

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)

William Wells  
John Burnett  
Sandra Moriarty

清华大学出版社

<http://www.tup.tsinghua.edu.cn>

Prentice Hall

(京)新登字 158 号

(世界工商管理名典系列)

Advertising: principles & practice, 4th ed./William Wells, John Burnett, Sandra Moriarty  
©1998 by Prentice Hall, Inc.

Original English Language Edition Published by Prentice-Hall, Inc., A Simon & Schuster  
Company.

本书英文影印版由 Prentice Hall 出版公司授权清华大学出版社独家出版、发行。

未经出版者书面许可,不得以任何方式复制或抄袭本书的任何部分。

本书封面贴有 Prentice Hall 激光防伪标签,无标签者不得销售。

北京市版权局著作权合同登记号: 01-98-2216

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>

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

## PREFACE

*Advertising: Principles & Practice*, Fourth Edition, is a comprehensive textbook and teaching package that breathes life into advertising. This text's strengths are many. First, the voices of *real practitioners* are interwoven with the practical and theoretical lessons throughout the book. Second, today's *integrated marketing communications* approach has been incorporated in a meaningful way. Third, the book is *complete* and *current*. Fourth, content, organization, and writing style offer students an appealing and thorough introduction to the field of advertising. Fifth, the teaching package provides the instructor with the tools needed to engage and hold student interest. Finally, the book provides an objective portrayal of the role advertising can play in a modern business.

Today, the world of advertising is going through dramatic changes. No longer is winning awards for creativity a sufficient reason for spending millions of dollars on advertising. Modern advertising is led by objectives and implemented through carefully designed strategies. Accountability is the byword as we approach the twenty-first century. Finally, constant improvements in technology may require major adjustments in how advertising delivers messages. *Advertising: Principles & Practice* is guided by and reflects these changes.

### ADVERTISING AND THE REAL WORLD

Advertising professionals often question whether this field can be taught from a book. Although nothing compares with the experience of *being there*, it is a fact of life that all college students who want an introduction to advertising will not work in an advertising agency. How does this book help solve this problem? Simply by creating a textbook and a teaching package that will bring the real-world experience of advertising alive using paper, ink, pictures, overheads, audiotapes, and videotapes.

### PROFESSIONAL VOICES

To provide a real-life view of advertising for a student who wants an introduction to the field, we have consulted specialists from the different areas of advertising and brought their stories to life. Much of the narrative in the text reflects advertising as those working in the field see it—their theories, their styles and approaches, their rules of thumb, their hindsight and foresight, and their visions. Of course, not everyone in the field agrees, so this book presents a variety of theories, styles, and approaches.

An approach upon which advertising professionals seem to agree is presented in this book as a *principle*. Advertising is still a young field, so these principles are evolving and changing as the field develops. In particular, the notion of *integrating* advertising with the other tools of marketing communication is in its infancy. Many of the integration principles posited in this text are original.

### FOCUS ON EFFECTIVENESS

All the various professionals working in the field—artists, producers, performers, composers and arrangers, researchers, accountants, salespeople, and managers, to

name a few—are important to getting the job done. The focus of all their efforts, regardless of their area of expertise, is on the *most effective way to present a sales message to a potential consumer*. This is the focus of advertising departments and advertising agencies, of media sales departments and consumer behavior researchers, of huge global mega-agencies and small creative boutiques. All of these activities are ultimately directed at producing a message that helps sell something to someone, which is the focus of this book.

#### ART AND SCIENCE

Advertising is a combination of specialized skills and professions that incorporate a number of approaches and philosophies, including those of a scientific or numbers oriented, strategic or problem/solution oriented, and artistic or aesthetically oriented nature. An introduction to advertising is an introduction to all sides of the advertising field and to the processes—quantitative, strategic, and aesthetic—by which the sales message is planned and produced. This text covers both the art and the science of advertising.

#### REALISTIC SCOPE

Advertising includes a variety of disciplines and specialties, including research, media buying and planning, copywriting, art direction, print and broadcast production, media sales, sales promotion and product publicity, strategic planning, personnel management, budgeting, scheduling, negotiating, and even business presentations. Because advertising is a major element in a company's marketing plan, it works in conjunction with a firm's overall corporate marketing practices. As we will describe, this edition has been rewritten to reflect more effectively today's *integrated marketing communications approach*.

### INTEGRATED MARKETING COMMUNICATION

Advertising is a business, and advertising is part of business. Businesses whose goal is profit from the sales of products and services use the tool called advertising to carry a message to the consumer. Advertising is the voice, the expression of marketing. It is *communication*.

#### STRATEGY

The big picture in business includes a marketing strategy that begins with research, adds a thorough understanding of consumer behavior, runs realistic cost-benefit analyses, and emphasizes communication and problem solving. The advertising created and produced to support a firm's marketing strategy communicates through traditional print and broadcast advertising, sales promotion, and well-known media such as direct response, out-of-home and directory media—and increasingly—through alternative media such as interactive forms, advanced cable or telecommunications technology, or unique demand-based media. This book emphasizes how *new methods of communication are central to marketing communication*.

#### INFORMATION AND CHANGE

In turn, additional research and tight budgeting in today's economy provide the data and feedback that support the growth of marketing into new areas and away from other areas. In today's age of information, we have come to know this complete decision-making process as *integrated marketing communication (IMC)*. The incorporation of IMC into this text has broadened in this edition. *Advertising: Principles & Practice* addresses this contemporary view as it applies to each specific area of advertising.

## PROFESSIONALS AND BASIC PHILOSOPHIES

David Ogilvy, founder of Ogilvy & Mather and one of the true giants in the advertising world, opens his classic book *Ogilvy on Advertising* with a new well-known gem:

I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it 'creative.' I want you to find it so interesting that you *buy the product*. When Aeschines spoke, they said 'how well he speaks.' But when Demosthenes spoke, they said 'Let us march against Philip.'<sup>1</sup>

This is one of several basic philosophies that guided the direction of this book; not surprisingly, many of these philosophies touch on the same theses. For another example, the bottom line of advertising, according to Lou Hagopian, chairman of the N.W. Ayer agency, is *to sell more of something*. And according to John O'Toole, of the American Association of Advertising Agencies in New York, advertising is an important factor in our economic freedom of choice. In earlier editions of this book, this basic and practical sense of the business climate underlined the book's message that advertising is not only a business itself, but it is an important aspect of business in general.

Bill Bernbach, a founder of Doyle, Dane, and Bernbach (now DDB Needham Worldwide) insisted that *what is said is only the beginning*. "How you say it makes people look and listen." When it is done well—and admittedly not all advertising is done well—advertising touches common chords in all of us with carefully composed messages. So, an important premise of this book is that although *what is said is important, how it is said is equally as important*. Insights into human behavior and respect for people are absolutely fundamental to good advertising. Unfortunately, not all advertising is good, and not all advertising respects the people it tries to reach, but that is still the goal of the true professionals in the business—and another premise of this book.

John O'Toole explains it best in his book *The Trouble with Advertising* when he says you have to respect the critical faculties of the contemporary consumer. He points to the fact that 66 percent of new products do not make it. They are purchased and evaluated by the public and not bought again, no matter how powerful the advertising may be. He calls the public "these formidable folks whose wrath is so fearful." He describes the implicit contract, or at least understanding, between the advertiser and the public that makes advertising work:

I promise you this. My advertising won't lie to you, or it will not deliberately try to mislead you. It won't bore the hell out of you or treat you as though you were a fool or embarrass you or your family. But remember, it's a salesman. Its purpose is to persuade you to trade your hard-earned cash for my product or service.<sup>2</sup>

So this is the real world of advertising—and this book is a medium of information to help the reader experience it in as lively and focused a fashion as possible.

## ACKNOWLEDGMENTS

*Advertising: Principles & Practice*, Fourth Edition, has benefited from an outstanding team of authors and contributors. We wish to acknowledge the assistance of many academics and professionals in bringing the real world of advertising into the text.

<sup>1</sup>David Ogilvy, *Ogilvy on Advertising* (New York: Crown Publishers, Inc., 1983);7.

<sup>2</sup>John O'Toole, *The Trouble with Advertising* (New York: Times Books, 2nd ed. 1985).

Various experts in the industry contributed to the development of the text and supplements package. We are indebted to Peter Turk of the University of Akron and Norval Stephens of the Norval Stephens Company for their contributions to earlier editions, and also to Mark Green of Simpson College for his development of various video cases throughout the text. Special thanks to Lois J. Smith for preparing the Instructor's Manual and Robert Field for preparing the Test Item File. We would also like to thank Richard Gist for preparing the Transparency Package.

No text can be successfully developed without a supportive publisher. The team at Prentice Hall helped to develop both the text and the supplementary package, and we thank Don Hull and Gabrielle Dudnyk for overseeing the project; Linda DeLorenzo for patience during the production process; Mary Motiff at The Permissions Group for researching ads and photos, and procuring text permissions; John Larkin and Jim Campbell for handling the supplements; and John Chillingworth and Patti Arneson for developing the promotional program.

Many reviewers provided helpful comments on the drafts of the chapters. Their team and thoughtful comments are appreciated:

Edd Applegate <i>Middle Tennessee State University</i>	James M. Maskulka <i>Lehigh University</i>
Richard Behrman <i>Elon College</i>	Mary Ann McGrath <i>Loyola University of Chicago</i>
Charles Armstrong <i>Kansas City Kansas Community College</i>	Anita M. Olson <i>North Hennepin Community College</i>
William Claypoole <i>Texas A&amp;M University</i>	Stephen P. Phelps <i>Southern Illinois University at Carbondale</i>
Joel Davis <i>San Diego State University</i>	Scott D. Roberts <i>University of Texas</i>
Sue Anne Davis <i>University of California at Berkeley</i>	Allen Schaefer <i>Southwest Missouri State</i>
George R. Franke <i>Virginia Polytechnic Institute &amp; State University</i>	L. J. Shrum <i>Rutgers University</i>
Vicki Griffiths <i>University of South Florida</i>	James R. Smith <i>State University of New York at New Paltz</i>
Charles S. Gulas <i>Wright State University</i>	Shelly R. Tapp <i>St. Louis University</i>
James B. Hunt <i>University of North Carolina at Wilmington</i>	John P. Thurin <i>University of Notre Dame</i>
Bart Kittle <i>Youngstown State University</i>	Donna Uchida <i>Colorado State University</i>
Tina Lowery <i>Rider University</i>	D. Joel Whalen <i>DePaul University</i>
Patricia M. Manninen <i>North Shore Community College</i>	Kurt Wildermuth <i>University of Missouri at Columbia</i>

# OVERVIEW

*Preface* xvii  
*About the Authors* xxi

## PART I ADVERTISING FOUNDATIONS AND ENVIRONMENT

- 1 Introduction to Advertising* 3
- 2 Advertising and Society: Ethics and Regulation* 41
- 3 Advertising and the Marketing Process* 77
- 4 Advertising Agencies* 103

## PART II ADVERTISING BACKGROUND, PLANNING, AND STRATEGY

- 5 The Consumer Audience* 149
- 6 Strategic Research* 191
- 7 Strategy and Planning* 217
- 8 How Advertising Works* 245

## PART III ADVERTISING MEDIA

- 9 Media Strategy and Planning* 271
- 10 Print Media* 299
- 11 Broadcast Media* 329
- 12 Media Buying* 359

## PART IV CREATING ADVERTISING

- 13 The Creative Side of Advertising* 379
- 14 Creating Print Advertising* 413
- 15 Creating Broadcast Advertising* 445
- 16 Creating Direct-Response Advertising* 473
- 17 Creating Directory and Out-of-Home Advertising* 505

## PART V ADVERTISING OPERATIONS

- 18 Sales Promotion* 531
- 19 Public Relations* 559
- 20 The Advertising Campaign* 589
- 21 Evaluative Research* 605

## **PART VI MISCELLANEOUS ADVERTISING**

**22 Business-to-Business and Retail Advertising 629**

**23 International Advertising 661**

**Appendix: Careers in Advertising 696**

**Glossary 705**

**Credits 714**

**Index 716**

### **PART I ADVERTISING FOUNDATIONS AND ENVIRONMENT**

- 1 Introduction to Advertising 3
- 2 Advertising and Society: Ethics and Regulation 41
- 3 Advertising and the Marketing Process 77
- 4 Advertising Agencies 103

### **PART II ADVERTISING BACKGROUND, PLANNING, AND STRATEGY**

- 5 The Consumer Audience 143
- 6 Strategic Research 191
- 7 Strategy and Planning 217
- 8 How Advertising Works 245

### **PART III ADVERTISING MEDIA**

- 9 Media Strategy and Planning 271
- 10 Print Media 299
- 11 Broadcast Media 329
- 12 Media Buying 359

### **PART IV CREATING ADVERTISING**

- 13 The Creative Side of Advertising 379
- 14 Creating Print Advertising 413
- 15 Creating Broadcast Advertising 445
- 16 Creating Direct-Response Advertising 473
- 17 Creating Directory and Out-of-Home Advertising 505

### **PART V ADVERTISING OPERATIONS**

- 18 Sales Promotion 551
- 19 Public Relations 559
- 20 The Advertising Campaign 589
- 21 Evaluative Research 605

# CONTENTS

## *Preface* xvii

## *About the Authors* xxi

## ***PART I* ADVERTISING FOUNDATIONS AND ENVIRONMENT**

### CHAPTER



### **Introduction to Advertising** 3

Refurbishing the Golden Arches 4

What Makes an Ad Great? 4

Classics, 7 • Characteristics of Great Ads, 10

The World of Advertising 12

Defining Advertising, 12 • Types of Advertising, 13 • Roles of Advertising, 14 • Functions of Advertising, 15

The Four Players 16

The Advertiser, 16 • The Advertising Agency, 19 • The Media, 21 • Vendors, 21

The Evolution of Advertising 23

The Ancient Period, 23 • The Age of Print, 23 • The Formative Years, 23 • Modern Advertising, 26

Summary 37

VIDEO CASE: *Can the Ban: Uproar over Liquor Ads* 39

### CHAPTER



### **Advertising and Society: Ethics and Regulation** 41

Has Volvo Done It Again? 42

Advertising Ethics 43

Ethical Criteria, 43 • The Problem of Being Ethical, 45

Ethical Issues in Advertising 46

Puffery, 46 • Taste and Advertising, 47 • Stereotyping in Advertising, 49 • Advertising to Children, 52 • Advertising Controversial Products, 55 • Subliminal Advertising, 56

Advertising and the Law 58

Advertising and the First Amendment, 58

The Federal Trade Commission 60

The FTC and Advertisers, 62

FTC Concerns with Advertising 62

Deception, 62 • Reasonable Basis for Making a Claim, 63 • RICO Suits, 63 • Comparative Advertising, 64 • Endorsements, 64 • Demonstrations, 65

Remedies for Deceptive and Unfair Advertising 66

Consent Decrees, 66 • Cease-and-Desist Orders, 66 • Corrective Advertising, 66

## FTC Hints 68

*The Legal Responsibility of the Agency, 68 • Substantiating Advertising Claims, 69 • Consumer Redress, 69 • Food and Drug Administration, 69 • Federal Communications Commission, 69 • Other Federal Agencies, 70*

## Self-Regulation 70

*Self-Discipline, 71 • National Agencies, 71 • Local Regulation: BBB, 72 • Media Regulation and Advertising, 72 • A Final Consideration, 72*

## Summary 73

VIDEO CASE: *You Can't Judge a Book by Its Cover* 75

## CHAPTER

## 3

**Advertising and the Marketing Process 77**

*Paring Down at P&G 78*

*The Idea of a Market, 81 • Types of Markets, 81*

*The Marketing Concept 83*

*The 4Ps of Marketing 85*

*Product, 86 • Place (Channel of Distribution), 90 • Pricing, 93 • Promotion, 94*

*Advertising and the Marketing Mix 97*

*Summary 98*

VIDEO CASE: *Slotting Fees: New Front in the Great Space War* 100

## CHAPTER

## 4

**Advertising Agencies 103**

*Managing a Lasting Relationship 104*

*Essence of the Business: Value-Adding Ideas 105*

*Why Hire an Agency? 107*

*Expertise, Objectivity, and Dedication, 108 • Staffing and Management, 109*

*The Agency World 111*

*Full-Service Agency, 114 • Specialized Agencies, 114 • Virtual Agencies, 118 • Agency Philosophies, 118*

*Trends in Advertising and Marketing Communication 120*

*Integrated Marketing Communication, 120*

*How Agencies Are Organized 123*

*Account Management, 124 • Creative Development and Production, 127 • Media Planning and Buying, 129 • Research Department, 130 • Internal Services, 130*

*How Agencies Are Paid 132*

*The Commission System, 132 • The Fee System, 136*

*The Future: Efficiency, Effectiveness, and Accountability 137 ✓*

*Summary 139*

CASE STUDY: *The Honda Way* 142

VIDEO CASE: *Chiat/Day* 147

## **PART II ADVERTISING BACKGROUND, PLANNING, AND STRATEGY**

## CHAPTER

## 5

**The Consumer Audience 149**

*Settling Kids' Tummies 150*

*Consumer Behavior 150*

*The Consumer Audience, 151 • Market Segmentation/Target Marketing, 151*

*Influences on You as a Consumer 154*

*Cultural and Social Influences, 155 • Reference Groups, 157*

Personal Influences	159
Demographics, 159 • Geographic Location, 165 • Psychographics, 166 • Buying Behavior, 175	
The Key to Effective Advertising: Understanding the Audience	179
Summary	180
VIDEO CASE: <i>How Healthy Is Health Food?</i>	182
APPENDIX: Studying Consumer Trends Using Social Trends for Advertising Decisions	184

## CHAPTER

**6 Strategic Research 191**

Understanding Europe's Generation X	192
Research: The Quest for Intelligence	192
Strategic Research versus Evaluative Research	193
Exploratory Research, 194 • Who Organizes the Facts?, 201	
The Strategy Document	202
Marketing Objective, 202 • The Product, 203 • The Target Audience, 203 • Promise and Support, 204 • Brand Personality, 204 • Strategy Statement, 204	
Message Development Research	205
Diagnostic Research and Early Feedback, 206 • Communication Tests, 209	
The Future of Advertising Research	210
Trend 1: Right Sizing, 210 • Trend 2: Globalization, 211 • Trend 3: New Media Technology, 211 • Trend 4: Integrated Marketing Communication, 211 • Trend 5: Increased Government Activism, 211	
Summary	212
VIDEO CASE: <i>Christmas Toys</i>	214

## CHAPTER

**7 Strategy and Planning 217**

RadioShack Has the Answers	218
Strategy and Planning	218
Strategic Planning: Making Intelligent Decisions, 218 • The Business Plan, 219	
The Marketing Plan	221
Marketing Objectives, 222 • Marketing Problems and Opportunities, 222 • Selecting Target Markets, 223 • Marketing Strategies, 223 • Executing Plans, 224 • Evaluating Plans, 224	
The Advertising Plan	224
Situation Analysis, 226 • Advertising Strategy Decisions, 227 • Implementation and Evaluation, 232 • The Advertising Budget, 232	
The Creative Plan and Copy Strategy	234
Message Strategies, 234 • Selling Premises, 234 • Execution Details, 237	
Summary	237
CASE STUDY: <i>GM Goes Electric</i>	240
VIDEO CASE: <i>A Microbrew by Any Other Name . . .</i>	242

## CHAPTER

**8 How Advertising Works 245**

Zapping the Ads	246
Advertising Impact	246
The Advertising Environment, 248 • The Audience, 248 • Breakthrough Advertising, 250	
The Psychology of Advertising	250
Perception: Creating Stopping Power, 250 • Awareness: Making an Impression, 251 • Understanding: Making It Clear, 254 • Persuasion: Making Moving Messages, 255 • Locking Power: Making It Memorable, 258	

How Brand Images Work	259
<i>Brand Image, 262 • Building a Brand, 262</i>	
Summary	264
CASE STUDY: <i>Do Spokescharacters and Celebrities Pay Out in Sales?</i>	266
VIDEO CASE: <i>Toothpaste Advertising: More than Hype?</i>	269

## **PART III ADVERTISING MEDIA**

### **CHAPTER**

# **9**

## **Media Strategy and Planning 271**

Where Are Those College Students?	272
The Function of Media Planning in Advertising	272
The Aperture Concept in Media Planning	273
Media Planning Operations: Information Sources and Analysis	273
<i>Marketing Sources, 274 • Creative Sources, 274 • Media Sources, 275</i>	
Media Planning Operations: Setting Objectives	276
<i>Finding Target Audiences in Media Opportunities, 276 • Sales Geography: Where to Advertise?, 278 • Timing: When to Advertise?, 278 • Duration: How Long to Advertise?, 279</i>	
Media Planning Operations: Developing Strategies	279
<i>Target Audience Strategies: New Technology of Measurement, 280 • Geographic Strategies: Allocating Media Weight, 281 • Timing/Duration Strategies: Continuity Patterns, 282</i>	
Media Planning Operations: Media Selection Procedures	283
<i>Audience Measures Used in Media Planning, 283 • Reach and Media Planning, 284 • Frequency and Media Planning, 285 • Combining Reach and Frequency Goals: Effective Frequency, 288 • Cost Efficiency as a Planning Dimension, 289 • Selecting Acceptable Media Environments, 290</i>	
Media Planning Operations: Staging a Media Plan	291
<i>Background/Situation Analysis, 292 • Media Objectives/Aperture Opportunities, 292 • Strategy: Selection of Media, 292 • The Flow Chart: Scheduling and Budgeting Allocation, 295</i>	
Summary	296
VIDEO CASE: <i>Call Waiting</i>	297

### **CHAPTER**

# **10**

## **Print Media 299**

Spinning toward Generation X	300
Print Media	301
Newspapers	301
<i>The Structure of Newspapers, 304 • The Readers of Newspapers, 308 • Measuring the Newspaper Audience, 309 • Advertising in Newspapers, 311 • The Advantages of Newspapers, 312 • The Disadvantages of Newspapers, 314 • The Future of Newspapers, 315</i>	
Magazines	317
<i>The Structure of Magazines, 318 • The Readers of Magazines, 319 • Measuring Magazine Readership, 319 • Advertising in Magazines, 321 • The Advantages of Magazines, 322 • The Disadvantages of Magazines, 324 • The Future of Magazines, 324</i>	
Summary	325
VIDEO CASE: <i>Infomercials</i>	327

### **CHAPTER**

# **11**

## **Broadcast Media 329**

MTV in Europe: One Country at a Time	330
The Structure of Television	331
<i>Wired Network Television, 331 • Unwired Network Television, 331 • Public Television: The Fifth</i>	

*Network, 331 • Cable and Subscription Television, 332 • Local Television, 335 • Specialty Television, 335 • Interactive Television, 336 • Television Syndication, 336*

**Television Advertising 338**

*Forms of Television Advertising, 338*

**The Television Audience 340**

*How People Watch Television, 341 • Measuring the Television Audience, 341*

**Advantages and Disadvantages of Television 342**

*Advantages, 342 • Disadvantages, 343 • Inflexibility, 345*

**The Structure of Radio 345**

*AM Radio, 345 • FM Radio, 346 • Cable and DAB Radio, 347*

**Radio Advertising 348**

*Network Radio, 349 • Spot Radio, 350*

**The Radio Audience 351**

*Measuring the Radio Audience, 351*

**Advantages and Disadvantages of Radio 352**

*Advantages, 352 • Disadvantages, 354*

**Summary 355**

**VIDEO CASE: Infomercials in the 1990s: More than Slicing and Dicing 357**

## CHAPTER

# 12

## Media Buying 359

**Ads May Show Up Anywhere 360**

**Media-Buying Functions 361**

*Providing Inside Information to the Media Planner, 361 • Media Vehicle Selection, 361 • Negotiating Media Prices, 362 • Monitoring Vehicle Performance, 363 • Postcampaign Analysis, 363*

**Special Skills: Expert Knowledge of Media Opportunities 364**

*Media Content, 364 • Audience Habits, 364 • Research Evaluation, 364*

**Special Skills: Knowledge of Media Pricing 364**

*Media Cost Responsibilities, 365*

**Special Skills: Media Vehicle Selection and Negotiation 367**

*The Boundaries: Working Within Plan Requirements, 368 • Negotiation: The Art of a Buyer, 370*

**Special Skills: Maintaining Plan Performance 373**

*Monitoring Audience Research, 374 • Schedule and Technical Problems, 374*

**Summary 375**

**VIDEO CASE: Look! Up in the Sky! It's a Bird! It's a Plane! It's an — Advertisement! 377**

## PART IV CREATING ADVERTISING

## CHAPTER

# 13

## The Creative Side of Advertising 379

**How Ideas Evolve: The "Got Milk?" Campaign 380**

**The Creative Concept 381**

*What Makes an Idea Creative?, 381 • ROI, 382 • Strategy and Creativity, 384*

**Creative Thinking 386**

*The Creative Person, 387 • Creative Roles, 391*

**The Creative Process 395**

*Managing the Creative Process, 397*

- ✓ Creative Strategy 399
  - Types of Messages, 400 • *Hard and Soft Sell*, 401
- ✓ Creative Executions 404
  - ✓ Advertising Formats, 404 • *Tone*, 405 • *Words and Pictures*, 406
- Effective Creativity 408
- Summary 409
- VIDEO CASE: *Garbage* 411

## CHAPTER

## 14

**Creating Print Advertising 413**

- Slow Down and Dream 414
- Print Advertising 415
  - Newspaper Advertisements, 415 • Magazine Advertisements, 417
- Writing for Print 417
  - Headlines, 417 • *Other Display Copy*, 421 • *Body Copy*, 421
- Designing for Print 423
  - Layout Styles, 424 • *Design Principles*, 425 • *Color*, 431
- Print Production 433
  - Typography, 433 • *The A+* 435 • *Color Reproduction*, 436 • *Printing Process*, 437 • *New Technology*, 438
- Summary 440
- CASE STUDY: *Baseball Needs a Home Run* 442
- VIDEO CASE: *The Gap: Creating Print Advertising for a Changing Market* 443

## CHAPTER

## 15

**Creating Broadcast Advertising 445**

- Promoting the Big Screen on the Little Screen 446
- The Video Environment 446
  - Characteristics of Television Commercials 447
    - Message Strategy, 449 • *Elements*, 451 • *Filming and Taping*, 452 • *Planning and Producing Commercials*, 454 • *Scripts and Storyboards*, 454 • *The Team*, 456
  - Producing a Television Commercial 458
    - Preproduction, 458 • *The Shoot*, 458 • *Postproduction*, 459 • *Rules of Thumb for Producing Television Commercials*, 460
  - The Radio Commercial 460
    - Characteristics of the Radio Environment, 460 • *Message Strategy*, 462 • *Writing for Audio*, 463 • *Tools*, 464 • *Scripting*, 465
  - Producing a Radio Commercial 465
    - Taped Commercials*, 465 • *Live Spots*, 465
  - Message Trends 466
    - Zapping*, 466 • *Image Manipulation*, 466 • *Interactive Media*, 468
- Summary 468
- VIDEO CASE: *Man vs. Machines: The Digital Revolution in Music* 470

## CHAPTER

## 16

**Creating Direct-Response Advertising 473**

- They Keep Coming Back 474
- Direct Marketing 474
  - Types of Direct Marketing, 475

The Direct-Response Industry	476
Reasons for Growth,	476
Integrated Direct Marketing	478
Problems with Direct Marketing,	479 • Direct-Response Advertising, 480 • Database Marketing, 481
Managing Direct Marketing	482
The Advertisers, 482 • The Agencies, 483 • The Consumers, 484	
Managing the Database	486
Designing a Direct-Marketing Piece,	486
The Media of Direct Response	487
Direct Mail, 487 • The Catalog Marketplace, 493 • Print Media, 494 • Broadcast Media, 495	
Telemarketing	496
Costs, 496 • Characteristics, 497 • The Message, 498	
Online Marketing	498
The Future of Direct Marketing	499
Summary	501
VIDEO CASE: <i>We've Seen the Future and It's Home Shopping</i>	503

## CHAPTER 17 Creating Directory and Out-of-Home Advertising 505

Delivering the Goods	506
Out-of-Home Advertising	506
Outdoor Advertising, 507 • Message Design, 509 • Production of Outdoor Advertising, 512 • Buying Outdoor Space, 514 • The Audience, 514	
Transit Advertising	515
The Transit Audience, 516 • Message Design, 517 • Other Posters, 518	
Directory Advertising	518
Yellow Pages Advertising, 518 • The Audience, 520 • Creating the Yellow Pages Ad, 520 • Trends in Directories, 525	
Other Innovative Advertising Media	525
Movie Advertising, 525 • Other Alternative Media, 526 • Reminder Messages, 526 • Action Messages, 526	
Summary	527
VIDEO CASE: <i>Cadillac Style</i>	529

## PART V ADVERTISING OPERATIONS

### CHAPTER 18 Sales Promotion 531

Happy Meals—Happy Opportunities	532
Defining Sales Promotion	532
The Size of Sales Promotion	533
Reasons for the Growth of Sales Promotion,	534
The Role of Sales Promotion in Marketing	536

The Relationship Between Sales Promotion and Advertising 537  
*Differences and Similarities, 537 • Introducing a New Product, 538 • Can Sales Promotion Build Brands?, 540*

Types of Sales Promotion 540  
*Consumer Sales Promotion, 541 • Reseller (Trade) Sales Promotion, 551*

The Future of Sales Promotion 554

Summary 555

VIDEO CASE: *Telemarketing and Sales Promotion* 557

## CHAPTER 19 Public Relations 559

Food Lion Roars Back 560

The Challenge of Public Relations 560

Comparing Public Relations and Advertising 563  
*Media Use, 563 • Control, 565 • Credibility, 566*

The Components of Public Relations 566  
*Tracking Public Opinion, 566*

Public Relations Tools and Techniques 572

*Public Relations and Controlled Media, 572 • Media Relations, 574 • Crisis Management, 577 • Electronic Communication, 579*

Nonprofit Public Relations 581

*Nonprofit Organizations, 581*

Evaluating Public Relations 582

Summary 584

CASE STUDY: *Hey Baby, Want to Play Office?, 586*

VIDEO CASE: *"Whose Side Are You On?" Creating a Public Service Ad Campaign* 587

## CHAPTER 20 The Campaign Plan 589

Where's Your Mustache? 590

The Structure of a Campaign Plan 590

Situation Analysis 591

*SWOT Analysis, 593*

Campaign Strategy 595

*Objectives, 596 • Targeting, 596 • Positioning, 596 • The Appropriation, 596*

Marketing Communication Activities 597

*Creative Theme, 597 • Creative Strategy and Tactics, 598 • Media Plan, 599 • Other Marketing Communication Activities, 600*

Phases of a Campaign 600

*The Next Phase, 602*

Evaluation 602

Summary 603

## CHAPTER 21 Evaluative Research 605

Everyone Is the Same at GM 606

Evaluative Research Suppliers and Methods 608

Memory Tests 608

*Recall Tests, 609 • Recognition Tests, 612*

Persuasion Tests	614
Types of Persuasion Tests, 615 • Assessing Persuasion Tests, 615	
Direct-Response Counts	616
Communication Tests	618
Focus Groups	618
Physiological Tests	618
Assessing Physiological Tests, 619	
Frame-by-Frame Tests	621
Assessing Frame-by-Frame Tests, 622	
In-Market Tests	622
Simulated Test Markets, 623 • Single-Source Data, 623	
Implications of Evaluative Research	623
Summary	624
VIDEO CASE: "Perfect" Navy by Cover Girl	627

## PART VI MISCELLANEOUS ADVERTISING

CHAPTER 22	Retail and Business-to-Business Advertising	629
	A Store Without a Store	630
	Retail Advertising	630
	Retail Advertising versus National Advertising, 631 • Cooperative Advertising, 633 •	
	Types of Retail Advertising, 633 • Trends in Retailing, 634 • Creating the Retail Ad, 637	
	Buying and Selling Local Media	641
	Retail Media Strategy, 641 • Media Alternatives, 642 • Retail Market Research, 643	
	Business-to-Business Advertising	644
	Types of Business-to-Business Advertising, 645 • Business versus Consumer Marketing, 649 •	
	Business-to-Business Advertising Objectives, 651 • Creating Business-to-Business Ads, 653	
	Business-to-Business Advertising Media	653
	General Business and Trade Publications, 653 • Directory Advertising, 654 • Direct Marketing, 654 • Consumer Media, 654 • Recent Trends in Media Services, 655 • Does Business Advertising Sell?, 655	
	Summary	656
	CASE STUDY: RadioShack Has the Answers	658
	VIDEO CASE: Price Chopper: "Best Foods/Best Price"	659
CHAPTER 23	International Advertising	661
	International Marketing	662
	Evolution of Global Marketing, 662	
	The Global Perspective	667
	Global Brands, 669 • The Global Debate and Advertising, 669 • Open Markets and Regulations, 670	
	International Management	673
	Lingua Franca, 673 • Strategic Plan, 675 • Budget Control, 677	