

18. TUTORIAL FOR ADCAD: AD COPY DESIGN

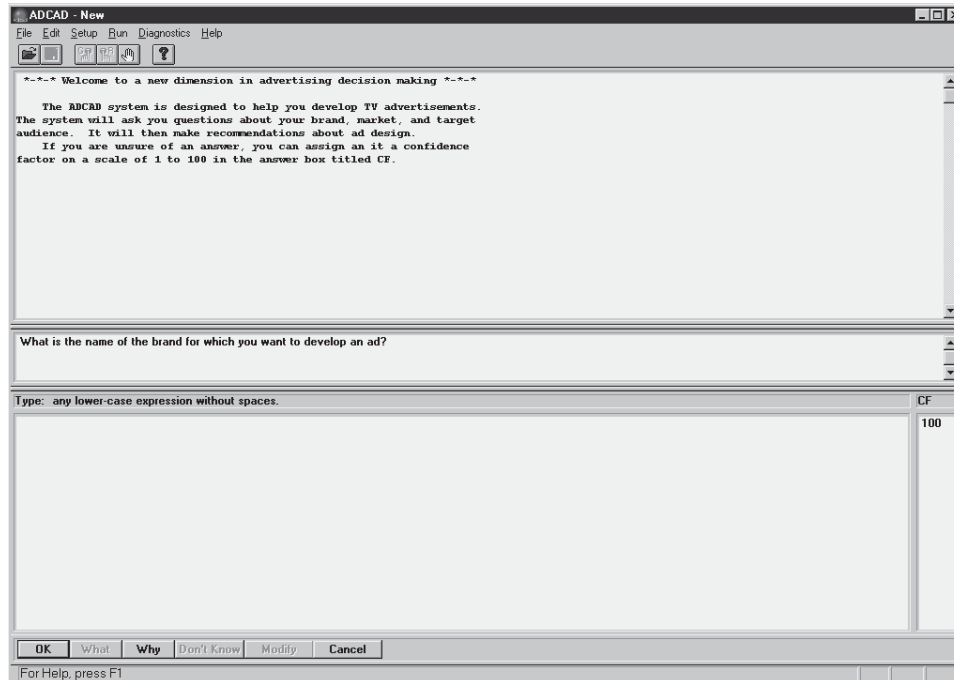
CASE: JOHNSON WAX AD COPY DESIGN, P. 35

ADCAD is a rule-based expert system designed to help firms develop TV commercials for frequently purchased products.

ADCAD contains knowledge about advertising design that has been culled from three sources: published theoretical results, published empirical studies, and ad agency experience. This knowledge is encoded in the form of general rules about what works in various circumstances. The system uses an inference engine (logical inference) to go from the knowledge base to customized recommendations based on the inputs provided by the user during a “consultation” with the system. At the end of the consultation, the system presents its recommendations and its justifications for the recommendations. You can revise inputs as required to see how these change the recommendations. You should treat these recommendations as you would any other expert advice—with caution.

Note: Your computer may have system files that are incompatible with ADCAD. If you encounter errors such as “Failed to open empty document,” please check in the FAQ Section of our web site www.mktgeng.com.

On the **Model** menu, select **ADCAD: Ad Copy Design**. You will see a window with three boxes and a menu bar. On the **Run** menu, click **Start**. You will then see the following screen:



* Tutorial 18, June 2005

The consultation window contains three dialog boxes. In the top box ADCAD displays the information it generates during the consultation. In the middle box ADCAD displays questions. In the bottom box you answer questions and assign each answer a confidence factor (the default value of the confidence factor is 100).

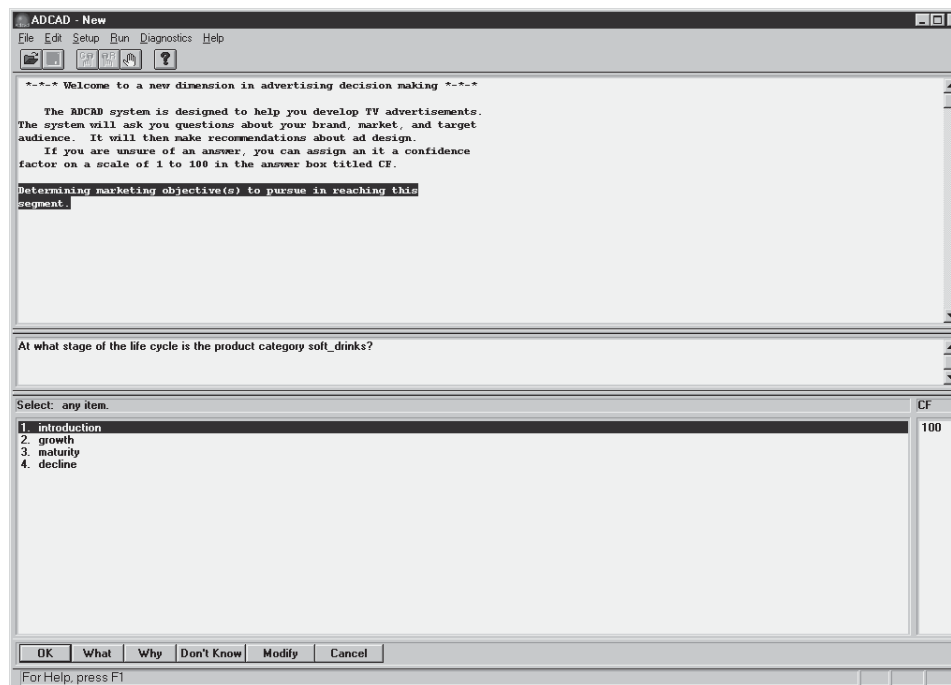
You can respond to the questions ADCAD asks in one of the following ways:

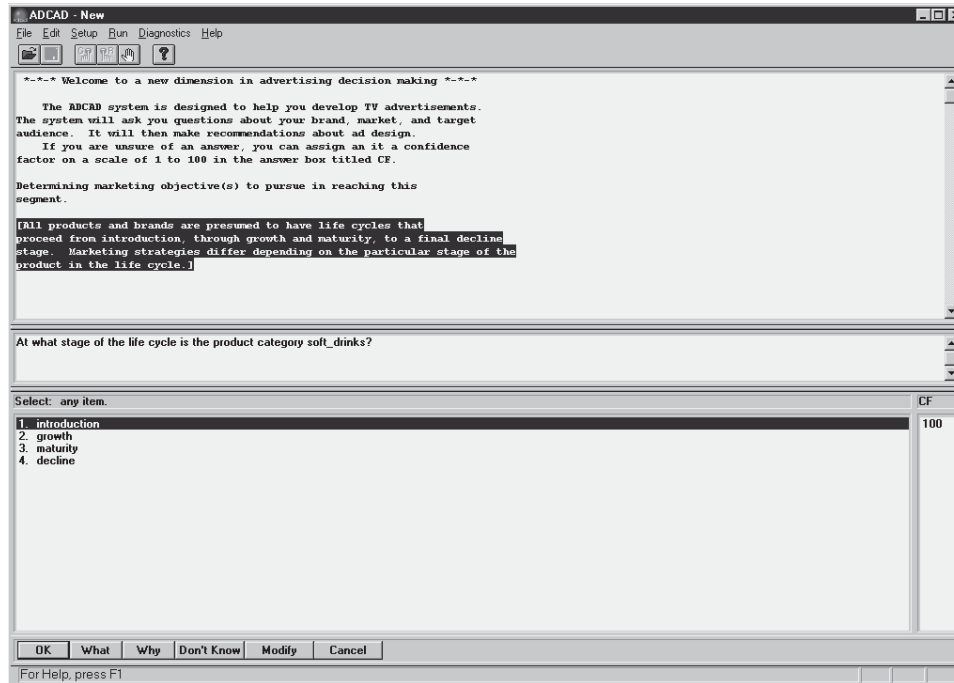
- Click an answer the system provides (if any) and type in a confidence factor under the CF column (if any). After you choose your answer, click **OK** to register the answer.
- For some questions, you type your answer in the answer box.

Note: Do not type blank spaces or capital letters.

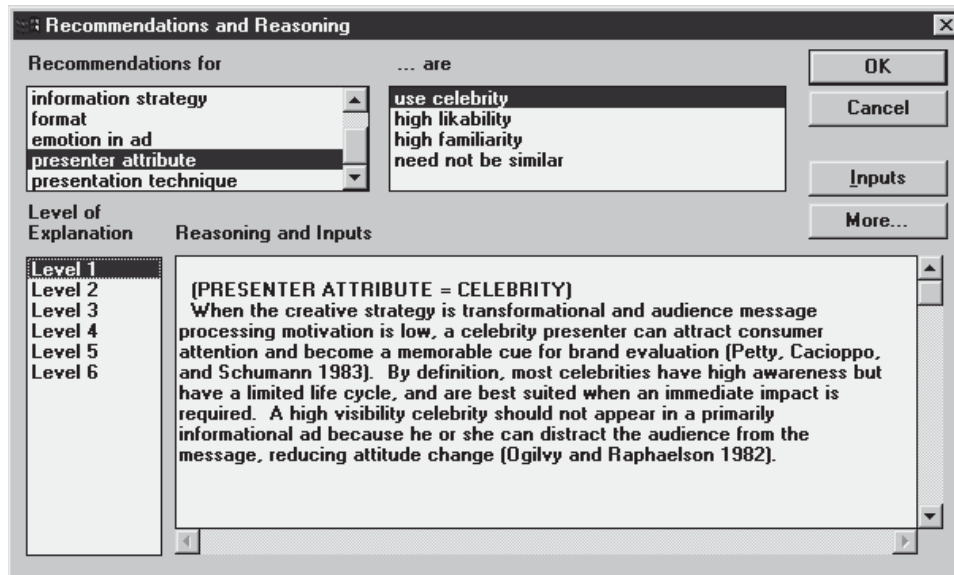
- For more information on a question, click **What**, **Why**, **Modify**, or **Don't Know**. **What** provides further details about the question. **Why** summarizes the reason why or context under which ADCAD is asking this question. **Modify** permits you to modify answers to previous questions. **Don't Know** tells ADCAD that you do not have an answer to that question. You cannot respond **Don't Know** to three basic questions that the system asks: (1) the name of the brand for which you want to develop an ad, (2) the product category in which the brand competes, and (3) the segment to which you want to target the ad.

The following two screens show examples of how the system responds if you click **Why** and **What**:





After you answer all the questions that ADCAD asks, it will give you a set of recommendations as shown in the following screen:



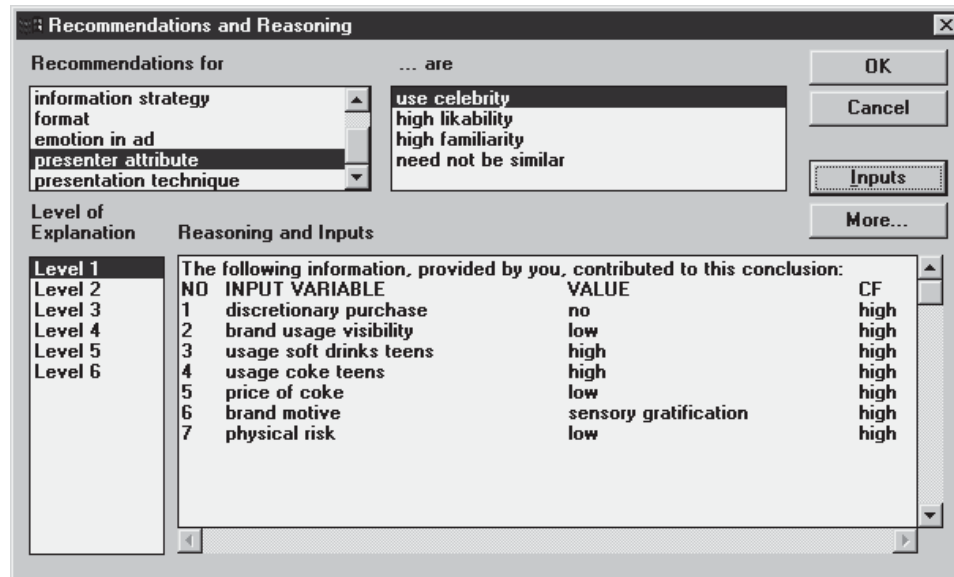
The recommendation screen has four quadrants:

- **Top-left quadrant:** This displays categories of recommendations, such as benefit presentation technique, information presentation strategy, format, emotion in ad, presenter attribute, benefit to be shown in the ad, overall presentation technique, and overall promotion technique.

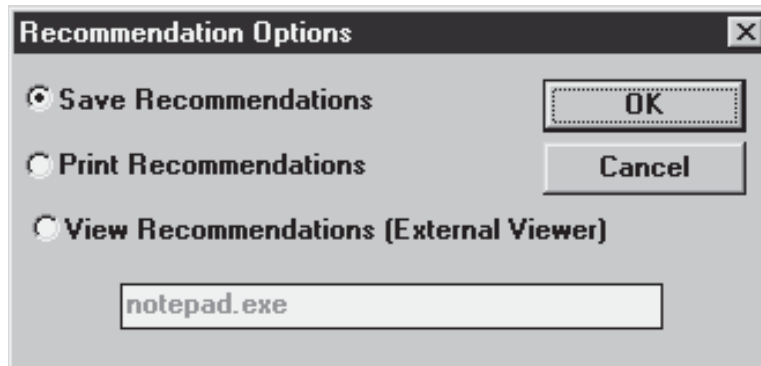
- **Top-right quadrant:** When you click a category in the top left quadrant, ADCAD will display its recommendations for that category.
- **Bottom-left quadrant:** ADCAD permits you to explore the reasoning behind its recommendations. It organizes the reasons hierarchically by levels.

At Level 1, ADCAD summarizes the key conclusion(s) that led to the recommendation and may cite the research literature to back up the explanation. At Level 2, ADCAD summarizes the intermediate conclusion(s) that led to the key conclusions at Level 1. Explanations at other levels identify the knowledge elements that support the conclusions at the next higher level. Click any level to view the explanation at that level.
- **Bottom-right quadrant:** The explanations are displayed in this quadrant.

By clicking the **Inputs** button, we can view the particular set of input values (responses to questions) that were instrumental in arriving at a recommendation. The following screen shows the inputs associated with the recommendation “use celebrity” as a “presenter attribute” in the ad.



If you click the **More...** button you will see options for saving, printing, or viewing the complete set of recommendations. (Under some operating systems, the **View** window may be hidden behind the currently activated screen. You can use the ALT-TAB key sequence to bring the **View** window to the foreground.)



Click **Save Recommendations** to save the entire set of recommendations to a file. You will be prompted to provide a file name.

Select **Print Recommendations** to obtain a printout of the recommendations. If you want to print out any of the explanations or the inputs used to generate a report, use the Windows **Copy** command to highlight and copy text to the clipboard. You can then transfer the text to a word-processing program (e.g., Word for Windows or Notepad) using the Windows **Paste** command.

Select **View Recommendations** to view the entire set of recommendations on the screen using an external viewer, e.g., Notepad.

Once you have reviewed the recommendations and explanations, click **OK** to get back to the main screen. At this point, ADCAD will ask:

Would you like to rerun this consultation with different input scenarios?

If you click **Yes**, you will see the following screen displaying the inputs you provided.

No	Input Variable	Value	CF
1	life cycle stage of soft drinks	maturity	100
2	usage soft drinks teens	high	100
3	brand loyalty	split_loyalty	100
4	product purchase interval	short	100
5	product usage frequency	frequently	100
6	brand type	existing_brand	100
7	usage coke teens	high	100
8	product usage rate	variable	100
9	brand motive	sensory_gratification	100
10	time of brand decision	at_point_of_purchase	100
11	package visibility	high	100
12	package recognition	high	100
13	physical risk	low	100
14	product motive	sensory_gratification	100
15	age	teen	100
16	product complexity	low	100
17	perceived performance differences	large	100
18	price of coke	low	100

Use the mouse to select the input(s) you want to change and click **OK**. ADCAD will then ask for new answers (inputs).

Note: Your new answers may trigger additional questions that were not asked in the original consultation.

By including your new answers to the questions, the system will generate new recommendations. If you make only minor changes to inputs, the recommendations may not change much. You can continue this cycle: Change inputs Æ Explore new recommendations Æ Change inputs, as many times as you wish.

OTHER FEATURES OF ADCAD

As you respond to questions, the system keeps track of your inputs. It stores them in a “cache” in its internal memory. This mechanism allows you to store consultations and retrieve them later.

Storing inputs for future use: You can store the current set of inputs in a file at any time during a consultation by going to the **File** menu and clicking **Save Cache As**. The system will prompt you to provide a file name. If you want to retain the entire set of inputs for future reference, use the **Save Cache As** command after you have displayed all the recommendations and before you make any changes to inputs in a what-if session.

Storing inputs automatically: At the end of a consultation, the system automatically stores the most recent set of inputs in a file named STORE.CAC. After you exit from the ADCAD program, you should rename this file if you want to retain this set of inputs for future use. If you do not rename the file, ADCAD will overwrite on STORE.CAC the next time you use it.

Retrieving stored inputs: You can load a prior consultation by going to the **File** menu and clicking **Load Cache**. The system will prompt you to provide the name of the file in which you stored the inputs.

Restarting a consultation: Unlike the **Start** command, the **Restart** command (on the **Run** menu) does not reset the system but continues from where you left off. Use this command to start a consultation after you retrieve stored inputs by going to the **File** menu and clicking **Load Cache**.

Confidence factors: ADCAD permits you to attach confidence levels to your answers, these are numbers between 1 and 100 (representing the range of certainty you feel about your answer from “know almost nothing” to “being certain”). ADCAD does not interpret confidence levels as probabilities but as subjective indices of the amount of evidence supporting a particular input value. When you are not confident of an answer, you can alert ADCAD to this fact by appending a confidence factor to your answer by entering a number between 1 and 100 in the box titled **CF**. If you do not enter a confidence level with your input, ADCAD assigns by default a value of 100, indicating that you are sure of your answer. We recommend that you use this default option.

Multiple answers: For some questions, ADCAD will accept multiple answers each with 100 percent confidence. The directions above the answer box will alert you to opportunities to enter multiple answers. However, you can provide multiple answers to any question by entering a confidence factor of less than 100 for each answer. For example:

What is the primary motive(s) in segment teens for the purchase of coke?

Select: one or more items.

1. problem_removal	100
2. problem_avoidance	100
3. dissatisfaction_with_current_brand	100
4. restocking	100
5. sensory_gratification	100
6. intellectual_stimulation	100
7. social_approval	100
8. self_esteem	100

CF

OK What Why Don't Know Modify Cancel

For Help, press F1

If you answer “Don’t Know” or give multiple answers to many questions, ADCAD’s recommendations will be correspondingly imprecise.