Part 2

Those in the advertising profession employ these means-end maps through the use of a model known as the MECCAS (Means-End Conceptualization of the Components of Advertising Strategy) model. The MECCAS model requires that the components of one or more of the identified means-end chains derived from a laddering interview are utilized in the development of an ad, such that:

1. The product feature identified by the consumer becomes part of the "message elements" of the ad or brand attributes that are depicted in the ad.

2. The benefit associated with that feature by the consumer becomes the "consumer benefit," or the major positive consequence of using the brand, as depicted in the ad.

3. The valued end state identified by the consumer becomes the "driving force" of the ad or the end goal that serves as a motivation for purchase.

4. The way in which the valued end state is associated with, or linked to, the identified brand attributes is called the "leverage point."

5. The type of advertisement employed to communicate all of these points is called the "executional framework."

For instance, in the yogurt example used previously, an advertiser may choose to focus on the first means-end chain identified in the map (in this case, nonfat—control weight— social approval). Typically, advertisers focus on a means-end chain that has a positive result and is of high importance to the consumer. To continue the example, the yogurt ad might show two women eating yogurt—one is eating the advertised brand, which is nonfat, and the other is eating a competitor's brand, which is not nonfat. The ad then depicts these two women stepping on scales at home; the woman who ate the advertised brand has a big smile on her face while the one who ate the competitor's brand looks discouraged. The next scene shows the two women walking down a public street; the woman who ate the advertised brand of yogurt is receiving approving looks from bystanders while the woman who ate the competitor's yogurt is not. In this case, the parts of the MECCAS model would be:

1. Message Element(s): yogurt that is nonfat.

2. Consumer Benefit(s): controlling weight.

3. Driving Force: social approval.

4. Leverage Point: the nonfat feature is linked to weight control through the smile of the first woman when on the scale, and weight control is linked to social approval through the approving looks of bystanders that only the first woman receives.

5. Executional Framework: comparative advertisement.