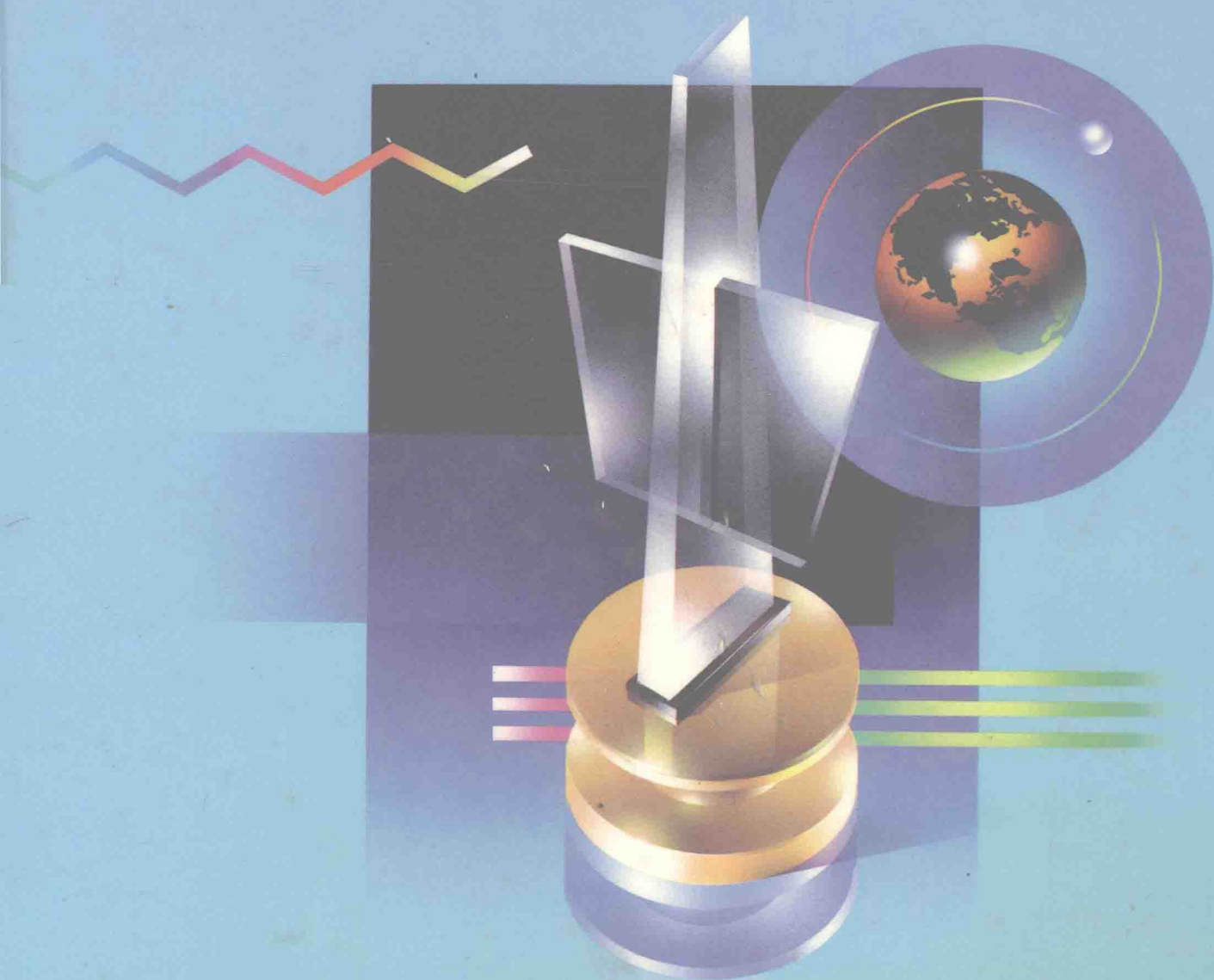


Advertising Excellence



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Advertising Excellence

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Preface

Preparing Students for the New Realities in Advertising

Advertising used to be such a comfortable and predictable business. Companies could launch a national brand on network television, back it up with print advertising in a handful of national magazines, and they were in business. Technology was simple, and media choices were few and straightforward.

Not any more. Many parts of the country have dozens of broadcast and cable channels, and hundreds more may be on the way. The national magazine market has splintered into hundreds of focused publications. Hungry competitors cross national boundaries in search of new markets. On-line computer-based information services link consumers and businesses around the world, providing advertising options unheard of even a few years ago. Automated kiosks play the dual roles of advertising media and salesperson. Production technologies have made it possible to create full-color print advertising on desktop computers, and digital video editing and special effects give television advertisers capabilities the industry is just beginning to grasp. We can only speculate about other advertising options that future developments in the information superhighway might eventually bring.

Advertising's view of its audience is undergoing significant changes as well. While researchers and practitioners continue to argue the merits of globalized marketing in general and globalized advertising in particular, an intriguing phenomenon has emerged. Advertisers are discovering not only that there are significant cultural differences from country to country but that pockets of cultural uniqueness exist inside many countries. The United States is a prime example of this, with its long and continuing tradition of receiving immigrants from all over the globe. As a result of this growing recognition of cultural diversity in the marketplace, more and more advertisers are searching for effective ways to identify and target specific cultural segments. Advertising to African-Americans is perhaps the most visible example of this in the United States, but microcultures exist in the various Hispanic-American and Asian-American segments, as well as in segments of consumers who trace their roots back to Western and Eastern Europe.

To address this important and exciting development in advertising, we've expanded on the usual coverage of international advertising to include intercultural advertising as well. The two subjects are covered in depth in one chapter as a way to highlight the similarities between crossing cultural borders and crossing national borders, plus they are both discussed at appropriate points throughout the text.

Finally, advertising's perspective on itself is changing, too. Advertisers realize they can no longer afford to execute marketing communication programs in

isolation from one another. The trend toward integrated marketing communication (IMC) is the most visible response to this realization.

What do all these changes mean for the student about to move into the field of advertising? First, this is definitely an exciting and chaotic time to be in advertising. Second, yesterday's approach to teaching advertising may not be the right approach for tomorrow's advertising environment. That's why you'll see coverage of emerging technology, new media, intercultural advertising, and other evolving concepts throughout *Advertising Excellence*. This new text provides the most up-to-date coverage possible so instructors have the tools they need to prepare students for the advertising challenges of today *and* tomorrow.

Building on a Solid Foundation

There is some irony in all this focus on new developments, however. As advertising expands and changes with every new technology or insight into audience behavior, a solid understanding of the fundamentals becomes that much more important. Consider interactive, multimedia advertising. There's no real history for this sort of advertising, so we don't have the models and guidelines we have for television, radio, and print. Those of us who get involved in this new advertising are going to have to learn as we go along. The advertising professionals who start with a solid knowledge of consumer and organizational behavior, marketing concepts, design principles, and communication theory are much better prepared to take full advantage of these new and emerging options.

While keeping a sharp eye on the future, *Advertising Excellence* doesn't compromise students' need for a strong foundation in fundamental concepts. Whether it's the history of advertising in Chapter 1 or discussions of buyer behavior in Chapter 4, strategy and planning in Chapter 7, design principles in Chapter 10, media planning in Chapter 13, sales promotion in Chapter 17, or local media in Chapter 19, *Advertising Excellence* emphasizes the need to understand basic principles. Students will be better prepared for the future with an understanding of where advertising has been and where it is today.

Here's a quick sample of some of the content that distinguishes *Advertising Excellence*:

- In-depth coverage of a complete integrated advertising campaign (Chapter 20, on GMC Truck).
- An entire chapter devoted to local advertising, an arena where many students will spend all or part of their advertising careers, and one that is typically given scant attention in advertising texts.
- Unique coverage of the increasingly important field of intercultural advertising.
- Coverage of emerging technologies such as interactive media (including direct-response television, automated kiosks, on-line computer-based information services, videotext), computerized design tools, morphing and other digital special effects, digital video editing, virtual reality, computer-assisted interviews, holograms, ink-jet personalization, selective binding, direct broadcast satellite television, digital cable radio, PR planning software, and multimedia presentations.
- Hundreds of examples that illustrate strategic and tactical concepts used by a wide variety of advertisers. These examples include numerous instances of nonprofit, business-to-business, and international advertising.
- An extensive selection of ads, most of which are award winners. The ads are balanced by industry, media, and geographic scope—including local, national, and international ads from more than 20 countries.

Providing Organized, Coherent Coverage

We realize that one of the biggest challenges in teaching advertising is to sequence and connect the multitude of topics in a way that builds comprehension and minimizes confusion. Our approach to IMC is a good example of how we've addressed this challenge in *Advertising Excellence*. To begin with, we don't wait until late in the book to introduce IMC as a special advertising technique. We define it right up front in Chapter 1 as a strategic philosophy of communication. We then build on that at relevant points throughout the text to give students a cohesive picture. The discussion of audience cognitive processes in Chapter 4 (Audience Analysis and Buyer Behavior) emphasizes that one of IMC's most important benefits is the clarity of message it delivers to the audience. Chapter 7 (Objectives, Strategy, and Plans) follows up with a discussion of how an IMC approach influences the planning process.

The coverage of media beginning with Chapter 13 then points out that an integrated approach to media selection is a key part of IMC as well. Similarly, Chapters 17, 18, and 19 demonstrate how IMC affects decisions in sales promotion, public relations, and local media. Finally, Chapter 20, which presents an entire advertising campaign in detail, shows how GMC Truck put IMC to use in a successful communication program. Rather than offering an isolated dose of IMC theory, *Advertising Excellence* provides a cohesive, cumulative discussion that ties in with material throughout the course.

Exploring Today's Most Important Ethical Issues

Unlike some texts, *Advertising Excellence* draws a clear distinction between ethical dilemmas and ethical lapses, which helps students understand the difference between unresolved ethical questions and behavior that's simply unethical. This text covers ethics in three ways: in a dedicated section in Chapter 3, in 12 Ethics in Advertising boxes, and in shorter examples placed throughout the book. Here's a sampling of the ethical dilemmas we highlight:

- *The Use and Abuse of Infomercials* Examines the current controversy over the potential for deception in program-length advertisements that try to look like news programs or talk shows.
- *Advertising to Kids: Right or Wrong?* Explores the issue of directing advertising at children and the effect that such advertising may have on household purchase behavior.
- *How Healthy Is Medical Advertising?* Discusses the role advertising has in the pharmaceutical industry and raises the question of whether it's proper to let advertising influence important healthcare decisions.
- *When Creative Visuals Become Deceptive Visuals* Looks at the line between attractive product presentation and deceptive presentation. As special-effects technology becomes more widespread, this issue will grow in importance.
- *Is That Really News?* Discusses the role of news releases in print and broadcast journalism. Students learn why the inherent difficulty of editing video news releases leads to much of this footage airing exactly as it's submitted by PR firms. This box is one of several discussions of the relationship between advertisers and the media.

Every Ethics in Advertising box ends with two "What's Your Opinion?" questions that encourage students to think about the issue presented and to draw their

own conclusions. These questions can form the basis of class discussions, homework assignments, or student projects.

On the subject of ethics and social responsibility, *Advertising Excellence* has no examples of alcohol promotions. We certainly support companies' rights to promote legal products, but considering that many students taking this course are not of legal drinking age and that alcoholism among college students is a continuing social concern, we believe that an emphasis on alcoholic products in a textbook is inappropriate. *Advertising Excellence* also avoids tobacco examples (other than those cases in which tobacco products are the subject of ethical dilemmas). The trade literature offers thousands of other great advertising examples that students can relate to, and we've taken advantage of those.

Fostering a Successful Learning Experience

Advertising Excellence presents both fundamental and emerging trends in a lively and engaging style that reflects our enthusiasm for the profession. Students not only read about advertising, they get to experience it firsthand through the many involvement activities we present. A quick look at the pedagogy in *Advertising Excellence* reveals a much richer set of exercises and learning experiences than is offered by any other text in the field. In addition to learning objectives, key term definitions, chapter summaries, and other traditional features, we provide role-playing case studies, experiential exercises on a wide range of topics, decision-making opportunities on ethical dilemmas, and numerous possibilities for class discussion. This unmatched collection of teaching tools makes the classroom experience much more interesting for students and frees instructors from the burden of creating all of their own exercises.

FACING AN ADVERTISING CHALLENGE

These unique case studies put the student in the advertisers' shoes to explore a number of decisions related to the chapter material. Each chapter opens with a short slice-of-life vignette that draws students into the chapter by vividly portraying an advertising challenge faced by a real executive. Each chapter concludes with a section entitled Meeting an Advertising Challenge: A Case for Critical Thinking, which describes the actions taken by the featured executive and analyzes the results in light of the concepts presented in the chapter. Then the student takes over, playing a role in the executive's organization by making advertising decisions in four carefully chosen scenarios. The 20 advertising challenges include such intriguing cases as these:

- The U.S. Postal Service using qualitative research to explore the relationships between customers and letter carriers and to build on that knowledge in a new ad campaign
- Saturn striving to build an image as a new kind of U.S. car company
- The Deutsch advertising agency trying to parlay hot creative talents into a major national business
- Cessna Aircraft working to catch the attention of corporate CEOs for the introduction of a new executive jet
- The Swedish retailer Ikea using local advertising to build awareness and traffic for new stores in the United States

SHARPEN YOUR ADVERTISING SKILLS

These assignments offer students the opportunity to practice or analyze a particular advertising skill covered in the chapter. Examples include choosing the visual

imagery for a U.S. television commercial being adapted for the Singapore market, defining an advertising appeal for videophones, and selecting media for promoting snack cakes. By grappling with real-life advertising problems such as these, students develop a much stronger grasp of the material presented in the text. The exercises include both decision-making and communication components, two of the most important skills students will need in their careers.

WHICH AD PULLED BETTER?

These unique exercises let students test their advertising judgment by predicting which of two ads in a pair scored higher in well-known readership tests. The Instructor's Manual provides the answers, along with an analysis of each ad's performance. *Advertising Excellence* offers eight Which Ad Pulled Better? exercises; they appear in Chapters 4, 5, 7, 8, 10, and 11.

HIGHLIGHT BOXES

In addition to the 12 Ethics in Advertising boxes, 27 highlight boxes throughout the text show the steps needed to apply a variety of advertising techniques. These cover a wide range of topics, including using specialized agencies to reach ethnic audiences, deciding whether to use advertising that might offend some members of the audience, recognizing the importance of word-of-mouth communication, addressing the nonrational side of decision making, minimizing waste in advertising budgets, dealing with the question of humor and effectiveness, and using interactive television.

BEHIND THE SCENES

Two comprehensive real-life stories of advertising production take students through the entire process from concept through production, highlighting the decisions that need to be made and the technologies that can be applied to the production process. The first, following Chapter 11, illustrates the creative challenges Ammirati & Puris had to overcome in producing a print ad for Compaq Computer. The second, following Chapter 12, takes students onto the leading edge of technology as it explores the use of virtual reality in a television spot that Ayer Chicago created for Leaf's Jolly Rancher candy.

VIDEO EXERCISES

Video provides a powerful and engaging learning experience, and *Advertising Excellence* ties a package of relevant, professional video programs to the text with unique video exercises. At the end of each part, we offer a synopsis of the video program. Additionally, material in the text provides exercises for analysis, application, ethical judgment, decision making, and teamwork—the same key skills that students will need to apply on the job.

IMPORTANT ADDITIONAL FEATURES TO HELP STUDENTS LEARN

This text includes other useful student-oriented features:

- Learning objectives in every chapter guide the learning effort.
- The glossary provides easy reference for all key terms in the book.
- Advertising checklists in 11 chapters provide quick reference guidelines on such subjects as evaluating an agency, addressing legal issues with endorsements, planning advertising research projects, choosing globalization or localization, producing great copy, designing effective ads, and using yellow pages advertising.
- Key term lists with page references at the end of each chapter help students review learning progress.
- Appendixes provide a sample marketing plan, a sample advertising plan, and extensive coverage of advertising careers.

- Ten Questions for Discussion at the end of each chapter offer five questions for review and five for analysis and application.

What are the benefits of having so many instructional features? Students grasp concepts and terminology more completely because they have the opportunity to learn in several ways: experience, analysis, review, and application. Also, the instructor's preparation time is reduced because discussion questions, activities, and homework possibilities are all here and ready to be used. Instructors won't have to spend their limited time searching out ways to involve students in the course. Finally, the pedagogy is sufficient for instructors to teach the course term after term without exhausting the text's rich resources. By not limiting chapter pedagogy to just simple review questions, *Advertising Excellence* contains enough material to keep the course fresh and interesting for both instructors and students.

Relying on Extensive, Up-to-Date Research

Advertising Excellence provides up-to-date coverage, in terms of both examples and emerging concepts. The thoroughness of the research is evidenced by the number and currency of the endnotes—more than 1,200 sources from academic and trade books and journals. To illustrate every concept, we collected a number of possible examples and then carefully selected the one or two instances that best illustrated the material. For every article and book reference you see in the notes, many more were reviewed and not included. The extensive ad program, the result of a worldwide search conducted over many months, is further evidence of the care put into the preparation of this text.

Catching Students' Attention with Lively Writing

From the beginning of this project, we placed an emphasis on lively, interesting prose that invites students to read. Without sacrificing academic integrity, *Advertising Excellence* communicates and informs with a light touch. Even in a text as carefully and thoroughly researched as this one, it's possible to make the study of advertising enjoyable. Advertising is a lively, energetic business, and we think students should get that feeling throughout the course.

Enhancing Learning with an Attractive, Effective Design

The visual appeal of a textbook has a lot to do with the success of the student's learning efforts. Every element of *Advertising Excellence* is part of an integrated instructional design. Every exhibit includes a complete caption and is closely integrated with the related text. All international and intercultural ads include translations where needed. Advertisements and photos were carefully chosen to support the text, rather than simply to entertain the reader. The open, attractive layout complements the lively writing to ensure a high level of interest and retention.

Supporting the Instructional Process

Obviously, the textbook is only a part of the overall instructional package. To meet the challenges of large classes, heavy teaching loads, and limited preparation time, instructors need a complete program of pedagogical resources and support features. Here are the ways in which *Advertising Excellence* supports the instructional process.

- *Instructor's Resource Manual.* Each chapter in the Instructor's Manual contains annotated learning objectives, key terms, the chapter outline, lecture notes (with references to specific overhead transparencies), and answers to all questions and exercises. We've provided the information instructors need, without slowing them down with extra supplements of questionable value.
- *Acetate Transparency Program.* This set of 100 transparencies presents selected exhibits from the text, plus dozens of new ads for in-class discussion. Each transparency is supported by a cover sheet that outlines the learning objectives for that transparency, the major points that should be emphasized, and several discussion questions specific to each transparency, along with answers.
- *Commercial Reel.* This videotape features 100 successful television commercials that demonstrate a variety of advertising concepts, along with commentary by the authors.
- *Videodisk.* A unique feature among advertising texts, the videodisk provides quick access to all overhead transparencies and selected commercials.
- *Test Bank.* This manual is organized by text chapters and includes a mix of true/false, multiple choice, fill-in, and short cases with multiple-choice questions for each chapter. The questions are coded by level of difficulty, question type, and text page. The test bank has been carefully screened by reviewers to ensure that questions and answers are correct, relevant, and appropriate for this course. The test bank is available both in hard copy and on disk (both IBM and Macintosh formats).
- *Testing Services.* Two major programs are available:
 - *Computerized Test Bank.* A powerful microcomputer program allows the instructor to create customized tests using the questions from the test bank, self-prepared items, or a combination. This versatile program incorporates a broad range of test-making capabilities, including editing and scrambling of questions to create alternative versions of a test. This program is available for both Apple and IBM computers.
 - *Customized Test Service.* Through its Customized Test Service, McGraw-Hill will supply adopters of *Advertising Excellence* with custom-made tests consisting of items selected from the test bank. The test questions can be renumbered in any order. Instructors will receive an original test, ready for reproduction, and a separate answer key. Tests can be ordered by mail or by phone, using a toll-free number.
- *Classroom Management Software.* This program helps with grading and recordkeeping.

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Courtland L. Bovée

John V. Thill

George P. Dovel

Marian Burk Wood

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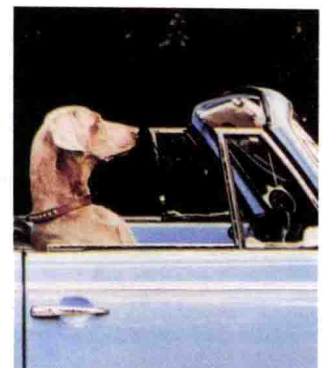
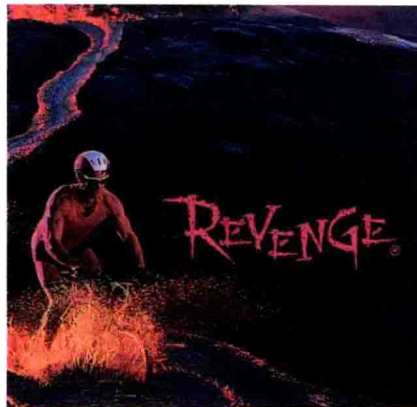
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