
Committee on Advertising

**PRINCIPLES of
ADVERTISING**

PITMAN

PRINCIPLES OF ADVERTISING

THE COMMITTEE ON ADVERTISING

Advisory Editor

WOODROW WIRSIG

Editor, Printers' Ink



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Preface

If I were to begin my college days again, knowing what I believe I now know about communications problems in our society, I should want to read this book. It presents in dispassionate perspective an objective view of a vocation that elicits strong feelings almost everywhere today. This book communicates the role of advertising in our economy so well, however, that emotions subside and attention focuses on what advertising achieves and how it does it.

Before I discuss why I recommend this book to all students interested in advertising, a few words about other audiences who could benefit from reading this book will help explain its significance to students.

If I can, I shall recommend this book to every man in a top management position today. It should be especially helpful to those who still feel a nagging suspicion of advertising without understanding what it is or what it does for their businesses. To the degree that they dislike it, fail to understand it, and use it improperly, to the same degree they harm their own businesses at a time that they need help most.

If I could, I would also recommend this book to every "thought-leader." By this I mean teachers, ministers, lawyers, physicians, and others whose views so often influence a wide audience. Too often these opinion-makers lash out emotionally at the whole field of advertising. They often equate consumption—and persuasion to consume more—with greed, corruption, and moral decay. But consumption of more and more goods has built this economy, has given it strength, and has given us the wherewithal to help others less fortunate than ourselves.

I shall try to recommend this book to every man in advertising. So many advertising men still do not have an essential perspective, or fully comprehend the strengths, of their own business. Caught up as they are in their day-to-day responsibilities, they may never have had the chance to see their jobs in context.

To every student of advertising, I would recommend this book because of its purpose—and because of the high degree of professional excellence the co-authors have achieved in fulfilling that purpose.

The purpose of this book is to explain advertising as a major selling device in a mass-marketing economy—an economy of abundance. Such an economy is dominated by marketing rather than by production. Although the number of progressive top-management men who understand this grows larger every year, far too many management men still are production-oriented. Their main attention, unfortunately, is directed toward greater and greater production—at a time when they need to devote more time and attention to selling the products their factories are already producing in abundance.

In showing the dominance of the marketing function, the co-authors of this book stress the importance of integrating all those factors that, combined, make up marketing: personal selling, sales promotion, research, product innovation, packaging, publicity, merchandising, advertising, and so on. This integration of marketing functions is often referred to as the "marketing mix"—a serviceable term. It indicates the joining of all these functions in a proper mixture, in proper proportions, to do the specific job at hand, which is to increase sales and build profits.

To accomplish its purpose, this book has a logical organization which takes the reader from research and other background data through choice of media and the production of a single advertisement to the entire campaign and the testing of the advertisement. At the end of each chapter, to help the student apply what he has read, there are questions and problems.

It is my feeling that the collaborative approach is especially effective for a book of this type. To encompass satisfactorily in a single text of reasonable length the needs of all kinds of students required an evaluation of courses offered in all areas. Such an evaluation was possible only because of the representative group that joined to produce this book. Through intensive questionnaire techniques, the needs and wishes of the entire group were made known for all to analyze and evaluate. From this study came a tentative outline of contents that was further studied and refined.

Once the content had been selected, the equally important task of choosing the best method of presentation for each section was undertaken. Ideas for each of the chapters were channeled to experts selected to serve on individual chapter committees. From these ideas, and their own combined research and experience, each committee drafted its own chapter. The co-authors then read and checked the presentation of the chapter, adding to and refining the draft. In this way were built the 24 chapters by 64 professors actively engaged in teaching advertising in colleges and universities in all parts of the country.

This cooperative effort has produced a comprehensive text, suitable for a one-year (or two-semester) course in advertising at the college level. The organization of *Principles of Advertising* allows the instructor great flexibility in selecting from a wealth of material those specific subjects that he wishes to emphasize.

Advertising is a subject worth studying; it has been given worthy treatment and presentation in this book.

WOODROW WIRSIG
Editor, *Printers' Ink*
Editorial Consultant,
Educational Testing Service

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1

Introduction to Advertising

THE ROLE OF ADVERTISING

As inescapable as the four seasons, as much a part of people's lives as their daily bread, advertising is a field to which students come with preconceived notions and with pronounced points of view. This avowed familiarity with the field is actually familiarity with the "end product" of advertising, *advertisements*. People are exposed daily to countless numbers of these in their newspapers, magazines, radio, television, public transportation, outdoor posters, on the napkins of their favorite restaurant, on the clothing of employees who serve them, on the containers in which they bring home their purchases, and practically wherever they turn their attention.

Advertising is one of the fields in which the United States finds itself ahead of other countries. People coming from overseas find advertising the most characteristic aspect of American life. The tremendous advertising effort in evidence everywhere amazes and fascinates them. Blinking lights in the Times Squares of the nation at night; skywriting during the day; voluminous magazines and newspapers, especially the Sunday editions, full of colorful ads; TV commercials; giant outdoor posters: all this massive proof of creative activity, frivolous at times, loud and unpleasant on occasion, but always full of zest and optimism, an outward manifestation of an inner restlessness, exuberance, and drive that has made America a great nation.

All this advertising effort is the more conspicuous part of the whole economic process. As in the case of an iceberg, the less visible portion is apt to be the larger. One cannot either condemn or praise advertising

without condemning or praising our whole economic system, of which advertising is the most obvious part.

Why Use Advertising to Sell?

The existence and usefulness of advertising is based on certain characteristics of our economic system:

First, there is an abundance of goods and services. In an economy of scarcity, goods and services would be sold without any serious advertising effort. For example, the "grapevine" could be relied on to sell sugar in wartime.

Second, consumers and industrial users have the freedom and power to choose among competitive goods, services, and ideas.

Third, producers or sellers find it possible, through creative use of advertising, to influence the decisions of consumers or industrial users in a manner favorable to these producers or sellers.

Fourth, such consumers and industrial users are too numerous, too widely scattered, or too inaccessible to be influenced adequately through personal contact. These conditions are created mainly by mass production. In such cases advertising becomes an indispensable part of the distribution effort.

Steps Involved in the Advertising Effort

In a competitive economy success will go to the firm which not only offers an adequate product, idea, or service, but one which also advertises both intelligently and adequately. Two things which the advertiser must bear in mind are that he must choose his media carefully to reach the right audience, and that he must spend enough money to reach them adequately.

Regarding adequacy of advertising effort, a corporate executive once said,

One thing our long experience has taught us is that the surest way to overspend on advertising is not to spend enough to do the job properly. It is like buying a ticket three-quarters of the way to Europe. You have spent some money, but you don't arrive.¹

Selecting the proper medium and spending money are only part of the advertising effort. An original idea is very important. According to the financial report of the Atlantic Refining Company for the nine months ended September 30, 1960, profits for the third quarter of 1960 increased 30 per cent over the similar period in 1959, because of the increase in sales of Atlantic Imperial gasoline. This increase in sales was attributed to the advertising slogan, "Imperial cleans your carburetor as you drive."²

¹ "Mortimer on Advertising," *Advertising Age*, August 3, 1959, p. 12.

² John Pullen, "The Idea Is Only the Beginning," *Printers' Ink*, March 3, 1961, pp. 46-47.