

The background of the cover is a stylized, colorful illustration. It features a cityscape with tall buildings in shades of orange, red, and purple. In the foreground, there are green trees with purple outlines, a rainbow arching across a green field, and a person riding a bicycle on a path. The overall style is artistic and vibrant.

*second edition*

*Introduction to*  
***Advertising & Promotion***

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*An Integrated  
Marketing Communications Perspective*

*Belch ■ Belch*

*Introduction to*  
***Advertising & Promotion***

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*An Integrated  
Marketing Communication Perspective*

George E. Belch

Michael A. Belch

*both of San Diego State University*

**IRWIN**

Homewood, IL 60430

Boston, MA 02116

*To Gayle, Derek, and Danny*  
*GEB*

*To Renee and Jessica*  
*MAB*

*and*

*To our brother Pete*  
*A special dedication for aiming us*  
*in the right direction*



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# *Preface*

There is probably no more dynamic and fascinating a field to either practice or study than that of advertising and promotion. In our increasingly complex world, organizations in both the private and public sector have learned that their ability to create and disseminate effective advertising and promotional messages to their target audiences is often critical to their success. Advertising messages are used to sell products and services as well as to promote causes, market political candidates, and deal with societal problems such as the AIDS crisis or drug abuse. Advertising has become a prestigious profession and a major course of study in many universities as more and more students choose careers in advertising or a related area of marketing and promotion.

This text serves as an introduction to the field of advertising and promotion. While advertising is its major focus, it is more than just a book on advertising, however. This is because there is more to an organization's marketing communications efforts than simply advertising. In recent years, the role of advertising and promotion in the overall marketing process has changed considerably. The audiences that marketers seek, along with the media and methods for reaching them, have become increasingly fragmented. Advertising and promotional efforts have become more regionalized and targeted to specific audiences. Spending on sales promotion activities targeted at both consumers and the trade has surpassed advertising media expenditures. Many marketers coordinate all their communications efforts so they can send cohesive and effective messages to their customers. Many advertising agencies have acquired, started, or become affiliated with sales promotion, direct marketing, and public relations companies to better serve their clients' marketing communications and promotional needs.

In the 1990s, many companies are approaching advertising and promotion from an integrated marketing communications perspective, which involves coordinating the various promotional mix elements along with other marketing activities that communicate with a firm's customers. Integrated marketing communications calls for a "big picture" approach to planning marketing and promotion programs and coordinating the various communication functions. This text examines advertising and promotion from an integrated marketing communications perspective. The text is built around an integrated marketing communications planning model and recognizes the importance of coordinating all of the promotional mix elements to develop an effective communications program. Although media advertising is often the most visible part of a firm's promotional program, attention must also be given to other promotional areas such as direct marketing, sales promotion, public relations, and personal selling to understand advertising's role in contemporary marketing.

This text takes a broad view in examining the field of advertising and promotion and the world of marketing communications. To effectively plan, implement, and evaluate advertising and promotional programs requires an understanding of the overall marketing process, consumer behavior, and communications theory. We have attempted to present a balance of theoretical and practical perspectives and to integrate the two. We draw from the extensive research and theorizing in fields such as advertising, consumer behavior, communications, marketing, sales promotion, and other areas to give the reader a basis for understanding the marketing communications process and how it influences consumer decision making.

A particular strength of this text is the integration of the various concepts, theories, and ideas with practical application. Nearly every day an article or example of advertising and promotion in practice is reported in the media. We have used a variety of sources such as *The Wall Street Journal*, *Business Week*, *Fortune*, *Marketing & Media Decisions*, *Advertising Age*, *Adweek*, *Business Marketing*, and many others to find practical examples that are integrated throughout the text. Each chapter begins with a vignette that presents a practical example of effective (or sometimes ineffective) advertising and promotion or other interesting insights. Each chapter also contains a number of boxed items, Promotional Perspectives, that present in-depth discussions of particular issues related to the chapter material. **Global Perspectives** are presented throughout the text in recognition of the increasing importance of international marketing and the need to understand how the text material might apply to the practice of international advertising and promotion. **Ethical Perspectives** are also included to focus attention on important social issues and to show how ethical considerations must be taken into account when planning or implementing advertising and promotional programs. We have included more than 400 advertisements and illustrations, all of which were carefully chosen and keyed to the topic material to illustrate a particular idea, concept, theory, or practical application.

## ..... To the Student

As professors we were, of course, once students ourselves. In many ways we are perpetual students in that we are constantly striving to learn about, understand, and explain how advertising and promotion work. We share many of the interests and concerns that you do, and are often excited (and bored) by the same things. Having taught in the advertising and promotion area for a combined 30-plus years, we believe we have developed an understanding of what makes a book in this field interesting to students.

In writing this book we tried to remember how we felt about the various texts we have used throughout the years. We have tried to incorporate the good things and minimize those we felt were of little use. We have strived not to make this a book of terms or overburden you with definitions, although we do call out those we feel are especially important to your understanding of the material. We also remember that, as students, we were often not really into theory—that was something for the professor to get excited about. It is our belief, however, that to fully understand how advertising and promotion works, it is necessary to establish some theoretical basis. The more you can understand about how things are supposed to work, the easier it will be for you to understand and explain why they do or do not work as planned.

Perhaps the one question that students most often ask is, “How do I use this in the ‘real’ world?” To answer this question, we have provided numerous examples of how the various theories, concepts, principles, and so on can be used in practice. As you will see, these examples are from actual companies. Some are older, classic examples, while most are current, and they cover a variety of products, services, markets, and topics. Please take time to read the chapter openings and Promotional, Global, and Ethical Perspectives and study the diverse ads and illustrations. We think you will find they stimulate your interest and are not far removed from events you deal with in your daily life as a consumer and as a target of advertising and promotion.

## ..... To the Instructor

This text approaches advertising and promotion from an integrated marketing communications perspective that integrates theory with planning, management, and strategy. While we consider this an introductory text, we do treat each topic in some depth. We believe the marketing and advertising student of today needs a text that provides more than just an introduction to terms, definitions, and topics.

The book is positioned primarily for the introductory advertising, marketing communications, or promotions course as taught in the business/marketing curriculum. It can also be used in journalism/communications courses when there is an emphasis on a marketing and promotional planning perspective. In addition to its coverage of advertising, this text has chapters on sales promotion, direct marketing, personal selling, and publicity/public relations. These chapters stress the integration of advertising with other promotional mix elements and the need to understand their role in the overall marketing program.

## ..... Organization of This Text

This text is divided into seven major parts. In Part I we examine the role of advertising and promotion in marketing and introduce the concept of integrated marketing communications. Chapter 1 provides an overview of the various promotional mix elements and discusses their advantages and limitations. An integrated marketing communications planning model is presented that shows the various steps in the promotional process and how the various promotional mix elements are combined to help achieve an organization's marketing and communication objectives. This model presents a framework for developing the integrated marketing communications program and is followed throughout the text. In Chapter 2 we examine the marketing process and the role of advertising and promotion in the overall marketing program. Attention is given to the various elements of the marketing mix and how they both influence and interact with advertising and promotional strategy.

In Part II of the text we cover topic areas relevant to the promotion program situation analysis. In Chapter 3 we examine how firms organize for advertising and promotion and the role of advertising agencies and other firms providing marketing and promotional services. We give particular attention to advertising agencies and the ways they are selected, evaluated, and compensated as well as the changes occurring in the agency business. Chapter 4 covers important perspectives on consumer behavior. We examine the stages of the consumer decision making process and the various internal psychological factors as well as external factors that influence consumer behavior. The main focus of this chapter is on how an understanding of buyer behavior can be used in the development of effective advertising and other forms of promotion. In Chapter 5 we discuss market segmentation and positioning and how they play an important role in the development of an advertising and promotional program.

Part III of the text analyzes the communications process. Chapter 6 presents a detailed examination of various communication theories and models of how consumers respond to advertising messages, while in Chapter 7 we consider specific areas of communication such as source, message, and channel factors. The purpose of these first three sections of the text is to provide the student with a solid background in various areas of marketing, consumer behavior, and communications that are important to promotional planners and against which specific advertising and promotional planning decisions can be made and evaluated.

In Part IV we consider how firms develop goals and objectives for their marketing communications programs and determine how much money should be spent trying to achieve them. Chapter 8 focuses on determining the objectives for the advertising program and stresses the importance of knowing what to expect from advertising, the differences between advertising versus communication objectives, characteristics of good objectives, and problems in setting objectives. Budgeting for advertising and promotion is discussed in Chapter 9, with attention given to various methods for determining and allocating the promotional budget.

Part V of the text examines the various promotional mix elements that form the basis of the integrated marketing communications program. We begin with advertising and focus first on the development of the advertising message. In Chapter 10 we discuss the planning and development of the creative strategy and advertising

campaign and examine the creative process of advertising. In Chapter 11 we turn our attention to the various ways of implementing or executing the creative strategy and some guidelines or criteria for evaluating creative work.

Chapters 12 through 15 cover media strategy and planning and the various advertising media. Chapter 12 introduces the key concepts and principles of media planning and strategy and examines the various considerations involved in the development of a media plan. Chapter 13 discusses the advantages and disadvantages of the broadcast media of television and radio as well as issues regarding the purchase of radio and television time and audience measurement. Chapter 14 considers the same issues for the print media of magazines and newspapers. Chapter 15 examines the role of support media such as outdoor and transit advertising and some of the newly developing media alternatives.

In Chapters 16 through 19 we continue to focus on the development of the integrated marketing communications program by examining other areas of the promotional mix. Chapter 16 examines the rapidly growing area of direct marketing and how many companies are communicating directly with target customers to generate a response or transaction. Chapter 17 examines the role of sales promotion in the marketing and promotional program and focuses on consumer-oriented promotion as well as sales promotion programs targeted to the trade. Chapter 18 covers publicity and public relations and the role they play in an integrated marketing communications program as well as corporate advertising. Basic issues regarding personal selling and its role in promotional strategy are presented in Chapter 19.

Part VI of the text consists of Chapter 20 where we discuss ways to evaluate and measure the effectiveness of advertising and promotion. Various methods for pre-testing and posttesting advertising messages and entire campaigns are discussed in this chapter. In Part VII we turn our attention to special markets, topics, and perspectives that are becoming increasingly important in contemporary marketing. Chapter 21 deals with business-to-business marketing and examines how advertising and other forms of promotion are used to help one company sell its products and/or services to another firm. In Chapter 22 we examine the global marketplace and the role of advertising and other promotional mix variables in international marketing.

The text concludes with a discussion of the regulatory, social, and economic environments in which advertising and promotion operate. Chapter 23 examines the area of advertising regulation, including industry self-regulation and regulation by governmental agencies such as the Federal Trade Commission. Attention is also given to the regulation of sales promotion and direct marketing. Advertising's role and influence in society is constantly changing, and our discussion would not be complete without considering the various criticisms that are often made against it. In Chapter 24 we consider the various criticisms regarding the social, ethical, and economic aspects of advertising and promotion.

## Chapter Features

The following features are in each chapter to enhance students' learning and understanding of the material as well as their reading enjoyment.

### Chapter Objectives

Provided at the beginning of each chapter to identify the major goals and indicate what should be learned from each chapter.

### Opening Vignettes

Provide a practical example or application or discuss an interesting issue that is relevant to the chapter. These opening vignettes are designed to create interest in the material that is presented in the chapter.



### **Promotional Perspectives**

Boxed items featuring in-depth discussions of interesting issues related to the chapter coverage. Each chapter contains several of these insights into the world of advertising and promotion.

### **Global Perspectives**

Provide information similar to that in the Promotional Perspectives, with a specific focus on international aspects of advertising and promotion.

### **Ethical Perspectives**

Discuss the moral and/or ethical issues regarding practices engaged in by marketers. These Ethical Perspectives are also tied specifically to the materials presented in the chapters.

### **Key Terms**

Highlighted in boldface throughout the chapter, with a list at the end of each chapter. These terms help call students' attention to important ideas, concepts, and definitions.

### **Chapter Summaries**

Written in detail to provide a synopsis and serve as a quick review of important topics covered.

### **Discussion Questions**

Provided at the end of each chapter to give students an opportunity to test their understanding of the material and to apply it. These questions can also serve as a basis for class discussion as well as assignments.

### **Four-Color Visuals**

Print advertisements, photoboards, and other examples appear throughout the book. More than 400 ads and illustrations are included.

### **Changes in the Second Edition**

We have made a number of changes in the second edition that we feel have resulted in significant improvements in the text:

- **An Integrated Marketing Communications Perspective**

The second edition approaches the field of advertising and promotion from an integrated marketing communications perspective. We examine how the various elements of an organization's promotional mix are combined to develop a total marketing communications program that sends a consistent message to its customer. An integrated marketing communications planning model is presented in the first chapter and is followed throughout the text.

- **New Chapters on Direct Marketing, Personal Selling, and Creative Strategy**

Three new chapters have been added to the second edition. Direct marketing, viewed as a different element of the promotional mix, is now covered in a separate chapter (16). Coverage of personal selling has also been expanded to a full chapter (19). Attention is given to showing the role of these promotional mix elements in the overall marketing communications program. A second chapter (11) has also been added to expand the coverage

of creative strategy. This chapter includes a focus on various tactical issues of creating the advertising message.

- **Revised Chapter on Consumer Behavior**

The consumer behavior chapter (4) has undergone significant revision. The new chapter follows the consumer decision process model approach and examines the role of various psychological concepts such as motivation, perception, attitudes, integration, and learning theories at each stage of the decision making process. Attention is given to how advertising and promotion planners can use various psychological theories and concepts in the design and implementation of marketing communications.

- **Expanded Coverage of Sales Promotion**

The fast-growing field of sales promotion receives expanded coverage in the second edition. Both consumer and trade-oriented sales promotions are now covered in the same chapter (17). Coverage of sales promotion has also been expanded in the international chapter (22) and the chapter on regulation (23).

- **New and Updated Promotional Perspectives and Opening Vignettes**

All of the chapter opening vignettes in the second edition are new, as are 80 percent of the Promotional Perspectives. Promotional Perspectives retained from the first edition have been updated.

- **Global and Ethical Perspectives**

New boxed items focusing on global and ethical issues of advertising and promotion have been added to the second edition. The Global Perspectives offer interesting insights into the role of advertising and other promotional areas in international markets. The Ethical Perspectives discuss specific issues, developments, and problems that often result in concern or questioning of the ethics of marketers and their decisions, as they develop and implement their advertising and promotional programs.

- **Chapter Reorganization**

The order of the chapters has been reorganized somewhat to provide a more logical flow that is consistent with the integrated marketing communications planning model framework. Market segmentation and positioning is now covered in Chapter 5 to better show the importance of these topics in the promotional situation analysis. Creative strategy and implementation, expanded to two chapters (10 and 11), is covered before the chapters on media strategy and evaluation of various media. The new chapter on direct marketing (16) follows the media chapters—and while viewed here as a distinct element of the promotional mix, is considered by some as another form of media available for reaching target customers.

- **Glossary of Key Terms**

A glossary of key terms has been added to the second edition. The glossary contains a short definition of all of the key terms discussed in the text and provides students with a quick reference guide as well as a study tool.

- **Extensive Four-Color Illustration Program**

The second edition is done using attractive four-color illustrations throughout the book. Most advertisements are in four color, which allows the student to appreciate the important visual aspects of advertising. The text is also heavily illustrated with charts, diagrams, tables, and graphs, all of which are done in color to enhance the appearance of the text and make it more enjoyable for students to read.

## ..... Support Material

A high-quality package of instructional supplements supports the second edition. All of the supplements have been developed by the authors to ensure their coordination with the text. We offer instructors a support package that facilitates the use of our text and enhances the learning experience of the student.

### **Instructor's Manual**

The Instructor's Manual is a very valuable teaching resource that includes learning objectives, chapter and lecture outlines, answers to all of the end-of-chapter discussion questions, transparency masters, and additional insights and teaching suggestions. Additional discussion questions not included in the text are also presented for each chapter. These questions can be used for class discussion purposes or as short-answer essay questions for an exam.

### **Computerized Test Bank**

A test bank of more than 1,500 multiple-choice questions has been developed to accompany the text. The questions provide thorough coverage of the chapter material, including the Promotional, Global, and Ethical Perspectives, and are categorized by level of learning (definitional, conceptual, or application). A computerized version of the test bank is available to adopters of the text.

### **Four-Color Transparencies**

Each adopter may request a set of 75 four-color acetate transparencies. These acetates present additional print advertisements, photoboards, sales promotion offers, and other materials that do not appear in the text. A number of important models or charts appearing in the text are also provided as color transparencies. Slipsheets are included with each transparency to give the instructor useful background information about the illustration and how it can be integrated into the lecture.

### **Video**

A video has been developed specifically for use with this text. The video contains nearly 100 commercials that are examples of creative advertising and can be used to help the instructor explain a particular concept of principle discussed in the text. Many of the commercials are also tied to the chapter openings or promotional perspectives as well as specific examples cited in the text. The video also contains several case studies dealing with strategies used in developing and implementing advertising and promotional programs. Interesting insights and/or background information about each commercial is provided in the Instructor's Manual along with discussion questions for the video cases.

### **Acknowledgments**

The task of writing this second edition has proven to be enormous. While this project represents a tremendous amount of work on our part, it would not have become a reality without the assistance and support of many other people.

Most authors probably begin a project thinking that they have the best ideas, approach, examples, organization, and the like for writing a great book. However, you quickly learn that despite how good your ideas and efforts may be, there is always room for them to be improved on by others. A number of colleagues provided us with detailed, thoughtful reviews that were immensely helpful in making this a better book. We are very grateful to the following individuals who worked with us on the first edition. They include:

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We are particularly grateful to the individuals who helped us with the revision of the book and provided constructive comments on how to make the Second Edition a better book. Their comments and ideas were very valuable and gave us many excellent ideas on how to improve the book. The reviewers for the Second Edition were:

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Professor Geoff Gordon	Professor Scott Roberts
University of Kentucky	Old Dominion University
Professor Clark Leavitt	Professor Harlan Spotts
Ohio State University	Northeastern University

We also would like to acknowledge the assistance and cooperation we received from many people in the business, advertising, and media communities. This book contains several hundred ads, illustrations, charts, and tables that have been provided by advertisers and/or their agencies, various publications, and other advertising and industry organizations. Many individuals took time from their busy schedules to provide us with requested materials. The numerous ads, charts, graphs, and other visuals they have given us permission to use are extremely valuable to an advertising text.

Several advertising practitioners helped make this book more practical and realistic by sharing their insights and experiences. We would like to acknowledge the assistance of Richard Brooks and Ann Collins of Phillips-Ramsey, Inc., as well as Rebecca Holman and Bruce Goerlich of D'Arcy Masius Benton & Bowles, Inc. Kate Prescott of Della Femina McNamee, Inc. also provided valuable insights.

Obviously, a manuscript does not become a book without a great deal of work on the part of a publisher. Various individuals at Richard D. Irwin have been involved with this project over the past two years. Our editor Rob Zwettler provided valuable advice and guidance while Eleanore Snow kept us on track and gently (and sometimes not so gently!) prodded us to keep near schedule. Thanks also to Paula Buschman for managing the production process.

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On a more personal note, a great deal of thanks goes to our families for putting up with us over the past few years while we were revising this book. Renee, Jessica, Gayle, Danny, and Derek have had to once again endure the deviation from our usually pleasant personalities and dispositions. We look forward to returning to normal. Finally, we would like to acknowledge each other for making it through this ordeal a second time. Our mother will be happy to know that we still get along after all of this, and, for now, still talk to each other.

*George E. Belch*  
*Michael A. Belch*

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