

Ad Rewrite #4 – Liking
Shoreline Visitor's Guide 2021

“Few people would be surprised to learn that, as a rule, we most prefer to say yes to the requests of someone we know and like,” (Cialdini, *Influence: The Psychology of Persuasion*, 2007). As obvious as this statement seems, there are a lot applications for the liking rule in sales and advertising.

Simply liking a person who is associated with a potential purchase increases the likelihood that we make the purchase. It is interesting that superficial qualities influence how well we like someone: the way they look, sharing something in common, a stranger who drops the name of someone we know, or someone who is familiar to us.

Another way that liking influences our behavior is by making us feel like we are associated with someone or something that would raise our status. Celebrity endorsements are effective because they have a twofold effect. First, a lot of people like celebrities, hence their fame and success. We like what is familiar, so when we see a familiar face associated with a familiar product, there is a lot to like. Second, seeing a celebrity in an ad for a product we like makes us feel by association that we have a commonality with someone whose status we desire. Therefore, by using that product ourselves, we feel like our personal status is elevated.


An ad for Clearbrook Golf Course appearing in *Shoreline Visitor's Guide 2021* attempts to use the rule of social proof to attract customers. The ad lists three awards that the golf course won for wine, dining, and golf. The images in the ad show off Clearbrook's golf course, bar, and

restaurant. The images chosen fall short of generating excitement. Since there is an emphasis on food and drink in the ad, they are trying to bring tourists in whether they have an interest in golfing or not.

A more powerful and exciting approach would be to apply the liking rule to the ad. For the sake of the lesson, let's pretend that celebrities Will Smith and Sarah Michelle Gellar pass through Saugatuck, MI when they spend time in Chicago, IL. While in Saugatuck, Clearbrook is one of the places where these celebrities like to go. Furthermore, as part of this fictitious story, Smith and Gellar provided quotes and photos for Clearbrook's ad. In the ad rewrite, the bar and restaurant photos were swapped with pictures of the celebrities enjoying themselves at Clearbrook. To emphasize the celebrity influence, Smith and Gellar's quotes were added to the ad.

Celebrity influencers would make people want to go to Clearbrook, so they can feel associated with high profile people. If the celebrities are familiar to the ad viewer, they will be liked by the viewer. If the viewer does not know the celebrities, they would also be inclined to like the people because of their looks.

Original



Clearbrook
CLASSIC GOLF & RENOWNED DINING

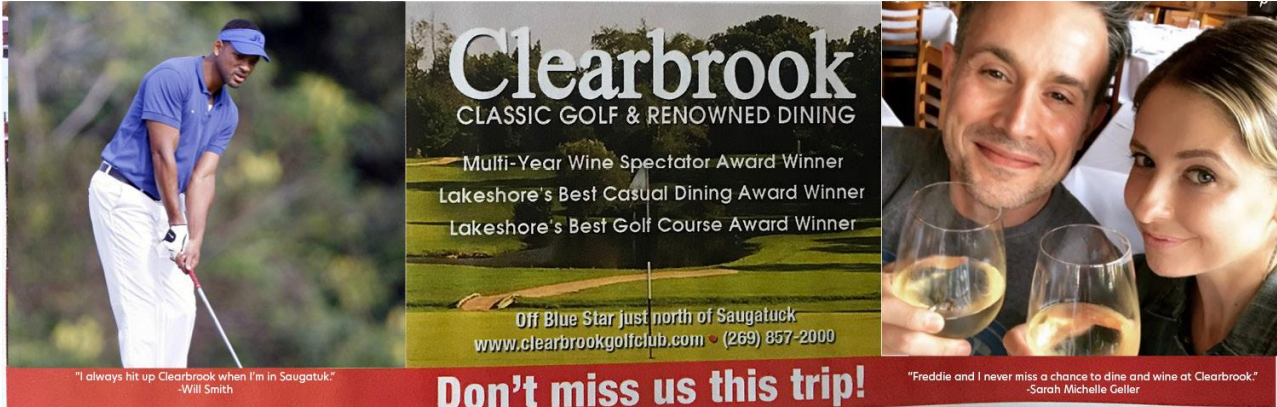
Multi-Year Wine Spectator Award Winner
Lakeshore's Best Casual Dining Award Winner
Lakeshore's Best Golf Course Award Winner

Off Blue Star just north of Saugatuck
www.clearbrookgolfclub.com • (269) 857-2000

Don't miss us this trip!

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Rewrite



Clearbrook
CLASSIC GOLF & RENOWNED DINING

Multi-Year Wine Spectator Award Winner
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Don't miss us this trip!

"I always hit up Clearbrook when I'm in Saugatuck."
-Will Smith

"Freddie and I never miss a chance to dine and wine at Clearbrook."
-Sarah Michelle Geller

Julie DeCook, June 13, 2021 Ad Rewrite #4, Liking