

Framework	Expected effect	Example
Sales response	Immediate action	direct response ads & store sales ads
Persuasion	Rationally-based interest, further enquiry	Virgin, Volvo
Involvement	Enhanced emotional bond with brand	Coca-Cola, Peugeot
Saliency	Interest in ad itself - increase brand's importance	Most fragrance ads

While every ad will use at least one, many will use more.