

Fifth Edition

ADVERTISING PROMOTION

Supplemental Aspects of

Integrated
Marketing
Communications

Terence A. Shimp

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Supplemental Aspects of Integrated Marketing Communications

Terence A. Shimp
University of South Carolina

Special acknowledgement to John H. Lindgren Jr. (Jack), University of Virginia, for the media contribution to this fifth edition. Jack is responsible for blending the visual imagery of the world of advertising and marketing with the magic of electronic media, bringing the thoughts and ideas represented in this book to life in the classroom.

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To my wonderful and changing family, and in special tribute to the most recent additions: Henry Franklin (thanks John and Susan for grandson number two!) and Ethan David (thanks Julie and Brad for creating this miraculous fighter!).

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Preface

Since the inception of this textbook some 18 years ago, the worlds of marketing and marketing communications have changed dramatically. At the same time, marketing and its communications component have become more interwoven. Both small and large firms are seeking varied, more effective ways of communicating effectively and efficiently with their targeted audiences. The competition is more intense than ever, and the marketplace is filled with communications clutter. All firms are challenged to break through this clutter and reach their audiences with interesting and persuasive messages.

Brand managers and marketing communicators in other capacities have dedicated themselves to enhancing the equity of their brands and satisfying the demands for greater accountability. Companies are increasingly embracing a strategy of integrated marketing communications. Whether a student is taking this course simply to learn more about the dynamic nature of this field or to make a career in advertising, promotions, or another aspect of marketing, this textbook continues to provide them with a contemporary view of the role and the importance of marketing communications. I have attempted, in this fifth edition, to expand coverage to satisfy the needs of students in advertising as well as marketing. I emphasize the importance of integrated marketing communications concepts in enhancing the equity of brands and provide a thorough coverage of all aspects of an integrated marketing communications program: advertising, promotions, packaging and branding strategies, point-of-purchase communications, marketing-oriented public relations, event- and cause-oriented sponsorships, and personal selling. These topics are made even more accessible in this edition through expanded use of examples and applications. I continue to cover appropriate academic theories and concepts to provide formal structure to the illustrations and examples.

This textbook is intended for use in undergraduate or graduate courses in marketing communications, advertising, promotion strategy, promotion management, or other courses with similar titles. Professors and their students should find this book substantive but highly readable, imminently current but also appreciative of the evolution of the field, and, above all, a textbook that thoroughly blends marketing communications practice in its varied forms with research and theory.

Organization

The textbook is organized in six parts. Part One introduces the student to the fundamentals of integrated marketing communications. Chapter 1 overviews the topic and discusses the importance of marketing communications in modern marketing. It emphasizes that the various marketing communications elements must be integrated to “speak with a single voice” rather than treated as separate and independent practices. The chapter explains how integrated marketing communications accomplishes the objective of enhancing brand equity through a systematic process of brand-concept management leading to high levels of brand awareness and strong, favorable, and unique brand associations. Enhancing brand equity is a theme woven throughout the text.

Chapter 2 outlines the marketing communications management process within an integrative framework. This framework postulates that marketing communications decisions include a set of general choices (with respect to targets, objectives, and budgets), specific choices (in terms of mixing communications elements and making message, media, and momentum decisions), and measuring the results of communications activities. These decisions are directed toward enhancing a brand’s equity.

Chapter 3 examines three interrelated environmental factors that influence decision making involving all aspects of marketing communications: the physical environment, regulation of marketing communications practices, and ethical issues in marketing communications. The first section explores major developments relating to the physical environment and implications that “green marketing” holds for marketing communicators. A second section reviews governmental regulation and industry self-regulations of marketing communication practices. Particular emphasis is placed on the Federal Trade Commission’s regulation of deceptive and unfair marketing practices. A final section examines various ethical issues involving matters of targeting communications at vulnerable groups, deceptive advertising, and other cases of potentially unethical marketing communications practices.

Part Two builds a foundation for a better understanding of the nature and function of marketing communications by providing a practical and theoretical overview of its targets. Chapter 4 examines the demographic, psychographic, and geodemographic factors that are used to target marketing communications. Major emphasis is placed on examining important demographic developments such as (1) population statistics, (2) the changing age structure of the population, (3) the growth of the singles market, and (4) ethnic population developments. Psychographic targeting is discussed with emphasis on the VALS 2 classification scheme. The final section describes geodemographic targeting and overviews the Claritas’s PRIZM service that is in wide use for this purpose.

Chapter 5 provides further foundation for targeting activities by examining both the process and fundamentals of communication and reviewing fundamentals of buyer behavior. Behavioral foundations of marketing communications are approached from two perspectives: first, the logical thinking person as embodied in the consumer information processing approach, and second, the hedonic-experiential perspective of the pleasure-seeking, feeling person. Particular detail is devoted to describing marketing communications activities that are necessary for promoting consumer attention, comprehension, and learning of marketing messages.

Chapter 6 continues the overview of buyer behavior and the role of targeting communication efforts by discussing the central concepts of attitudes and persuasion. These topics are important because marketing communications and promotion represent organized efforts to influence and persuade customers to make choices that are compatible with the marketing communicator’s interests while simultaneously satisfying the customer’s needs. A major section examines practical marketing communications efforts to influence the consumer’s motivation, opportunity, and ability to process marketing messages.

Part Three consists of two chapters. Chapter 7 looks at the adoption and diffusion processes and examines the role of marketing communications in facilitating these processes and achieving acceptance for new products. Particular attention is devoted to discussions of how marketing communicators facilitate product adoption and diffusion by establishing a new product’s relative advantages, showing how the product is compatible with the consumer’s past behavior and consumption values, removing perceptions of product complexity, and facilitating product trial. The role of word-of-mouth influence also receives considerable treatment.

Chapter 8 describes the initial elements responsible for a brand’s image, namely the brand name, logo, and package. Another major topic treated in this chapter is the ever-growing practice of point-of-purchase communications. The point of purchase is the critical point where the brand name, logo, and package come face to face with the customer. Marketing communicators are increasing their appreciation of the importance of point-of-purchase communications. Expanded investment in this marketing communications component is explained in terms of the valuable functions that P-O-P performs for consumers, manufacturers, and retailers. The chapter devotes considerable attention to the various forms of P-O-P communication tools, presents results from the POPAI Consumer Buying Habits Study, and provides detailed evidence regarding the impact that displays can have in increasing a brand’s sales volume during the display period.

Part Four contains seven advertising chapters. Chapter 9 overviews the advertising management process and provides detailed discussions of advertising objective setting and budgeting. Chapter 10 provides a detailed study of the creative-strategy aspect of the advertising management process. Topics include requirements for effective advertising messages, advertising planning, means-end chains and MECCAS models, creative message strategies, and corporate image/issue advertising.

Chapter 11 expands the coverage of advertising message creation by examining advertising endorsers and various message appeals employed in advertisements. Endorser characteristics and selection receive initial discussion. Coverage then turns to specific message appeals, including fear, guilt, humor, sex, subliminal messages, and comparative advertisements.

Chapter 12 provides an analysis of advertising media. It devotes primary attention to evaluating the characteristics and strengths/weaknesses of five major advertising media: out-of-home, newspapers, magazines, radio, and television. The chapter also explores interactive advertising media (including Internet advertising) and alternative advertising media (Yellow Pages, video advertising, and product placements in movies). Chapter 13 focuses exclusively on direct advertising and database marketing. Direct-mail advertising, catalog marketing, telephone marketing, and the role of databases are the topics examined in this chapter.

Chapter 14 provides thorough discussions of the four major activities involved in media strategy: (1) target-audience selection, (2) objective specification, (3) media and vehicle selection, and (4) media-buying activities. In-depth discussion focuses on media-selection considerations such as reach, frequency, gross ratings points, effective rating points, and the efficiency-index procedure. Also explored are advertising timing considerations (pulsed, flighted, and continuous schedules). Receiving prominent attention in this context is a new perspective on media buying termed the shelf-space model, also referred to as the principle of recency planning. The next section covers cost-per-thousand (CPM) computations. A concluding section reviews a computerized media planning (the Adplus program) and presents actual media plans for the introduction of the Saab 9-5 and the rejuvenation of Diet Dr Pepper.

The last chapter in Part Four, Chapter 15, examines the measurement of advertising effectiveness. The chapter describes media- and message-based research methods. Media research methods include audience measurement for magazines (MRI and SMRB), radio (Arbitron), and television (Nielsen). Message-based research methods are discussed under five general categories of measures:

1. recognition and recall (Starch, Bruzzone Tests, and Burke Day-After Recall)
2. emotions (Warmth Monitor, TRACE, and BBDO's Emotional Measurement System)
3. physiological arousal (galvanometer, pupillometer, and voice-pitch analysis)
4. persuasion (ASI theater testing and ARS persuasion testing)
5. sales response (IRI's BehaviorScan and Nielsen's SCANTRACK)

Part Five discusses the burgeoning practice of sales promotion. Chapter 16 offers an overview of promotion by explaining its targets, the reasons underlying its rapid growth, and its capabilities and limitations. The chapter also describes the conditions under which deal-oriented sales promotions are profitable.

Chapter 17 focuses on trade-oriented promotions. The chapter describes the most important and widely used forms of trade promotions: off-invoice allowances, bill-back allowances, slotting allowances, contests and incentives, cooperative advertising and vendor support programs, specialty advertising programs, and trade shows. Considerable discussion is devoted to the practices of forward buying, diverting, and the advent of manufacturer-oriented, everyday low pricing that has been effective in diminishing these practices. Efficient consumer response (ECR), category management, and account-specific marketing also receive prominent treatment.



The subject of Chapter 18 is consumer-oriented sales promotions. Primary emphasis is placed on the objectives that various sales promotions are able to accomplish for manufacturers and the types of rewards they provide to consumers. Detailed discussion is devoted to sampling, couponing, premiums, price-offs, bonus packs, refunds and rebates, contests and sweepstakes, phone cards, and overlay and tie-in promotions. The chapter concludes with a three-step procedure for evaluating sales promotion ideas.

Part Six includes chapters on marketing-oriented public relations (MPR) and personal selling. Chapter 19, on public relations, includes a discussion of the historically entrenched practice of reactive public relations as well as the more recent practice of proactive public relations. A special section is devoted to negative publicity, including suggestions for managing rumors and urban legends. The last major section covers both cause and event marketing, and the two specific aspects of sponsorship marketing.

Chapter 20 introduces students to the job of the salesperson. The chapter describes the salesperson's task and the kinds of activities performed by salespeople. Also discussed are determinants of salesperson performance and characteristics of outstanding salespeople. The chapter emphasizes that all the advertising, sales promotions, point-of-purchase programs, and sponsorships are of little value without effective personal selling. A company's equity and the equity of its individual brands are influenced, in large measure, by the efforts of its sales force.

Changes and Improvements in the Fifth Edition

The fifth edition of *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications* reflects many changes beyond those described so far. To make this book more accessible to a larger range of students, we have revised the look and feel of the book and greatly enhanced the supplemental package that accompanies this text for both the student and the instructor. Major changes include the following:

- ◆ The fifth edition includes an updated and improved CD-ROM PowerPoint presentation. The amount of audio and video is expanded from the CD-ROM that accompanied the previous edition. Designed by John H. Lindgren Jr., University of Virginia, this powerful software is easily adaptable for instructors who wish to introduce additional material. The CD-ROM contains over one hour of video, as well as hundreds of still pictures, animations, build slides, and viewers.
- ◆ The text retains the same number of chapters (20) as covered in the prior edition, but some of the chapters have been rearranged to reflect a more logical progression. The present Chapter 8, "Brand Names, Logos, Packages, and Point-of-Purchase Materials," was covered in the last part of the text in the prior edition. By moving this material earlier in the text, we are able to highlight the fact that these activities play a critical role in brand-equity enhancement and also set the stage for subsequent chapters on advertising and sales promotions. A small but important change is made in Part Four, where Chapter 13, "Direct Advertising and Database Marketing," is inserted before the media strategy chapter, in contrast to the fourth edition, where it was covered after the media strategy chapter. The primary advantage of this adjustment is that Chapter 14, "Media Strategy," and Chapter 15, "Assessing Advertising Effectiveness," are treated as a related unit rather than being interrupted by the direct advertising material. A final change is that "Personal Selling Fundamentals" (Chapter 8 of the fourth edition) is now the concluding Chapter 20, which locates it at a point that does not interrupt the flow of the other aspects of marketing communications.
- ◆ In addition to end-of-chapter questions and exercises, the fifth edition includes a special section on Internet exercises. These are challenging yet enjoyable exercises that nicely supplement the text material.

- ◆ A key theme throughout the textbook is that the objective of integrated marketing communications is to enhance a brand's equity. The coverage of brand equity is substantially expanded in Chapter 1 and then tapped into throughout the text.
- ◆ The entire textbook has been thoroughly updated. The text provides state-of-the-art coverage of major academic articles and practitioner writings on all aspects of marketing communications. These writings are presented at an accessible level to students and accompanied by copious illustrations, examples, and special inserts.
- ◆ The more attractive four-color design will appeal to students and professors alike.

A Premier Instructional Resource Package

The learning package provided with *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*, Fifth Edition, was specifically designed to meet the needs of instructors facing a variety of teaching conditions and to enhance students' experience with the subject. We have attempted to address both the traditional and the innovative classroom environment by providing an array of high quality and technologically advanced items to bring a contemporary, real-world feel to the study of advertising, promotion, and integrated marketing communications.

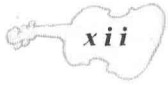
Instructor's Manual This comprehensive and valuable teaching aid, authored by Dave Jones, La Salle University, includes a list of chapter objectives, chapter summaries, detailed chapter outlines, content explanations of transparencies, where to use each transparency, and answers to discussion questions and more. The instructor's manual also serves as a resource to the CD-ROM PowerPoint presentation software.

Testing Resources This valuable resource provides testing items for instructors' reference and use. The test bank contains over 1,600 multiple choice, true/false, and short answer questions in levels of varying difficulty. The test bank is authored by Martin Meyers, University of Wisconsin—Stephens Point.

The test items are also available in a computerized format, which allows instructors to select problems at random by level of difficulty or type, customize or add test questions, and scramble questions to create up to 99 versions of the same test. The RequestTest phone-in testing service is also available to all adopters. Individual tests can be ordered by question number via fax, mail, phone, or e-mail with a 48-hour turnaround period. Finally, Dryden can provide instructors with software for installing their own on-line testing program, which allows tests to be administered over network or individual terminals. This program allows instructors to grade tests and store results with greater flexibility and convenience.

Four-Color Overhead Transparencies Available in acetate form are over 100 four-color teaching transparencies that highlight key concepts for presentation in the classroom. In addition to including many important visuals presented in the text, this package contains supplemental ads and exhibits not found in the text. This transparency package provides an easy display format to reinforce important concepts to students. Notes explaining each transparency's content and where to use it are found in the instructor's manual.

CD-ROM PowerPoint Presentation Software This innovative PowerPoint package (developed by John H. Lindgren Jr., University of Virginia) covers all the material found in the textbook, in addition to numerous other outside supplemental examples and materials found in radio, television, and print media. The CD-ROM contains over one hour of



video; hundreds of still pictures, animations, build slides, and viewers; and allows students to analyze copy in class. An entire course can be developed around this powerful presentation tool. The CD-ROM has been prepared in a PowerPoint format to be easily supplemented by instructors who wish to introduce additional materials.

Video Package This video package has been prepared to provide a relevant and interesting visual teaching tool for the classroom. Each video segment is relevant to chapter material and gives students the opportunity to apply what they are learning to real-world situations. The video material enables instructors to better illustrate concepts to students. The varied collection of interesting and creative television advertisements complement the company profiles. Another hour of television commercials and video footage is contained on the CD-ROM PowerPoint Presentation Software.

Internet Resources for Integrated Marketing Communications New to this edition, *Internet Resources for Integrated Marketing Communications*, authored by Gemmy Allen (Mountain View College, Dallas County Community College District) and Georganna Zaba (The Value Exchange, Inc.), gives students hands-on experience while reinforcing the textbook concepts. Students expand their knowledge and learn to use the Internet, the most comprehensive communications tool in the world. Application-oriented questions challenge students to utilize critical-thinking skills as they visit Internet sites and use e-mail, discussion groups, chat, and other Internet resources. Today's employers expect students to know how to use the Internet. With *Internet Resources for Integrated Marketing Communications*, students will build skills that make them more marketable.

A comprehensive **instructor's manual** is available for use with *Internet Resources for Integrated Marketing Communications*. The instructor's manual includes teaching suggestions for group assignments, individual assignments, tips on using the workbook to enhance the course, and much more.

Web Site Internet Support

Visit the Dryden Web site at <http://www.harcourtcollege.com> for the latest support material for the Dryden series in marketing. The site contains a wealth of Internet resources specific to the topic areas of this textbook. These resources include relevant links to publications, advertising agencies, data and resources, advertising trends, information on careers, national and international business news, Internet exercises, company profiles, time-management aids, and much more.

More Web Support

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Acknowledgments

My friend and colleague, professor John H. Lindgren Jr. (Jack), of the University of Virginia, deserves special recognition and sincere appreciation for his contributions to this fifth edition. Jack developed the multi-media supplements that serve to create an exciting, dynamic, and enjoyable teaching environment for classroom presentation of the material contained in *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*, Fifth Edition.

I am grateful to a number of people for their assistance in this project. I sincerely appreciate the thoughtful comments from the following people who provided constructive feedback regarding the fourth edition: Avery Abernethy, Auburn University; Soumava Bandyopadhyay, Lamar University; Ron Bauerly, Western Illinois University; Gordon “Skip” Brunner, Southern Illinois University; Renée Fonetenot, University of New Orleans; Monle Lee, Indiana University–South Bend; Darrel Muehling, Washington State University; and Linda Swayne, University of North Carolina–Charlotte.

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University of South Carolina
April 1999

About the Author

Terence A. Shimp received his doctorate from the University of Maryland in 1974. He is professor of marketing and distinguished foundation fellow in the Darla Moore School of Business, University of South Carolina–Columbia. He is program director of the marketing department at the University of South Carolina. Professor Shimp teaches courses in marketing communications and research philosophy and methods. He has earned a variety of teaching awards, including the Amoco Foundation Award that named him the outstanding teacher at the University of South Carolina in 1990.

He has published widely in the areas of marketing, consumer behavior, and advertising. His work has appeared frequently in respected outlets such as the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Advertising*, *Journal of Advertising Research*, and *Journal of Public Policy and Marketing*. His co-authored article with Brian Till entitled “Endorsers in Advertising: The Case of Negative Celebrity Information,” was named the outstanding article published in the *Journal of Advertising* in 1998. “A Critical Appraisal of Demand Artifacts in Consumer Research,” published with Eva Hyatt and David Snyder in the *Journal of Consumer Research*, received that journal’s award for the top article published during the period 1990–1992.

Professor Shimp is past president of the Association for Consumer Research and current president of the *Journal of Consumer Research* policy board. He is on the editorial policy boards of the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Marketing Letters*, *Journal of Public Policy and Marketing*, and *Journal of Marketing Communications*. He has represented the Federal Trade Commission and various state agencies as an expert witness in issues concerning advertising regulation.

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