Brand personification in radio advertising. Analysis of the presence and use of the figure of the spokesperson

Salvador Perelló Oliver [CV] [ ] [ ] Associate Professor, Department of Communication and Sociology, School of Communication Sciences, Universidad Rey Juan Carlos / Rey Juan Carlos University, Madrid, Spain - salvador.perello@urjc.es

Clara Muela Molina [CV] [ ] [ ] Associate Professor, Department of Communication and Sociology, School of Communication Sciences, Universidad Rey Juan Carlos / Rey Juan Carlos University, Madrid, Spain - clara.muela@urjc.es

Mª Victoria Campos Zabala [CV] [ ] [ ] Temporary Full professor, Department of Communication and Sociology, School of Communication Sciences, Universidad Rey Juan Carlos / Rey Juan Carlos University, Madrid, Spain - mariavictoria.campos@urjc.es

Abstracts
Introduction: As a form of brand personification, this article analyses the presence of the figure of the spokesperson in its various forms and their use in radio advertising. **Methods:** Quantitative content analysis has been performed on the advertising spots broadcast by the 12 national commercial radio stations with the highest audience shares in Spain (of which three are full-service and nine are themed stations). The sample of adverts featuring spokespeople was composed by 3,890 units. The type of spokesperson has been correlated with other variables such as type of advertiser, product category, type of message and subject pronoun. **Results and conclusions:** Radio, as a medium, is more inclined to make use of voices representing low-profile personalities to the detriment of celebrities who are featured in advertising in other media.

Keywords
Advertising; radio; personification; spokespeople; persuasion.

Contents

Translation by **CA Martínez-Arcos**
PhD in Communication (University of London)

1. Introduction

Advertising is the main source of income for commercial radio and it is configured as another type of content to be broadcast, usually in the form of adverts or spots in commercial breaks – which are spaces separated from programming so that listeners can differentiate advertising messages from other types of content and programming. However, the large majority of these commercial breaks are characterised by their high saturation. Thus, for example, in the second most-popular full-service radio station in Spain, the average presence of advertising in the 13:00 to 14:00 time slot was 29.89%, while the longest advertising break was broadcast on 15 July at 18:43 hours, had 38 ads and lasted 15 minutes (AEA, 2015).

Previous studies agree that radio advertising has not evolved and that it is realistic, rational, hardly creative and not thought-provoking at all (Rodero Antón, 2008; Rodero Antón & Sánchez Serrano, 2007). Radio's current production routines are very similar to those from past decades, with a homogeneous discourse, where product categories as disparate as finance and health share almost identical discursive styles (Perelló Oliver & Muela Molina, 2013). In fact, dramatisation is present in just 1.2% of adverts and 70% of ads have an informative narrative structure (Perona Páez, 2007). Moreover, 23% of the commercial spots include an anonymous voice that describes the characteristics and benefits of the product while 18.7% imitate journalistic genres such as news, reports, interviews, and other radio programmes such as contests and talks shows (Muela Molina, 2010).

In radio advertising, the verbal element provides the information about the advertised product or service, while voice identifies the protagonists of the advert. These elements convey the message based on one of the various execution styles, such as demonstration, comparison, endorsement and testimonials, slice of life, celebrities, fantasy, dramatisation and humour (Belch & Belch, 2007). In this sense, there are different mechanisms that can be used in advertising to embody the brand with a personality, i.e., to personify the product (Fleck, Michel & Zeitoun, 2014). The most generic way to classify endorsers is the famous and not famous model. However, most authors offer a more detailed typology that differentiates between four different types (Belch & Belch, 2013; Fleck *et al,* 2014; Friedman, Termini & Washington, 1976; Khatri, 2006; Stafford et al., 2002; Stephens & Faranda, 1993): 1) celebrity; 2) consumer; 3) professional/expert; and 4) company's employee.

Thus, the study of the figure of the spokesperson in advertising has received much attention from researchers from many different areas, in particular, to demonstrate that its inclusion in an advertising message increases its effectiveness (Mittelstaedt *et al.,* 2000). However, the study of spokespeople in the medium of radio has not received much academic attention. In Spain, radio has an audience of 25,505,000 listeners (AIMC, 2017), which is the second largest audience, just behind television. For

Spaniards, Radio is also the preferred medium to obtain information and is considered to be the most influential and trusted medium (82%) above the press (55%) and television (51%) (Metroscopia, 2017). Therefore, the main interest to carry out this work is to provide valuable information about the use of spokespeople in advertising in such an influential medium as radio, and about the features of the message related to such participation.

The analysis of the presence of spokespeople in radio will allow us to delve into the behaviour of the advertiser and its preferences when it comes to choosing a voice to deliver the message. However, it is also important to know the level of involvement of the endorser with the product and the brand through the message, i.e., his/her proximity and experience, or lack thereof, when describing or recommending the product. Therefore, for the purposes of this work, the spokesperson in radio is understood as the voice that addresses the audience on behalf of the advertiser to describe the product (Blakeman, 2007). Using the theoretical framework of the Elaboration Likelihood Model and the Meaning Transfer Model, the general objective of this research is to analyse the presence and use of spokespeople in radio. The specific objectives are as follows: 1) quantify the presence of the spokesperson in radio; 2) analyse the components and factors related to the use of these personalities to learn about the practices of advertisers regarding the choice of a voice; and 3) analyse the characteristics of the involvement of the spokesperson with the message.

2. Theoretical framework and research questions
2.1. Use of spokespeople and predominance of celebrities in advertising

The Elaboration Likelihood Model (ELM) suggests that there is a central route and a peripheral route for persuasion in advertising (Petty, Cacioppo, 1986). The cognitive processing of the message is based on the central route, in which the recipient of the message is motivated to think about the information and arguments put forward in it. The use of spokespeople can act as a peripheral variable since "the attitude issue or object is associated with positive or negative cues, or because the person makes a simple inference about the merits of the advocated position based on various simple cues in the persuasion context" (Petty, Cacioppo, & Schumann, 1983: 135). The Meaning Transfer Model is based on the idea that celebrities add value through the meaning transfer process in contrast to anonymous actors or models given that "celebrities deliver meanings of extra subtlety, depth, and power" (McCracken 1989: 315). Moreover, the literature that has analysed the presence of celebrities in advertising has used, usually, the source credibility model (Ohanian, 1990), which shows that a recommendation made by an expert or an unknown person is more effective than the one made by a celebrity (Biswas *et al*., 2006; Eisend & Langner, 2010; Gaied & Rached, 2010).

Another variable that has received enough attention is adequate congruence or identification and correlation between the personalities of the brand and the celebrity. Thus, for Farhat and Khan (2011), the congruence between the endorser and the brand's personality is very important to increase the success of the brand, while for Fleck *et al*., (2012), the recommendation made by a celebrity is effective when it is consistent with the brand, but also when the celebrity is liked and popular; i.e., the effect of congruence and sympathy is essential in terms of the effectiveness of the message. In this sense, for Rossiter & Smidts (2012), celebrities who fit the personality of the product can be more persuasive while for Erdogan and Baker (2000), incorporating a celebrity has limited persuasive effects.

Although most works have used experimental techniques to demonstrate the effectiveness of celebrities, content analysis is considered the most suited technique to analyse the form and presence of spokespeople in advertising (Belch & Belch, 2013; Black & Choi, 2013; Choi, Lee & Kim, 2005; Hsu & McDonald, 2002; Stout & Moon, 1990). In addition, previous studies have focused on television and graphic media -especially magazines. The literature review did not reveal any specific work on the figure of the spokesperson in radio advertising.

2.2. Presence of spokespeople in radio advertising

Radio has the second largest audience, just after the television, and is one of the most influential media on the public opinion, so that certain categories of product advertising are forbidden or very regulated, as it is the case with tobacco, alcohol, health, food and cosmetics. On the other hand, certain personalities with greater social recognition such as celebrities pose greater investment for an advertiser who wants them to hire them for a campaign, so not all brands can integrate a celebrity in their advertising. Based on this fact, and according to previous studies (Belch & Belch, 2013; Choi *et al.,* 2005; Stout & Moon, 1990), it is necessary to establish the presence of spokespeople according to product categories with high or low involvement (Petty, Cacioppo, &Schumann, 1983) and the advertisers that use them the most, to answer the first research question:

RQ1: What is the presence of the different types of spokespersons by type of advertiser and product category?

The intention of the advertiser when using spokespeople in the advertising message is to convey the perceived trustworthiness and create an image for the brand based on the person rather than on the product itself (Kertz & Ohanian, 1992). On the other hand, Priester and Petty argue that if listeners "can be confident that an expert source will be willing to provide accurate information because of his or her high trustworthiness, they may forgo the effortful task of scrutinising the message and, instead, unthinkingly accept the conclusion as valid" (2003: 409). Along this lie, Buchholz and Smith (1991) believe that highly involved consumers are exposed to advertising in radio, so it is important to analyse who is the spokesperson and the role he/she plays as such. Moreover, the analysis of the type of message will show the way the spokesperson addresses viewers to recommend a product, i.e., as a consumer or as an expert and with what narrative style (Khatri, 2006; Seno & Lukas, 2007). Both issues are specified in the following research question:

RQ2: What is the most prevalent type of spokesperson and type of message?

For Keel and Nataraajan, the perception of the endorser's involvement in the message "exerts more influence on consumers' attitudes and purchase intent than actual involvement" (Keel & Nataraajan, 2012: 695). In this regard, two advertising strategies are used to increase listeners' perception of the endorser's involvement with the advertised product, service or brand: the testimonial style, in which the spokesperson introduces himself/herself as a user of the product, and the first-person pronoun "I", which gives way to different sales pitches. Thus, the first-person pronoun "I" is used when the spokesperson speaks directly to the audience. The "I" is also known as the "implied author" because the presenter reveals personal details about himself/herself. What the "I" says is assumed to be "true" because it is a sincere revelation of a presenter who has no reason to lie (Tulloch, 2014: 636). The presence of the first-person pronoun in a radio advertisement is related to the idiosyncrasies of a

medium where a narrator, often speaks confidentially to a listener in an intimate manner (Stern, 1991: 16).

Meanwhile, the third person is referred to by proper nouns like "he", "she", and is "an authoritative source that stems from both omniscience and impartiality (she or he knows everything, but is not directly involved)" (Stern, 1991: 13). In general, a radio presenter is perceived as a vehicle for informational appeals and as a truthful commentator who aspires to win the trust of an audience when their objective is to convey information about the advertised products or services rather than talk about himself (Stern, 1991). Therefore, the form of the pronoun used in the message is one of the main indicators of the involvement by the spokesperson in the production of the message, which leads us to the next question:

RQ3: What is the involvement of radio presenters by subject pronoun used in the advertising message?

3. Methods
3.1. Sample

The conception of this work and its objectives require quantitative research based on content analysis as "a research technique for the objective, systematic and quantitative description of the manifest content of communication (Berelson, 1952: 18). The sample selection followed a strategic approach focused on national commercial radio stations with the largest audience shares according to data from the 2016 General Media Survey (EGM) of the Media Research Association of Spain (AIMC). The month chosen for the sample selection was June 2016 due to its higher advertising investment according to Infoadex, the annual study on advertising investment in Spain.

Once the radio stations were identified, the sample units were taken from the commercial stations with national coverage in Spain: *Cadena Ser, Onda Cero* and *Cadena Cope* (full-service format); *C40, Dial, Europa FM, C100, Rock FM, Kiss FM, Máxima FM, Radio Olé* and *M80* (music). The full 24-hour broadcast programming of these 12 stations was recorded over four weeks, on three consecutive days (Tuesday, Wednesday and Thursday) on an external storage device. Afterwards, audio computer software (Sony Sound Forge Audio Studio 9.0) was used to analyse all recordings for registration and coding of variables.

The validity and representativeness of the selected sample (Neuendorf, 2002) is guaranteed, since it incorporates the entirety of adverts broadcast by commercial stations –therefore, private– with national coverage, selected according to the aforementioned criteria. To preserve the reliability of the content analysis (Neuendorf, 2002), first, a member of the research team performed the active listening of the 288 hours of programming to configure a sample composed of a total of 3,909 adverts. Of these units, we only considered those in which the description of the product or service was performed by a single voice. Therefore, we did not consider the introductory part of ads that referred to previous situations or reproduced scenes in which the product could be alluded but not described. The analysis neither took into account the final part of the message that often includes the data of the advertiser, such as telephone number or website. The application of these criteria resulted in a sample of 3,890 adverts that use a spokesperson, which were analysed, in a second phase, by two different encoders trained for this task.

3.2. Variables

The previous review and research questions have been the basis to operationalise the variables with their corresponding attributes.

1) Radio station format: (1) Full-service and (2) music.

(2) Type of advertiser: (1) multinational; (2) national; and (3) local.

(3) Product category. The content of this variable is based on the criteria developed by Infoadex to classify adverts according to the general market areas where the object of consumption operates. However, this classification is little operational due to their enormous dispersion that hinders quantitative studies where the variables have many attributes. Thus, we replicated the classification developed by Muela Molina and Perelló Oliver (2012), which includes a new variable that combines products categories with the advertising discourse in a more operational way: Product macro-category, which was developed to improve heterogeneity between the different attributes that compose it and to ensure internal homogeneity in terms of the initial categories used by Infoadex. In this way, the variable consists of five attributes, which have allowed us to characterise the content of the sample in a more operational way: (1) Home and Housing, which includes Food; Drinks; Construction; Distribution and Restaurants; Energy; Home; Cleaning; Telecommunications and Internet; 2) Health and Beauty, which results from the integration of Beauty and Hygiene; Sports and Leisure; Personal Items; Health; Textiles and Clothing; 3) Leisure and Culture combined: Culture, Education and Media; Transportation, Travel and Tourism; 4) Finance, which results from combining Finance and Miscellaneous; and (5) Services, which integrates: Cars; Work Material, Electronics/IT, and Retail; Industrial, Work Material, Agriculture; Public and Private Services.

(4) Type of spokesperson. For the purpose of this research, spokesperson is understood as the person who, on behalf of the advertiser, delivers the advertisement and describes the product. The classification includes the following attributes: (1) Celebrity: Film; Music; Sports; Fashion; News and Media; (2) Company's employee; (3) Professional expert; (4) Consumer; (5) Radio presenter: anonymous, usually unidentified, voice.

(5) Type of message. Depending on the level of involvement of the endorser with the message, the attributes of this variable have been operationalised as follows: (1) Mention: the spokesperson refers to a brands or advertises a product through a descriptive message with low or no involvement; (2) Testimonial: in an explicit way, the message is based on the experience of the presenter who describes the product with a high level of involvement, recommends its characteristics and benefits and shares with the listener his/her positive experience and knowledge as a consumer.

(6) Subject pronoun: (1) I, We; (2) You (singular, plural); (3) He, She, They.

4. Results

In response to the RQ1, the type of spokesperson with more presence in radio advertising is the radio presenter, which is present in nearly 63% of the sample with 2,448 cases. In this sense, 56.3% of those anonymous voices responsible for delivering the advertising message are linked to national advertisers.

On the other hand, the role of the company's employee represents 28.2% of all analysed cases. They identify themselves as part of the company to which they are "supposedly" linked directly. The advertiser is national in 40.7% of these adverts, and local in 38.1% (Table 1). Therefore, more than 80% of the spokespeople describe the product through the radio presenter or the company's employee, while the presence of celebrities is very marginal. These results highlight the distinct dynamics of radio in comparison with other media like television, in which popular personalities have much more relevance.

Table 1. Presence of spokespeople by type and type of advertiser (totals and percentages)

| Type of spokesperson | Type of Advertiser | | | Total |
| | Multinational | National | Local | |
	Frequency %	Frequency %	Frequency %	Frequency %
Cinema	0	8	0	8
	0.0	100.0	0.0	100.0
Music	0	7	0	7
	0.0	100.0	0.0	100.0
Sports	6	0	0	6
	100.0	0.0	0.0	100.0
Fashion	0	0	0	0
	0.0	0.0	0.0	0.0
News and media	0	31	0	31
	0.0	100.0	0.0	100.0
Company employee	233	446	418	1097
	21.2	40.7	38.1	100.0
Professional Expert	5	1	0	6
	83.3	16.7	0.0	100.0
Consumer	88	127	72	287
	30.7	44.3	25.1	100.0
Radio presenter	495	1377	576	2448
	20.2	56.3	23.5	100.0
Total	827	1997	1066	3890
	21.3	51.3	27.4	100.0

Note: Type of spokesperson and type of advertiser. Cinema: χ^2 (2, N=3909) = 7,520, p<.023 | Music: χ^2 (2, N=3909) = 6,578, p<.037 | Sports: χ^2 (2, N=3909) = 22,429, p<.001 | News and media: χ^2 (2, N=3909) = 29,311, p<.001 | Company's employee: χ^2 (2, N=3909) = 101,027, p<.001 | Professional expert: χ^2 (2, N=3909) = 14,063, p<.001 | Consumer: χ^2 (2, N=3909) = 17,099, p<.001 | Radio presenter: χ^2 (2, N=3909) = 63,641, p<.001

Breaking down by the variable Product macro-category, Table 2 shows that the Services and products associated with Finance have the highest presence in cases related to the Company's employee (28.3% and 24.0%, respectively) and the Radio presenter (32.4% and 14.7%, respectively). The Consumer as a descriptor of products and/or services appears in all Product macro-categories, although it appears

more frequently in advertising messages related to Services, Housing and Home and Leisure and Culture. The relative weight of the spokespeople related to Cinema is only present –scarcely – in products related to Housing and Home, while famous endorsers from the world of music and sports are even less relevant.

Table 2. Presence of spokespeople by type and product macro-category (totals and percentages)

| Type of spokesperson | Product macro-category | | | | | Total |
| | Home & housing | Health & beauty | Leisure & culture | Finance | Services | |
	Fr. %*	Fr. %	Fr. %	Fr. %	Fr. %	Fr. %
Cinema	8	0	0	0	0	8
	100.0	0	0	0	0	100.0
Music	0	0	6	0	1	7
	0	0	85.7	0	14.3	100.0
Sports	1	5	0	0	0	6
	16.7	83.3	0	0	0	100.0
Fashion	0	0	0	0	0	0
	0	0	0	0	0	0
News and media	1	3	4	0	23	31
	3.2	9.7	12.9	0	74.2	100.0
Company's employee	175	198	151	263	310	1097
	16.0	18.0	13.8	24.0	28.3	100.0
Professional expert	0	0	0	0	6	6
	0	0	0	0	100.	100.0
Consumer	87	18	66	28	88	287
	20.9	11.8	28.6	11.1	27.5	100.0
Radio presenter	522	397	374	361	794	2448
	21.3	16.2	15.3	14.7	32.4	100.0
Total	794	621	601	652	1222	3890
	20.41	15.96	15.45	16.76	31.41	100.0

Note: *Horizontal frequency and percentage.
Type of spokesperson and product macro-category.
Film: χ^2 (4, N=3909) = 30,814, p<.001 | Music: χ^2 (4, N=3909) = 26,956, p<.001 | Sports: χ^2 (4, N=3909) = 21,068, p<.001 | News and media: χ^2 (4, N=3909) = 29,249, p<.001 | Company's employee: χ^2 (4, N=3909) = 72,985, p<.001 | Professional expert: χ^2 (4, N=3909) = 13,245, p<.010 | Consumer: χ^2 (4, N=3909) = 50,104, p<.001 | Radio presenter: χ^2 (4, N=3909) = 22,823, p<.001

Table 3 answers the RQ2 and shows that mentions are the advertising resource that the company's employee and radio presenters use the most. In fact, almost all of these two types of spokespeople - 99.1% of the former and 98.8% of the latter - describe the product through mentions. On the other hand, although recommendations have a very limited presence (3.7%), many of them are made by famous people related to the media, such as presenters and even journalists. In the latter case, their

presence is not allowed by journalists' own code of conduct due to the potential conflict of interests and the loss of independence that such advertising participation could generate. In these cases, the spokesperson acts as a consumer who has tested the product, has knowledge of it and recommends it with conviction to the audience. Therefore, involvement with the product is high, and its possible effect on the listener will be greater in terms of credibility and willingness to purchase. The following example illustrates this: "I am María Teresa Campos. My secret for stay so mentally active? Easy. I take care of myself and I take xxx". The positioning of the endorser with respect to the product is also shared when the voice that recommends the product is the consumer who addresses the audience as an equal, on the same level.

Table 3. Presence of spokespeople by type and type of message (totals and percentages)

Type of spokesperson	Message type			Total
	Absence	Mention	Recomm.	
	Fr.	Fr.	Fr.	Fr.
	%	%	%	%
Cinema	0	0	8	8
	0	0	100.0	100.0
Music	0	7	0	7
	0	100.0	0	100.0
Sports	0	0	6	6
	0	0	100.0	100.0
Fashion	0	0	0	0
	0	0	0	0
News and media	0	17	14	31
	0	54.8	45.2	100.0
Company employee	10	1087	0	1097
	.9	99.1	0	100.0
Professional expert	0	5	1	6
	0	83.3	16.7	100.0
Consumer	0	172	115	287
	0	59.9	40.1	100.0
Radio presenter	30	2418	0	2448
	1.2	98.8	0	100.0
Total	40	3706	144	3890
	1.03	95.27	3.70	100.0

Note: *horizontal frequency and percentage.

Type of spokesperson and type of message. Cinema: χ^2 (2, N=3909) = 191,577, p<.001 | Music: χ^2 (2, N=3909) = 0,372, p<.830 | Sports: χ^2 (2, N=3909) = 143,609, p<.001 | News and media: χ^2 (2, N=3909) = 237,932, p<.001 | Company's employee: χ^2 (2, N=3909) = 64,170, p<.001 | Professional expert: χ^2 (2, N=3909) = 2,541, p<.281 | Consumer: χ^2 (2, N=3909) = 344,662, p<.001 | Radio presenter: χ^2 (2, N=3909) = 275,715, p<.001

In response to the RQ3, Table 4 shows the results of the crossing of type of spokesperson and subject pronoun used to describe the product, which reveals a remarkable difference between dynamics of the company's employee and the anonymous presenter. In the first case, there is a predominant use of the first person in singular and plural forms (75%). Thus, involvement with the advertising message is high, in order to convey to the consumer the maximum possible trustworthiness and assurance about the quality of the advertised product or service, as shown in the following example: "In XXX we remain faithful to our style (...). We continue to build houses thinking of people". However, it also often happens that the same campaign uses messages with the same content but using different subject pronoun; the same advertiser in the previous example also delivered this other message: "XXX, the real estate developer that builds houses thinking of people". In the first case, the voice would correspond to the company's employee, and in the second case it would correspond to a Radio presenter.

Table 4. Presence of spokespeople by type and subject pronoun (totals and percentages)

Type of spokesperson	Subject of the message			Total
	I, we	You	He, she, they	
	Fr.	Fr.	Fr.	Fr.
	%*	%	%	%
Cinema	0	8	0	8
	0	100.0	0	100.0
Music	1	6	0	7
	14.3	85.7	0	100.0
Sports	6	0	0	6
	100.0	0	0	100.0
Fashion	0	0	0	0
	0	0	0	0
News and media	4	4	23	31
	12.9	12.9	74.2	100.0
Company employee	823	173	101	1097
	75.0	15.8	9.2	100.0
Professional expert	1	0	5	6
	16.7	0	83.3	100.0
Consumer	104	64	119	287
	36.2	22.3	41.5	100.0
Radio presenter	78	1204	1166	2448
	3.2	49.2	47.6	100.0
Total	1017	1459	1414	3890
	26.14	37.51	36.35	100.0

Note: * frequency and horizontal percentage.

Type of spokesperson and subject pronoun. Cinema: $\Box^2$ (2, N=3909) = 13,403, p<.001 | Music: $\Box^2$ (2, N=3909) = 7,295, p<.026 | Sports: $\Box^2$ (2, N=3909) = 16,730, p<.001 | News and media: $\Box^2$ (2, N=3909) = 19,697, p<.001 | Company's employee: $\Box^2$ (2, N=3909) = 1860,086, p<.001 | Professional expert: $\Box^2$ (2, N=3909) = 6,167, p<.046 | Consumer: $\Box^2$ (2, N=3909) = 32,640, p<.001 | Radio presenter: $\Box^2$ (2, N=3909) = 1819,458, p<.001

In this sense, the Presenter usually opts for a different communication strategy, closer to the experiential discourse to position itself in the same evaluative perspective of potential consumers. For this reason, 49.2% of the cases uses the second-person singular and plural, and 47.6% uses the third-person singular and plural. The following example is a mention made by a Presenter in the second-person singular: "Your way of living is unique, because you decide how to live your life. If you want to live intensely, you will love XXX. The new DTT channel where you will discover the extraordinary in the ordinary".

5. Conclusions and discussion

The results of this study provide an original and valuable perspective on the ways in which spokespeople are used in the medium with the second largest audience in Spain. The theoretical and empirical background on which this work is based confirm the prominent role that celebrities and personalities with social relevance and recognition play in the operations of the advertising spokespeople, as one of the main determinant factors in the persuasive process followed by the peripheral route (Petty, Cacioppo & Schumann, 1983). However, this approach can be ascribed to media such as television and the press where the presence of celebrities is much greater than in radio, as this work has shown. The presence in advertising campaigns of celebrities from the field of cinema, music, sports and the media to endorse products and services is simply irrelevant. The explanation must be based on the nature of radio, which lacks the visual element. Thus, for an advertiser, the increase in costs involved in hiring a celebrity for an advertising campaign involves under-using the potential of his-her image and appeal –as one of the dimensions of the credibility of the source (Ohanian, 1990)– in relation to the consumer and the persuasive potential of the message. These communicational characteristics of the medium of radio, therefore, reduce the helpfulness of the use of celebrities as advertising appeals in terms of impact for the receiver.

However, the presence of the Presenter and the Company's employee is overwhelmingly noticeable in radio advertising. More than 91% of the adverts analysed in the context of the sample that underpins this work feature these two types of endorsers. In line with the previous, it can be argued that the medium of radio is more inclined to make use of voices that represent of low-profile personalities to the detriment of celebrities who star in advertising in other media. This prevalence of the voices of the Presenter and the Company's employee occurs, therefore, in all the product categories under study, although with more intensity in the categories Services and products related to Housing and Home and Finance. This coincides with previous studies (Muela Molina, 2010; Perona Páez, 2007; Rodero Antón, 2008) in the sense that radio advertising is very repetitive, monotonous and devoid of creativity since the description of the product is always performed by voices that represent real people, while dramatisation and the presence of fictional characters is non-existent. Therefore, and according to the Elaboration Likelihood Model, the fact that celebrities who enjoy great social recognition do not predominate in radio advertising implies that it is the message that has the greatest capacity to influence the attitude of the listener and, therefore, to exercise the greatest persuasive effect (Petty, Cacioppo & Schumann, 1983: 143) through the central route.

Another finding that reinforces the previous conclusion is that mentions are the resource used the most by all types of spokespeople, i.e., almost 96% of all analysed ads are delivered in the form of mentions, regardless of the spokesperson that performs them. In this sense, this way of describing the product

based on its characteristics reproduces old work routines of the medium in which all contents, both radio programming and commercial adverts, use the same informational style (Perona Páez, 2007; Rodero Antón, 2008).

Other relevant variables in the study, due to their novelty, is the analysis of the form taken by the protagonist discourse of the endorser with respect to the subject pronoun used in the description of the product, which implies adopting a position and distancing or coming closer in relation to it. Thus, the study has detected significant differences between the dynamics of the Company's employee and the anonymous Presenter. The former chooses, in most cases, to use the first-person point of view. The objective is to convey to the consumer the full trustworthiness and assurance that the brand offers. Conversely, the Presenter chooses a communicative strategy that is closer to the evaluative perspective of potential consumers, treating the audience as equals.

Therefore, it can be concluded that this study advances in the analysis of one of the executional variables of radio advertising: personification, which is based on the use of voices that represent different personalities that the advertiser uses to describe its products or services. Its importance lies in that this choice will determine the effectiveness of the advert (Petty, Cacioppo & Schumann, 1983) since the spokesperson, as a factor that uses the peripheral route, can exert more influence on the listener's attitude towards the product and the brand than the informational content of the message with respect to the characteristics of the offer. Likewise, the study has yielded results that must be configured as the basis for future research. In this sense, the figure of the spokesperson is very restricted and even prohibited, in many product categories that are sensitive for the consumer, such as those related to health, food, drinks, beauty, hygiene and finance (Muela Molina & Perelló Oliver, 2011). The regulation, and self-regulation, of these advertising resources emerged recently in the Spanish legislation, in the European regulatory framework and the Federal Trade Commission of the United States, so delving into the presence and characteristics of spokespeople in this type of products would be of special interest due to the implications on public policy.

Another future line of research would be the analysis of the advertising discourse according to the different types of spokespersons and the types of product description in relation to the appeals used (rational and emotional). Also very important is the study of the degree of accuracy of the message about the product depending on the person who describes it, given that the potential harm that may be caused to a consumer increases if the ad is misleading (Kertz & Ohanian, 1992) and the product is recommended by a person with recognised prestige, endorsed informational credibility, a good image and social projection, because as Priester and Petty point out, a reliable personality is someone who is perceived as honest and sincere (2003: 408).

On the other hand, the perceived trustworthiness of a spokesperson has been shown to be one of the most influential factors on attitudinal change and predisposition towards the advertised product (McGinnies & Ward, 1980). Thus, continuing the line initiated in this work, it would be interesting to measure trustworthiness - as one of the variables of source credibility - of the different spokespeople depending on the use of the different subject pronouns in the message. Finally, being this an exploratory study, it would be interesting to compare this object of study in other media like television and magazines, as well as in other countries to learn about cultural differences and preferences in the selection of spokespeople in advertising.

6. References

AEA (Asociación Española de Anunciantes) (2015): Resumen Ejecutivo Observatorio AEA Radio. Anual 2015. [Translation available at: http://www.anunciantes.com/?wpdmdl=4351 (17 July 2016).

AIMC (Asociación para la Investigación de Medios de Comunicación) (2017): Resumen General del EGM (Estudio General de Medios) [EGM (Media General Study) General Report] February 2017 – November 2017. Available at: http://www.aimc.es/a1mc-c0nt3nt/uploads/2017/05/resumegm317.pdf (23 December 2017).

Belch, G.E. & Belch, M.A. (2007): *Advertising and Promotion: An Integrated Marketing Communications Perspective* (7th ed.). New York: McGraw-Hill/Irwin.

Belch, G.E. & Belch, M.A. (2013): "A content analysis study of the use of celebrity endorsers in magazine advertising". *International Journal of Advertising*, 32, pp. 369-389.

Berelson, B. (1952): *Content Analysis in Communication Research*. New York: Hafner Press.

Biswas, D., Biswas, A. & Das, N. (2006): "The differential effects of celebrity and expert endorsements on consumer risk perceptions. The role of consumer knowledge, perceived congruency, and product technology orientation". *Journal of Advertising*, 35, pp.17-31.

Black, B. & Choi, J. (2013): "An Analysis of Celebrity Endorsements in Magazine Advertisements". *Journalism and Mass Communication*, 3, pp. 615-624.

Blakeman, R (2007): *Integrated Marketing Communication: Creative Strategy from Idea to Implementation*. Maryland: Rowman & Littlefield Publishers.

Buchholz, L.M. & Smith, R.E. (1991): "The role of consumer involvement in determining cognitive response to broadcast advertising". *Journal of Advertising*, 20, pp. 4-17.

Choi, S.M., Lee, W.N. & Kim, H.J. (2005): "Lessons from the rich and famous: A cross-cultural comparison of celebrity endorsement in advertising". *Journal of Advertising*, 34, pp.85-98.

Eisend, M. & Langner, T. (2010): "Immediate and delayed advertising effects of celebrity endorsers' attractiveness and expertise". *International Journal of Advertising*, 29, pp. 527-546.

Erdogan, B.Z. &. Baker, M.J (2000): "Towards a practitioner-based model of selecting celebrity endorsers". *International Journal of Advertising*, 19, pp. 25-42.

Farhat, R. & Khan, B.M. (2011): "Celebrity endorsement: a congruity measure of personalities". *Research on humanities and social sciences*, 1, pp. 30-38.

Fleck, N., Michel, G. & Zeitoun, V. (2014): "Brand personification through the use of spokespeople: An exploratory study of ordinary employees, CEOs, and celebrities featured in advertising". *Psychology & Marketing*, 31, pp. 84-92.

Fleck, N., Korchia, M. & Roy, I. Le (2012): "Celebrities in advertising: looking for congruence or likability?" *Psychology & Marketing*, 29, 651-662.

Friedman, H. H., Termini, S. & Washington, R. (1976): "The effectiveness of advertisements utilizing four types of endorsers". *Journal of Advertising*, 5, pp. 22-24.

Gaied, A. M. & Rached, K.S.B. (2010): "The Persuasive Effectiveness of Famous and Non Famous Endorsers in Advertising". *IBIMA Business Review*, 2010, pp. 1-14.

Hsu, C.K. & McDonald, D. (2002): "An examination on multiple celebrity endorsers in advertising*". Journal of Product & Brand Management*, 11, pp.19-29.

Keel, A. & Nataraajan, R. (2012): "Celebrity endorsements and beyond: New avenues for celebrity branding". *Psychology & Marketing*, 29, pp. 690-703.

Kertz, C.L. & Ohanian, R. (1992): "Source credibility, legal liability, and the law of endorsements". *Journal of Public Policy & Marketing*, 11, pp.12-23.

Khatri, P. (2006): "Celebrity Endorsement: A strategic promotion perspective". *Indian Media Studies Journal*, 1, pp. 25-37.

McGinnies, E. & Ward, C.D. (1980): "Better liked than right trustworthiness and expertise as factors in credibility". *Personality and Social Psychology Bulletin*, 6, pp. 467-472.

McCracken, G. (1989): "Who is the celebrity endorser? Cultural foundations of the endorsement process". *Journal of consumer research*, 16, pp.310-321.

Metroscopia (2017): Pulso de España 2016. http://metroscopia.org/sistema-educativo-sindicatos-bancos-y-grandes-empresas-pierden-la-batalla-de-la-confianza-de-los-espanoles (23 diciembre 2017).

Mittelstaedt, J.D., Riesz; P.C. & Burns, W.J. (2000): "Why are endorsements effective? Sorting among theories of product and endorser effects". *Journal of Current Issues & Research in Advertising*, 22, pp.55-65.

Muela-Molina, C. (2010): "La representación de los géneros informativos en la publicidad radiofónica". *Sphera Pública*, pp.167-178.

Muela-Molina, C. & Perelló-Oliver, S. (2011): "La publicidad con pretendida finalidad sanitaria en la radio española. Un análisis empírico por tipo de emisora". *Comunicación y Sociedad*, XXIV, pp. 334-371.

Neuendorf, K.A. (2002): *The content analysis guidebook* (Vol. 300). Thousand Oaks, CA: Sage Publications.

Ohanian, R. (1990): "Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness". *Journal of Advertising*, 19, pp.39-52.

Perelló-Oliver, S. & Muela-Molina, C. (2012): "La publicidad radiofónica en España y el perfil socio-demográfico de su audiencia". *Palabra Clave*, 15, pp. 224-251.

Perelló-Oliver, S. & Muela-Molina, C. (2013): "Análisis de contenido de la publicidad radiofónica en España". *Methaodos, Revista de Ciencias Sociales*, 1, pp. 33-52.

Perona Páez, J.J. (2007): "Formatos y estilos publicitarios en el prime-time radiofónico español: infrautilización y sequía de ideas". *Zer: Revista de Estudios de Comunicación*, 12, pp.219-242.

Petty, R.E. & Cacioppo, J.T. (1986): *Communication and Persuasion. Central and Peripheral Routes to Attitude Change*. New York: Springer-Verlag.

Petty, R.E., Cacioppo, J.T. & Schumann, D. (1983): "Central and peripheral routes to advertising effectiveness: The moderating role of involvement". *Journal of consumer research*, 10, pp.135-146.

Priester, J.R. & Petty, R.E. (2003): "The influence of spokesperson trustworthiness on message elaboration, attitude strength, and advertising effectiveness". *Journal of Consumer Psychology*, 13, pp. 408-421.

Rodero Antón, E. & Sánchez Serrano, C. (2007): "Radiografía de la radio en España". *Revista Latina de Comunicación Social*, 10.

Rodero Antón, E. (2008): "Publicidad en radio: Publicidad, sí, pero no radiofónica". *Área abierta*, 20, pp.1-16.

Rossiter, J.R. & Smidts, A. (2012): "Print advertising: Celebrity presenters". *Journal of Business Research*, 65, pp. 874-879.

Seno, D. & Lukas, B.A. (2007): "The equity effect of product endorsement by celebrities: A conceptual framework from a co-branding perspective". *European Journal of Marketing*, 41, pp.121-134.

Stafford, M.R., Stafford, T.F. & Day, E. (2002): "A contingency approach: The effects of spokesperson type and service type on service advertising perceptions". *Journal of Advertising*, 31, 1 pp.7-34.

Stephens, N. & Faranda, W.T. (1993): "Using employees as advertising spokespersons". Journal of Services marketing, 7, pp.36-46.

Stern, B.B. (1991): "Who talks advertising? Literary theory and narrative "point of view". Journal of Advertising, 20, pp. 9-22.

Stout, P.A. & Moon, Y.S. (1990): "Use of endorsers in magazine advertisements". Journalism & Mass Communication Quarterly, 67, pp.536-546.

Tulloch, J. (2014): "Ethics, trust and the first person in the narration of long-form journalism". Journalism,15, pp.629-638.

_____