

# 商务广告 (英文版)

Business Advertising

王燕希 主编



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**(英文版)**

**Business Advertising**

王燕希 主编

责任编辑: 刘小燕

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北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: [uibep@126.com](mailto:uibep@126.com)

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“新世界商务英语系列教材”是对外经济贸易大学出版社与对外经济贸易大学、东北财经大学、广东外语外贸大学、上海财经大学、上海对外贸易学院等院校联手推出的一套面向不同层次、涵盖不同模块的商务英语系列立体化教材。

本套教材面向三个层次：研究生、本科和高职高专。研究生层次的商务英语适用于全国各高等院校商务英语方向以及财经类专业的硕士研究生。整体思路贯彻《研究生英语教学大纲》和《考试大纲》，适应全国研究生英语教学发展的新要求。本套全国高等院校研究生商务英语系列教材由阅读教程、翻译教程、写作教程、听说教程以及配套多媒体课件组成。

本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向和国际贸易、国际经济、国际工商管理 etc 商科专业的学生。

高职高专层次的商务英语教材按照教学模式设置，包括语言技能教材和商务谈判、国际贸易实务、外贸英文制单、商务礼仪等商务知识核心教材。

针对本科层次商务英语教学模式和课程设置，商务英语方面的教材涵盖下述三大模块：语言技能、混合模块（语言技能 + 专业知识）、商务专业知识：

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编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，或者曾任驻外商务领事，或者获得工商管理、经济学等商科专业的硕士、博士学位。他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

对外经济贸易大学出版社

2008 年 1 月

# 前 言

当今时代，广告已成为经济生活中不可或缺的组成部分。它是现代商品经济发展的催化剂，是联络生产、销售的纽带和桥梁。我国改革开放的三十多年来，广告业经历了从起步、恢复到规范、发展的过程。随着对外开放的深入，商业界人士和高等院校商科专业的学生对广告学科在整个营销沟通过程中的认识愈来愈显局限，对广告的起源发展、特点种类、文案撰写、媒介规划、促销推介等方面的把握也远远不够，急需一本集实用性和理论性结合的教材，深入浅出地系统阐述，本书的出版正顺应了这一要求。此外，由于本书是英文撰写，除了专业知识外，学习者在对英语相应术语、相关理论的表达、掌握和运用上也会得到较大的收益。

本书共分十六章。第一章为概述，介绍广告的定义、分类以及其在营销中的作用。第二章介绍广告的起源和广告随着科学技术的进步而发展的历史过程以及中国广告业的发展和现状。第三章介绍与广告业相关的几大元素，即：广告主、广告公司、广告媒介和广告受众，以及他们之间的关系；第四章分析了整个沟通过程的构成因素和在其中的广告所具有的营销作用，并介绍了如“固有的品牌接触点、意外的品牌接触点、客户策动的品牌接触”等基本概念；第五章介绍了营销信息沟通中不同的消费者分类及他们对营销策略的不同反应和购买决策，此外，还说明了说服技巧在营销过程中的作用。第六章解释了调研在营销和广告中的重要性，并说明了不同调研的类型和性质及调研问卷的制作；第七章强调创意的特点和源泉，也揭示了广告公司创意部门与出资方间的矛盾等。第八章介绍了创意规划和广告文案过程和广播、电视和平面印刷广告的特点；第九章介绍了各类广告的制作过程，如广播电视电子广告等；第十章进一步说明各种广告媒体和不同媒体的优缺点；第十一章重点介绍网络广告，强调其互动性，也客观地对其优劣面进行了评说；第十二章介绍媒介规划和策略决策，以及从公式上推出对不同决策的选择和对其影响的因素；第十三章介绍了促销的形式、内容和特点和促销对消费者和行业的影响；第十四章介绍了公共关系在整个营销沟通整合中的作用，公关的目的和基本策略；第十五章介绍了个人推销的作用、其优缺点以及判断其有效性的方法；第十六章介绍了沟通过程中的其他形式如企业赞助和卖场活动等多种形式和其在营销过程中的作用；本书的个别章节在内容有关联之处，目的是为了阐明得更全面透彻。

此外，每一章节均由六个部分组成，即：Chapter Overview（章节概述），Learning Objectives（学习目标），Body of the Text（课文正文），Chapter Summary（章节总结），

Text Study (课文讲解), Exercises (课后练习)。其中, 课文讲解和课后练习两章的讲解更为具体详尽, 前者包括重要词汇、句子注释和翻译; 后者包括内容提问、正误判断、句子翻译、课堂讨论、相关网址和案例研究, 从各个角度、层面对课文主题进行了分析、理解、深化和扩展, 使学习者领会理解, 获得启迪后融会贯通。此外, 练习部分均附有答案, 以便学习者参考对照, 自学自测, 进一步巩固提高所学内容。

本书由王燕希主编, 邱烨负责第一至三章的编写, 戚永翎负责第四至六章的编写, 王燕希负责第七至八章和第十三至第十六章的编写, 魏大伟负责第九至第十二章的编写, 最后由王燕希进行修订和统稿。

感谢出版社有关编辑的支持, 感谢与我编书的三位同行的合力协作。衷心希望本书对商业界人士、大学本科和研究生以及对商务广告感兴趣的读者有所帮助。由于水平有限, 书中难免会有疏漏及考虑不周之处, 敬请专家和读者批评指正。

本书配有教学课件、参考答案及相关材料, 供教师教学参考 (见书末赠送课件说明)。

编者

2008 年 9 月 20 日



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# Chapter 1

## The Dimensions of Advertising

Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.

— *Leo Burnett*

### 1. Chapter Overview

Advertising means different things to different people. It's a business, an art, an institution, and a cultural phenomenon. Spending on advertising is huge nowadays. One often quoted statistic by the market research firm Zenith Optimedia estimates that worldwide spending on advertising exceeds (US) \$400 billion per year. This level of spending supports thousands of companies and millions of jobs. In fact, in many countries most media, such as television, radio and newspapers, would not be in business without the revenue generated through the sale of advertising. So, what is this flourishing industry? What can it do? This chapter defines advertising and the role it fulfills within a firm's overall marketing and brand marketing.

The consumer market has become highly competitive with a new brand being born almost everyday. Simply informing a customer that a brand exists is not enough. Irrespective of the kind of product you are looking for, be it consumer durables like refrigerators, air conditioners, washing machines or fast moving consumer goods (FMCG) the number of brands available is truly mind boggling. Naturally it is the prime concern of every marketer to promote their brand as a shade better than the competitors'. Advertising does not end with the flow of information. It goes further to influence and to persuade people to take a desired action - like placing an order to buy

a product. As one of the oldest forms of public announcement advertising occupies a vital position in an organization's marketing mix.

## **2. Learning Objectives**

- to learn the definition of advertising
- to examine five types of advertising
- to tell the differences between advertising and marketing
- to know how to create a brand through advertising

## **3. Body of the Text**

### **3.1 Definition of Advertising**

Whether trying to alter spending patterns or simply alert buyers to a firm's existence, business has for centuries turned to advertising. Advertising is persuasive and informational and is designed to influence the purchasing behavior and/or thought patterns of the audience. It has so permeated everyday life that individuals can expect to be exposed to more than 1,200 different messages each day. So, what is advertising? What are its elements?

To the CEO of a multinational corporation, advertising is an essential marketing tool that helps create brand awareness and loyalty and stimulates demand. To the owner of a small retail shop, advertising is a way to bring people into the store. To the art director in an advertising agency, advertising is the creative expression is a concept. To a media planner, advertising is the way a firm uses the mass media to communicate to current and potential customers. To scholars and museum curators, advertising is an important cultural artifact, text, and historical record. Advertising means something different to all these people. In fact, sometimes determining just what is and what is not advertising is a difficult task.

It is often thought of as the paid, non-personal promotion of a cause, idea, product, or service by an identified sponsor attempting to inform or persuade a particular target audience. It is a marketing tool and may be used in combination with sales promotions, personal selling tactics, or publicity.

The standard definition of advertising has six elements. First, if communication is not *paid for*, it's not advertising. For example, a form of promotion called *publicity* is not advertising because it is not paid for. For the same reason, public service announcements (PSAs) are not advertising either. PSAs are important and often strongly imitate their commercial cousins, but they aren't ads, they are not commercial in the way an ad is because they are not paid for like an ad. They are offered as information in the public interest. When you hear a message on the radio that implores you to "Just say no" to drugs, this sounds very much like an ad, but it is a PSA. Second, it has an identified sponsor. Advertising clients are predominantly, but not exclusively, for-profit corporations seeking to increase demand for their products or services. Third, most advertising tries to persuade or influence the consumer to do something. All advertising includes an attempt to persuade. Aside from a fundamental post-World War I shift in the perception of advertising's power, its function is the same today as it was in 1700: advertising aims to boost sales. It is important to note here that advertising can be persuasive communication not only about a product or service but also about an idea, a person, or an entire organization. Fourth, the message is conveyed through many different kinds of mass media. Advertisements are usually placed anywhere an audience can easily and/or frequently access, visual and/or audio. Television, radio, movies, magazines, newspapers, the Internet, and billboards, every major medium is used to deliver these messages. Advertisements can also be seen on the back of seats in buses, on the walls of an airport walkway, on the sides of taxis, heard in telephone hold messages and even on the ground of a main street. Fifth, advertising reaches a large audience of potential consumers. Advertising sought only to convey information until the twentieth century. But modern advertising seeks to "create demand" by influencing buyers' perceived needs or desires. Advertising keeps buyers being aware of their choices and pushes them to make an evaluation of which option is "best". So, advertising is mass-mediated. It is delivered through a communication medium designed to reach more than one person, typically a large number — or mass — of people. Finally, advertising is also non-personal, because it is a form of mass communication. The mass-mediated nature of advertising creates a communication environment where the message is not delivered in a face-to-face manner.

So, advertising is the paid, non-personal promotion of a cause, idea, product, or service by an identified sponsor attempting to inform or persuade a particular target

audience. It uses techniques and practices to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way.

The industry is large and growing now. In the United States alone in 2005, spending on advertising reached \$144.32 billion. That same year, according to a report titled Global Entertainment and Media Outlook, during 2006-2010, worldwide advertising spending would be \$385 billion. The report projected worldwide advertisement spending to exceed half-a-trillion dollars by 2010. (*Source: Pricewaterhouse Coopers 2005*)

### 3.2 Types of Advertising

Different advertisers try to reach different types of audiences. Advertising has taken on many different forms. For instance, archaeologists have uncovered walls painted in Rome announcing gladiator fights as well as rock paintings along Phoenician trade routes used to advertise wares. As the type of media has changed, so has advertising's form.

Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television ads, web banners, shopping carts, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising. So if we categorize advertisements by the media they use, there will be newspaper advertising, magazine advertising, television advertising, billboard advertising, package advertising, radio advertising, poster advertising, POP advertising, direct mail advertising, etc.

In this section, we'll examine some major types of advertising according to their media. The first one is newspaper advertising. Newspaper advertising has been around longer than any other form of advertising we see today and is still the first kind of advertising that businesses think about doing. It is a good way to reach a large number of people, especially those aged 45-plus who tend to read the paper more frequently than younger demographic groups who tend to get their news from television, radio or the Internet. Most newspapers make nearly all their money from advertising. For that reason, newspapers are inexpensive to buy, and some are free. The portion of the newspaper that is not advertising is called editorial content. In recent years, the advertorial emerged. Advertorials are most commonly recognized as an opposite-

editorial, which third-parties pay a fee to have included in the paper. Advertorials commonly advertise new products or techniques, such as a new design for golf equipment, a new form of laser surgery, or weight-loss drugs. The tone is usually closer to that of a press release than of an objective news story. The advertising content of a newspaper can be divided into two parts, classified and display. Classified ads are small, text-only items obtained via telephone and set into the format by the classified advertising representative. Display ads are obtained by sales representatives employed by the newspaper who actively solicit local businesses for this larger, more visually oriented ad space.

Mobile Billboards are flat-panel campaign units in which their sole purpose is to carry advertisements along dedicated routes selected by clients prior to the start of a campaign. Mobile Billboard companies do not typically carry third-party cargo or freight. Mobile displays are used for various situations in metropolitan areas throughout the world.

Television advertisement is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of television. Most commercials are produced by an outside advertising agency and airtime is purchased from a Media Agency or direct from the TV channel or network. The first television advertisement was broadcast in the United States at 14:29 on July 1, 1941. For catching attention of consumers, communication agencies make wide use of humor. Many television advertisements feature catchy jingles or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes. Advertisements of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to political campaigns. The effect of television advertisements upon the viewing public has been so successful and so pervasive that it is considered impossible for a politician to wage a successful election campaign, in the United States, without use of television advertising. Animation is often used in advertisements. Techniques can vary from hand-drawn traditional animation to different forms of computer animation. By using animated characters, an advertisement may have a certain appeal that is difficult to achieve with actors or mere product displays.

Increasingly, other media such as those discussed below are overtaking television due to a shift towards consumer's usage of the Internet as well as devices such as TiVo. Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives. E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam". Some companies have proposed to place messages or corporate logos on the side of booster rockets and the International Space Station. Controversy exists on the effectiveness of subliminal advertising, and the pervasiveness of mass messages.

SMS (Short Message Service) text messages have taken new steps towards being a medium of advertising. The benefit of SMS text messages is people can respond where they are, right now, stuck in traffic, sitting on the metro. The use of SMS text messages can also be a great way to get a viral (word-of-mouth) campaign off the ground to build one's own database of prospects. Interstitial advertisement is a form of advertisement, which takes place while a page loads.

Unpaid advertising (also called word of mouth advertising) can provide good exposure at minimal cost. Personal recommendations, spreading buzz, or achieving the feat of equating a brand with a common noun ("Xerox" = "photocopier", "Hoover" = vacuum cleaner and "Band-Aid" = adhesive bandage.) — these are the pinnacles of any advertising campaign. However, some companies oppose the use of their brand name to label an object.

Another form of advertising is product placement advertisements. They are promotional ads placed by marketers using real commercial products and services in media, where the presence of a particular brand is the result of an economic exchange. When featuring a product is not part of an economic exchange, it is called a product plug. Product placement appears in plays, film, television series, music videos, video games and books. It became more common starting in the 1980s, but can be traced back to at least 1949. Product placement occurs with the inclusion of a brand's logo in shot, or a favorable mention or appearance of a product in shot. This is done without disclosure, and under the premise that it is a natural part of the work. Most major movie releases today contain product placements. The most common form is movie and television placements and more recently computer and video games. Recently, websites have experimented with in-site product placement as a revenue model.

So much for the mediums categorization and now let's take a look at other ways of classifying advertisements. Advertisers aim at different audience, consumers or businesses. Many businesses never have the need to deal with the public at all. This is called business-to-business advertising. For these businesses, advertising in the newspaper, radio or TV would be a waste of time and money. Business-to-Business Advertising includes only messages directed at retailers, wholesalers, and distributors, and from industrial purchasers and professional such as lawyers and physicians to other businesses, but not to general consumers. You will find these companies using direct mail or placing ads in publications or professional journals.

Geographically speaking, there can be global advertising, international advertising, national advertising, regional advertising, and local advertising. The audience of advertising can be thought of in geographic terms, because of cultural differences, very few ads can be effective for all consumers worldwide. However, global advertising can be used for some brands, these are typically brands that are considered citizens of the world and whose manner of use does not vary tremendously by cultural. Firms that market brands with same global appeal, such as Singapore Airlines, IBM, and Sony, attempt to develop and place advertisements with a common theme and presentation in all markets around the world.

International advertising occurs when firms prepare and place different advertising in different national markets. Each international market often requires unique or original advertising due to product adaptations or message appeals tailored specifically for that market. P&G uses different versions of ads for its laundry products for nearly every international market due to differences in the way consumers approach the laundry task. Consumers in the United States use large and powerful washers and dryers and lots of hot water. Housewives in China merely use hot water and hang clothes out to dry.

National advertising reaches all areas of one nation. National advertising is the term typically used to describe the kind of advertising we see most often in the mass media in our domestic market. Regional advertising is carried out by producers, wholesalers, distributors, and retailers that concentrate their efforts in a relatively large, but not national, geographic region. While local advertising is directed at an audience in a single trading area, either a city or a province. Under special circumstances, national advertiser will share advertising expenses in a market with local dealers to



achieve specific advertising objectives.

For example, if we look at the range of an advertisement, we can see there are international advertising, national advertising, local advertising and so on. Advertising is a large and varied industry, all types of advertising demand creative, original messages that are strategically sound and well executed.

