

# 广告英语

◎ 魏双霞 刘雪英 杨德祥 编著

*Advertising English*



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# 前 言

广告既是一门科学,也是一门艺术。广告是一个不断发展变化的有生命的体,又富含变量,飘忽不定,难以驾驭。它可以影响甚至改变人们的态度、感觉和行为。它可以作为商业手段帮助广告主建立品牌知名度,从而带来可观利润和显赫声名,在激烈的市场竞争中提高其产品的市场占有率,为社会增加新鲜信息,是当今企业经营的不可或缺的重要环节。它的能动性吸引许多的人才为之付出才能和创意。广告成为许多人的挑战对象,广告作品成为许多人所欣赏的艺术品。广告是一个如此具有生命力和吸引力的世界,引导我们去认真研究探讨,在广告的海洋里扬帆遨游。我国的广告业在近几年中发生了巨大的变化,引起了各方面的关注。这些都值得研究。

随着科技和生产力的发展,21世纪是一个高度信息化的时代,是知识和信息引领世界的时代。中国面临着迅猛发展的信息技术和经济全球化的激烈挑战,面临着一个更加开放的世界。教育一直是学习和合作的先行者。为了紧跟全球性的教育、文化理念的时代步伐,我们更应该体验到现在世界上发生的深刻变化,主动探求和把握变化的规律。

本书以我国广告业的发展为背景,结合国内外广告的最新研究成果,以通俗易懂的语言叙述了广告的基本原理和概

念,以及广告理论和实务。介绍了广告的历史、范畴等基本概念,广告的功能,广告文案写作,广告创意,广告组织,国际广告和广告的影响。以新的方法来探索我国的广告问题。本书体现了现代广告学的原理性、操作性和探索性。本书可以作为英语专业高年级学生的选修课教材和市场营销、广告学等相关专业学生的比较简明的广告英语参考书。

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## **Chapter 1 Basic Concept and History of Advertising**

The word “advertising” derived from Latin word “adventure”. Then it bears the meaning of “attention, attraction, and making it known”. Whereas not all the things/tools that have been advertised or that can be advertised could be referred to as advertising. Meanwhile, not all ads simply mean making it known.

To give a definition to advertising, its features have to be made clear as follows:

Seen from point of view of economic phenomenon, advertising bears all the essential features of investment-output relationship that every economic activity bears. This is at the same time the key point that distinguishes advertising.

Advertising is a kind of communication through mass media when the information communication interacts with production and management activities and possesses the features of investment-output relationship. Broadly speaking, there are two groups of advertising. One is broad advertising which does not aim at financial gains, such as government proclamation, commonweal propaganda. The other refers to economic activities that aim at financial gains. Most of the advertising without an determiner before it refers to the latter.

Advertising is a sort of communication, but not all communication equals advertising. Advertising communication distinguishes itself from general communication. Advertising, at its first place belongs to the economic realm. It exists in the market with the features of investment-output relationship.





It should be born in mind that advertising is not pure art nor communication, nor message. It has comprehensive features. By doing so, we can discriminate advertising campaigns from other kinds of activities and clarify some wrong ideas concerning investment in practice.

There hasn't been a universally acknowledged definition of advertising so far, which is not uncommon as far as a newly-born science is concerned. Despite the variety of understandings for the definition of advertising, there is something in common.

The American Marketing Association<sup>1</sup> (AMA) gave a definition to advertising as: advertising is a kind of commercial activity based on the advertiser's payment and aims at introducing and conveying certain kinds of concepts, goods and services.

Harvard Encyclopedia of Business Administration<sup>2</sup> defined advertising as a kind of marketing information pointing to the mass media and aiming at the advertiser's benefits and interests, seeking effective persuasive devices to sell goods, services and concept.

In China, one of the most popular definitions is given by Tang Zhongpu et al. in Practical Advertising. Advertising is a means of propaganda which conveys information for certain goods and services to the mass population in order to enlarge sales and influence public opinion.

To sum up, the basis consensus concerning advertising are as follows:

- Advertising has to be paid.
- The purpose of advertising is to promote sales.
- Advertising conveys or disperses information.
- Advertising has its bound target group.

### **Basic characteristics of advertising**

Advertising possesses all the features that every economic activity bears—investment—output relationship. This is the key feature that discriminates advertising from news.



Advertising yields two types of productions mainly. On the one hand, it creates a famous brand. David Ogilvy the renowned advertising high priest once said that every ad is a long-term investment of brand image. He emphasizes both the result/effect of an ad and the system of advertising. On the other hand, advertising has to make its client gain long-term and steady marketing effect rather than make it progress in the form of waves. The long-run and steady marketing effect relies on scientific overall management and the effectiveness of advertising expression.

Advertising output, unlike other kinds of investment, could not be evaluated in terms of amount. It has its own features as follows: advertising output cannot be precisely evaluated in terms of interest direct though it promotes market sales. Market sales, enlarged by advertising results in the increase of interest. Whereas advertising does not bring about interest directly. It takes a long time to create a famous brand. The effect that has been accumulated by advertising cannot be evaluated nor calculated by means of numbers. There are other elements that contribute to the increase of interest. It is difficult to precisely measure and calculate the effectiveness of advertising in the process of interest increase.

It is even more difficult to quantify the effectiveness of advertising artistic expression. Hence the beforehand test of artistic expression of an ad bears crucial importance. The artistic expression must not be determined by the taste of advertiser, but be determined by the object of the ad.

The above characteristics of advertising make it hard for advertisers to confirm the effectiveness of an ad. As it is said by a client that he knows that half of the money invested in advertising has been wasted, but he does not know which part it is.

Advertising has to be taken as a kind of investment. Consequently advertising investment has to be managed just as any other kinds of com-



mercial investment—the target, strategy and tactics of the investment must be established, effective management must be carried out, and precise evaluation must be undertaken.

It has to be made clear who needs the ad (i.e. the advertiser/client<sup>③</sup>). The advertiser/client refers to the person or organization that, on its own part or commission of others, designs, produces or delegates the issuing of an ad. The significance of this clarifying the advertiser/client is to assure the consumers to buy goods without any worries. At the same time, legal responsibilities can be recourse if it ever happens to be a deceptive ad. Nowadays the principle of clear advertiser for advertising has been put down as an item of law throughout the world.

Investment has to be made with advertising, which distinguishes itself from news reports. Many people hold that an increase in the investment in the advertising will inevitably result in higher prices of the goods. However, this is not the case. The reasons are multi-folded. For one thing, investment in advertising is an essential investment for modern companies. This sum of investment has become an indispensable part of goods circulation in market economy. The cost is decided by the average level of investment made by the fellow traders, and is influenced greatly by the market strategy of the company. For another, investment in the ad is an item of unchangeable expense which features in that the unit cost of goods drops when the market sales increase. Only successful advertising can decrease the unit cost of goods by promoting the selling.

Advertising is conveyed through mass media by which a small group of people convey information to the majority of people. The four major common mass media are television, broadcast, newspaper and magazines. Apart from them, anything that can convey message/information from minority to the majority of people can be included as advertising media, such as road signs, vehicle bodies, neon lights, shop windows, goods displays, buildings, balloons, telephone calls, and packing.



With the development of technology and techniques, mass media have taken on great improvements. In recent years, Internet advertising has been leading the traditional media. It has brought great changes to the advertising media research. Meanwhile, new means of media are undergoing an ever-changing process from being discovered and developed utilized. It is quite common that a surprisingly good result can be achieved by the application of new media.

Advertising communicates<sup>4</sup> on the count of certain target. The ad has to clarify its targets on the basis of its objectives. It is not the case that the wider scope and time leads to better results. On the contrary, it only brings about waste. The target's characteristics and psychological features have to be catered to when it comes to the media selection, advertising theme analysis and confirmation, and ad expression and creation. Reasonably confirmation of advertising target would reduce the cost and enlarge the harvest as much as possible.

Advertising has to convey precise information/message because advertising is a kind of message communication sponsored by the advertiser/client to the target audience. When there was scarce advertising information in the past, the consumers would like to receive as much information of the goods as possible. At that time, the advertiser/client led the way. With the emergence of information explosion periods, the conflict between consumers' ability to accept information and the endless capabilities of companies using countless ads is growing sharper. On the one hand, advertising information/messages issued by companies would be drowned by in the sea of information. On the other hand, consumers are pickier than before about the advertising information. At this time, the consumers lead the way in turn. Hence, advertising information/message<sup>5</sup> has to be designed on the account of the advertising target's features. This has raised a new requirement for scientific management of advertising.



Advertising is the art of persuasion for the reason that it aims at promoting sales and gaining interests. The advertising information/message itself is persuasive. The information/message is capable of changing people's conscience and behaviors. Apart from this, the ability of advertising persuasion has to do with the whole advertising campaigns. The issue of persuasion is connected all the way from the theme confirmation, art expression, and the communication to the target audience. This issue also goes through the process of advertising research.

Advertising has its assured content which includes goods, services and concepts. The vast majority of ads are for goods. Service itself can be seen as goods, too. Goods ad<sup>6</sup> refers to those that give publicity to a single or a series of goods. This kind of ad features in concentrated contents, nakedness and concreteness. This kind of ad would achieve more direct effects and arouse the consumers' desire of purchase more easily. Concept ads<sup>7</sup> have two-folded meanings. On the one hand, it is believed that all the company ads are concept ads, which publicize companies, the image of companies, and the value of companies and so on. On the other hand, it is believed that all the ads which add the element of concept can be classified as concept ads. Common classifications based on the purpose of ads are as follows.

-To establish a consumption concept, to lead and promote the goods sales.

-To plant or add to a consumption concept, to lay a path to the sales of the goods.

-To attach a concept to a brand or brand image, to identify this brand with the others.

-To anchor the brand, that is to confirm its position in consumers' minds. Concept advertising occupies a large portion of all ads. Goods advertising can be concept advertising at the same time.

Advertising is a kind of controlled communication<sup>®</sup> activity. Firstly, it

has to abide by the laws, regulations and policies. Meanwhile, it has to be examined, supervised, controlled and guided by business administration. Secondly, advertising is a part of company marketing management. Advertising activities should follow the company's marketing strategy and serve the latter. At the same time, advertising is a significant part of promoting sales of the company. Hence it has to accept the overall management of the marketing department of the company.

Based on the above knowledge of advertising, a definition can be set down. Advertising is a kind of persuasive information communication and marketing promotion activity, which is sponsored by the advertiser, which aims at publicizing the goods, service and concept through mass media and which aims at gaining benefits.

### **The advertising objectives and planning**

Advertising has to be managed scientifically to achieve its best result. Advertising is a systematic project, the effectiveness will be affected with any single step failing. Scientific management of advertising includes the following elements: advertising objective<sup>9</sup>, advertising investigation<sup>10</sup>, and advertising planning<sup>11</sup>, advertising design<sup>12</sup>, and advertising effectiveness evaluation<sup>13</sup>. Among these elements, advertising objective and planning will be discussed in this part.

### **Advertising objectives**

Advertising is among one of the most diversifying management tools of modern companies. An advertising objective differs from a strategy objective in subtle. There are several subtypes of advertising objectives. Usually the objective of advertising is to promote sale and the objective is measured by the extent by which the sale increases within a period of time. The common method of evaluation is to measure the rate of increase within a certain period of time. However, there are some problems with this method. First, there are many affecting elements as to whether



the sales would increase after the advertising has been carried out. Provided the goods does not appeal to the customers, such as pagers, there would be no use however much advertising be conducted. Second, not every good adapts to this kind of evaluation method. For those famous and steady brands, their increase rate will not raise sharply no matter how much the ads have been put out. Finally, the short-term objective of the ad which simply aims at the saleroom will probably lead to cheating.

### **The objective to change the consumers' consciousness, attitude and behaviors**

Advertising has significant influence on raising the fame of a company. It increases the consumers' affection for a certain company, and to shift from one brand to another. Of course, it also has side-effects.

### **The objective to communicate**

Advertising has comprehensive effect on the consumers' minds; this effect should be taken seriously. For example, the following factors must be taken into consideration: whether it is the right time for the advertising to reach its target audience, to trigger due memories and understanding, to form scheduled association and perceptions, and to arouse proper psychological changes and behaviors. It is a comprehensive concept rather than a one-plus-one system.

### **Elements that influence the establishment of advertising objective**

A systematic analysis of the elements related to advertising objectives should be made carefully so as to establish a reasonable advertising objective. Some major influential elements are as follows:

The management strategy of a company leads to diversified advertising objectives. Every chain of the advertising objective varies according to different management strategies. There are elements that affect the advertising objective. Management strategies decide the long-term and short-term objective of advertising. The time that is needed for advertising to take effect should be taken into account. If the advertising aims at

establishing an image of the company/brand, it would take a long period of time. If the advertising simply aims at conveying important sales information, it will take effect fairly soon.

The status of supply and demand and the life cycle of goods influence the advertising objective as well. The goods advertised have different advertising objectives when it is in different status of supply and demand. There are three types of status of supply and demand: the supply does not meet the demand, the supply surplus the demand and the supply-demand balance. When the supply does not meet the demand, promoting sales will not be designed as the advertising objective, because this situation reflects the consumers' trust and affection towards the goods. It is more important to strengthen the image of the company at this time. Meanwhile, it is a good chance to bring along series goods. When the supply surpasses the demand, there are many reasons for this situation, such as bad macro economic conditions, insufficient competition power of the company, flaw in the goods itself, too much storage, and imprecise command of the consumers' needs. In this case, the priority should be to find out the exact cause of goods' unmarketability and to take respective counteractions to turn the situation. Proper advertising objectives should be set up and ads shall be released. However, if it is because the lack of fame of the goods or the weak affection of consumers, advertising will not be able to solve the problem. Life cycle of the goods should be taken into consideration when the supply and demand are in perfect balance. Every goods has its own life cycle which consists of several stages. At each stage, a proper objective should be adopted. When it is the growing stage, communicating the information about the goods should be put as the first priority. An exact positioning will benefit the whole life cycle of the commodity. When it comes to the mature stage, the advertising objective should be to retain the market quotient and protect the position from being seized. When it is the declining stage, advertising can hardly





do any help. Advertising that maintains takes only temporary effect to slow down the speed of the goods' retreat from the market and speed up the consumption of the storage.

The market completion is typical with monopolization<sup>14</sup>. There are three types of monopolization: with one industry having but one company, and its product not being able to be substituted, for example, power, water; with the raw materials monopolized, for example, the steel, iron, aluminum; and with patent owned and good fame established. The companies in monopolization normally do not resort to advertising. When there is any launch of advertising, they are normally brand advertising.

### **The advertising objective**

The status of target audience is the basic index for confirming the subject/theme and the objective. Firstly it should be made clear as to what kind of influence does the advertising have on the purchase behavior.

### **The theory of four-stage of advertising communication by Colly**

American scholar Russell Colly claimed that there are four stages for the advertising to achieve the objective of persuading consumers into buying, or changing their conscience, attitude and behavior. These stages are: Awareness, Comprehension, Conviction and Action.

The developing model from Awareness to Action by Lavidge and Steiner

The authors believes that the advertising is the power which pushes people into a series of stages. At the first stage, people are totally ignorant of the existence of the product/service. At the second stage, people are aware of the existence, but are not ready to buy. With the comprehension of the product/service, people are inclined to buy. When their interests are aroused with the product/service, people have more affection for the product/service. Then people have particular inclination for the product/service, it is very likely that they will actually buy the prod-