

Otto Kleppner's
ADVERTISING PROCEDURE
NINTH EDITION



PROCEDURE

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PREFACE

The intent of this ninth edition of *Advertising Procedure* is to offer an overview of the social, economic, and marketing environment in which advertising functions. In addition, the authors examine the primary techniques used to execute effective advertising. The goal of this edition is to provide comprehensive coverage of the complex field of advertising without the text becoming an unmanageable encyclopedia.

The organization of the text is intended to take the student through a step-by-step progression from the purposes of advertising to the production of specific ads and commercials. The discussion is augmented with completely new cases and examples of the best of modern advertising.

As in the past, the current edition views advertising on three levels. The first, presented in Part One, is an institutional look at the overall field. Chapter 1 discusses the historical development of advertising from its primitive beginnings in the valley of the Nile to its use in satellites circling the earth. Advertising is not a single industry or technique; instead it is used by companies varying in size from General Motors to General Repairs at the corner service station. The flexibility of advertising and its competitive environment require us to examine the many roles of advertising in Chapter 2.

The second level of our discussion is the marketing, planning, and managerial perspective so important to successful advertising. Throughout the text marketing goals and objectives are viewed as a platform for discussing the procedures, planning, and execution of advertising. Parts Two and Three emphasize the importance of marketing and introduce the ideas of planning and research.

It is at this point that we begin to introduce some special considerations for advertisers. People are potential consumers and prospects; we identify selective market segments and attempt to find product benefits of importance to

them. Products are not physical objects, but bundles of satisfactions with a life of their own.

Advertising is a business of creativity and information, but a business nevertheless. Advertisers do not create ads for their beautiful illustrations or pleasing words. Rather, advertising is produced to sell and persuade. Advertisers and agencies organize their operations to enhance profitability as does any other company. The management of a creative enterprise, where results are often intangible and longterm, is very difficult, however.

The third and final level of our discussion deals with the actual execution of advertising. Since 1925, *Advertising Procedure* has instructed thousands of students in the intricacies of producing effective and *truthful* advertising. None but the most short-sighted advertiser would advocate misleading consumers. In addition to the simple dishonesty of such practices, they invariably fail, and create major problems for sellers who must vie with honest competitors.

Part Four introduces the exciting and fast changing world of the media. Chapters 7 through 14 have been completely revised to include the latest developments in media technology and research. Numerous examples show the means of identifying and reaching prime prospects, using techniques unavailable only a few years ago. The intent of the media section is to show that creativity is a function of media planning, not the sole province of the copywriter. Unlike some texts, *Advertising Procedure* views the media function from the perspective of both advertiser and media salesperson. The media buying function is a business transaction between buyer and seller. For effective media buying, students must understand both sides of this complex relationship.

It is not until Part Five that we discuss the creation of ads and commercials. Although the delay is disconcerting to some students, this organization is by design. Effective advertising messages based on intuition are rare and, when they occur, are usually lucky guesses. Creating a persuasive selling message is not that easy. It is planning, research, and hard work that culminate in the spark of a great campaign idea.

In Part Five we cover the means of finding basic advertising appeals—consumer behavior research, concept testing, focus groups, and motivational research, to name a few. As the creative team moves from a rough thumbnail sketch to a finished ad or from a storyboard to a national TV commercial, we show how many people and functions must come together. At the heart of this creative process is the marketing goal of the firm and a clear picture of the consumer's needs.

In Part Six we turn to some of the special areas of advertising. From the fast-paced immediacy of retailing, to promotion on a worldwide scale, we adapt general advertising techniques to these special environments. The text concludes, in Chapters 25 and 26, with a discussion of the legal, economic, and social aspects of advertising.

So we begin our journey through the exciting field of advertising. We hope that it will reward those seeking a general understanding as well as those who anticipate that advertising will be their life's work.

ACKNOWLEDGMENTS

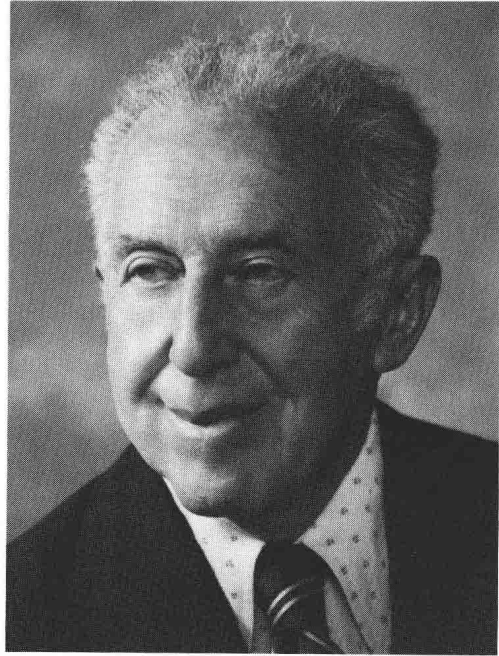
This year marks the 60th anniversary of the first edition of Otto Kleppner's *Advertising Procedure*. Since its inception the book has sought to deal with both the strategy and techniques of advertising. Each edition has attempted

to bring the students the most up-to-date information concerning this exciting, ever evolving field. This currency can only be accomplished through the efforts of numerous advertising and media professionals.

Space does not permit us to thank personally the many people who made this edition possible. Throughout the text we have credited associations, media, and corporations for their contributions. In some cases, advertising organizations and client companies went far beyond what could have been expected to provide material for the ninth edition. To all of them we give our heartfelt thanks and appreciation. The authors hope that this edition is one of which our contributors are proud to be a part.

Thomas Russell
Glenn Verrill

ABOUT THE AUTHORS...



Otto Kleppner

(1899–1982)

A graduate of New York University, Otto Kleppner started out in advertising as a copywriter. After several such jobs, he became advertising manager at Prentice-Hall, where he began to think that he, too, “could write a book.” Some years later, he also thought that he could run his own advertising agency, and both ideas materialized eminently. His highly successful agency handled advertising for leading accounts (Dewar’s Scotch Whisky, I. W. Harper Bourbon and other Schenley brands, Saab Cars, Doubleday Book Clubs, and others). His book became a bible for advertising students, and his writings have been published in eight languages.

Active in the American Association of Advertising Agencies, Mr. Kleppner served as a director, a member of the Control Committee, chairman of the Committee of Government, Public and Educator Relations, and a governor of the New York Council. He was awarded the Nichols Cup (now the Crain Cup) for distinguished service to the teaching of advertising.



Thomas Russell

Thomas Russell is Dean of the School of Journalism and Mass Communication at the University of Georgia. He holds a Ph.D. degree in communications from the University of Illinois. Russell is former editor of the *Journal of Advertising* and co-author of *Advertising Media: A Managerial Approach*. In addition, he has authored numerous articles and papers in a wide variety of professional and academic journals. He is an active consultant in the marketing and advertising areas and has served on the faculty of the Institute of Advanced Advertising Studies sponsored by the American Association of Advertising Agencies. He is a member of the American Academy of Advertising, the Association for Education in Journalism, and the Atlanta Advertising Club.



Glenn Verrill

Glenn Verrill's entire career has been in advertising. He began as a copywriter and worked on the creative side of the business, rising to creative director of one of BBDO's largest agencies. He became president of BDA/BBDO in 1971, his present position, and is a member of the board of directors of BBDO International, Inc.

Mr. Verrill did his undergraduate work at Adelphi College and received his Masters degree from Harvard University. During his career he has garnered scores of creative awards, among them, Effies, Clios, and was twice cited for creating one of the ten best campaigns of the year by Advertising Age.

Mr. Verrill has been active with the American Association of Advertising Agencies. He has been a director of the Eastern region and was a national director of the 4-A's from 1973 to 1975. He was a co-founder of Atlanta's Ad Club II, a club especially formed for young people from the age of 18 to 30 interested in marketing and advertising as a career.

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THE PLACE OF ADVERTISING

Advertising is as old as civilization and commerce. The exchange of goods has always been associated with artisans, traders, and guilds promoting their wares. In Chapter 1, we trace the development of advertising from its primitive beginning on clay tablets and tavern signs to the electronic age.

Advertising, however, is a business of change, reflecting fast-moving developments in technology and lifestyle, in consumer preferences and marketing research. Advertising

has become an integral part of the economy, not only in this country, but around the world.

In Chapter 2, we introduce the many roles that advertising can play. This chapter introduces the relationship between marketing and advertising. The creativity and flexibility of advertising also must be tied to its business and sales foundation. No aspect of business demands as broad a breadth of knowledge as that of creating successful advertising.

PART ONE