

# Pumping Steel and Sex Appeal: Message Strategies and Content in Dietary Supplement Advertisements

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## Abstract

*Existing in a regulatory gray area as neither a food nor a drug, dietary supplements have fierce controversies over safety and regulation. This regulatory state can create a problem if the persuasion of supplement ads convince consumers to purchase harmful products. Using Taylor's Six-Segment Message Strategy Wheel, this study analyzed the relationship between informational print ads for dietary supplements and transformational message strategies. Transformational strategies, appeals to viewer's emotions or sense of self, were used more frequently in ads than their Informational counterparts, revealing that supplement manufacturers may be selling their products based on a better body image than actual health benefits. A lack of information about supplement ingredients and effects in ads also revealed an imbalance between information and persuasion.*

## I. Introduction

Pressure to conform to increasingly unrealistic societal definitions of beauty and physical fitness is constantly increasing, and to meet that goal people take a variety of measures. A quick glance inside a fitness magazine quickly reveals that dietary supplementation is an immensely popular method of achieving a better physique. It seems as if every other page of these magazines is an advertisement for a pill or powder that can make users run faster, lift heavier, or drop weight effortlessly.

In the fitness world, countless supplements make promises of better performance and faster results, but their ingredients and efficacy are largely unregulated. Some companies conduct third-party tests and clinical studies to reinforce their claims, but there are no major dietary supplements (DS) that are approved by the Food and Drug Administration (FDA).

The FDA does not require supplement manufacturers to register their products or obtain approval prior to releasing them on the market. In lieu of official registration, the FDA has strict guidelines on what can and cannot be sold as a dietary supplement and regulates "product information, such as labeling, claims, package inserts, and accompanying literature" (FDA 2012) to protect consumers from harmful products. DS manufacturers are responsible for ensuring the safety of their products, adhering to guidelines of quality control and packaging, and reporting major adverse effects, but the FDA does not check that all products meet the guidelines. Because of this, potentially harmful side effects may occur from products that were not thoroughly tested.

The Federal Trade Commission (FTC) is the regulatory body for advertising of dietary supplements.

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The FTC ensures that claims made by supplement advertisers have proper substantiation to protect the public from misleading or false advertising, and those familiar with dietary supplements will know the phrase “this claim is not supported by the FDA” contained in many DS ads and labels. But neither the FDA nor the FTC provides regulations on the amount of information manufacturers and advertisers need to provide for their audiences through advertising. No standing guidelines require advertisements to tell consumers the ingredients of a supplement or how that supplement works, so many ads neglect to do so.

Even with the knowledge that the government does not substantiate claims made by supplement producers, consumers are still willing to pay for the possibility of a better body. The desire to achieve an ideal physique is strong enough to sell supplements even with no guarantee of results and the accompanying risk of harm. This research aimed to study the relationship between the egotistical or social desire to be physically fit and dietary supplement advertisements. Using content analysis of magazine advertisements for dietary supplements, this study compared the type of appeal used in advertisements, as defined by Taylor’s Six-Segment Message Strategy Wheel, with the amount of quality information regarding effects and ingredients of the supplements.

## **II. Literature Review**

### ***The Dietary Supplement Industry and Advertising Regulation***

The dietary supplement industry in the U.S. has grown steadily over the past 20 years with 49% of the population reporting they have used at least one supplement. In 2010, DS industry revenue was estimated to be \$27.9 billion and the same source predicted that its revenue in 2016 would reach \$34.7 billion. There are approximately 30,000 different DS products available in the U.S., with 1,000 more being introduced every year. Despite the prominence of this industry and frequency of DS use by a majority of people, 52% of users are unaware that these products are not government approved or evaluated, according to a survey by Ashar and others (as cited in DeLorme, Huh, Reid & An, 2012).

Dietary Supplements are defined as “any product designed to supplement the diet that bears one of the following ingredients: a vitamin, a mineral, a herb or other botanical agent, an amino acid, weight-loss supplement, or herbal remedy” (Main, Argo & Huhmann, 2004, p. 29). These supplements fall under their own regulatory area under the United States Food and Drug Administration as they are not subjected to the same standards of medical drugs or food products. The 1994 Dietary Supplement Health and Education Act (DSHEA) redefined the classification of DSs, putting them into a unique category as neither a food nor a drug. Under DSHEA, the safety and efficacy of DSs didn’t have to be approved or evaluated by the FDA before being marketed to the public and it became the responsibility of the FDA to demonstrate a product is unsafe before taking action against a manufacturer. The FDA is also charged with regulating the labeling of DSs, ensuring the claims on labeling fall within one of three allowable categories: health, nutrient content, or structure/function (DeLorme *et al.* 2012).

While labeling is covered by the FDA, advertising for DSs falls under the jurisdiction of the Federal Trade Commission. The FTC’s regulations hold supplement advertising to the same truth-in-advertising standard as it does all advertisements, requiring all claims to be supported by “competent and reliable scientific analysis” (US FTC, 1998). Guidelines put forth by the FTC in 1998 extensively describe the requirements for substantiating claims made in supplement advertising, but anything beyond ensuring the accuracy of claims is left up to self-regulation within the advertising industry (DeLorme *et al.* 2012).

Self-regulatory bodies such as the National Advertising Division and Council for Responsible Nutrition “review nationally disseminated advertising for truth and accuracy” (Villafranco & Lustigman, 2007) and have recently made increasing efforts to scrutinize DS advertising (DeLorme *et al.* 2012), but these organizations continue to focus on the same areas as the FTC. There are no regulatory bodies that monitor the message content of DS ads beyond the validity of the products claims.

## Message Strategy in Supplement Advertising

The current study aimed to fill in the gap in research pointed out by DeLorme *et al.* (2012) “regarding the balance of information and persuasion” in DS advertisements. Previous studies have suggested that because dietary supplements have the potential to harm consumers, DS advertisements can pose a threat if they do not adequately or accurately inform consumers about the product. One study showed that 60% of regular DS users were likely to believe the ad claims, and many had such strong beliefs that they would continue taking them even if the products were demonstrated to be ineffective (Blendon, DesRoches, Benson, Brodie & Altman 2001; DeLorme *et al.* 2012).

Williams’ article in the Journal of Exercise Physiology (2004) gave a unique perspective on the health risks associated with the advertising of fitness supplements. She asserted that the over-idealized images used to advertise supplements and a lack of quality information about the products are a dangerous combination.

Another study by Main *et al.* (2004) compared message appeals in prescription drug advertising to that of over-the-counter medicines and DSs, classifying the ads visuals and headlines as emotional or rational appeals. A rational appeal was defined as “a factual presentation” of a product that tends to motivate consumers through informational and logical arguments while an emotional appeal is generally defined as attempting to evoke an affective response to influence consumer attitudes and choice behavior. They found that emotional appeals were used in 56.6% of DS ads, while rational appeals appeared in only 43.5% of the ads. Dietary supplements only appeared briefly for comparison to the medical drugs being studied in Main, leaving a gap in the research between DSs and their more regulated medical counterparts.

To more completely evaluate the message strategy in DS advertisements, this study utilized Taylor’s Six-Segment Message Strategy Wheel as a theoretical model. Taylor’s model combines a multitude of psychological and communication theories to produce the most comprehensive model of its kind.

Taylor’s model (Chart 1) is based on a combination of Transmission and Ritual models of communication. It is also frequently referred to as informational and transformational models or stated previously as models based on rational and emotional appeals. Taylor took these theories further, breaking each down into 3 more segments. The ego segment of Taylor’s model is defined as advertising to the individual’s sense of self. The social segment appeals to a sense of belonging and social approval. The sensory segment focuses on a rewarding experience of one of the five senses. The ration segment contains the most logical appeals, often including the “reason why” copy. Acute Need refers to situations where consumers must purchase now and don’t have time to gather information before making a decision. In the routine segment, ads will provide a cue for how consumer needs can be met and try to create a habit or routine. For this study, the author formulated two research questions:

RQ1: What segment of Taylor’s Six-Segment Message Strategy Wheel do dietary supplement advertisements fall under most frequently?

RQ2: What is the relationship between the main appeal of an advertisement and the amount of information provided in the ad?

## III. Methods

### Content Analysis

This study used content analysis in order to thoroughly analyze the textual and visual message strategies present in dietary supplement ads. Content analysis describes a flexible method of analyzing data ranging from impressionistic, intuitive, interpretive analyses to systematic, strict textual analyses (Hsieh & Shannon, 2005). Researchers using this method create customized coding processes to index the information relevant to their research questions or can

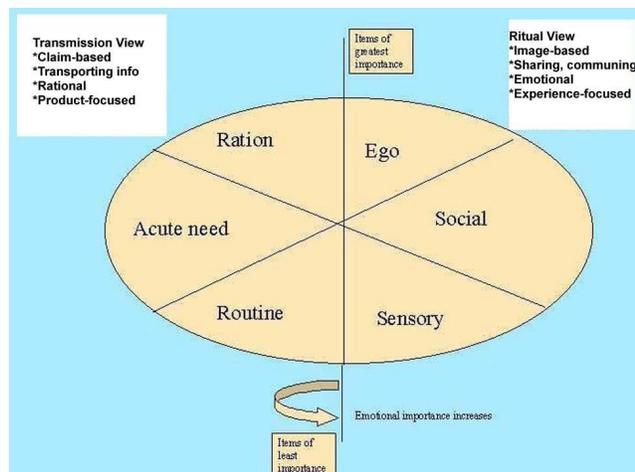


Chart 1. Taylor’s model

build upon coding schemes of others (Hwang, MacMillan, & Lee, 2003). Due to this versatility, the popularity of this research method increased drastically over the past few years, from only 76 studies reporting its use in 1991 to over 600 in 2002 (Hsieh & Shannon, 2005).

Content analysis is applicable to both qualitative and quantitative studies. Both approaches using this method involve sampling relevant text and contextualizing the content using prior knowledge to answer predetermined research questions. The biggest difference lies in how data is collected and analyzed. Quantitative analyses begin from a research question or hypothesis determined before the research is conducted. Coding systems are created “a priori” or before the content analysis begins and are specifically designed to test or determine certain aspects of the content. In a qualitative analysis, the researcher will begin analyzing the content without a predetermined coding scheme and allow correlations in the content to form naturally. The data collected is then analyzed with the constant comparative technique based on emergent patterns, relationships and categories that are continually refined as new data are compared with old data (Hsieh & Shannon, 2005).

### **Sampling Process**

This study used both a qualitative and quantitative approach to content analysis. Eighty-two print advertisements for fitness-related dietary supplements were selected to adequately analyze the relationship between the type of message appeal and the information provided about the supplement. Two publications with strong focuses on physical fitness and overall health were chosen to create a sample with a concentration on fitness. Popular men’s fitness and lifestyle magazine *Men’s Health* and bodybuilding magazine *Muscle & Fitness* were chosen to get advertisements geared toward men ranging from innocuous meal replacement supplements to the more intense bodybuilding supplements, which tend to contain a higher number of unfamiliar ingredients with possible health risks.

Advertisements were chosen based on the FDA definition of dietary supplements as any product “containing a vitamin, a mineral, a herb or other botanical agent, an amino acid, weight-loss supplement, or herbal remedy.” The study only used ads that were at least a full page in size. Fourteen ads from five issues of *Men’s Health* and 70 ads from 3 issues of *Muscle & Fitness* gave a total of 83 coded advertisements.

### **Coding Process**

A coding scheme (Appendix A) was constructed based on the coding scheme from Hwang, McMillan & Lee and used to record the relevant components each advertisement contains (2003). The author coded the sampled ads for the type of supplement being advertised and the message strategy of three parts in advertisements: headlines, images, and body copy.

The headline was defined as the primary message of the advertisement and usually discerned by its placement and prominence on the ad. Headlines were coded for segments of Taylor’s Six-Segment Strategy Wheel. Each advertisement could be classified into more than one of the six categories on the wheel if it has multiple kinds of appeals. Headlines were then coded based for a General Message Strategy of transformational or informational based on a 5-point Likert scale from “Entirely Transformational” to “Entirely Informational” with “Both Informational and Transformational” in the middle. General Message Strategy was determined by which Taylor segments were present in each headline. If the headline contained only transformational segments, such as Ego, Social, or Sensory strategies, it was coded as Entirely Transformational; if only informational segments, such as Ration, Acute Need, or Routine, were present, it was coded as Entirely Informational. When an ad had more informational segments than transformational ones, it was coded as More Informational. When an ad had two segments evenly, it was coded as Both Informational and Transformational. For example, the headline “Pure Power. Raw Energy.” was coded as containing elements of Ego for its appeal to increasing one’s own power and Sensory for the physical sensations that “raw energy” is meant to evoke. The measurement of this headline on the General Message Strategy, therefore, was Entirely Transformational.

The same coding scheme was applied to analysis of images. Images were further coded with 4 dichotomous questions: if the supplement is shown, if the supplement is shown in use, if the image contains a person, and if the person or supplement is the main focus of the image.

The author evaluated the tone of the body copy for the general message strategy present in each ad’s copy. Body copy was further analyzed focusing on 7 variables that could be answered “yes” or “no.” These included references to a scientific study, price, taste, testimonials, specific ingredients, and health ben-

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efits, with the presence of the FDA disclaimer as the final variable.

The coding results were analyzed for common trends among the advertisements.

## IV. Findings

### *Message Strategies*

By coding a total of 82 dietary supplement advertisements, this study tried to answer which type of message strategy as defined by Taylor's Message Strategy Wheel was most frequently used in DS advertising. Of the six segments, only Ego, Social, Sensory, and Ration appeared with any frequency in the headline, image, or body copy of advertisements as displayed in Table 1.

**Table 1: Presence of Taylor Segments in the 3 Components of DS Advertisements**

Segment	Headline (%)	Image (%)	Body copy (%)
<b>Ego</b>	68	62	44
<b>Social</b>	17	7	12
<b>Sensory</b>	24	28	18
<b>Routine</b>	0	0	0
<b>Acute Need</b>	0	0	1
<b>Ration</b>	55	48	82

Ego appeals were the most prevalent in the headlines and images of the advertisements, followed by Ration in both cases. Under body copy the relationship was reversed, with Ration appeals appearing more frequently than Ego.

It's important to remember that these numbers don't represent a mutual exclusivity of appeals. Most of the advertisements coded in this study contained multiple appeals throughout the headlines, images, and copy. Combining these numbers with the overall message strategies shown in Table 2 creates a more informative picture of how these appeals are being used.

**Table 2 General Message Strategy in the 3 Components of DS Ads**

Overall Strategy	Headline (%)	Image (%)	Body copy (%)
<b>Entirely Transformational</b>	44	52	11
<b>More Transformational</b>	12	9	23
<b>Both</b>	13	1	16
<b>More Informational</b>	17	13	10
<b>Entirely Informational</b>	13	24	32

Evaluating the overall message strategies in the advertisements' three main components revealed a strong tendency towards transformational appeals (Ego, Social, and Sensory) in both the headlines and images. Body copy was the only section where informational appeals were used more frequently than the transformational counterpart.

From the information presented in these two tables, it can be found that DS advertisers put stronger focus on transformational appeals to capture potential customers' attentions with headlines and images, rather than informational appeals. 34 of 82 ads (42%) featured predominantly transformational appeals in both the

Headline and Image, and 23 of those (68%) were balanced by a predominantly informational body copy.

### **Information and Content**

The second research question of this study aimed to analyze the information given about supplements in their advertisements. One of the most important features the author looked for was the presence of the DSHEA disclaimer: “These statements have not been evaluated by the FDA. This product is not meant to diagnose, treat, cure or prevent any disease.” Exactly 50% (41 ads) printed this disclaimer on the advertisement. While this disclaimer isn’t legally required of all DS advertisements, its absence has potential to mislead uninformed consumers into believing that the product is government approved, effective, and safe. The guidelines for the disclaimer in DS advertisements from the FTC are not perfectly clear either, only requiring it if the ad gives evidence that the product has undergone FDA testing.

This study also evaluated 5 elements advertisements used to persuade consumers to purchase their product: scientific backing, price, taste, testimonials, and ingredients. About 14 ads(17%) made some reference to scientific studies or research to validate the efficacy of their product, and 21 ads (26%) touted taste as a reason for purchase. Only 4 ads (5%) made any reference to price, either specifically or just in reference to affordability, and 14 ads(17%) gave a user testimonial in some capacity. All of the DS ads listed some kind of benefit from taking their product. These benefits ranged from vague (“increase performance”) to more specific (“8x more weight loss than other trials”) but only 42 ads (51.2% ) included any specific ingredients to support the claims made. For a majority of the ads, consumers must take it on the word of the advertiser that there is something in the product that actually delivers the promised results.

Overall, this research revealed a lack of quality information about supplements in their advertisements. This lack of important detailed information in addition to a larger presence of transformational message strategy shows an unpleasant trend erring on the side of deception in DS advertising. While it was noted that message strategies in the ads are somewhat balanced, a message strategy focuses more on how information is stated than what information is actually present. Even in the 13 ads (16%) that used a more or entirely informational strategy in all three categories, only 7 contained a benefit and specific ingredient associated with it.

To further analyze the informational content of the DS advertisements, the author broke down the ads into 12 categories of supplement types. Table 3 shows the distribution of 87 supplements over nine categories, with a final category labeled as “Other” combining three categories that contained only one supplement each. Four advertisements featuring more than one supplement caused a disparity between the total number of ads (82) and supplements(87).

**Table 3 Categories of Supplements and Frequency in the Sample.**

<b>Supplement type</b>	<b>Frequency</b>	<b>Percentage of total ads</b>
<b>Protein</b>	23	26.4
<b>Pre-Workout</b>	21	24.1
<b>Thermogenic</b>	15	17.2
<b>Creatine</b>	6	6.9
<b>Amino</b>	5	5.7
<b>Testosterone</b>	4	4.6
<b>Mass Gainer</b>	4	4.6
<b>Meal Replacement</b>	4	4.6
<b>Multivitamin</b>	2	2.3
<b>Other</b>	3	3.4
<b>Total</b>	<b>87</b>	<b>100</b>

Using these supplement categories, the data were analyzed for each type of supplement. Table 4 shows the percentage of ads in 6 of the categories that list a specific ingredient to substantiate their claimed benefit and the percentage using the FDA disclaimer. These two factors were found to be most relevant as they directly relate to safety and efficacy concerns.

Testosterone supplements were the worst offenders, with none of the ads featuring any specific ingredients and only 2 containing the FDA disclaimer. One ad for QNT TESTEK Testosterone & Anabolic Growth Optimizer listed “a cutting edge, patent pending ingredient” with no identification while claiming it will “raise the testosterone:cortisol ratio up to 184%” and increase “growth factor levels by up to 333%.” There were also no implications that the product was ever tested to validate those claims by any third party.

**Table 4 Body Copy Attributes by Supplement Type**

Supplement type	Frequency	# Listing ingredient	% Listing ingredient	# with FDA disclaimer	% with FDA disclaimer
<b>Protein</b>	23	19	82.6	10	43.5
<b>Pre-Workout</b>	21	5	23.8	13	61.9
<b>Thermogenic</b>	15	4	26.7	7	46.7
<b>Creatine</b>	6	2	33.3	2	33.3
<b>Amino</b>	5	3	60.0	5	100.0
<b>Testosterone</b>	4	0	0.0	2	50.0

Pre-workout supplements and Thermogenics didn't show a marked improvement over testosterone either. Only 23.8% of pre-workout supplements and 26.7% of thermogenics listed ingredients, and in many of the ads the only listed active ingredient was caffeine for energy. When specific active ingredients were listed, it was generally a scientific title, such as “NOSPEP, a unique NOS Activating Bioactive Peptide Fraction” from a pre-workout supplement Vasotropin ad.

## V. Conclusion

The rapidly growing dietary supplement industry has brought on fierce controversy over safety and regulation in recent years. The FDA has a specific category for dietary supplements that allows manufacturers of these products to market them without the FDA testing or approval required of drugs and medications, so these supplements can be said to exist in a regulatory gray area as neither a food nor a drug. The regulations in place require manufacturers to disclose their ingredients and provide an adequate amount of documentation to support and substantiate any major claims made of health benefits, but the qualifications for what claims require substantiation is somewhat loose and subjective, leaving gaps in the system that prevent consumers from fully understanding products.

The FDA's regulations apply mostly to product labeling, while regulation of the advertising for dietary supplements falls to the Federal Trade Commission. The FTC guidelines focus on truth in advertising more than whether the product is safe, creating opportunities for DS advertisers to manipulate the information. As long as DS advertisements make no false claims, the FTC has little restriction, but there are no guidelines on how much information about the product should be given to the consumer in an ad.

Due to the lack of required information or detail about a product's contents or safety, this study investigated the message strategies and informative content present in dietary supplement advertisements in fitness magazines. Using Taylor's Six-Segment Message Strategy Wheel, the research found that DS ads lean more to a transformational message strategy, most often with an appeal to the consumers' sense of self fulfillment, in the headlines and especially images. Only the body copy of ads balanced the transformational appeals with what Taylor calls Ration appeals, which focus more on showing why this product is the rational

choice over other options. Through the stronger presence of transformational appeals, it is clear advertisers try sell their supplements based on a better body image to consumers over any actual health benefits.

Evaluating the information present in DS ads revealed a strong disregard for informing consumers about the product, especially in pre-workout and weight loss supplements, which are controversial due to potential health risks. Less than a quarter of these products list any active ingredients to support the benefits they claim on their ads. The transformational message strategies, such as pictures of extremely muscular men, link the claims to impressions of effectiveness when in reality there are no substantial reasons to believe most of the claims made in DS ads. Even in the body copy of the ads, where rational appeals are more common, there is a distinct lack of information with any substance. The Rational appeals consist mainly of promotions of taste over competitors and vague assertions that the product will “increase performance and workout intensity.” Some products rely on testimonials and quotes as evidence of the product efficacy but these can be misleading to consumers as the results shown in these testimonials are not typical of average users. Third-party scientific studies are another way advertisers garner credibility for their products, but only 17% of the ads made reference to them.

The results in this study somewhat echo the findings in Main *et al.* (2004). In that study, 56.5% of DS ads were found to use emotional appeals that evoke an affective response to influence customer behavior, with only 43.5% of ads featuring a rational appeal in either the headline or visual. The emotional and rational appeals in that study are comparable to transformational and informational appeals in this research, which found only 55% of ads contain an informational appeal in either headlines or images. The body copy data in this study, which was not present in Main’s study, slightly contradicts those statistics with 82% containing an informational appeal, but given prominence of headlines and visuals over body copy, the latter has less bearing on the ad as a whole.

Ultimately, this research revealed a strong imbalance between information and persuasion. These supplements are sold with promises of improving various aspects of people’s lives with little proof to their efficacy and no information about what users would be putting into their body and the adverse effects it may have on them. FTC regulations on advertising do not put enough emphasis on requiring manufacturers and advertisers to provide adequate information about a product and its ingredients for consumers to make an informed and safe decision.

### ***Limitations and Future Research***

The biggest limitation of this study is the limited number of ads in the sample. With only one researcher and a short period of time for coding, it was infeasible to increase the sample size to more than 82 ads. Expanding the sample size would provide much more accurate measurements of message strategies, reveal trends on a broader scale, and more completely fill the research gap mentioned earlier from DeLorme et al. (2012). Another limitation is the lack of an intercoder reliability measure.

The coding scheme constructed for this research can serve as a baseline for future research in this field, but requires some adjustment. For use with multiple coders, a detailed definition of some words may be needed for high intercoder reliability.

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## Appendix A: Coding Procedure

Ad ID No. \_\_\_\_\_

Publication \_\_\_\_\_  
Issue \_\_\_\_\_  
Ad Size \_\_\_\_\_  
Supplement Type \_\_\_\_\_

Headline: \_\_\_\_\_

### Segment of Taylor's Message Strategy Wheel

Ration	Ego
Acute Need	Social
Routine	Sensory

### General Message Strategy:

Entirely Trans- formational	Mostly Transfor- mational	Both Info and Trans	Mostly Informa- tional	Entirely Infor- mational
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## Image

Shows Supplement	Y	N
Shows Supplement in use	Y	N
Person in Image	Y	N
Is person or supplement the main focus?		

### Segment of Taylor's Message Strategy Wheel

Ration	Ego
Acute Need	Social
Routine	Sensory

### General Message Strategy:

Entirely Trans- formational	Mostly Transfor- mational	Both Info and Trans	Mostly Informa- tional	Entirely Infor- mational
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## Body Copy

### Segment of Taylor's Message Strategy Wheel

Ration	Ego
Acute Need	Social
Routine	Sensory

### General Message Strategy:

Entirely Trans- formational	Mostly Transfor- mational	Both Info and Trans	Mostly Informa- tional	Entirely Infor- mational
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References Scientific Study	Y	N
References Price	Y	N
References Taste	Y	N
Testimonials	Y	N
Lists Specific Ingredients	Y	N
Health Benefits	Y	N
"Not evaluated by the FDA"	Y	N

### Main points/Claims:

## Appendix B: Message Strategy Definitions

<b>Transformational</b>
<ul style="list-style-type: none"> <li>• Associates the experience of using a brand with a set of psychological characteristic.</li> <li>• Focuses on the users of a brand and their life style, focuses on developing a communication about the brand</li> </ul>
<b>Informational</b>
<ul style="list-style-type: none"> <li>• Provides with factual product information about a brand or a company</li> <li>• Provides with relevant brand data in a clear and logical manner.</li> <li>• Show competing brands, focuses on claims of uniqueness, and provides nature of brands.</li> </ul>
<b>Ego</b>
<ul style="list-style-type: none"> <li>- Appeal to vanity, self-actualization (Not corporate image but consumer image)</li> <li>- Emotional needs relating to self are fulfilled</li> <li>- Image based executions (visual dominance) with little or no factual information</li> <li>- Unstructured and ambiguous enough so each person can fit him/herself into the ad</li> <li>- Usual Strategy*: User image, communication about the brand</li> <li>- Example**: For the computer mania</li> </ul>
<b>Social</b>
<ul style="list-style-type: none"> <li>- Valuing on others' (thoughts, opinions, evaluations, etc.)</li> <li>- Stating to others, not to self</li> <li>- Showing social situation motivating consumers (Group identification)</li> <li>- Showing target market member as socially important to others</li> <li>- Usual Strategy: User image (in a social situation), Use occasion</li> <li>- Example: Share it with a friend / Sept. 11 Tragedy, our hearts and minds are burdened</li> </ul>
<b>Sensory</b>
<ul style="list-style-type: none"> <li>- Five senses emphasized</li> <li>- Sensory gratification</li> <li>- Pleasurable moments</li> <li>- Usual Strategy: Moment of pleasure</li> <li>- Example: Yum! / Feel the speed</li> </ul>
<b>Routine</b>
<ul style="list-style-type: none"> <li>- Habitual purchase / Don't need deliberation</li> <li>- Serving a cue or a reminder (brand name and package emphasized)</li> <li>- Appeal to convenience and trivial interests</li> <li>- Usual Strategy: Hyperbole, Preemptive, Brand Familiarity</li> <li>- Example: Future of memory / Welcome to Mesa Electronics</li> </ul>
<b>Acute need</b>
<ul style="list-style-type: none"> <li>- Limited time to make decision (timely decision)</li> <li>- Serving a cue or a reminder in an urgent situation</li> <li>- Requiring immediate action</li> <li>- Strategy: Brand familiarity</li> <li>- Example: Fall/2001 fashion / Call now to process the claim</li> </ul>
<b>Ration</b>
<ul style="list-style-type: none"> <li>- Rational consumers assumed</li> <li>- Needs a large amount of deliberation (lots of corporate information)</li> <li>- Problem solving offered</li> <li>- Emphasizing the differences or competitive advantages</li> <li>- Usual Strategy: Comparative, USP, Generic</li> <li>- Example: Get the wider picture / Faster Pentium 4 with 256MB memory under \$1,500</li> </ul>

\* Usual strategies in each message strategy are not strictly fixed, since the Taylor's message strategy emphasizes the consumer motivation. These "usual strategies" are traditionally common in each cell.

\*\* Examples here are text-based messages only, but coders should consider the visual as well as texts.