The effects of advertising creative strategy decisions are very difficult to capture in a quantifiable, and hence, programmable model. This paper draws on the recent research in advertising grid planning models to classify advertising situations and the application functional attitude theory to develop creative strategies. The model establishes a set of theoretically ideal strategies for each type of advertising situation. The creative strategy is then evaluated in terms of the Euclidean distance between the actual and the ideal.

Following the logic of the Foote, Cone & Belding (FCB) Grid, figure 1 defines advertising situations in terms of the type of consumer decision making and the level of involvement likely to be evoked by a particular kind of product. Each product is given an involvement score based on consumer responses to a three-item scale:

- Very important/unimportant decision
- Lot/little to lose if you choose the wrong brand
- Decision requires a lot of little thought

The think/feel score is obtained from a five-item scale:

- Decision is/is not rational
- Decision is/is not based mainly on functional facts
- Decision is/is not based on a lot of feeling
- Decision does/does not express one's personality
- Decision is/is not based on looks, taste, touch, smell, or sound (sensory effects).

Given these scales, the game designer has only to establish a set of coordinates. A scale of -5 to +5 is convenient. On this scale, a headache/cold remedy, a moderately uninvolving, logical decision, might be represented by the coordinates (-3,1).

The coordinates for a given strategy may be derived by assuming that one attitude function will predominate in each cell, thus giving it a unique cell score. The value of cell 1 would be the highest utilitarian or knowledge-oriented (consistency) score, cell 2 the highest ego-defensive score, cell 3 the knowledge-oriented (stereotyping) score and cell 4 the highest value-expressive score.

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