

ADVERTISING ENGLISH

广告英语

基础与应用

余海龙 陈帅云 等 编著



中国水利水电出版社
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21 世纪商务英语

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内容提要

本书以英汉对照的方式编写,分为两部分。第一部分为广告基础,介绍有关广告的基础知识。第二部分为广告应用,介绍不同类型的广告在实际中的应用。每章后都附有一个国外公司广告管理的案例,涉及策划、预算、评价、媒体、创意和制作等各个方面,以此启发读者。

本书适用于从事涉外广告业务的人士,以及希望进入此领域工作的人士,也可作为经济类专业学生、外语爱好者以及企业人士提高自身素质的参考书。

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前 言

21 世纪的今天,随着社会主义市场经济的迅速发展,一个新兴的行业——现代广告业,在我国蓬勃发展。广告在现代中国社会生活中无所不在,这已经是毋庸置疑的事实了。广告作为一种信息传递形式,在商品和商品交换刚刚产生时就出现了。只是由于受到社会经济发展水平和人类传播工具的制约,早期的广告,其功能和形态都十分简单。从 19 世纪开始,西方一些发达国家率先将古老的广告和大众传播媒介结合在一起,广泛地运用于商业活动中,大大扩展了广告的功能和价值。现代广告以营销学、传播学和社会心理学的基本原理为理论基础,以新的市场观念为导向,通过科学化作业和高技术手段,力求达成预期目的的信息传递活动。

本书以英汉对照的方式编写,分为两部分。第一部分为广告基础,介绍有关广告的基础知识。第二部分为广告应用,介绍不同类型的广告在实际中的应用。每章后都附有一个国外公司广告管理的案例,涉及其策划、预算、评价、媒体、创意和制作等各个方面,能很好地启发读者。

本书在编写过程中得到了对外经济贸易大学国际工商管理学院傅慧芬教授的指导,在此表示深深的感谢!

由于时间比较仓促,错误和不足之处在所难免,恳请广大读者提出宝贵意见。

编者

2005 年 3 月

于北京

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Part One Fundamentals of Advertising



Chapter 1 Relationship Between Advertising and Marketing

1. Marketing and the Marketing Concept

Before a discussion can be developed in any detail, it is essential to have a clear definition of marketing. Marketing can be thought to be the sum total of all business activities that result in the pricing, distribution, and promotion of products for the purpose of satisfying the customer while obtaining a normal return on investment. As one might imagine, marketing is a very broad term that covers many situations. In every instance, the goals of marketing are to fold customer satisfaction and normal return (either in terms of profit or some other measures).

Customer satisfaction is the basic tenet of the marketing concept. The marketing concept is defined as a state of mind that results in all plans, policies, procedures, and actions of the company being customer-oriented. A company's marketing concept is best explained as a philosophy of management—a philosophy that should affect every marketing decision. Obviously these decisions include those that pertain to advertising. Thus every advertising message should be customer-oriented, and every ad should be placed only in those media that attract the kind of customers for whom the product is designed. All advertising plans, policies, procedures, and actions should be developed with the customer or potential customer in mind.

Although the task is not easy, the advertiser must learn to identify the customer (target market). The advertiser must also decide how advertising and other forms of promotion mesh with the various parts of the marketing mix (product, place, and price) to better serve the customer while creating an appropriate image. Finally, advertising guidelines must be developed in the light of the organization's target market. If these steps are followed, a sound advertising program should be guaranteed. As one might observe, the marketing concept should be the underlying factor in all the marketing decisions.

When considering profit or other measurement of return as a goal of marketing, it is important to stress the significance that such measures have on a marketing program. For a business organization, no profit means no business. A business organization cannot exist without profit, regardless of how effective its advertising program might or might not be. Normal profits must be made so that the business organization can remain in existence to serve the customer.

One thing is certain. In the long run, neither customer satisfaction nor rate of return is

possible without the other. In the non-profit sector, a Boy Scout program that is poorly promoted and operated will not obtain participants (a measure comparable to profit in the business sector). In the same manner, a business organization whose goal is profit at the expense of the customer is not a good candidate for a long history of success. The successful organization always develops a desirable mixture of customer satisfaction and normal rates of return. These are the cornerstones of marketing and the marketing concept.

2. TARGET MARKET

An advertiser must think in terms of the customer. But who is this entity to whom the firm wishes to present its advertising message? To answer this question, the firm must attempt to determine its target market. The target market is those customers on whom the advertiser will place primary emphasis in developing the advertising program. In other words, the target market will usually not include everyone.

It should be noted that a target market can be other markets besides a consumer market. An organization that sells equipment to business firms, for example, must deal with a business market. What is the difference between the two? The consumer market is concerned with the ultimate consumption of the product, whereas the business market deals primarily with the development of products for resale. No matter if the market is consumer or business, knowledge of the target market is crucial to the success of the advertising program.

1) Consumer Market

To advertise effectively to the consumer market, the advertiser must understand such basic characteristics of consumers as age, income, education, occupation, race, religion, national origin, marital status, sex, and life-style. Knowledge of these characteristics is essential for optimum advertising.

①Age. How old are the potential customers? Young customers may be attracted by pop art in an ad, whereas over-65 customers may appreciate the use of large type so they can read the advertising message easily. The concentration of an age group in a geographic area is also an important factor for advertisers to consider. In some warmer locations, there may be a high proportion of older people. In an area where there are few teenagers, it would not be intelligent advertising for a company to push an acne medication.

②Income. Can the market afford the product? Many people would like to own a \$75 000 car. Only a small percentage of this group could afford one. The advertiser should concentrate all advertising on those customers who can buy the product. When analyzing the market, special care should be taken to insure that the advertiser makes use of household income instead of individual income, which is especially important to luxury items. Since household income includes the incomes of all working members of a household, the figures are quite different when household income is used for the purpose of analysis. Total household income might allow a customer to

purchase expensive luxury item, whereas individual income would make such a purchase an impossibility.

③Education. How will the market perceive the advertisement? A person's education has a bearing on how one will receive an ad. Television ads are generally pitched at the eighth grade educational level because many viewers are found in this category. It is noted that this does not mean that many viewers in this group have not finished high school or college. The advertiser should be concerned with the level of education as well as the number of years spent in school. As many tests have revealed, the actual level of education of the majority of the population is not as high as that the number of years in school indicates it should be. Therefore, most advertisers should follow a policy of keeping their ads simple.

④Occupation. A customer's buying habits are greatly affected by the nature of his or her job. A person who travels a lot on the job will have needs which are different from the needs of one who stays close to home. There is little need to advertise suitcases to nontravelers. If a customer must wear a coat and tie to work, then he will be in the market for more coats and ties than the worker who wears a sport shirt and slacks to work. As the reader may have noted, income, education, and occupation are closely interrelated. The advertiser must examine these demographic characteristics with care to gain the most from a company's advertising effort.

⑤Race, Religion, National Origin. Race, religion, and national origin have a bearing on customer buying patterns. A line of kosher products would probably have only limited success in an area with a very small Jewish population. As for national origin, any product that has limited appeal due to its cultural orientation will have little appeal outside its ethnic environment. An ad for Greek food produce may have little impact if the market area has little knowledge of such products.

⑥Marital Status. Living environment influences how one will buy. Single people, in general, may not be as interested in acquiring furniture as their married counterparts. On the other hand, married people may not do as much traveling or eating out as the single consumer. The advertiser should use caution when analyzing the marital status of the market and its implications. The divorce rate and the number of unmarried couples living together are just two factors that should be noted in the analysis. People are also staying single longer. Traditional ideas about marital status are undergoing great changes. Advertisers should decide how these changes may affect their advertising approach. One example will serve to clarify this point. Should detergent manufacturers always use a mother with a problem of stains on her children's clothes? Maybe not! The singles' market may not identify well with such an ad. Since the singles' market is growing, advertisers should begin to take notice of the change.

⑦Sex. A female-oriented product needs women who want such a product. A basic marketing problem is whether an advertising program will gain sales from concentrating just on women, men, or both. An analysis of the sex of the potential customers may reveal whether a market may favor or may not favor a product that is oriented to one sex or both. Virginia Slims has found success in

selling to women. On the other hand, some men who smoke this product may put these in a different package before putting them in their shirt pockets. Marlboro cigarette has chosen the opposite approach, emphasizing the male smoker. In some instances, a one-sex-oriented product can be sold to the opposite sex, thereby creating a whole new market. In the not-too-distant past, hair spray was almost exclusively a woman's product. Today, millions of dollars in sales result from the sale of hair sprays for men. Formerly, beer was considered a product for men. Today, the woman customer holds her own as a consumer of beer. In both cases, advertising played a major role in creating the new market for the product. The choice of sex strategy is a major marketing decision. Understanding the target market will assist the advertiser in making that decision.

⑧**Life-style.** The sum of all demographic characteristics plus the market's attitudes, activities, opinions, and interests give the life-style for the market. How does the market view leisure time? The changing role of women? Sex? The answers to these and other questions reveal much about the life-style of the market and tell the advertisers what to sell and how to sell to that market. If leisure time is important to the market, then the advertisements may push the time-saving features of the product. If women's lib is important to the market, then ads should not use illustrations where the woman is always the secretary to the male boss.

⑨**Consumption Patterns.** Does the advertiser wish to sell to the heavy, medium, or light-user groups or to nonuser groups? Most products have a group of loyal customers who are medium or heavy users of the product. Advertisements aimed at these groups should work to sustain or increase per capita consumption. A much larger target market might be the seasonal or light user of the product. Advertisements could be aimed at these groups in an effort to move them to a higher user category. As for the nonuser, the advertiser might study this segment to determine why they are nonusers. The advertiser must decide if the advertisements should concentrate on one or more of these consumer groups. As an aid to this decision, it is helpful to study the consumption patterns in the marketplace.

⑩**Reasons for Purchase.** One other variable, which is helpful in studying the target market, is the question of why people buy. Brand loyalty, snob appeal, and the desire to be different may all be reasons for buying. In analyzing a target market, information of this type can be quite helpful because it can reveal the buyer benefits that should be featured in the advertisements to be developed. Likewise, such an investigation will indicate which benefits apparently have no effect on the purchase decision.

⑪**Determination of Target Market.** Taking into account all these variables, the advertiser should use this data to develop a profile of the customer. For example, what are the age groups that use the product? How many people are in the age group? What income levels tend to have a preference for the item? How many people fall into these income levels? Census data and similar sources can provide the answers to the second question in each demographic question series. After all such questions are answered, a matching of the variables will yield a profile of the target market

along with the number of individuals included in this primary customer group. By knowing the target market, the advertiser will be better able to serve the customer and advertise more effectively by tailoring the advertising program to the needs and desires of that customer.

2) Business Market

The business market consists of various business types that have different needs. For purposes of discussion, categories include trade, industrial, professional, and institutional market.

①**Trade Market.** Because the market is different, the ad will be different from the consumer-oriented ad. The consumer ad will show how much fun the product is and where to buy it. The trade ad, on the other hand, will tell the retailer where the consumer ads will be running, how the product can be marketed, and/or how the retailer can take part in special promotional programs for the product. In other word, the trade market consists primarily of those firms who sell to the ultimate consumer.

②**Industrial Market.** Many products must be purchased by industries from other industries to complete items that they, in turn, sell to the trade market. The buying and selling of these products make up the industrial market. Due to the nature of the industrial market, much of its product needs are a result of derived demand. The ultimate consumer demands something from the trade market, which then seeks out that item in the industrial market. Zipper manufacturers who market their products through industrial ads attempt to sell their zippers to the garment manufacturer, who, in turn, will sell the finished product to the trade.

③**Professional Market.** The professional market is unique in marketing since heavy use of advertising and personal selling is concentrated on a market that is given the product free of charge. Why? The advertiser is working for an adoption or endorsement of the product. For example, the doctor receives free samples of an advertised product to prescribe it to his/her patients. The advertiser will, in turn, use this fact to sell the product to the trade market (drugstores). Another example of professional advertising is the ad for book. The purpose of the ad was to make professors aware of the book so that they would ask for a free examination copy. Once again, the marketer is seeking an endorsement (an adoption). If a class has 50 students, then one free copy may result in the sale of 50 books.

④**Institutional Market.** The institutional market is another unusual target market. The institutional market consists of restaurants, motels, and similar establishments that sell a service to the ultimate consumer. To this institutional market, advertisers must stress how their products can help institutional customers, in turn, sell themselves to their customers. The ketchup ad in a trade publication for the restaurant industry should stress how many customers will like the taste of the product and how it will help build repeated traffic for restaurants. The institutional ad is distinguished from the industrial ad by its emphasis on services along with any physical product it may provide.

3. Marketing Mix

What does the target market buy? A product is bought at a place for a price after promotion brings it to the attention of the target market. The end result of such efforts yields the personality (image) that can help or hinder the marketing effort. Customers buy images as well as products.

The idea behind the marketing mix is that all components of the marketing program are essential. It is very easy in an advertising book to imply that all marketing effort is centered around advertising. Likewise, it is easy to think that personal selling is the center of the universe in a salesmanship book. Neither statement is true. Advertising and salesmanship should mesh with all other parts of the marketing mix to achieve marketing success. The marketing effort of a company should concentrate on getting the various parts of the marketing mix to work together. There is no excuse for salespersons being unaware of the ads being run that feature the products of their company. Such a lack of coordination leads to poor marketing results, which is a luxury most firms cannot afford. The following elaboration on each part of the marketing mix should promote a better understanding of why coordination is so important.

1) Promotion

Promotion consists of advertising personal selling, sales promotion, and publicity. Advertising in all its many forms must work together with other forms of promotion in order to reap the greatest benefits from the total promotional effort.

2) Product

The product is what the customer buys from the firm. It consists of the physical products and services that are offered by the seller. Products can be classified into consumer and industrial categories for purposes of our discussion.

① **Consumer Goods.** Consumer goods fall into four categories: convenience, shopping, specialty and unsought goods. Each has different advertising requirements. Remember, it is the target market, not the business firm, that has the final say on where a particular product will fit into the classification system. Careful study should be made to determine how a product should be positioned in the marketplace.

- **Convenience Goods.** An item that is relatively inexpensive, or is purchased on a recurring basis, or is dependent on place availability for purchase, is usually thought to be a convenience good. Types of convenience goods include staple goods, such as milk and bread. Staple goods require a massive advertising effort to get the product established, since prior purchase patterns must be altered. Once established, reminder copy must be continued on a large scale to maintain the market share for the product. Coca-Cola and Pepsi are staple convenience goods for many customers. The ongoing competition between these two companies indicates the magnitude of the convenience goods market.

Another convenience goods category consists of impulse goods. If a customer comes

into a store and sees a point-of-purchase advertisement for razor blades, which reminds him that he intends to buy razor blades, the subsequent purchase of the razor blades is not an impulse purchase. If, on the other hand, a customer goes into the Minute Mart to buy milk and sees an Eskimo Pie display and buys several without any prior planning, such an action makes these items impulse goods. Price is also a factor. Few people buy a car on impulse. Chewing gum is, however, a frequent impulse purchase. If a product does incur many sales of an impulse nature, then the importance of advertising must center around making the customer aware of the product in general and in particular at the point of sale.

The third category of convenience goods is emergency goods. The only advertising needed is one that tells of the availability of the product. Product availability is the key element as far as the customer is concerned. Within reasonable limits, nothing else matters. If a tire is flat, people will not continue to drive on the tire rim just to find a better price for a replacement. Generally speaking, the customer is not in a negotiating position when emergency goods are involved. When needed, customers want the emergency goods. Advertising can aid in the search process by telling the customer of the availability of such items.

- **Shopping Goods.** By definition such goods are studied by the customer before purchase is made. Homogeneous shopping goods are only distinguished by price differences, whereas heterogeneous shopping goods have so many differences that it is difficult to make comparisons. The customer may shop for bananas but be dissatisfied unless they are the appropriate brand. In the same light, the customer may shop for an automobile but only wish to buy it from a particular dealer. The banana distributor and the car dealer have each turned a homogeneous product into a heterogeneous product by creating a customer preference. One frustrating thing about heterogeneous shopping goods is that many firms have a difficult time creating brand awareness of such diversified products. Many people could not tell what brand of bedroom furniture they bought or the brand name of the towels in their bathroom. With so many products on the market, the task of creating awareness of the brand through advertising is crucial to the success of the product. The goal of the advertiser is to create the heterogeneous product and then successfully sell its benefits to the customer. Such market segmentation is the goal of many shopping goods advertisers.
- **Specialty Goods.** If a customer will accept no substitute, the product is viewed as a specialty good. Since many such items are found to be expensive, it is mistakenly felt by some that all specialty goods are luxury goods. It is naturally the goal of every advertiser for the product to become a specialty good in the eyes of the target market. The true key of a specialty good is the question of substitutability. Some ads will actually state: "Accept No Substitutes!" Others will only imply it. A dishwasher detergent points out that its main competitor causes spots to form on glassware. If enough customers view the spots as a significant problem, they will switch to the advertiser's brand and, hopefully, stay with the product. If this occurs,

the advertiser will have created a specialty good in the eyes of the target market.

- **Unsought Goods.** When a new product is created, it is an unsought good until advertising along with other marketing tools “sell” it to the target market. But some goods never cease to be unsought goods. Do consumers make a special effort to buy life insurance, encyclopedias, burial plots, or family Bibles? Most do not. Such products are known as regular unsought goods. Although personal selling is the key to the promotion of these products, advertising can make people aware of the company and its products. Since regular unsought goods are usually products that are bought at least partly on the basis of emotion, advertising can implant the idea of need for later development by the salesperson. The mother and child walking into the sunset without daddy has implanted the insurance idea in many customers’ minds, an idea that is later cultivated by the personal selling efforts of the company’s representatives.

②**Industrial Goods.** The categories of industrial goods are installations, accessory equipment, raw materials, component parts, and supplies. Industrial goods are generally purchased on the basis of some type of derived demand. Multiple-buying influence is also quite common for big-ticket items. All five categories can represent a significant dollar expenditure.

- **Installations.** The ad for a company selling prefabricated buildings is an example of advertising effort for an industrial installation. The purpose of such an ad is to make the reader aware that these buildings are available. Due to the cost of the project, the ad will probably not result in a direct sale. Its main purpose is to develop customer awareness.
- **Accessory Equipment.** As with installations, accessory equipment is not directly related to the product produced. From the office typewriter to machine tools in the plant, such equipment will usually be purchased as a result of a combination of personal selling and advertising. Advertising can aid in placing the need for the product before the potential buyer. If a new electric typewriter becomes available, advertising can tell about it and, hopefully, generate interest. It will not usually sell the \$1 000 typewriter without direct sales assistance.
- **Raw Materials.** Raw materials are normally bought by grade with little use of advertising. When ads are run, they tend to be institutional in nature. Such an ad would stress how the company has provided these raw materials for many years, or it might attempt to discourage the use of a substitute material. Since many of these products are generic, there is little that can be done to sell the company’s product as a unique product in the physical sense.
- **Component Parts.** The zipper manufacturer produces a component part for use in the manufacture of dresses. Spark plugs and tires are examples of component parts for automobiles. One tire manufacturer ran a consumer ad that told of his tires being used on one of the luxury automobiles. This consumer ad was trying to sell a consumer product by telling how some of its tires were sold as component parts in the industrial market. It is to the advantage of many firms to attempt to sell their products as component parts. If, for

example, Brand X tires are sold to a manufacturer for use on his or her products, most customers will continue to buy Brand X tires when the original ones wear out and need to be replaced. Due to these side benefits, the component parts market is very competitive. Advertising is used on a regular basis to keep the names of the component parts manufacturers before their industrial customers.

- **Supplies.** Cleaning items, maintenance supplies, and other routine needs are found in this category. Since brands are used heavily for identification purposes, advertising is relied on to keep brands before the target market. Product features, special promotional considerations, and comparisons with competition are discussed in ads for the supplies market. Due to the diversity of this market, supplies are probably promoted more in the manner of consumer goods than any other category of industrial goods.

3) Price

Along with promotion and product, another important ingredient in the marketing mix is price. For what price should the item sell? Should the price be given in the ad? Does the target market tend to equate price and quality? Should psychological pricing be used (\$0.89 versus \$0.90)? These and many other considerations must be evaluated when decisions are made concerning how to treat price in advertising.

4) Place (Distribution)

Where should the store be located? How can the goods be shipped quickly from warehouse to customer? In terms of advertising, does the store location have advertising value? If the store is located in an out-of-the-way place, does it advertise home delivery? Should the firm advertise speedy service? The industrial customer wants component parts on time. If past records indicate good performance, why not tell about it? Advertise it?

Case

John H. Harland Company—Major League Baseball Checks

1. Marketing Situation

Two key areas in the financial industry today are account retention and profitability. As direct-mail check companies have a greater impact on the checking business, financial institutions must compete by providing a more diverse product offering to retain accounts and generate revenues. To assist financial institutions in this endeavor and to set its company apart from other check printers, Harland developed a special product targeted to fans of Major League Baseball. In 1992, Harland

entered into an exclusive licensing agreement with MLB to become the first check printer to offer logos of big-league teams on a check. Baseball has a wide demographic appeal and is America's No.1 spectator sport. Through this exclusive national licensing agreement, Harland was able to provide a product that satisfied a demand from financial institution customers and consumers.

2. Campaign Objectives

The objective was to create a checking product that would appeal to financial institutions and the check-writing public. Existing customers and prospects would view the product as a method of retaining accounts and boosting revenues. Check-writers would see the product as a special, one-of-a-kind item that appealed to their baseball interests. The product was also packaged with several value-added extras, such as a free matching vinyl cover and autograph/quiz book, to enhance the end user's perception. In addition to providing the product to Harland's existing customers, an important component of this introduction was to entice nonusers of Harland products to carry Baseball checks. Harland sales reps used Baseball Checks as a way to get their foot in the door of nonusers, with hopes of later making the institutions full-time Harland customers. The unique nature of this product was critical to achieve this objective.

3. Target Audience

There are two audiences for Harland's Baseball Checks—consumers and financial institutions. One is the ultimate end user of the product, and the other sells it. The check-writing public is comprised of male and female adults, age 18 and over. Seventy-five per cent of baseball fans are between the ages of 18 and 49 (prime check-writing years are between 21 and 55). Nearly half of all MLB fans are women, and women write more than 20 per cent of the checks in this country. More than half of all baseball fans are in the "white-collar" sectors, where check-writing is prevalent. The financial institution audience, comprised of commercial banks, savings and loans, and loans unions, is responsible for selling Harland's Baseball Checks to these end users. Harland's sales force was the vehicle used to roll out this product in institutions across the country. They provided product samples, marketing support materials, and promotional ideas.

4. Creative Strategy

This strategy involved communicating to Harland sales representatives and financial institution customers and prospects. Harland reps received the introductory "Babe Ruth" mail to rouse interest, along with the "Starting Line Up" kit to provide detailed information on the program. At the financial institution level, point-of-sale materials included a catalog page, lobby easel (with a "take-one" version), sales sheets, stickers, and buttons. A "3*6" insert was also produced for use in check orders and for the "take-one" easel. As part of the introduction, Harland reps offered suggestions to their customers/prospects on product rollout promotions.