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COM 640
Persuasion and the Content Creation Process

MyFitnessPal

Theory of Reasoned Action

Change your definition of "relaxation"...

Get outside and relax in nature!
Connect and get healthy with your significant other.

June is National "Great Outdoors Month!"
Track your burned calories using
MyFitnessPal and get healthy for summer.

myfitnesspal

This ad shows a comparison between two couples. One couple is bored inside watching television and the other is outside enjoying the outdoors. This ad challenges people to change their perception of what relaxation means. It also brings to mind the idea that your significant other would like a change in the daily routine – this would be

the subjective norm. The person reading this ad would feel pressured to spend quality time outdoors. This ad was made to change people's attitudes about how they spend time with their significant other. The new "behavior" would be to get outside. The change in the belief evaluation is that this is a good way to spend time with another person. Finally, the change in belief strength is challenging how people should spend time together.

THEORETICAL RATIONALE: Theory of Reasoned Action

Target Audience: young men and women wanting to change their routine	
Theory categories	**Matching Ad Elements**
Tenet 1: Change behaviors, not attitudes.	The goal is to get people outside the house and active in nature. It is also a goal to get people to track their calories burned using MyFitnessPal.
Tenet 2: There is a relationship between intentions and behaviors: 1) volitional control; 2) correspondence between intentions and behavior (action, target, context, and time); 3) time between the intention and the behavior.	1) An individual has control over how they spend time with another person. 2) Action: get active, Target: get outside, Context: nature, Time: during the month of June (National "Great Outdoors" month) 3) This ad could be put out at the end of May so people can prepare to get active during the month of June.
Tenet 3: Attitude toward behavior – the strength, salience, and type of beliefs will affect behaviors.	Existing attitudes may be that spending quality time can only be spent in doors and that people don't want to be active.
Tenet 4: Subjective norm – attitudes and thoughts about the beliefs of salient others and motivation to comply (or be in agreement with) salient others.	People care what their significant other thinks about spending time together. They want their significant other's opinions and they want to be happy in the relationship.
Tenet 5: People have a different balance between their reliance on their own attitudes and the attitudes of others.	A person in a relationship is more other focused. They want to ensure their partner is happy.
Tenet 6: All these issues lead to an intention (or not) to adopt a behavior, and hence to the adoption of a behavior (see tenet 2).	A couple reading this ad may be thinking of new things to do together. This would encourage them to get outside and be active. They may change their Saturday routine by going on a hike instead of watching tv.

It's you versus you.

MyFitnessPal helps you make better choices for your weight-loss needs.

Download the App or your Android or Apple phone today and see results in no time.

Using MyFitnessPal is easy: type in the food you want to eat into our extensive database and see the calories, fat, protein, and carbohydrates immediately.

MyFitnessPal helps you make healthy choices and is recommended by physicians for weight-loss.

This advertisement is meant to allow people to understand that they have control over what food they put in their body. MyFitnessPal can help someone make better choices by looking up food on their database before consuming. This is not necessarily saying that a cupcake is bad for you; however, it is allowing the person using the app to make a decision on his or her own. Having the app on your phone is convenient and easy to use.

THEORETICAL RATIONALE: Theory of Planned Behavior

Target Audience: Men and Women looking for ways to lose weight	
Theory categories	**Matching Ad Elements**
Tenet 1: Focus on behaviors rather than attitudes, includes behaviors that are under volitional control and those that are not.	The goal is to encourage people to make healthier choices for their own weight-loss needs.
Tenet 2: Attitude toward behavior – the strength, salience, and type of beliefs will affect behaviors.	People currently think they have to give up the "good" food if they want to lose weight. This ad doesn't make cupcakes look bad, it just allows the person to know that they have control and can choose what to either (thus the "or" instead of "vs" between the foods).
Tenet 3: Subjective norm – attitudes and thoughts about the beliefs of salient others and	In the case of this ad, it mentions that doctors support this app as a weight-loss

motivation to comply (or be in agreement with) salient others.	tool. Most people wouldn't think to be in agreement with their doctor but this could change their perception of the app.
Tenet 4: People have a different balance between their reliance on their own attitude and the attitudes of others.	This person would be more self-focused. They would want to choose to make healthier choices based on their needs.
Tenet 5: People perceive whether or not they have volitional control over a given behavior.	Some people may think that they do not have control over what they eat. This advertisement doesn't challenge them, instead it informs them that MFP helps them make better choices based on the food database. People will then realize that they have control over what food they consume.
Tenet 6: All these issues lead to an intention (or not) to adopt a behavior, and hence to the adoption of a behavior (see tenet 2)	The behavior to adopt would be to check the MFP database before eating anything to ensure that all nutrients are being met for the day. It is the hopes to inform consumers of what they're putting in their body and giving them a choice instead of telling them what to eat.

What's better than losing weight?

Keeping it Off!

MyFitnessPal helps you lose weight and keep it off! MyFitnessPal offers:
- Calorie counter
- Fitness and burned calories tracker
- Nutrient information (know how much fat, protein, and carbohydrates you've consumed)
-Built-in goal tracker
- Large food database
- Accountability: friends can lose weight together!
- Accessibility: can be used on many different devices
- Easy to understand application!

Download MyFitnessPal today and start losing immediately!

Results may vary. Consult your physician before beginning any diet or exercise program.

This ad has lots of information to inform the consumer of the MyFitnessPal application and all it has to offer. It shows a woman with fruits and screen shots of the application. It also lists ways that a person could benefit from using the app. This ad allows someone to thoroughly think about the choices they are making regarding their health and eating habits. This ad involves "high elaboration" due to all the graphics and text on the page. It also helps motivate the reader with the question of "What's better than losing weight?" and the answer of "keeping it off!" It is also motivating because of how easy the application is to use and all the great features of it (ability). The person reading also feels involved because they are able to download the application whenever they want and it will help them lose weight.

THEORETICAL RATIONALE: Elaboration Likelihood Method (ELM) Central Route

Target Audience: Women wanting to lose weight	
Theory categories	**Matching Ad Elements**
Tenet 1: There are two ways to persuade: through thinking and through feeling.	This ad causes the person to think about what's better than losing weight and also makes them feel empowered because of

	how easy it is to track their food on the app.
Tenet 2: The central route is one where people think, use cognition: 1) product is expensive; 2) complex; 3) difficult to attain; 4) unfamiliar.	People may feel is difficult to attain the girl's figure so they will read the ad and think of ways that using the app will help them lose weight and potentially look like the girl in the ad.
Tenet 4: The central and peripheral routes require different strategies. Central require: attention, interest, comprehension, acceptance, motivation, and retention.	Attention: The question is the attention grabber. Interest: People reading the ad are interested in losing weight. Comprehension: The reader is able to quickly read through the features of the app and comprehend how easy it is to use. Acceptance: People accept that they can use the app because it is free and easy. Motivation: People are motivated to lose weight because of how simple the ad makes it sound. Retention: the reader can see the picture of the screen shots and visit the app to learn more about the process.

Elaboration Likelihood Method (ELM) Peripheral Route

Tami lost 150lbs using MyFitnessPal!
YOU CAN, TOO!

MyFitnessPal is FREE and EASY to use!
DOWNLOAD TODAY!

This ad is a quick read for consumers who do not have a long attention span. It requires little thought and offers obvious cues (FREE and EASY). It shows someone who used the app and lost weight, which could be considered a consensus (this could be proved in additional ads with people who have used the app and lost weight as well). This ad also provides the reward of weight loss by using the app.

THEORETICAL RATIONALE: Elaboration Likelihood Method (ELM) Peripheral Route

Target Audience: Women wanting to lose weight	
Theory categories	**Theory categories**
Tenet 1: Peripheral cues: shortcut in assessing the message.	The peripheral cues in this add are the words that are capitalized. They allow the reader to skim the ad without missing the point.
Tenet 2: The peripheral route is one where people are not motivated to think about the product, service, or idea because it is 1) inexpensive; 2) simple; 3) taken for granted – commodity; 4) easy to find; 5) familiar.	1) MyFitnessPal is free, 2) Easy to use, 3) accessible for all devices, 4) searchable online, and 5) a very popular app. It is used by many people and this ad could continue on to mention more people who have found

	success in losing weight by using the app.
Tenet 3: Scripts (allows us to function efficiently with little effort): 1) Source credibility and attractiveness, 2) Rewards or punishments, 3) Number of arguments, and 4) Others' reactions.	1) the source is an actual user who lost weight (one might consider her more attractive after the weight loss), 2) the reward is that losing weight will make you happier, 3) this ad doesn't present many arguments due to how concise it is: the argument presented is that you can lose weight and that the application is easy to use, 4) Lastly, others might find her weight loss to be a positive thing and may encourage the someone else to try the app.
Tenet 4: The central and peripheral routes require different strategies. Peripheral requires: presence, high frequency, and hook.	This ad can be present on all social media outlets as advertisements for the app, it can show up frequently and over a period of time (with other examples of weight loss), and the hook is the picture, amount of weight lost, and that YOU can do it too.