

ADVERTISING: PRINCIPLES AND PRACTICE

FIFTH EDITION

WELLS

BURNETT

MORIARTY

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ADVERTISING

PRINCIPLES & PRACTICE

Fifth Edition

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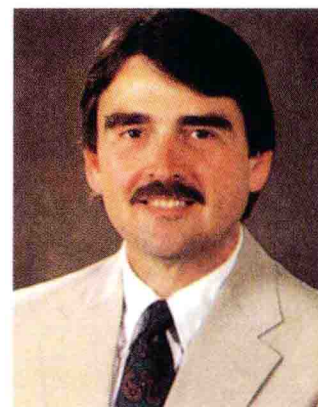
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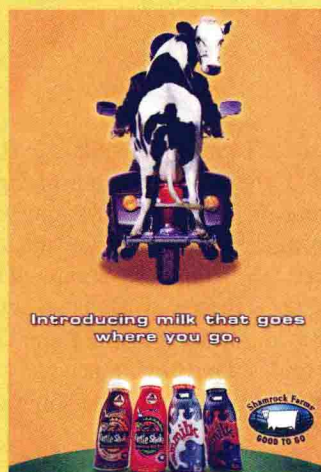
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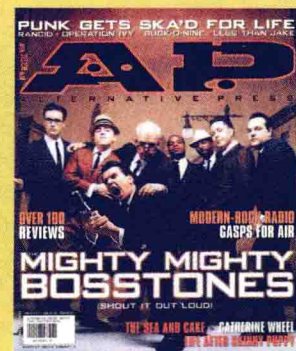


Preface



Advertising can make you feel like calling your mom to tell her you love her. Or it can make you squirm as you sit with your date and watch ads for products that you would like to pretend did not exist. During the 1999 Super Bowl, we loved the ad where the two broke young guys chose beer over toilet paper—and then desperately grabbed the “paper” receipt. Pretty cutting edge stuff. Memorable. Funny. Beautifully acted and photographed. People talked about it the next day. But was it an effective ad? What was the brand of beer? What was the point?

All the cutting-edge humor in the world doesn’t mean a thing if the ad isn’t *effective*. And an ad is only *effective* if it meets the advertiser’s goals. Period. Understanding exactly how advertisers achieve their goals is what we had in mind when we wrote *Advertising: Principles and Practice 5/e*. In this fifth edition we are so sure about our achievement that we are making this bold claim:



No other book

lets you see what effective advertising is—

lets you see how effective advertising is done—

and lets you do it yourself.

It is a bold claim. And we back it up in every chapter of this text.

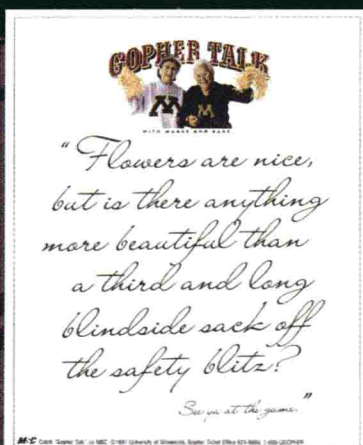
what effective advertising is

NO OTHER BOOK LETS YOU SEE WHAT EFFECTIVE ADVERTISING IS.

One obstacle for outsiders always has been that advertisers' goals often are closely held corporate secrets. In the Super Bowl beer ad, many people remembered the ad, but couldn't remember the brand. If they had, would that mean the ad was effective? The answer depends on the advertiser's goals. Which weren't made public.

In this fifth edition, we have partnered with EFFIE award winning advertisers to break this veil of secrecy. Each year, the American Advertising Association awards EFFIEs for effectiveness in advertising. The fit with our book was a natural. It allowed us to discover both the advertiser's goals and the results of the ad campaign. Access to the goals enabled us to fully analyze what made these ads so effective.

EFFIE award winners are featured in almost *every chapter*, in sections we call **Take 1**. Everything from the Connecticut Breast Cancer Awareness ad series to the Minnesota Gophers "Marge and Bob" campaign. Throughout the chapter, we return to the EFFIEs campaign to demonstrate the key principles of the chapter. And at the end of the chapter, in a feature called **It's a Wrap**, we loop back to the EFFIE campaign and show you why it was so successful



IT'S A WRAP

Melting Trade Resistance at Prestone

Having examined the elements that make up the marketing strategy, we see the role advertising plays in a marketing program. As noted in this chapter, the product, its characteristics, its strengths and weaknesses, and its position in the marketplace dictate the rest of the marketing mix. Advertising must reflect critical marketing strategies such as the price of the product and the way it is distributed. It must also establish a meaningful connection between the product and the consumer.

In the case of Prestone, the new de-icer formula had only a modest success in the marketplace its first year because consumers didn't know about it. After the "Wipe Out Ice" campaign, bottom-line results changed dramatically. The number of retailers stocking De-Icer Washer Fluid nearly doubled, from 101 in the first year to 196 in the second year. Wal-Mart, a major retail partner, reported that its sales 2 weeks into the campaign totaled 107,000 units, an increase of 80 percent over the previous year.

how effective advertising is done

NO OTHER BOOK LETS YOU SEE HOW EFFECTIVE ADVERTISING IS DONE

Despite their image in popular culture, successful ad campaigns rarely click on like light bulbs. Most often, they are the result of hard work and careful planning. In this fifth edition of our text, we illustrate how effective advertising is done in SIX ways.

Inside Story boxes spotlight how a practitioner faced an advertising challenge and solved it. But these stories aren't copied from the pages of a magazine. Instead, we went to actual practitioners and asked them to tell us their stories. From ads to recruit inner-city kids for the Boy Scouts, to creating a targeted media plan on a shoe string budget, we show what works in real-world advertising. And what doesn't.

Matter of Effectiveness segments highlight the key aspect of actual campaigns that made the difference between success and failure. See how the media decisions for the Bell Helmet ad campaign helped boost product sales in chapter 10 and how careful strategy and planning prevented Kellogg's cereal ads from failure in Italy in chapter 4.

Matter of Principle boxes serve as short ethics cases in select chapters, addressing thorny issues such as privacy on the Internet and the ethics of sensationalism. These features complement the text's thorough ethics coverage. The end result? A text that offers extensive, integrated ethics and social responsibility coverage.

Practical Tips give students suggestions that they can apply on the job, in an internship, or in their coursework, and **Mull It Over** notes liven up the concepts with additional stories, facts, figures, and practitioner comments.

Hands-On Cases at the end of the chapter give students the chance to become advertising decisionmakers themselves by analyzing a real-world advertising case. From targeting women on the Web to building brand equity for 9 Lives cat food in Russia, students get to think critically about the many pieces of the puzzle that must fit together to create successful ads.

Part-Ending Cases, a special feature, track *Mad Dogs And Englishmen*, an actual, wildly creative New York ad agency. These cases vividly illustrate the importance of marrying creativity with business savvy. Through interviews with the agency and its clients, we got the scoop on what makes this agency's ads work. Mad Dogs exercises the advertising fundamentals: They practice solid Integrated Marketing Communications, account planning, and media decisions while still shaking the rafters with eye-popping ads. Students will experience a unique blend of creativity and business acumen—the very essence of top advertising.

THE INSIDE STORY The Entrepreneurship Jungle

Wende Zomnir

founding member and creative director,
Urban Decay

An entrepreneurial streak led Wende Zomnir, an advertising graduate from the University of North Texas, to start her own fashion business, Urban Decay, along with partner Sandy Lerner, the same woman who also founded Cisco Systems.

"I joined Leo Burnett, a full-service advertising agency, after graduation with visions of big ideas. I was going to develop great creative ads and launch groundbreaking promotions. There I learned the disciplines of the advertising business: keep the strategy on track, the production on budget, the client happy, and the ideas flowing.

But I wasn't exposed to the disciplines of running a business; where does the money for the commercials come from? To market a product and run a marketing-driven company, I needed to know basic business disciplines: how to budget, how to manage, and how to grow a business.

Matter of Effectiveness: The Bug Is Back

Viewers watching ads for the new Volkswagen Beetle may feel like they're squinting into the past. In one ad a vague image begins as a small circle set against a stark white background. As the picture sharpens, the circle becomes a flower with seven daffodil-yellow new Beetles as its petals. The cute-a-bug cars drive away, and a zippy black Beetle careens into view and skids to a stop. The tag line: "Less flower. More power."

Welcome back to the 1960s—but this time, the revolution is being televised by Madison Avenue. Volkswagen's Flower Beetle commercials recently took a turn in the past.

to new car buyers' demands for such as four air bags and power outlets for cell phones.

The familiar bubble shape still makes people smile as it skitters by. Social experts say such nostalgic appeals work because of a longing for a return to simpler times. Despite the robust economy, Americans remain anxious. The rigors of overbooked working parents forces them to reduce family life to an exercise in time management. Divorce rates remain high, job security is down, and saving for the kids' college education or for retirement seems overwhelming. Is it any wonder that a new survey from the U.S. Social Market Research Institute found

Practical Tips #1

WEB SITES FOR ADVERTISING RESEARCH

Here's a sampling of Web sites that contain information useful to advertisers:

- Advertising Law (www.webcom.com/~lewsrse/home/html): a clearinghouse for articles, regulations, and cases on issues such as testimonials, advertising products that don't exist, and privacy.
- BusinessWire (www.businesswire.com): an electronic distributor of press releases and business news.
- Census Bureau (<http://www.census.gov>): contains the U.S. Census database, press releases, a population clock, and clips from its radio broadcasts.
- Hoover's Online (www.hoovers.com): a database of detailed profiles for publicly



Mad Dogs & Englishmen

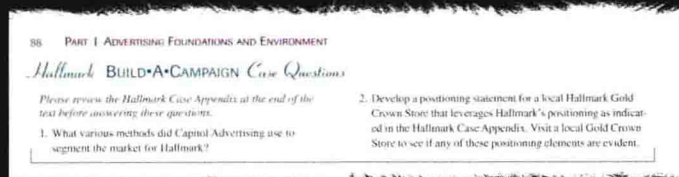
Video Case for PART I: MAD DOGS & ENGLISHMEN

The New York City advertising agency Mad Dogs & Englishmen occupies a zany and highly creative corner of the advertising universe. Founded by chairperson Nick Cohen in 1991, the agency grew to \$50 million in annual billings (the total value of the media time and space it bought for clients) and \$5 million in annual revenues (the fees it earned for creating advertisements) within eight years. As the agency's billings and revenues have grown, so too has the personnel roster, with many employees transplanted from England and beyond. When employees are not meeting with clients, conducting consumer research, or supervising production details, they can bring their dogs to work in the agency's spacious, high-tech office.

Going back to the agency's beginnings, another Mad Dogs & Englishmen's first client was the New York City Police Department.

do it yourself

NO OTHER BOOK LETS YOU DO IT YOURSELF. To really understand what effective advertising is and how it is done, you have to do it—*yourself*. We help by providing the winning brief of the American Advertising Federation's National Student Advertising Competition as a model campaign in the Appendix to the text. Then, we include assignments at the end of each chapter, starting with chapter 3. In addition, special Hallmark web exercises are posted on the web site: www.prenhall.com/wellsburnett. Students will use this step-by-step approach to **build their own Hallmark Card campaign**.



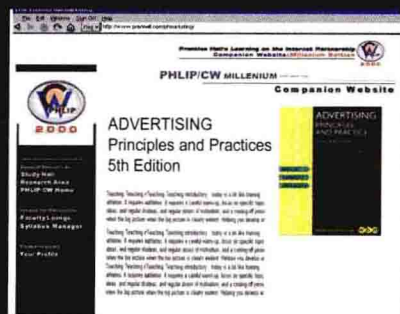
Students will also be able to work with their classmates to participate in a media-buying experience. Using our **media role-play simulation**, divide your class into teams, then let each team experience what it's like to buy media from another team who has it to sell. Use the **real-life Pizza Hut media campaign** from the text as a model of making media planning and buying decisions.

And students will exercise their vital new media skills on the Internet. First, they'll read about Web advertising in our text, since we cover the web in some way in every chapter. Then they'll go to our Web site, www.prenhall.com/wellsburnett, and work the two types of internet problems and exercises we've provided.

additional improvements

Improved Focus We cut the text to get to the essence of what makes great advertising. In doing so, we cut four chapters and 150 pages.

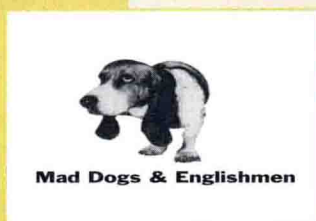
IMC Ours was the first advertising or promotion text to feature the topic of integrated marketing communications (IMC), and we give this topic even greater emphasis in this edition by threading the IMC perspective throughout the book. Part-Ending video cases and Hallmark Case projects also drive home the IMC approach.



Interactive Advertising and New Media We've included coverage of issues such as advertising on the Internet, electronic commerce, and the impact of interactive media in every chapter. In addition, the text's custom Web site www.prenhall.com/wellsburnett offers an on-line student study guide, current events updated bi-monthly, additional projects, and downloadable supplements for faculty.

Improved Media Coverage Research consistently shows media concepts are among the most difficult for students to grasp. So we shortened our coverage to focus on the key concepts without being mired in detail. We also made it more fun and relevant by providing students a media buying role-play simulation and by including Pizza Hut as a running example throughout the media planning and buying discussion. Pizza Hut is also featured in our custom-made video that applies media concepts and explores the rationale behind Pizza Hut's newest media campaign.

Supplements



Our text forms a solid foundation for teaching and learning advertising principles and practices. We know, however, that in-class delivery can make or break the success of the message you want to send. The following package is designed to enhance the learning experience for your students.

Mad Dogs and Englishmen custom videos Six 10-minute video segments amplify and extend case coverage from the text—and put your students in Mad Dogs' shoes as it tackles actual problems and issues.

EFFIES Videos Each chapter-opening EFFIEs brief is brought to life in your classroom by these actual, award-winning commercials.

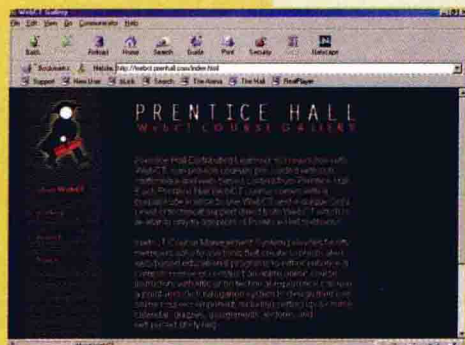
Media Buying Role Play Simulation This unique class-tested simulation lets your students experience actual media buys and sells. Simply divide your class into "buy" or "sell" teams, and the free manual guides them through the exercise.

PHLIP (Prentice Hall Learning on the Internet Partnership)

This Web resource includes an electronic study guide for students, additional Internet exercises and links for students, and a complete array of teaching materials (including downloadable versions of the Instructor's Manual and PowerPoint slides) with bi-weekly updates during each semester. Instructors can use the syllabus builder to plan their courses. For those who want to learn or teach with a large Web component, the CW/PHLIP site at www.prenhall.com/wellsburnett is the place to go.

Web CT The Business Publishing WebCT course is a full-featured, Internet-based, complete course management and distance learning solution. Instructors with little or no technical experience can use a point-and-click navigation system to design their own on-line course components, including setting up a course calendar, quizzes, assignments, lectures, and self-paced study help. These courses were developed *by* educators, *for* educators.

Also available with our text: **Instructor's Manual, Test Item File, Computerized Test Item File, PowerPoints, Overhead Transparencies, Advertising Transparencies 2000, Prentice Hall Advertising Video Library, New York Festival Video Library.** This text can also be value-packed with "The Internet: A New Marketing Tool 2000."



A FINAL WORD

We knew when we set out to write *Advertising: Principles and Practice 5/e* that we were after something bold. Something that no other book on the market provided. And we succeeded. As we have demonstrated over the preceding pages, we have produced a unique book that takes students inside an effective ad campaign. That shows students how and why ads succeed. And that lets students succeed or fail themselves.

In short, we have created the first truly effective book that teaches students the principles and practices of effective advertising.

Our Research and Planning: We embarked on this revision to give you a book that meets your needs better than any text on the market. To begin with, we conducted several focus groups to generate and refine our ideas and to listen to the concerns of professors in the trenches. Then we surveyed advertising professors. Our thanks to the hundreds of professors who responded with extremely valuable feedback. We developed a revision plan based on this feedback and tested this plan and its execution in the review process. Our thanks, especially, to those who reviewed the fourth edition and our revision plan:

Kurt Wildermuth, *University of Missouri School of Journalism*
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 Marcia Christ, *Marist College*
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 L. J. Shrum, *Rutgers University*

Fifth edition text ideas were tested and evaluated by professors and practitioners on our *Advertising Principles and Practice* Advisory Board. Thank you to the following people, who contributed ideas and research, identified outstanding alumni for us to contact, and served as a sounding board for the changes implemented in this Fifth edition.

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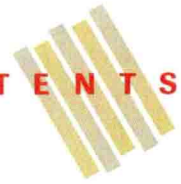
We also would like to acknowledge the efforts of Dr. Lynda Maddox, George Washington University, Professor of Advertising and Marketing, who edited her student team's campaign plan and developed the end-of-chapter and Internet questions for the Hallmark Build-A-Campaign feature. And we would like to thank AAF's Mary Ellen Wooley, Alice Kendrick of Southern Methodist University who chairs AAF's Academic Division, and Steve Doyal of Hallmark.

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Finally, we would like to extend special thanks to the hard-working Prentice Hall team that made our "year 2000" edition a reality: Leah Johnson, Bruce Kaplan, and Shannon Moore. We are particularly indebted to Charlotte Morrissey, without whom this edition would not have been possible. We'd also like to thank John Larkin, John Roberts, Mary Ellen McCourt, Kevin Kall, Chris Cole, and Dennis Kibby for all their creativity and hard work.

ADVERTISING

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