

世界工商管理名典系列(影印版)

Advertising
—Principles & Practice
(Fourth Edition)

广告学
——原理与实践
(第四版)

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清华大学出版社
Prentice Hall

(京)新登字 158 号

Advertising: principles & practice, 4th ed. / William Wells, John Burnett, Sandra Moriarty
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Original English Language Edition Published by Prentice Hall, Inc., A Simon & Schuster
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图书在版编目(CIP)数据

广告学:原理与实践:英文/韦尔斯(Wells, W.)等著. - 影印版 - 北京:清华大学出版社,
1999.2

(世界工商管理名典系列)

ISBN 7-302-03332-3

I. 广… II. 韦… III. 广告学-英文 IV. F713.8

中国版本图书馆 CIP 数据核字(1999)第 03281 号

出版者:清华大学出版社(北京清华大学校内,邮编 100084)

[http:// www. tup. tsinghua. edu. cn](http://www.tup.tsinghua.edu.cn)

印刷者:清华大学印刷厂

发行者:新华书店总店北京发行所

开 本: 850×1168 1/16 印张: 47.25

版 次: 1999 年 4 月第 1 版 1999 年 4 月第 1 次印刷

书 号: ISBN 7-302-03332-3/F·216

印 数: 0001~3000

定 价: 66.00 元

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**AND THEY SAID WE COULDN'T
GIVE IT AWAY.**



**FREE
ARCH DELUXE**

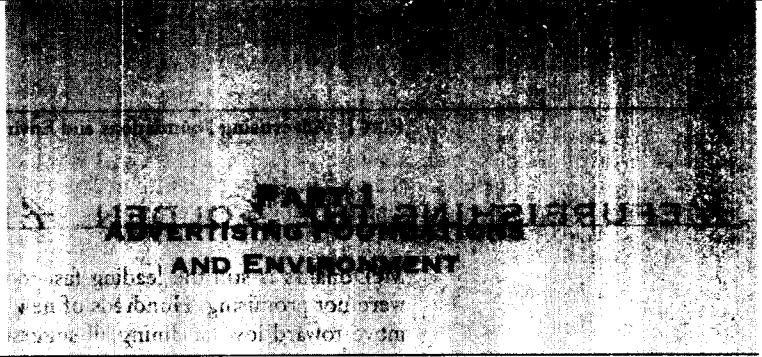


*with this coupon and purchase of
large fries and medium soft drink.
With or without bacon.*



It's the burger with the grown up taste.

*As any kid can tell you, McDonald's new Arch Deluxe is the burger with the grown up taste.
So try one today. It's big. It's sophisticated. It's everything kids hate. You'll love it.*



Introduction to Advertising

CHAPTER OUTLINE

- Refurbishing the Golden Arches
- What Makes an Ad Great?
- The World of Advertising
- The Four Players
- The Evolution of Advertising

CHAPTER OBJECTIVES

When you have completed this chapter, you should be able to:

- Define advertising and discuss its component parts
- Understand the elements of great advertising
- Identify the eight types of advertising
- Explain the four roles of advertising
- Identify the four players in the advertising world
- Explain the impact on advertising of the invention of media forms such as print, radio, and television
- Relate key figures in the history of advertising to their contributions to the field
- Comprehend the future direction of advertising

REFURBISHING THE GOLDEN ARCHES

McDonald's is still the leading fast-food restaurant in the world. Yet, the trends were not promising. Hundreds of new competitors, aging baby boomers, and the move toward low-fat dining all suggested to McDonald's that a strategic change was necessary.

The answer was the Arch Deluxe—a quarter-pound patty with bakery roll, cheese, tomato, lettuce, onions, ketchup, seasoned sauce, and optional bacon. The price is \$2.39 with bacon and \$1.99 without. The new burger was aimed squarely at adults, including the national advertising that used kiddie icon Ronald McDonald in a parody-style campaign without a theme line. “McDonald's owns the kids market, but the core, heavy fast-food user is late teen/early adult,” noted Prudential Securities analyst Janice Meyer. “It's always about getting the heavy user to come [to McDonald's] more.” While the chain has a big share of adult breakfast traffic, adults don't choose the golden arches for lunch or dinner.

The Arch Deluxe advertising campaign began with teaser promotions featuring an aging Ronald McDonald. On launch day, May 9, 1996, ads appeared on the four major networks, plus cable channels ESPN, Lifetime, Black Entertainment Television, and Spanish-language Univision and Telemundo. There were also simultaneous live media events in New York, Los Angeles, and Toronto. The print campaign featured a peel-off coupon positioned where a child's tongue would be. The estimated cost of the campaign was \$100 million.

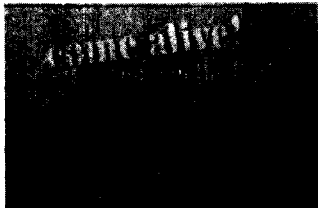
The big question is whether or not it worked. McDonald's maintains that Arch Deluxe has “exceeded expectations” by more than 30 percent, and that the product is among the most successful in its history, with more than 100 million served during the first two months. What McDonald's won't say is what its expectations were, and how much of the total served included discounted or free burgers—one expert put the number at 20 percent—or whether or not Arch Deluxe is cannibalizing its other burgers.¹

The situation facing McDonald's is indicative of the business climate of the 1990s. Growth industries, such as soft drinks, computer technology, athletic ware, and fast food, tend to be dominated by one or two companies—Coke and Pepsi, Apple and IBM, Nike and Reebok, and McDonald's and Burger King, respectively. Relatively minor players such as Diet Dr Pepper, Compaq, Adidas, and Wendy's are faced with the inevitable task of attacking head on or pursuing a flanking strategy. Wendy's, for example, realizes that targeted advertising, in respect to both message and media, is the only way to compete.

WHAT MAKES AN AD GREAT?

Is the “Always and Only Coca-Cola” ad campaign great? Clearly, there are many critics in the industry who contend it is not great, it's not even good. Yet, defining what is great advertising is not easy. Experience has shown that greatness is not based solely on a popularity contest. If that were true, Pepsi has produced great ads for many years (see Ad 1.1). Table 1.1 lists the television ads of 1995 deemed most popular with consumers. Pepsi's number-three position would seem to support this point. But note the two products ahead of Pepsi's ad of a little boy getting sucked into a Pepsi bottle. What do you think of the Budweiser frogs and

¹Judann Pollack, “McDonald's to Aim Its Arch at Grown-ups,” *Advertising Age*, April 8, 1996, p. 3; Richard Gibson, “McDonald's Plays Catch-Up with BLT Burger,” *The Wall Street Journal*, May 2, 1996, p. B1; Judann Pollack, “Burger King Sizzles in Wake of Arch Deluxe,” *Advertising Age*, June 17, 1996, p. 3; Richard Gibson, “Arch DeFunct: A Big Mac Loses Where Old McDonald's Survives,” *The Wall Street Journal*, August 2, 1996, p. B1.



"COME ALIVE" 1960



"PUPPIES"



"PONY"



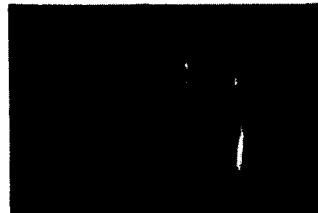
"SKYWRITER"



"M.J. STREET"



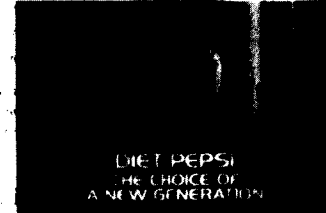
"SOUND TRUCK"



"ARCHAEOLOGY"



"JOHNSON"



"APARTMENT 106"



"SWITCH"



"GLASNOST"



"PERFORMANCE"



"SHADY ACRES"



"COOL KIDS"



"CHILL OUT" 1991

AD 1.1

THIS COLLECTION OF PEPSI ADS
ILLUSTRATES THE CREATIVE
PHILOSOPHY OF PEPSI-COLA
OVER A 30-YEAR PERIOD.