

Given these decisions, your task is to utilize your knowledge of the Elaboration Likelihood Model to sketch out *two separate print ads*. Both of the ads will appear in a newsweekly magazine and will only appear in the Northeast.

Ad 1: This ad will be run during the fall and early winter, when prospective customers are likely to be thinking of winter tires and therefore highly involved in the purchase decision. This ad should be designed to carry out the specific attitude change strategy chosen by the Fivestar managers. In other words, the ad should be designed to convince the highly involved audience that the Treadfast tire is superior to all competitors' tires in handling ability.

Ad 2: This ad will run the rest of the year, when prospective customers are not likely to be highly involved in the purchase decision. This ad should be designed to merely maintain brand awareness and help consumers to have generally positive feelings about the Treadfast brand name.

For each of the two print ads, sketch out the ad (stick figures, etc. work fine here), and write a paragraph explaining the rationale for the ad, being sure to utilize the concepts inherent to the Elaboration Likelihood Model.