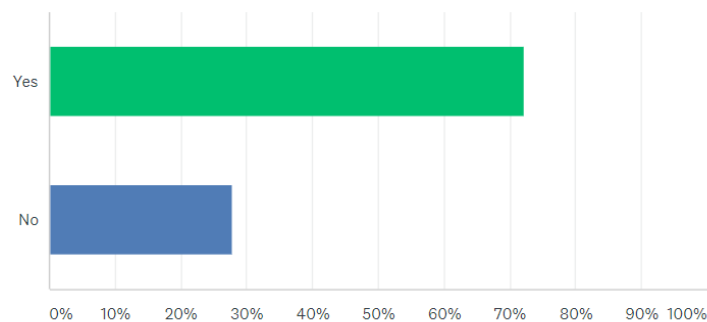


Although a continued fight against these issues is ongoing, overall road deaths in New Zealand have been trending down since a spike of 795 in 1987; but they've stalled at a stubborn average of around 330 deaths annually (Te Manatu Waka, 2020).

From the results of those surveyed in this study the logic behind such campaigns is supported as over 70% of respondents stated that these types of campaigns are more effective than traditional advertising methods.

Do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?

Answered: 97 Skipped: 3

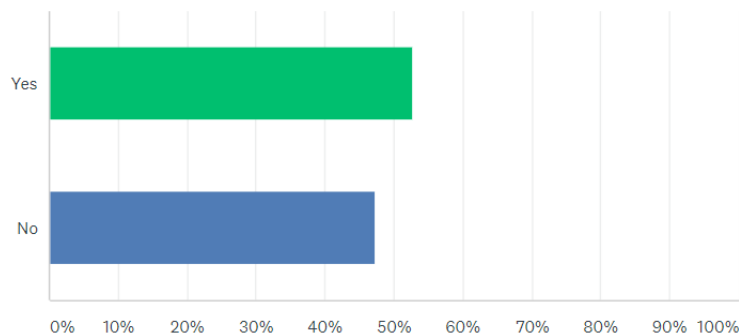


When approaching a campaign of this nature it is vital that the pros and cons have been laid out. It is shown in the results below that from those surveyed almost 50% feel that some

companies have gone too far with this approach. Earlier in the research an outline of the process behind these campaigns is outline. If companies do not stick to a process and do sufficient research into their messaging and audiences that are likely to view the campaign, it is likely to have a negative impact. The Gillette example detailed approve is a prime example of not understanding the potential reach of such a campaign and the results it would return.

Do you feel that some brands have gone too far with at times with shock marketing campaigns?

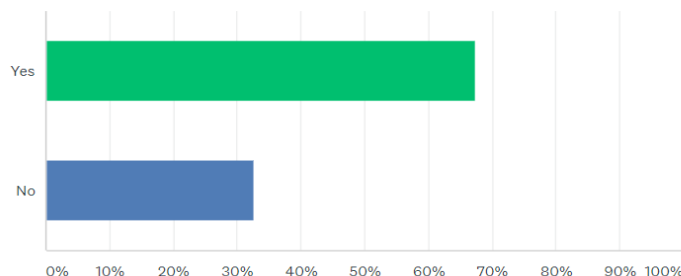
Answered: 93 Skipped: 7



When launching a shock marketing tactic, it is vital that the business has set clear goals. Are they looking to build brand awareness, generate leads or convey are certain message to their audience? Almost 70% of those surveyed feels that shock marketing campaigns can distract them from the message. Therefore, in the planning stage the company must consider this and be satisfied that the campaigns they have chosen will meet the goals set.

Do you feel these marketing approaches may distract from the message that the business is communicating?

Answered: 95 Skipped: 5



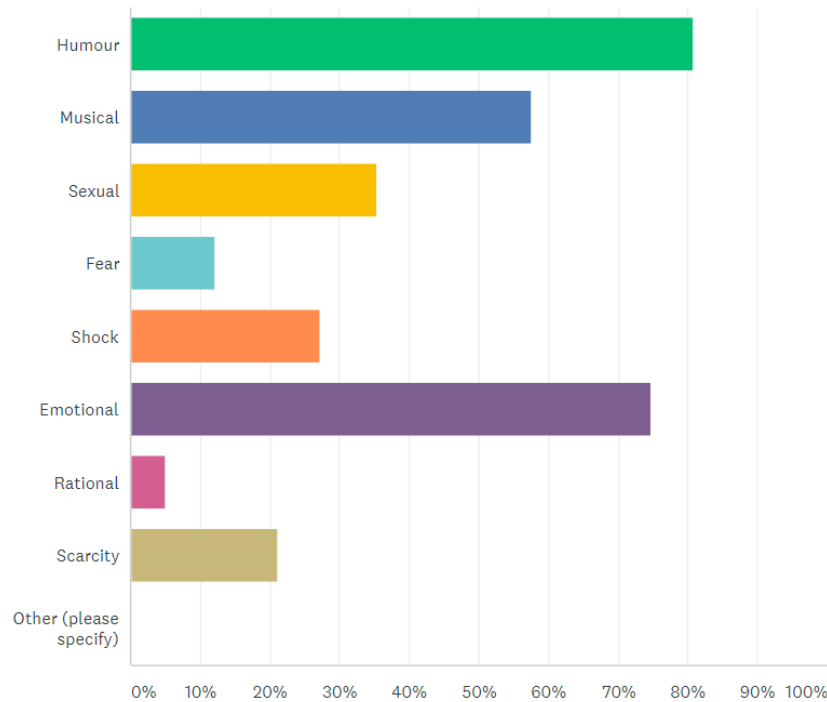
The researcher set out to determine what triggers resonated with this audience, we can see from the below survey results that humour and emotion outperform the rest. This is supported



by the examples we looked at in the previous section with many of the successful companies utilising these triggers. The research will explore this further in the qualitative results.

What type of marketing campaigns do you feel resonate with you most?

Answered: 99 Skipped: 1



### Qualitative Research – In-Depth Interviews

From conducting a series of interviews with the chosen target marketing of 25 – 30-year-old Irish residents and discussing their marketing experiences with a focus on shock methods, several trends and themes came to light.

#### Theme 1 – Society Issues

One of the most prominent trends throughout the interviews conducted was the impact this form of marketing has when trying to tackle issues within society such as drink driving, speeding, smoking, racism, sexual harassment, and others.

In focusing on the chosen profile, it was clear to see that one organisation specifically had a big impact on this group. In the 2000's the Road Safety Authority changed its approach to creating awareness of the major issues causing deaths on Irish roads. The aim was to get drivers thinking of the dangers of drink driving, using mobile phones, speeding, fatigue misuse of seatbelts and others.

One interviewee even stated that these campaigns have stuck with them and effected their behaviours.

“The RSA was what first came to mind because they serve a purpose and have worked well. They have stayed in people’s minds for Years. They help change my behaviour. I would be more conscious about what I am doing.”

The power of these ad campaigns can be seen below as one interviewee remembers the content of the ad with great details. This as was part of the Road Safety Authorities ‘Crashed Lives’ campaign and ran over 5 years ago.

“The ad that always comes to mind is the mam speaking about her little son I think he was 3 in the back of the car and a car going straight into them and the child died. Her leg was crushed, and they show her with her leg with pins and everything holding it together. The driver that caused the crash was a drink driver. I would never drink drive but to even see that makes it stick in your head.”

It is also highlighted in the results that this type of campaigns can have an impact on other issues such as smoking.

“I personally think it’s a good type of advertising for things such as how smokes can affect your life or how drink driving can cause so much pain for many people.”

It is mentioned that these campaigns may have a greater impact as they have a very clear message. One interviewee views shock advertising purely for this form of awareness.

” Advertising that is used to cause a reaction, showing something that isn’t your usual brand campaigns. Normally related to a charity or awareness campaign; Trocaire, Drink Driving, Concern etc. They have a direct message that they are looking to get across and the point is usually not lost.”

Although similar themes came through multiple interviews, it wasn’t a completely unanimous opinion. One interviewee was not in favour of this form of advertising to create awareness for these issues, stating that facts rather than shock should be the message.

“I think that social issues such as those are best represented by facts. Often, these issues are too close to home for very many consumers so shock advertising may be resented.”

It is also argued that this type of strategy many suffer from the law of diminishing marginal return.

“Initially some shock adds such as the “don’t text while driving” style adds are very shocking and play on your emotions the first time you see them, but after being exposed to the advert 15 times during a movie it loses impact.”

### Theme 2 – Finding the Balance

Although the target audience for this study was receptive to this form of marketing, it wasn’t without its notes of caution.

“I find these advertisements reactive without being reactive. They highlight very specific things and just about hug the line without being forceful.”

The audience are aware that this approach is not for everyone and appreciate that people will have different reactions.

“The line is different for every person.”

These campaigns always run with a higher risk level than a more traditional marketing campaign, it can challenge the loyalty of its audience. However, when planned correctly even when the audience has a slightly negative reaction they aren’t driven away, as shared by an interviewee that wasn’t behind a recent Paddy Power campaign.

“With Paddy Power, I think at first pass the Rhodri Giggs ad is childishly funny but on a second viewing it’s disgustingly discriminatory towards the privacy of woman who has the right not to have her shortcomings broadcast to millions for cheap kicks. However, I was before and still am an active Paddy Power customer though so it wouldn’t lead me to disengage.”

### Theme 3 – Distraction

An ongoing query for this form of marketing is whether the message can be lost with the attempt to cause a reaction from the audience rather than focusing on what the product or service is. When considering one of the examples shown in the image pack, one interviewer explained how this can easily happen.

“At times you can forget that the White Moose is actually a restaurant and not just a reality show”.

It is also argued that the shock factor may cause the audience to completely shut off from the message.

“I think if the content is serious it needs to be more compassionate, and the straight-out shock factor may turn people off the message.”

#### Theme 4 - Opportunities

When considering this approach, it is likely that you will be in the minority within the marketplace, which presents both opportunities and risks.

From the research this audience like to see companies step outside their comfort zone and go against the norm. An example which was shared in by an interviewee was when a painting auctioned by unknown artist, Banksy, started to shred in the gallery. It was something that had never been done before and lead to the painting increasing in value.

“Happy that someone is pushing the norm in the art world and shedding (pun not intended) some light on world issues like inequality.”

This interviewee also appreciates the Irish example of The Whit Moose Café, their approach to marketing has made a small café in Dublin into a marketing machine that has reached a global audience.

“The White Moose Café is great, in a time when hospitality is at the mercy of online reviews and social media “influencers” here is a business spinning it on its head by directly challenging the norm.”

Within the research we can see how competitive the industry is and how much people are exposed to. By taking risks such as utilising shock marketing tactics, it is acknowledged that this may give some brands the opportunity to gain a competitive advantage, as highlighted by an interviewee.

“Competition with brands is very high that sometimes going that bit far to get ahead of your competitors needs to happen.”

The most successful shock marketing campaigns are those that grow organically without any paid promotion. This interviewee shares their opinion on the possibilities of growth.

“I think that it is intelligent and is the best way to increase reach through shares and likes etc. Often, someone who finds the ad absolutely horrendous will share it faster than someone who found it funny = free advertising.”

The interviewees in this study were aware that this method won't work for everyone, and even successful companies must work on an approach that will stand the test of time, otherwise it is likely to see results decline.

“If the overall aim is to create awareness, they are doing their job very well. However, you would question the longevity of such a tactic as it can just become the norm for a company to act in a certain way. It may lose its appeal or traction.”

#### Theme 5 – Finding the right audience

It seems simple to say that a company should know its audience inside and out, but when taking on a shock marketing strategy it is likely that it will have a further reach than a more traditional campaign. Take Gillette for example, their Me-Too inspired advert was created for a US market, but with the digital environment we operate in nowadays it quickly reached a global audience. Companies need to accept that there is a likelihood that their campaign will not suit everyone, however, with the right research and understanding, it will resonate with the desired audience. We can see this in the below example shared by an interviewee when the owner of the White Moose Café bans people from ordering gluten free food unless they have a doctors note with them to say they are celiac.

“I feel humour from it, as a vegetarian I see the White Moose celiac comments, they always slag vegans, vegetarian etc, but I find it funny. I feel that if you take yourself too seriously then you won't find the above funny but if you enjoy a sense of humour then you will enjoy the posts.”

This is a case of the right type of content resonating with the right audience. It is risk versus reward, it is probable that the people who don't enjoy this type of content wouldn't be customers of the business.

#### Theme 6 – Jumping on the Band Wagon

From this research it was clear to see that several the interviewees are sceptical of companies that try to gain leverage from topical issues.

As discussed in earlier sections, Gillette have been accused of this type of approach when then launched there Me Too inspired adverts which asked men to be the best they can be, rather than their well-known slogan “The Best a Man Can Get”. It is seen as companies trying too hard to be relevant as captured by an interviewee.

“I think brands can try too hard, particularly when they try and speak in areas or about topics that they don’t have authority to. Like trying to jump on a bandwagon.”

#### Theme 7 – Brand Authority

This approach to marketing is not something that can be taken lightly, in an above section Paddy Power are an example used as masters of shock. They even have a team known as the mischief department that work on these campaigns. In the Irish market others try to obtain the same levels of success with varied results. In this research it focused on examples from Paddy Power and The White Moose Café. Interviewees appreciate that it takes a certain brand authority to push the boundaries.

“White Moose Café try too hard to be controversial and it comes across as rude and disrespectful. It’s a café so they don’t really have the authority to be as brash as Paddy Power.”

This interviewee recognises the process that Paddy Power have gone through to get to this point.

“Paddy Power have spent years creating their identity of this attitude and it works from them as they play in a gambling arena that’s audience are accustomed to “banter” and don’t see it as offensive but see it as clever. But that didn’t come overnight. It was a strategy that would have taken years to be allowed to speak like this.”

#### Theme 8 – Finding the right Trigger - Humour & Emotion Wins

From conducting this research, it can be determined that the triggers of humour and emotion were seen as the most successful when it comes to shock marketing tactics.

“Anything that connects with you emotionally is memorable, Humour I just enjoy when its clever humour, or when it reflects real life.

It can be seen from the results that many of those interviewed highlighted how campaigns from the RSA which trigger a highly emotional response, had a lasting effect on them.

When humour is involved, it tends to have a lasting effect in a positive way, planting a seed in the viewers mind and creating an urge to share and discuss with others.

“I am more likely to remember it and more likely to ask a friend if they have seen”.

When it comes to humour Paddy Power are by far the leaders, many may question if they float to close to the line or even if a line exists, but their success can not be questioned.

“Paddy Power are very edgy; they use bold dark humour and risky ads that some will be offended but to the majority it is very funny.”

Paddy Powers campaigns are rarely matched, the campaign about the Giggs family was one that stuck with several of our interviewees. An unexpected campaign, even for the mischief department.

“With Paddy Power ads I think they are brilliant you see nothing else like it anywhere in the sports world. Who else would you see calling out Ryan Giggs other than his own brother making money from it the only other time you would see this is on the likes of Jeremy Kyle show?”

## Chapter 5: Discussion

The aim of this research was to focus on the area of outrage/shock marketing which is a marketing approach that's carried out to create a level of controversy in the marketplace. The research examined the effectiveness of this type of marketing campaign and the business approach along with the methodology behind creating, planning, executing, and evaluating such a marketing campaign/approach.

The research undertaken through both qualitative and quantitative provided a broad range of results and data to be analysed and interpreted. The decision to use both forms of data collection was agreed upon to do just that, as a relatively infant concept this level of data collection allowed the researcher to gain a wide range of knowledge from the market and how they respond to shock marketing tactics, in turn helping the research conclude what emotional appeals proved successful and which did not.

By examining a number of campaigns by business operating in the Irish market it can be seen how the successful delivery of shock marketing can have positive results for the company. According to Clow and Baack (2011), to be effective, an advert must first be noticed. Next, it must be remembered. From the interviews conducted the theory is supported as many campaigns of this nature stand out and make a big impact.

According to Hornik et al (2017), utilising advertising appeals such as rational, emotional, fear, humour, sex, or musical results in a notable and significant difference among the appeals and how consumers react. Selecting the right appeal is vital to the success of shock marketing, it can be seen in the results that some have more success than others. Humour and emotion were determined to be the most successful from the audience surveyed and interviewed. Targeting

the advertising appeal using fear was another appeal that proved successful for public bodies such as the Road Safety Authority rather than private, profit focused companies.

The research of Dahl et al (2003) highlights how shock marketing tactics outperformed traditional marketing tactics when it came to analysing recall and recognition of adverts, the research also concluded that the likelihood of a purchase was increased by using this tactic.

The results of this study support the past research as is featured heavily throughout the interviews conducted that the recall of this form of advertising was extremely high, with many have a lasting impact to this date.

### Research Limitations

The research was subject to a series of limitations which restricted some elements and opens the door for further examination.

Availability of previous academic research was a limitation which was met. There was a selection of available research in this area however in recent years companies have adapted this method of marketing at a much higher rate and academic research has not maintained up to date.

An additional limitation for conducting this research project was time. Had more time been available, the researchers may have had the opportunity to increase the sample size and conduct further academic and secondary research.

Issues with sampling and selection were presented as the research focusses on those who live in Dublin due to access to participants and therefore may not reflect the rest of the millennial population in Ireland.

On further reflection there are areas within the quantitative and qualitative research that could have been explored further and some new areas that arose when compiling the research.

### Opportunities for Further Research

When we consider the growth of the marketing industry over the last number of decades this approach is still evolving. It is also an approach that companies tend to turn on and off which reduces the level of information that can be captured. Based on the success we have seen from such examples above, Paddy Power, The White Moose Café and Benetton, it is not a tactic that will fade away. When delivered successfully the results can be extremely profitable. There is



an opportunity to explore this are further as theory and practise evolves and we see new material become available.

The qualitative and quantitative aspects of this research project included surveys and in-depth interviews of an Irish located audience between the ages of 25-30 years old. As a result of the scope of this research, an opportunity exists to look at different markets at a more global level and at a wider range in age.

Another possible area to progress this topic would be separating it out into industries and researching the effectiveness. Throughout the research of this project hospitality, charities, fashion, gambling and government, examples arise. The opportunity for industry specific research would be beneficial to explore the success of failures within one industry at a time.

## Chapter 6: Conclusions

This research examined the triggers and emotional appeals used in shock marketing, focusing on what may work best for companies and how these marketing approaches may work or not work specially among Irish consumers aged 25-30. Using quantitative and qualitative research methods the research gained key primary data from the sample selected and apply the literature reviewed to meet the aims set for this research project. Case studies were examined to view the successes and failures of real-life companies who have adopted similar approaches to marketing. From this research it can be concluded that when examining the effectiveness of shock marketing on an Irish audience between 25-30, the triggers that results in the most successful campaigns are those that utilise humour and emotion. It can also be concluded that the process in developing these campaigns is vitally important as they consist of elements outside the scope of a tradition marketing approach and come with higher levels of risk.

This is an evolving area of marketing and one that is still very much in its infancy. It can be seen throughout the research that some companies have tired and failed to launch and maintain this approach. Others have embedded this style in everything they do and have seen great success. It is an approach to marketing than cannot be taken lightly and companies that wish to adapt this approach must understand the range of implications and be prepared to back the approach fully.

The progression of technology and marketing tactics is something that has changed the world of marketing, the researcher foresees that this method of marketing will evolve even further as digital transformation continues to overhaul industries. The range of platforms, the power of

targeting and segmentation through online advertising will give companies an increased level of control which may benefit companies using this style of marketing.

Shock can work for you or against you, it is important that companies consider all aspects of this approach so there is no shock on their side when the results are captured.

## References

### Primary Research Sources

Auvinen, T., Aaltio, I. and Blomqvist, K. (2013). Constructing leadership by storytelling – the meaning of trust and narratives. *Leadership & Organization Development Journal*, 34(6), pp.496-514.

Barry, J.M. and Gironde, J. (2018). A Dyadic Examination of Inspirational Factors Driving B2B Social Media Influence. *Journal of Marketing Theory and Practice*, 26(1), pp. 117-143.

Campaign Live (2009) Close-up: Does shock advertising still work? [online] Available from: <http://www.campaignlive.co.uk/news/900778/> [accessed 18th May 2021].

Clow, K. and Baack, D. (2011). *Integrated Advertising, Promotion, and Marketing Communications*. New Jersey: Pearson Education/Prentice Hall.

Dahl, D. W., Frankenberger, K. D. and Manchanda, R. V. (2003) ‘Does It Pay to Shock? Reactions to Shocking and Nonshocking Advertising Content among University Students’, *Journal of Advertising Research*, 43(3), pp. 268–280.

Donovan R, Henley, N. 1997. Negative outcomes, threats, and threat appeals: widening the conceptual framework for the study of fear and other emotions in social marketing communications. *Social Marketing Quarterly* 4(1): 56–67.

Ganesan S. 2002. Benetton group: Unconventional advertising. *Global CEO* (November): 53–59.

Gustafson, B and Yssel, J, (1994) “Are advertisers Practicing Safe Sex?” *Marketing News*

Hair, Joseph F.; Wolfinbarger, Mary F.; Ortinau, David, J.; Bush, Robert, P., (2010). *Essentials of Marketing Research*. McGraw-Hill Irwin, 30

Hornik, J., Ofir, C. and Rachamim, M. (2017). Advertising Appeals, Moderators, And Impact on Persuasion. *Journal of Advertising Research*, 57(3), pp.305-318.

Liu, M.W. and Keh, H.T. (2015). Consumer delight and outrage: scale development and validation. *Journal of Service Theory and Practice*, 25(6), pp. 680-699.

Mulraney, F (2018). Irish hotel owner who roasted free stay-demanding blogger sends her \$6.5 million publicity bill. Available: <https://www.irishcentral.com/culture/paul-stenson-elle-darby-publicity-invoice>. Last accessed 20 June 2021.

Parry, S. et al. (2013) “Shockvertising”: An exploratory investigation into attitudinal variations and emotional reactions to shock advertising’, *Journal of Consumer Behaviour*, 12(2), pp. 112–121.

Patterson, J. M. (1966) ‘What Are the Social and Ethical Responsibilities of Marketing Executives?’, *Journal of Marketing*, 30(3), pp. 12–15.

Pyszczynski, T and Greenberg, J (1981). "Role of Disconfirmed Expectancies in the Instigation of Attributional Processing." *Journal of Personality and Social Psychology* 40(1) pp. 31-38.

Ritson, M (2019). Gillette’s new ad will trash its sales and be the year’s worst marketing move. Available: <https://www.marketingweek.com/mark-ritson-gillette-ad-toxic-masculinity/>. Last accessed 20 June 2021.

Schaefer, M, Content Shock [Online] <https://www.smartinsights.com/tag/content-shock/> [Accessed 22<sup>nd</sup> May 2021]

Seyranian, V. and Bligh, M. (2008). Presidential charismatic leadership: Exploring the rhetoric of social change. *The Leadership Quarterly*, 19(1), pp.54-76.

Stephanie Heitman, S, What Happen in and Internet Minute [Online] <https://localiq.com/blog/what-happens-in-an-internet-minute-2021/> [accessed 22 May 2021]

Telegraph (2012) YSL Opium advert is eighth most complained about. Available at <http://fashion.telegraph.co.uk/news-features/TMG9299894/YSL-Opium-advert-is-eighth-most-complainedabout.html> (accessed on 18<sup>th</sup> Jan 2019).

Te Manatu Waka. (2020). Year-to-date road deaths. Available: <https://www.transport.govt.nz/statistics-and-insights/safety-road-deaths/>. Last accessed 20 June 2021.

Tinic SA. (1997) United Colors and untied meanings: Benetton and the commodification of social issues. *Journal of Communication* 47(3): pp. 3–25

Vezina R, Paul O. (1997) Provocation in advertising: a conceptualization and an empirical assessment. *International Journal of Research in Marketing* 14: 177–192.

Waller DS, Fam KS, Erdogan BZ. (2005) Advertising of controversial products: a cross-cultural study. *Journal of Consumer Marketing* 22(1): 6–13.

Williams, Matt. Campaign; Teddington. (2009) ‘Does shock advertising still work?’#

## Secondary Research Sources

Auvinen, T., Aaltio, I. and Blomqvist, K. (2013). Constructing leadership by storytelling – the meaning of trust and narratives. *Leadership & Organization Development Journal*, 34(6), pp.496-514.

Barry, J.M. and Gironde, J. (2018). A Dyadic Examination of Inspirational Factors Driving B2B Social Media Influence. *Journal of Marketing Theory and Practice*, 26(1), pp. 117-143.

Campaign Live (2009) Close-up: Does shock advertising still work? [online] Available from: <http://www.campaignlive.co.uk/news/900778/> [accessed 18th May 2021].

Clow, K. and Baack, D. (2011). *Integrated Advertising, Promotion, and Marketing Communications*. New Jersey: Pearson Education/Prentice Hall.

Dahl, D. W., Frankenberger, K. D. and Manchanda, R. V. (2003) ‘Does It Pay to Shock? Reactions to Shocking and Nonshocking Advertising Content among University Students’, *Journal of Advertising Research*, 43(3), pp. 268–280.

Donovan R, Henley, N. 1997. Negative outcomes, threats, and threat appeals: widening the conceptual framework for the study of fear and other emotions in social marketing communications. *Social Marketing Quarterly* 4(1): 56–67.

Ganesan S. 2002. Benetton group: Unconventional advertising. *Global CEO* (November): 53–59.

Gustafson, B and Yssel, J, (1994) “Are advertisers Practising Safe Sex?” *Marketing News*

Hornik, J., Ofir, C. and Rachamim, M. (2017). Advertising Appeals, Moderators, And Impact on Persuasion. *Journal of Advertising Research*, 57(3), pp.305-318.

Liu, M.W. and Keh, H.T. (2015). Consumer delight and outrage: scale development and validation. *Journal of Service Theory and Practice*, 25(6), pp. 680-699.

Parry, S. et al. (2013) “‘Shockvertising’: An exploratory investigation into attitudinal variations and emotional reactions to shock advertising’, *Journal of Consumer Behaviour*, 12(2), pp. 112–121.

Patterson, J. M. (1966) ‘What Are the Social and Ethical Responsibilities of Marketing Executives?’, *Journal of Marketing*, 30(3), pp. 12–15.

Pyszczynski, T and Greenberg, J (1981). "Role of Disconfirmed Expectancies in the Instigation of Attributional Processing." *Journal of Personality and Social Psychology* 40(1) pp. 31-38.

Seyranian, V. and Bligh, M. (2008). Presidential charismatic leadership: Exploring the rhetoric of social change. *The Leadership Quarterly*, 19(1), pp.54-76.

Telegraph (2012) YSL Opium advert is eighth most complained about. Available at <http://fashion.telegraph.co.uk/news-features/TMG9299894/YSL-Opium-advert-is-eighth-most-complainedabout.html> (accessed on 18<sup>th</sup> Jan 2019).

Tinic SA. (1997) United Colors and untied meanings: Benetton and the commodification of social issues. *Journal of Communication* 47(3): pp. 3–25

Vezina R, Paul O. (1997) Provocation in advertising: a conceptualization and an empirical assessment. *International Journal of Research in Marketing* 14: 177–192.

Waller DS, Fam KS, Erdogan BZ. (2005) Advertising of controversial products: a cross-cultural study. *Journal of Consumer Marketing* 22(1): 6–13.

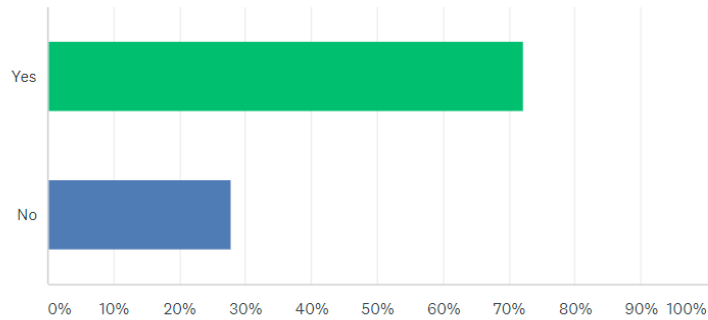
Williams, Matt. Campaign; Teddington. (2009) 'Does shock advertising still work?'

## Appendices

### Survey Results

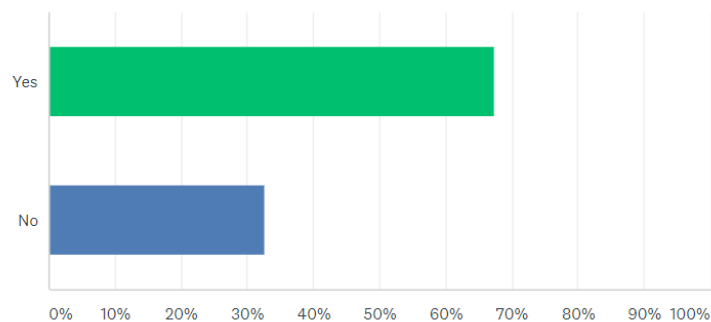
Do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?

Answered: 97 Skipped: 3



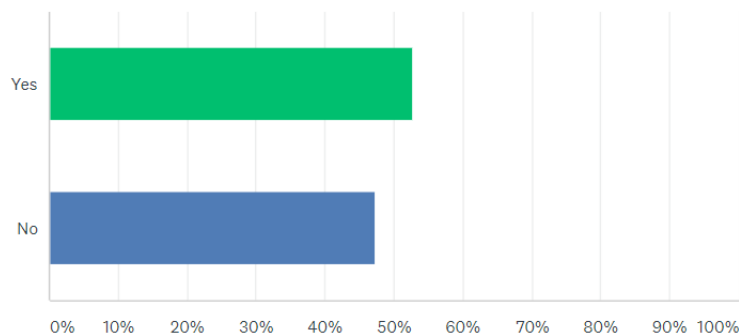
Do you feel these marketing approaches may distract from the message that the business is communicating?

Answered: 95 Skipped: 5



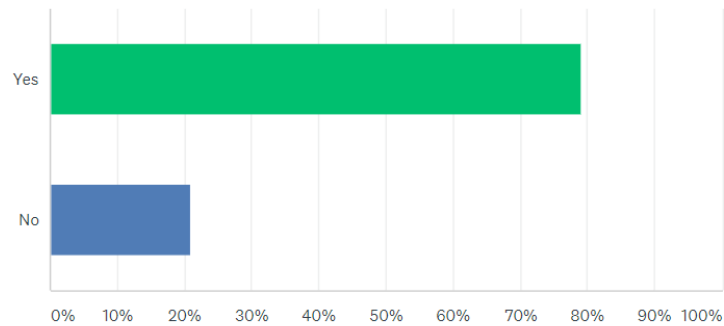
Do you feel that some brands have gone too far with at times with shock marketing campaigns?

Answered: 93 Skipped: 7



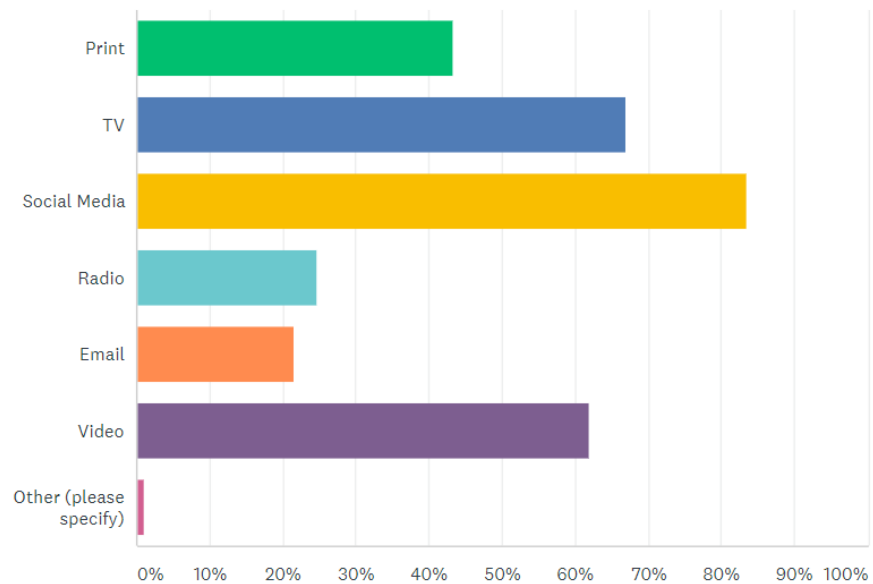
Would you refuse to engage with a brand that uses marketing approaches that you do not agree with?

Answered: 96 Skipped: 4



What form of advertising do you consider most effective to you?

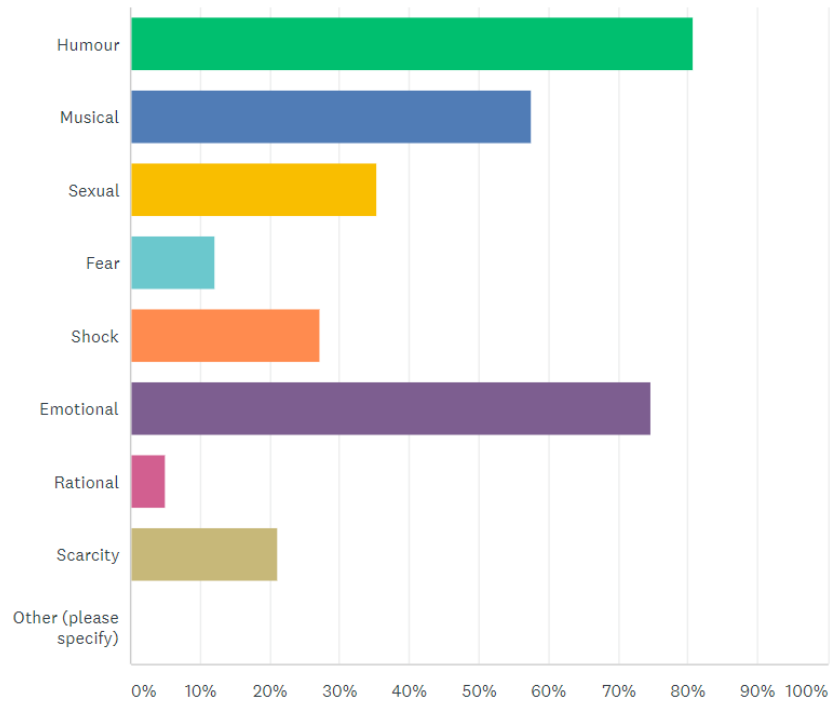
Answered: 97 Skipped: 3





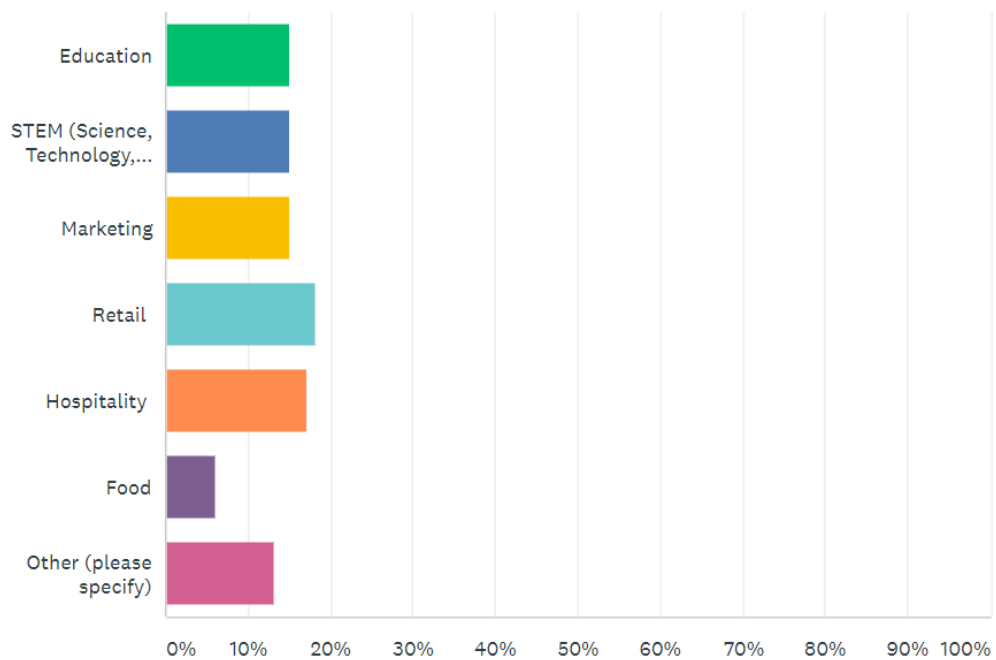
## What type of marketing campaigns do you feel resonate with you most?

Answered: 99 Skipped: 1



## What industry are you currently working within?

Answered: 99 Skipped: 1



## Interview Questions

1. What is your age?
2. What industry are you currently working within?
3. What type of marketing campaigns do you feel resonate with you most?  
Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify)  
humour  
Why?
4. List the most memorable marketing campaigns or brands you can recall? Please give any detail you can remember.
5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify)  
And why? You can get a lot more across to the consumer.
6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with?
7. If yes, can you recall a brand that has done so and why you choose to avoid them.
8. Do you feel that some brands have gone too far at times with their marketing campaigns?
9. Do you find that you purchase from brands whose advertisements you engage with?
10. Do you know what shock appeal or shock advertising is, describe in your own words?  
Interviewee Shown Image Pack.
11. What is your first reaction to the above advertisements? Please give as much detail as possible and identity the adverts when detailing your reaction.
12. What emotions do you feel and why?
13. Do you feel this form of promotion has a positive effect on you?
14. In your opinion, what are to the positives to this from of marketing?
15. Do you feel these marketing approaches may distract from the message that the business is communicating?
16. What are your views regarding shock advertising as a type of advertisement?
17. Do you think shock advertising can become over-offensive or too vulgar?
18. What factors do you think make an advertising that uses shock appeal less effect?
19. In your opinion, what are the negative impacts of shock advertising?
20. Do you remember any examples of shock advertisement that you have seen?
21. How did they affect you?
22. Do you recall the company, product or cause advertised paddy Power White moose?

23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?
24. How would it change your attitudes or views regarding the product, company or issue being advertised if it was over offensive or insulting?

**Images shown to Interviewees**

**Paddy Power**



# White Moose Café



Hi there,

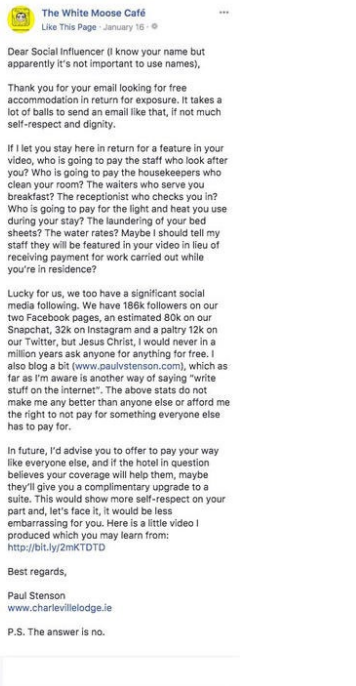
I hope this email finds you well.

I'm emailing in regards to a possible collaboration on social media - my name is [REDACTED]. I work as a social media influencer, mainly lifestyle, beauty & travel based.

I have over 87,000 YouTube subscribers (here: [https://www.youtube.com/channel/UC\[REDACTED\]](#)) as well as 76,000 Instagram followers - [REDACTED]

My partner and I are planning to come to Dublin for an early Valentines Day weekend from Feb 8th - 12th to explore the area. As I was searching for places to stay, I came across your stunning hotel and would love to feature you in my YouTube videos/dedicated Instagram stories/posts to bring traffic to your hotel and recommend others to book up in return for free accommodation. Last year I worked with Universal Orlando in Florida and it's been amazing for them!

Let me know if this is something you'd be interested in doing - I look forward to hearing from you! 😊



## Interview 1

1. What is your age? 27
2. What industry are you currently working within? Accountancy
3. What type of marketing campaigns do you feel resonate with you most?

Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify)

Humour, emotional, Sexual

Why?

4. List the most memorable marketing campaigns or brands you can recall? Please give any detail you can remember. The Haribo Tangtastic ad which features adults talking like children when they take the jelly because of the humour of the ad. Also, the Cadbury ad with the gorilla on the drums because it is an ad that catches your mind and sticks in it.

Celebrity ads for marketing such as perfume also due to the product then being related to the ad for example Johnny Depp with Dior aftershave or Eva Longoria for loreal make up.

5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify)

I feel that TV ads will always catch your attention while watching tv, social media too with so many bloggers in the world now promoting many different products. With beauty bloggers such as So Sue me (Suzanne Jackson) promoting make up and tan products which the makes you want to buy the item. Now it's as simple as looking at an Instagram post and swiping up and just hitting apple pay for a beauty product or item of clothing that you see on someone that you want straight away.

6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with? Not initially it would depend. Obviously if the brand did something that was morally wrong such as animal cruelty, then yes, I would refuse to go near that brand. But if a brand ad a once off mistake such as some online websites promoting plus size models on ASOS that literally just look like a normal girl who isn't plus size that would not turn me off the brand that would just make me think they are delusional and aren't thinking of women's opinions but if I liked a dress on the website, I would still get it.
7. If yes, can you recall a brand that has done so and why you choose to avoid them.

Above ASOS. I cannot think of any brand I don't use.

8. Do you feel that some brands have gone too far at times with their marketing campaigns? Above again promoting skinny models as plus size models.
9. Do you find that you purchase from brands whose advertisements you engage with? Yes, for example if I see footballers or actors in some ads that catch my attention, I will then want to buy my partner that aftershave. Make up ads or bloggers doing make up on Instagram promoting products has led me many times to buy the product.
10. Do you know what shock appeal or shock advertising is, describe in your own words? Shock advertising, I feel like is doing something that would really shock people into remembering the advert. Appeal could be having half naked footballers or Ronaldo in his boxers promoting aftershave catching attention through attraction.

Take a minute to review the advertisements & Social media activities section.

11. What is your first reaction to the above advertisements? Please give as much detail as possible and identify the adverts when detailing your reaction. Personally, I love the brutal honesty from the white moose café. I understand it is not to everyone's taste, but I really enjoy seeing people being called out if they have the guts to try and ask for free rooms. It makes me check their social media to see what else has been happening. It always catches my attention. It's more like a reality show than an actual business at times. I think you get to the stage where you feel like you know these people.  
With Paddy Power ads I think they are brilliant you see nothing else like it anywhere in the sports world. Who else would you see calling out Ryan Giggs others than his own brother making money from it the only other time you would see this is on the likes of Jeremy Kyle show?
12. What emotions do you feel and why? I don't feel personally effected by any of the above. I feel humour from it. Like as a vegetarian I see the white moose celiac comments gas they always slag off vegans vegetarian etc, but I find it funny. I feel that if you take yourself too seriously then you won't find the above funny but if you enjoy a sense of humour then you will enjoy the posts.
13. Do you feel this form of promotion has a positive effect on you? Yes, it intrigues me and wants me to see more or follow these brands on social media to see what else is happening.

14. In your opinion, what are to the positives to this form of marketing? Higher social media following, promotes the brands name, catches attention of people all over the world.
15. Do you feel these marketing approaches may distract from the message that the business is communicating? At times yes you can forget that the white moose is a restaurant and not just a reality show.
16. What are your views regarding shock advertising as a type of advertisement? I personally think it's a good type of advertising for things such as how smokes can affect your life or how drink driving can cause so much pain for many people.
17. Do you think shock advertising can become over-offensive or too vulgar? No for the above mentioned I think it's needed to show the reality of what smoking and drink driving can do to people. I know it might not get the attention of everyone but even if it made one person aware of the reality then it has worked. Maybe men don't enjoy seeing other men in boxers prompting aftershave and then turn off the ad and aren't interested.
18. What factors do you think make an advertising that uses shock appeal less effect?
19. In your opinion, what are the negative impacts of shock advertising?  
I think people could take offence to things such as slagging Celica's but them taking their illness seriously and not seeing it as a joke, so you are hurting their feelings.
20. Do you remember any examples of shock advertisement that you have seen?  
Ads that involve people drink driving or texting while driving and causing a crash or knocking a child down sticks in my mind. The ad that always comes to mind is the mam speaking about her little son I think he was 3 in the back of the car and a car going straight into them and the child died. Her leg was crushed, and they show her with her leg with pins and everything holding it together. The driver that caused the crash was a drink driver. I would never drink drive but to even see that makes it stick in your head.
21. How did they affect you? As above its very emotional and shocking that it makes you see the reality of what can happen.
22. Do you recall the company, product or cause advertised?  
RSA ads
23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing? I think it's hard to tell currently as not as many young people would watch tele they

might just watch Netflix or skip ads. I personally think that they do shock you and make you think a bit more when you see the ads frequently. Such as now new ads about lads trying to take girls home when they have had enough to drink, and they should accept when a girl says no., I think that is needed these days due to many more people coming forward due to the ME TOO stand all over the world promoting that people need to listen when someone says no to any sexual activity. The me too stand got so much press that it made everyone want to know more which then led to many young people realising more that they have a voice to stand up for themselves. So yes, I do think shock marketing is effective.

24. How would it change your attitudes or views regarding the product, company or issue being advertised if it were over offensive or insulting? On social media the blogger unveiled pointed out a lot of bloggers and companies for doing wrong. Such as Cari's closet which was such a huge boutique for bloggers and young girls to rent dresses and buy dresses myself included. But when I started to read how bad they treated people and that the clothes come from companies such as Ali Express for less than half the price it made me cop on and never purchase anything again. The shop has been closed and not its online store always has 75% off trying to get rid of the clothes.

## Interview 2

1. What is your age?

35

2. What industry are you currently working within?

Pharmaceutical Technology

3. What type of marketing campaigns do you feel resonate with you most?

Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify)

Humour

Why?

Because I like to laugh, also If a marketing campaign can make me laugh, I am more likely to remember it and more likely to ask a friend if they have seen it.



4. List the most memorable marketing campaigns or brands you can recall? Please give any detail you can remember.

Guinness “dancing man”

<https://www.youtube.com/watch?v=69MpLiYhsXw>

The music combined with the ridiculousness of the dancing around his pint while he waits for it to settle is very funny, yet when its ready the serious face of the “dancer” as he inspects it before he tastes it, is all too relatable. Great add, also now I want a pint.

5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify)

For me video is the most effective form of advertising

And why?

They tend to stick in my memory more. A video typically has a story with images, sound, and music, so I guess it is easier to recall.

6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with?

Depends on what approach. If I felt I was being deceived, misled or it was a waste of my time then I would refuse to engage.

7. If yes, can you recall a brand that has done so and why you choose to avoid them.

Might not be a brand but I refuse to engage with street charity campaigners, you know the ones that always try to stop as you are walking. They use an emotional approach to get people to sign up and donate, but I think they are deceiving people because they are on a wage and not volunteering.

8. Do you feel that some brands have gone too far at times with their marketing campaigns?

Yes definitely, Fyre festival. Over promised didn't delivery.

9. Do you find that you purchase from brands whose advertisements you engage with?

Engage with? As in interact with on social media. Well, yes.

10. Do you know what shock appeal or shock advertising is, describe in your own words?

When an advertisement is aimed to evoke a reaction, for example the Yorkie add “it’s not for girls”.

Take a minute to review the advertisements & Social media activities section

11. What is your first reaction to the above advertisements? Please give as much detail as possible and identify the adverts when detailing your reaction.

The white moose café is great, in a time when hospitality is at the mercy of online reviews and social media “influencers” here is a business spinning it on its head by directly challenging the norm.

Paddy power are very edgy, they use bold dark humour and risky adds that some will be offended but to the majority it is very funny.

12. What emotions do you feel and why?

The white moose café – Secretly delighted that someone is taking a stand.

Paddy power – Just find them funny and think they must not give a f\*\*k what people think.

13. Do you feel this form of promotion has a positive effect on you?

Yes

14. In your opinion, what are to the positives to this from of marketing?

Its bold, its different, its harmless, it’s funny.

15. Do you feel these marketing approaches may distract from the message that the business is communicating?

I’ll remember the brand but not the message.

16. What are your views regarding shock advertising as a type of advertisement?

Once it is not misleading and nobody gets hurt as in it only bruise’s a few egos it is ok with me.

17. Do you think shock advertising can become over-offensive or too vulgar?

Yes, it is fine line between dark humour and vulgar.

18. What factors do you think make an advertising that uses shock appeal less effect?

I guess if I personally find it offensive, or if something is shocking for the sake of being shocking, with no message or humour.

19. In your opinion, what are the negative impacts of shock advertising?

If the advert is misleading or the message hateful then yeah that can have negative impact

20. Do you remember any examples of shock advertisement that you have seen?

Possibly not the best example, but Banksy. Anything that guy does is for shock value just so he can sell more art.

Banksy auction stunt leaves art world in shreds

Stunts

21. How did they affect you?

Happy that someone is pushing the norm in the art world and shedding (pun not intended) some light on world issues like inequality.

22. Do you recall the company, product or cause advertised?

See above.

23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?

Yes, initially some shock adds such as the “don’t text while driving” style adds are very shocking and play on your emotions the first time you see them, but after being exposed to the add 15 times during a movie it loses impact (excuse the pun), The law of diminishing marginal return.

24. How would it change your attitudes or views regarding the product, company or issue being advertised if it was over offensive or insulting?

If the add hits the wrong nerve or I will not buy the product and will think twice about buying anything from that company in the future.

### Interview 3

1. What is your age?

32

2. What industry are you currently working within?

Payments

3. What type of marketing campaigns do you feel resonate with you most?

Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify)

Rational

Why?

Conditioned against most others.

4. List the most memorable marketing campaigns or brands you can recall? Please give any detail you can remember.

John Lewis. All about positioning, nothing about the product.

5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify)

I would argue no medium.

And why?

I consume ads across a wide range of mediums. In my case TV ads effective for food products, Radio for insurance products etc, I still distrust pop up ads.

6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with?

Not consciously. I'm certain subconsciously we all do.

7. If yes, can you recall a brand that has done so and why you choose to avoid them.

Go Compare ads. I'd rather get ripped off going direct than get that song stuck in my head.

8. Do you feel that some brands have gone too far at times with their marketing campaigns?

Paddy Power. I think at first pass the Rhodri Giggs ad is childishly funny but on a second viewing it's disgustingly discriminatory towards the privacy of woman who has the right not to have her shortcomings broadcast to millions for cheap kicks. Amazed it's still running.

\*I was before and still am an active PP customer though so it wouldn't lead me to disengage.

9. Do you find that you purchase from brands whose advertisements you engage with?

No more so than those I don't engage with.

10. Do you know what shock appeal or shock advertising is, describe in your own words?

Not fait with the term. Presume it relates to intentionally eliciting emotional responses rather than inadvertently doing so. Consequences of driving under influence etc or even the Giggs example

Take a minute to review the advertisements & Social media activities section

11. What is your first reaction to the above advertisements? Please give as much detail as possible and identity the adverts when detailing your reaction.

White Mouse fine. Their statements, however on the nose, surround how they wish to sell their products and services. Starts with business challenge and ends up with shock value.

Paddy Power not so fine. Their statements push boundaries of social issues in exchange for loose connections to products and services. Starts with shock value and reduces to business challenge.

12. What emotions do you feel and why?

Anger that not more oversight of it.

13. Do you feel this form of promotion has a positive effect on you?

None whatsoever

14. In your opinion, what are to the positives to this from of marketing?

Stands out. Until everyone starts doing it. See Trump.

15. Do you feel these marketing approaches may distract from the message that the business is communicating?

Depends on what you are trying to communicate. PP does it successfully as they are tackling the obvious anti-social nature of gambling & by extension gambling addiction by selling the fun of gambling thru "banter". Banter is a social practice and thus puts a very social face on an anti-social pastime.

16. What are your views regarding shock advertising as a type of advertisement?

It obviously works if done well and it's here to stay.

17. Do you think shock advertising can become over-offensive or too vulgar?

Absolutely. And it will continue to get worse until an inflection points in future.

18. What factors do you think make an advertising that uses shock appeal less effect?

Building ads around topical issues rather than well understood issues.

19. In your opinion, what are the negative impacts of shock advertising?

The line just continues to gradually shift to the point you wake up one day and the world is shouting at each other on Twitter. Dangerous.

20. Do you remember any examples of shock advertisement that you have seen?

Giggs

21. How did they affect you?

See above.

22. Do you recall the company, product or cause advertise?

See above.

23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?

Yes

24. How would it change your attitudes or views regarding the product, company or issue being advertised if it was over offensive or insulting?

It wouldn't change my attitude really. But I'd make a point of saying it to anyone who'd listen

#### Interview 4

1. What is your age? 29

2. What industry are you currently working within? Advertising

3. What type of marketing campaigns do you feel resonate with you most? Emotional & Humour

Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify)

Why? Anything that connects with you emotionally is memorable, Humour I just enjoy when its clever humour, or when it reflects real life.

4. List the most memorable marketing campaigns or brands you can recall? Please give any detail you can remember.
5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify): Print and TV  
And why? Print because you can do some clever creative things with print, but you can also target well at the perfect time in someone's journey. It always catches my eye. TV although people say it's less effective as people are watching less traditional TV, I always remember a good TV ad... I don't think anyone ever remembers a good email ad.
6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with? No, But I would be sceptical or mistrusting of a brand who didn't advertise to me in the right way. Particularly targeting me online but not for brands I would be interested in.
7. If yes, can you recall a brand that has done so and why you choose to avoid them.
8. Do you feel that some brands have gone too far at times with their marketing campaigns? I think Brands can try too hard, particularly when they try and speak in areas or about topics that they don't have authority to. Like trying to jump on a bandwagon.
9. Do you find that you purchase from brands whose advertisements you engage with? Yes, or that my peers engage with.
10. Do you know what shock appeal or shock advertising is, describe in your own words? Deliberate use of shocking imagery or copy to illicit offence or fear. Road safety ads come to mind.

Take a minute to review the advertisements & Social media activities section

11. What is your first reaction to the above advertisements? Please give as much detail as possible and identity the adverts when detailing your reaction.

White Moose Café try too hard to be controversial and it comes across as rude and disrespectful. It's a café so they don't really have the authority to be as brash as Paddy Power. It's also led by one person who it seems just use the café as a platform to promote himself.

Paddy Power have spent years creating their identity of this attitude and it works from them as they play in a gambling arena that's audience are accustomed to "banter" and don't see it as offensive but see it as clever. But that didn't come overnight. It was a strategy that would have taken years to be allowed to speak like this.

12. What emotions do you feel and why? I have no emotion other than dismissive to the white moose café. I wouldn't really entertain it. Paddy Power I find funny and clever for the most part.
13. Do you feel this form of promotion has a positive effect on you? When done like Paddy Power and have credibility to do so then yes.
14. In your opinion, what are the positives to this form of marketing? You can elicit a very direct emotional response, make people laugh instantly, or get offended and then post about it online which in turn gives more publicity to it.
15. Do you feel these marketing approaches may distract from the message that the business is communicating? No, I think it can be weaved into the message if it's appropriate.
16. What are your views regarding shock advertising as a type of advertisement? It has its place and if it's relevant to the brand and audience then go for it.
17. Do you think shock advertising can become over-offensive or too vulgar? If it's not the right brand or place, then yes. Not appropriate for a bank for example. There are very few brands that can get away with something that's very offensive or offensive just for the point of causing offence.
18. What factors do you think make an advertising that uses shock appeal less effective? You must go in fully. A half attempt at this won't work, it needs the brand to be unapologetically confident.
19. In your opinion, what are the negative impacts of shock advertising? Causing unnecessary offence for no purpose. You also open yourself up to criticism if something further happens to the topic you have focused on. It's very hard to back pedal then.



20. Do you remember any examples of shock advertisement that you have seen? The RSA was what first came to mind because they serve a purpose and have worked well. They have stayed in people's minds for Years.
21. How did they affect you? They help change my behaviour. I would be more conscious about what I am doing.
22. Do you recall the company, product or cause advertised? The RSA
23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing? Yes, Though Paddy Power harness it well if you have permission to speak in this way.
24. How would it change your attitudes or views regarding the product, company or issue being advertised if it was over offensive or insulting? I have respect for brands that have the confidence to do this. It likely takes a lot of work to build a brand to this point. It's a more and more sensitive audience today so walking that thin line between shot and unnecessary offence is difficult but can be effective.

#### Interview 5

1. What is your age?  
30
2. What industry are you currently working within?  
Banking – Digital Analyst
3. What type of marketing campaigns do you feel resonate with you most?  
Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify)  
Humour, Musical, Relevant/Topical  
Why?  
Marketing campaigns that relate to my general interests tend to appeal more.
4. List the most memorable marketing campaigns or brands you can recall? Please give any detail you can remember.  
Guinness Advertising – Dancing man, rugby campaigns  
Coca Cola – World Cup Scores, Names on bottles

Hunky Dory's – Women Campaign – Recently seen a poster in a pub!

Cadbury – Gorilla/Phil Collins

Paddy Power Campaigns

Crunchie – Friday Feeling

Carlsberg – Probably

5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify)

TV, social media, Email

And why?

TV Ad's bring campaigns to life and people are generally watching in comfort of own home when most interested.

Social Media and Email can work well if the Ads are directed at the correct audience.

6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with?

No - These types of campaigns are usually designed to cause a stir – which I find humorous if done correctly!

7. If yes, can you recall a brand that has done so and why you choose to avoid them.

8. Do you feel that some brands have gone too far at times with their marketing campaigns?

Christmas Ad's in September will be probably do it. Paddy Power are a prime example of this, most recently their campaign mocking Ryan Giggs.

9. Do you find that you purchase from brands whose advertisements you engage with?

I don't think so, I tend to make my own decisions when a need arises, however advertisements based on upcoming sale may prompt me to look when I wasn't likely to purchase.

10. Do you know what shock appeal or shock advertising is, describe in your own words?

Possibly – Advertising that is used to cause a reaction, showing something that isn't your usual brand campaigns. Normally related to a charity or awareness campaign; Trocaire, Drink Driving, Concern etc.

Take a minute to review the advertisements & Social media activities section.

11. What is your first reaction to the above advertisements? Please give as much detail as possible and identify the adverts when detailing your reaction.

Funny/controversial - Encouraging further debate to enhance the reach of the advertisement.

White Moose Café – Using topical agenda to reach large audiences by allowing their story to grow legs (shares, likes etc.) with a limited budget.

12. What emotions do you feel and why?

Humour – I think this is due to the nature of the above campaigns.

13. Do you feel this form of promotion has a positive effect on you?

Yes, generally this type of promotion will create a laugh or conversation with friends, and some will agree or disagree with this form of promotion.

14. In your opinion, what are to the positives to this form of marketing?

It gets people talking and builds awareness of the brand.

15. Do you feel these marketing approaches may distract from the message that the business is communicating?

Yes, it can, however if the overall aim is to create awareness, they are doing their job very well. However, you would question the longevity of such a tactic as it can just become the norm for a company to act in a certain way. It may lose its appeal or traction.

16. What are your views regarding shock advertising as a type of advertisement?

I feel it works in certain case but needs to be done right, the level of this type of advertising may cause offence or annoyance.

17. Do you think shock advertising can become over-offensive or too vulgar?

Absolutely, especially in the case of White Moose café and Paddy Power. They have at times become very personal.

18. What factors do you think make an advertising that uses shock appeal less effect?

Advertising may be too offensive or over the top.

19. In your opinion, what are the negative impacts of shock advertising?

Advertising may be too offensive or over the top, bad publicity (but is all publicity good publicity)

20. Do you remember any examples of shock advertisement that you have seen?

Paddy Power – Ryan Giggs Campaign

21. How did they affect you?

Possibly a little over the top.

22. Do you recall the company, product or cause advertised?

Paddy Power – Online gambling

23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?

Absolutely – They have a direct message that they are looking to get across and the point is usually not lost.

24. How would it change your attitudes or views regarding the product, company or issue being advertised if it was over offensive or insulting?

Impression of company may change depending on level of offence. Likelihood to avoid company in future purchases.

Regarding issue being advertised, e.g., Drink Driving/Seatbelt/Concern – Your actions going forward are likely to change by being more aware.

#### Interview 6

1. What is your age?

30

2. What industry are you currently working within?

Education

3. What type of marketing campaigns do you feel resonate with you most?

Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify)

Why? I find campaigns with humour in them to be the most memorable and often find myself thinking of them afterwards.

4. List the most memorable marketing campaigns or brands you can recall? Please give any detail you can remember.

Pringles – Once you pop you can't stop

Lynx deodorant.

5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify)  
And why? I think that TV ads combine visual, audio and message the best. I think this is important to make the viewer remember the campaign.
6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with? No
7. If yes, can you recall a brand that has done so and why you choose to avoid them.  
N/A
8. Do you feel that some brands have gone too far at times with their marketing campaigns?  
No. I don't recall any advertisements that I would consider having crossed the line.
9. Do you find that you purchase from brands whose advertisements you engage with?  
Yes. Generally, I would be more inclined to purchase brands that I remember and felt I had built a trust with.
10. Do you know what shock appeal or shock advertising is, describe in your own words?  
Yes. Shock appeal is when a consumer is engaged by a deliberate act rather than a subtle one designed to create a response in the viewer.

Take a minute to review the advertisements & Social media activities section.

11. What is your first reaction to the above advertisements? Please give as much detail as possible and identify the adverts when detailing your reaction.  
Brilliant. I find these advertisements reactive without being reactive. They highlight very specific things and just about hug the line without being forceful.
12. What emotions do you feel and why?  
I find this ad impressive. My first instinct is to say "Bravo" and clap in appreciation for the person who thought of them.
13. Do you feel this form of promotion has a positive effect on you?  
Yes
14. In your opinion, what are to the positives to this from of marketing?  
The brand will be talked about, and ads will be shared out of peoples need to share their feelings. This could be good or bad, but every share is free advertising for the brands.

15. Do you feel these marketing approaches may distract from the message that the business is communicating?

Not at all. These brands are well established and ads like these are just making sure that they remain in the minds of consumers.

16. What are your views regarding shock advertising as a type of advertisement?

I like it. I think that it is intelligent and is the best way to increase reach through shares and likes etc. Often, someone who finds the ad horrendous will share it faster than someone who found it funny. = free advertising

17. Do you think shock advertising can become over-offensive or too vulgar?

It could, yes. However, the line is different for every person.

18. What factors do you think make an advertising that uses shock appeal less effect?

Using very sensitive material. E.g., Children or illnesses

19. In your opinion, what are the negative impacts of shock advertising?

If the line is crossed, it is very difficult to regain favour with consumers.

20. Do you remember any examples of shock advertisement that you have seen?

Not specifically, but most Paddy Power ads.

21. How did they affect you?

Again, I find them very clever and impressive.

22. Do you recall the company, product or cause advertised?

Paddy Power

23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?

No. I think that social issues such as those are best represented by facts. Often, these issues are too close to home for very many consumers so shock advertising may be resented.

24. How would it change your attitudes or views regarding the product, company or issue being advertised if it was over offensive or insulting?

I may think that the company have overreached and need to apologies, but generally, I would be quite open to them trying it. I feel that there is a lot of snowflakes around whose threshold for being offended is never out of arms reach, whereas mine is quite a distance away.

Interview 7

1. What is your age?

31

2. What industry are you currently working within?

Public sector / Education

3. What type of marketing campaigns do you feel resonate with you most?

Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify)

musical and emotional

Why?

They are more memorable and resonate with me on a deeper level. I feel that these are important and are the deciding factor when deciding on buying a certain product or availing of a service.

4. List the most memorable marketing campaigns or brands you can recall? Please give any detail you can remember.

John Lewis and Lidl Christmas campaigns. The music and family sentiment make them stand out. Neweast aero campaign has very catchy music.

Guinness adverts always strike on both music and emotional aspects for me.

5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify)

Print and TV

And why?

I feel images and text in their simplest form make a big impact on me. Their simplicity appeals to me and would influence me most on availing of services/products. TV can use music and a storyline to evoke a message, sentiment and feeling that a specific product/service makes you feel.

6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with?

No.

7. If yes, can you recall a brand that has done so and why you choose to avoid them.

8. Do you feel that some brands have gone too far at times with their marketing campaigns?

I feel boundaries have been pushed but no one goes too far in my eyes. The point is to garner interest, get people talking and generate buzz about the campaign/product.

9. Do you find that you purchase from brands whose advertisements you engage with?

Yes, especially in terms of advertisements that encourage your own engagement or feel tailored to you alone (e.g., Coca Cola bottles with your names on or uploading pics/vids with a specific hashtag to social media to enter competitions etc)

10. Do you know what shock appeal or shock advertising is, describe in your own words?

Companies who would take a risk on offending certain demographics to whip up more interest through discussion/debate as to whether it is ethical or not.

(Paddy power in general and hunky dory's with females in their ads would be two that spring to mind)

Take a minute to review the advertisements & Social media activities section.

11. What is your first reaction to the above advertisements? Please give as much detail as possible and identify the adverts when detailing your reaction.

I find they are funny and in good humour in general. I feel the Mayweather paddy power one might be a bit in the nose. Other than that, I think they are good spirited and should not be taken too seriously.



12. What emotions do you feel and why?

I feel they are funny because they are current, they are niche and only some people may get the jokes.

13. Do you feel this form of promotion has a positive effect on you?

Yes, I feel it generates conversation with my peers, it is a mirror on current society and looks at current affairs in a whimsical way.

14. In your opinion, what are to the positives to this form of marketing?

It goes viral and gains a lot of interest quickly. It gets people talking about the company also, not only the specific ad campaign.

15. Do you feel these marketing approaches may distract from the message that the business is communicating?

Perhaps but as the saying goes “no publicity is bad publicity”.

16. What are your views regarding shock advertising as a type of advertisement?

I have no problem with it whatsoever. I find it funny but not entirely effective on me personally.

17. Do you think shock advertising can become over-offensive or too vulgar?

Not in my experience, the Mayweather one above is quite close to the line but does not cross it in my opinion.

18. What factors do you think make an advertising that uses shock appeal less effect?

They garner a reaction, but they don't make the product more appealing.

19. In your opinion, what are the negative impacts of shock advertising?

They garner a reaction, but they don't make the product more appealing. These campaigns do not make me want to use their product any more than before the campaigns.

20. Do you remember any examples of shock advertisement that you have seen?

Hunk Dory's used female models in their adverts which I recall made waves with lots of people.

21. How did they affect you?

Not in any way in my opinion

22. Do you recall the company, product or cause advertised

Hunky Dory's

23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?

Social issues for sure. Campaigns on drink driving etc are heart wrenching and are hugely effective on me personally.

24. How would it change your attitudes or views regarding the product, company or issue being advertised if it was over offensive or insulting?

I think it would have a negative effect on my concept of the product/company. It would make me think twice about using their product/service in the future.

Interview 8

1. What is your age? 33

2. What industry are you currently working within? Financial services

3. What type of marketing campaigns do you feel resonate with you most?

Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify)

Humour, emotional Why? - in a world that is so serious and pc, it's nice to have a bit of humour. emotive campaigns do make you stop and think.

4. List the most memorable marketing campaigns or brands you can recall?

Please give any detail you can remember.

I enjoy paddy powers recent campaigns, their master's campaign, Huddersfield "sponsorship".

5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify) Video and tv and why?

I would normally pass by social media advertisement if not a video, and possibly click on the odd one to watch. On tv, I suppose you're more likely to watch an add during a break in the programme etc.

6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with?

Yes, if their campaign was offensive or what they were supporting was unethical I would.

7. If yes, can you recall a brand that has done so and why you choose to avoid them.

8. Do you feel that some brands have gone too far at times with their marketing campaigns?

I must be honest; I don't pay too much attention to campaigns etc, so I'm probably not best placed to answer.

9. Do you find that you purchase from brands whose advertisements you engage with?

I wouldn't be influenced by advertisements, well, not knowingly.

10. Do you know what shock appeal or shock advertising is, describe in your own words?

yes, it is a tactic used by charity organisations etc. it is a tactic which the organisation uses to stop you in your tracks and notice, it could be with shocking images or a headline, campaign that disturb really.

Take a minute to review the advertisements & Social media activities section.

11. What is your first reaction to the above advertisements? Please give as much detail as possible and identify the adverts when detailing your reaction.

I'm a fan of paddy power marketing, not so much White Moose. although both similar I think white moose's marketing single out and bully, Paddy Power on the other hand are seen to do it in jest!?

12. What emotions do you feel and why?

Lots of humour with Paddy Power marketing, and I suppose a little with white moose.

13. Do you feel this form of promotion has a positive effect on you?

To an extent, I suppose, paddy power has more of a positive effect on me.

14. In your opinion, what are to the positives to this form of marketing?

The humour, I think it's refreshing, sometimes it is borderline, and I think that's something that paddy power have cracked, not so much White Moose, some of their stuff I would find to be bullying.

15. Do you feel these marketing approaches may distract from the message that the business is communicating?

I think the message they are trying to communicate is simple, to have people talk about them, I think this does the job,

16. What are your views regarding shock advertising as a type of advertisement? if it is in jest, I'm happy with it but otherwise no,

17. Do you think shock advertising can become over-offensive or too vulgar? yes,

18. What factors do you think make an advertising that uses shock appeal less effective?

I think if the content is serious it needs to be more compassionate, and the straight-out shock factor may turn people off the message.

19. In your opinion, what are the negative impacts of shock advertising?

People may not pay attention to the message and choose to direct their attention away from the advert.

20. Do you remember any examples of shock advertisement that you have seen?

I'm not a fan of the appeal ads.

21. How did they affect you?

I find them upsetting, I know that these appeals are needed etc, but I can't bring myself to watch them.

22. Do you recall the company, product or cause advertised I think it was the latest appeal for Yemen maybe

23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?

Yes, where the advertiser is not looking for you to buy into their brand or being controversial with a view to making themselves topical, campaigns that highlight damage caused by your actions are fair game for me. drink driving, smoking, climate change etc.

25. How would it change your attitudes or views regarding the product, company or issue being advertised if it was over offensive or insulting?

I would be put off that brand and possibly not use that brand or product depending.

#### Interview 9

1. What is your age? 34
2. What industry are you currently working within? Public servant
3. What type of marketing campaigns do you feel resonate with you most?  
Humour, Musical, Sexual, Fear, Emotional, Rational, Scarcity, Other (please specify) humour

Why? Gets lots of people talking about it.

4. List the most memorable marketing campaigns or brands you can recall? Please give any detail you can remember. Anything paddy Power do because they are controversially funny.
5. What form of advertising do you consider most effective to you? Print, TV, social media, Radio, Email, Video, Other (please specify) video  
And why? You can get a lot more across to the consumer.
6. Would you refuse to engage with a brand who use marketing approaches that you would not agree with? No
7. If yes, can you recall a brand that has done so and why you choose to avoid them.
8. Do you feel that some brands have gone too far at times with their marketing campaigns?  
No because the competition with brands is very high that sometimes going that bit far to get ahead of your competitors needs to happen.
9. Do you find that you purchase from brands whose advertisements you engage with? Yes
10. Do you know what shock appeal or shock advertising is, describe in your own words?  
Not really but is it an advert that offends the consumer.

#### Take a minute to review the advertisements & Social media activities section.

11. What is your first reaction to the above advertisements? Please give as much detail as possible and identify the adverts when detailing your reaction.  
I think they are controversial but funny.
12. What emotions do you feel and why? Happy they are very catchy adverts.
13. Do you feel this form of promotion has a positive effect on you?  
Ah yeah, they're gas.
14. In your opinion, what are to the positives to this form of marketing?  
They get people talking about their brand.

15. Do you feel these marketing approaches may distract from the message that the business is communicating?  
Yes, sometimes people might talk about the controversy in the advert rather than what the advert is getting across.
16. What are your views regarding shock advertising as a type of advertisement?  
Doesn't bother me at all.
17. Do you think shock advertising can become over-offensive or too vulgar?  
I haven't seen any shock advertising that really shocked me to the point I was disappointed with the brand.
18. What factors do you think make an advertising that uses shock appeal less effect?  
That the advert doesn't get across what they want
19. In your opinion, what are the negative impacts of shock advertising?  
That people take offence to them.
20. Do you remember any examples of shock advertisement that you have seen? The adverts from above I've seen before
21. How did they affect you? Didn't really have much of an effect on me other than I found the humour in them.
22. Do you recall the company, product or cause advertised paddy Power White moose?
23. In your opinion, do you think shock marketing tactics are more effective for social issues such as drink driving & sexual health rather than brand or product marketing?  
Yes, I do cause them adverts get people talking about the brand.
24. How would it change your attitudes or views regarding the product, company or issue being advertised if it was over offensive or insulting?  
None of the shock advertising I've seen hasn't been over offensive or insulting in my opinion.