

广告学

(第五版)

Advertising & Integrated

Brand Promotion (5e)

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【美】

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著

高等院校双语
教学适用教材
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出版者的话

当前,在教育部的大力倡导下,财经和管理类专业的双语教学在我国各大高校已经逐步开展起来。一些双语教学开展较早的院校积累了丰富的经验,同时也发现了教学过程中存在的一些问题,尤其对教材提出了更高的要求;一些尚未进入这一领域的院校,也在不断探索适于自身的教学方式和方法以及适用的教材,以期时机成熟时加入双语教学的行列。总之,对各类院校而言,能否找到“适用”的教材都成为双语教学成功与否的关键因素之一。

然而,国外原版教材为国外教学量身定做的一些特点,如普遍篇幅较大、侧重于描述性讲解、辅助材料(如习题、案例、延伸阅读材料等)繁杂,尤其是许多内容针对性太强,与所在国的法律结构和经济、文化背景结合过于紧密等,显然不适于国内教学采用,并成为制约国内双语教学开展的重要原因。因此,对国外原版教材进行本土化的精简改编,使之变成更加“适用”的双语教材,已然迫在眉睫。

东北财经大学出版社作为国内较早涉足引进版教材的一家专业出版社,秉承自己一贯服务于财经教学的宗旨,总结自身多年的出版经验,同培生教育出版集团和汤姆森学习出版集团等国外著名出版公司通力合作,在国内再次领先推出了会计、工商管理、经济学等专业的“高等院校双语教学适用教材”。这套丛书的出版经过了长时间的酝酿和筛选,编选人员本着“品质优先、首推名作”的选题原则,既考虑了目前我国财经教育的现状,也考虑了我国财经高等教育所具有的学科特点和需求指向,在教材的遴选、改编和出版上突出了以下一些特点:

- 优选权威的最新版本。入选改编的教材是在国际上多次再版的经典之作的最新版本,其中有些教材的以前版本已在国内部分高校中进行了试用,获得了一致的好评。

- 改编后的教材在保持英文原版教材特色的基础上,力求内容精要,逻辑严密,适合中国的双语教学。选择的改编人员既熟悉原版教材内容,又具有本书或本门课程双语教学的经验。

- 改编后的教材配有丰富的辅助教学支持资源,教师可在网上免费获取。

- 改编后的教材篇幅合理,符合国内教学的课时要求,价格相对较低。

本套教材是在双语教学教材出版方面的一次新的尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导,在此深表谢意,也期待广大读者提出宝贵的意见和建议。

尽管我们在改编的过程中已加以注意,但由于各教材的作者所处的政治、经济和文化背景不同,书中的内容仍可能有不妥之处,望读者在阅读中注意比较和甄别。

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ADVERTISING

and Integrated Brand Promotion

Fifth Edition

NOVA

The Process: Advertising and Integrated Brand Promotion in Business and Society

This first part of

the book, "The Process: Advertising and Integrated Brand Promotion in Business and Society," sets the tone for our study of advertising. The chapters in this part emphasize that advertising is much more than the old-style mass media messages of the past. Mass media are still, no doubt, a huge part of the advertising effort. But advertising is now much more diverse and dynamic and is part of a process you will learn about called integrated brand promotion (IBP). IBP is the process of using all sorts of different promotional techniques and tools—from television ads to iPod broadcasts—that send messages about brands to consumers. And advertising and IBP communications are not just marketing messages. They are also part of a social communication process that has evolved over time with changes in culture, technology, and business strategies. This is where the "brand" plays a leading role in communications. We all know brands because we hear about them and use them every day—Microsoft, Nike, Pantene, Starbucks, and literally dozens of others. We know (and learn) about brands because companies use advertising and integrated brand promotion to tell us about them. But we also learn about brands by using them and by seeing them being used in society. This first part of the book lays out the broad landscape of the advertising and IBP processes that expose us to brands and what they have to offer.

The World of Advertising and Integrated Brand Promotion

introduces and defines advertising and integrated brand promotion and the roles they play within a firm's overall marketing program. We introduce the concept of IBP, which shows that firms communicate to consumers using a broad range of communications that often go far beyond advertising and traditional mass media. Sales promotion, event sponsorship, direct marketing, brand placements in movies and television programs, point-of-purchase displays, the Internet, podcasting, personal selling, and public relations—the tools of IBP—are available to help a firm compete effectively, develop customer loyalty, and generate greater profits. Both advertising and IBP are described as communications processes.

1

The Structure of the Advertising Industry: Advertisers, Agencies, Media Companies, and Support Organizations

shows that effective advertising requires the participation of a variety of organizations and specially skilled people, not just the companies who make and sell brands. Advertising agencies, research firms, production facilitators, designers, media companies, Web developers, public relations firms, and Internet portals all play a role. This chapter also highlights that the structure of the industry is in flux. New media options, like streaming video and blogs, and new organizations, like talent agencies and product placement firms, are forcing change. This chapter looks at the basic structure of the industry and how it is evolving with the market and consumer preferences. Special attention is given to the rising prominence of promotion agencies as counterparts to advertising agencies.

2

The Evolution of Promoting and Advertising Brands

puts the processes of advertising and integrated brand promotion into both a historical and a contemporary context. Advertising and IBP have evolved and proliferated because of fundamental influences related to free enterprise, economic development, and tradition. Change has also occurred as a reflection of social values and changes in technology and business management practices.

3

Social, Ethical, and Regulatory Aspects of Advertising and Promotion

examines the broad societal aspects of advertising and IBP. From a social standpoint, we must understand that advertising and promotion can have positive effects on the standard of living, address lifestyle needs, support communications media, and are contemporary art forms. Critics argue that advertising and other promotions waste resources, promote materialism, are offensive and intrusive, and perpetuate stereotypes, or can make people do things they don't want to do. Ethical issues focus on truthful communication, invasion of privacy, advertising and promoting to children, and advertising and promoting controversial products. Regulatory aspects highlight that while government organizations play a key role, consumer groups and societal values also put pressure on advertising and IBP to change and evolve with cultural values.

4

第 1 章 广告的世界与整合品牌促销

通过本章的学习,应该掌握以下技能:

①

了解广告和整合品牌促销(IBP)的内涵及作用

②

讨论一个基本的广告传播模型

③

描述广告和整合品牌促销听众分类法

④

解释广告作为一种商业手段的重要性

⑤

理解整合品牌促销的概念以及广告在这一过程中扮演的角色

关键术语

advertising	广告宣传	corporate advertising	公司广告
national advertising	全国性广告	members of business organization	企业消费者
internal position	内部定位	brand extension	品牌扩展
client or sponsor	客户或赞助商	brand advertising	品牌广告
regional advertising	区域性广告	members of a trade channel	中间商
economies of scale	规模经济	brand loyalty	品牌忠诚度
IBP	整合品牌促销	gross domestic product (GDP)	国内生产总值
local advertising	地方性广告	professionals	专业人士
inelasticity of demand	无弹性需求	brand equity	品牌资产
advertisement	广告	value	价值
cooperative advertising, or co-op advertising	合作性广告	trade journals	行业杂志
primary demand stimulation	基本需求刺激	market segmentation	市场细分
advertising campaign	广告宣传活动	symbolic value	象征价值
selective demand stimulation	选择性需求刺激	government officials and employees	政府官员和雇员
audience	受众	differentiation	差异化
marketing	营销	social meaning	社会意义
direct response advertising	直接回应广告	global advertising	全球性广告
target audience	目标受众	positioning	定位
marketing mix	营销组合	IMC	整合营销传播
delayed response advertising	延迟回应广告	international advertising	国际性广告
household consumers	家庭消费者	external position	外部定位
brand	品牌		

CHAPTER I

After reading and thinking about this chapter, you will be able to do the following:

CHAPTER I The World of Advertising and Integrated Brand Promotion

CHAPTER 2 The Structure of the Advertising Industry: Advertisers, Agencies, Media Companies, and Support Organizations

CHAPTER 3 The Evolution of Promoting and Advertising Brands

CHAPTER 4 Social, Ethical, and Regulatory Aspects of Advertising and Promotion

1

Know what advertising and integrated brand promotion (IBP) are and what they can do.

2

Discuss a basic model of advertising communication.

3

Describe the different ways of classifying audiences for advertising and IBP.

4

Explain the key role of advertising as a business process.

5

Understand the concept of integrated brand promotion (IBP) and the role advertising plays in the process.

A man with a shaved head and a goatee, dressed in a traditional red Chinese martial arts uniform with gold trim and a sash, strikes a dynamic pose. He holds a small tin of Altoids mints in each hand, pointing his index fingers upwards. The background is a plain, light blue-grey gradient.

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THE CURIOUSLY STRONG MINTS®

Introductory Scenario: Does This Sound Familiar? It's a Friday night and you just battled your way through an online quiz in Anthro that had to be submitted by 11 PM and you beat the deadline by a couple of hours. Feeling pretty good about the quiz (and actually leaving a couple hours of a Friday night free), you check a friend's blog on MySpace.com to see where the parties and concerts are for the night. You notice that some friends you haven't seen for awhile are having a party so you IM two of your buddies to ask if they want to hit the party. Then you hurry up and get on the Ticketmaster Web site (<http://www.ticketmaster.com>) because the Red Hot Chili Peppers are coming to the big arena on campus (you signed up for the Ticketmaster "performer alert" service and got an e-mail this afternoon) and you want to snag a couple tickets as soon as possible. Your buddies IM back and say they are up for the party and will be at your place in half an hour. Before they get there, you have just enough time to buy the new Deftones CD from Amazon (<http://www.amazon.com>) and set your Slingbox (<http://www.slingmedia.com>) so you can check the NBA scores on SportsCenter from the Internet on your cell phone while you're at the party.

Does this sound familiar? If you're into being wired and keeping track of things that are important to you, then this scenario probably does sound pretty familiar (except maybe the Slingbox, which is still pretty expensive. If you haven't seen a Slingbox, it's a device that lets you access your television or TiVo from your computer or your cell phone. See Exhibit 1.1). And you and your friends represent a huge challenge for companies that want to reach you with their advertising and promotion messages. For the last 50 years, firms have primarily been using television, radio, newspapers, magazines, and other traditional media to send messages to

consumers about the companies' brands. Well, in this scenario about your (maybe typical) Friday night, you encountered little if *any* mass media advertising, even though you bought concert tickets and a CD and accessed television programming on the Internet! Instead, you had a whole series of individually controlled information sources that let you access all the information *you* wanted to see rather than information some company wanted you to see or hear.¹

So, what are companies going to do to reach you with their advertising and brand messages? They are still going to try to reach you and every other consumer around the globe that, just like you, is turning to new ways of acquiring information. And these companies are going to use a different blend of mass media and other forms of communication to try to get their brand messages across. But, rather than the old style of mass media reliance, companies are turning to a wide range of new advertising and promotional techniques that complement their mass media advertising.²

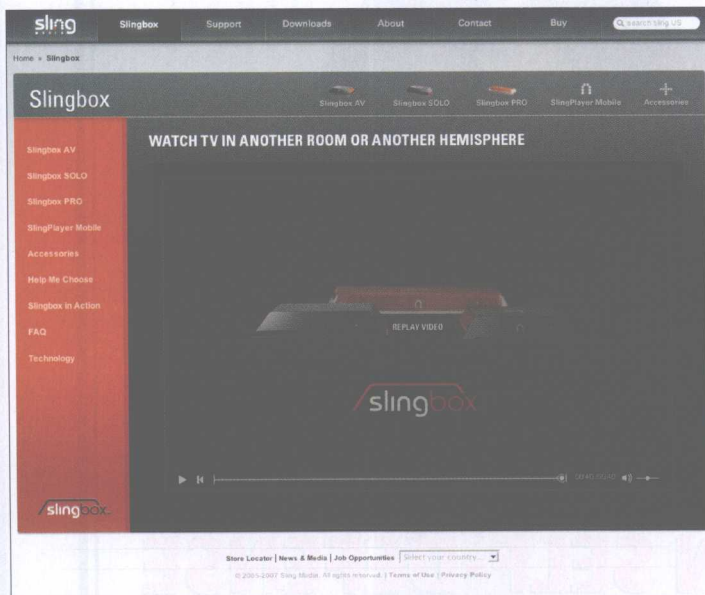


EXHIBIT 1.1

Along with blogs, e-mail, and instant messaging, devices like the Slingbox allow consumers to control their information environment in a way that creates huge challenges for companies trying to get their brand messages to consumers.

1. Jessi Hempel, "The MySpace Generation," *BusinessWeek*, December 15, 2005, 86–94.
2. Robert Levine, "Reaching the Unreachables," *Business 2.0*, October 2005, 109–116.

You'll still see advertising during your favorite television show or in your favorite magazine—lots of advertising, in fact. But if you haven't encountered some of the new "smart ads" from companies, you will before too long. If you're a video-game player, your favorite games are already full of ads in the cyberscenery—about \$1 billion worth of advertising, actually.³ The next time you go to the grocery store, you just might find an electronic video tablet attached to the shopping cart that asks you to swipe your store loyalty card before you start touring the aisles. That way the store's computers can prepare a shopping list of items you've purchased before for your convenience. And when you pass a product in the store that a marketer wants to feature, the screen will flash a coupon you can redeem electronically at checkout. When you've finished your shopping and are heading home, your cell phone might alert you to a special on oil changes just as you're approaching a lube shop.⁴ Welcome to the new world of advertising and integrated brand promotion.

The New World of Advertising and Integrated Brand Promotion.

As the introductory scenario highlights, the world of advertising and integrated brand promotion is going through enormous change. What you will learn in this book and in your class is that companies are trying to keep up with how and where consumers want to receive information about brands. Mass media are not dead, but they are being supplemented and supported by all sorts of new ways to reach consumers. Consumer preferences and new technology are reshaping the communication environment. You'll also learn that the lines between information, entertainment, and commercial messages are blurring. As one analyst put it, "The line of demarcation was obliterated years ago, when they started naming ballparks after brands."⁵ Companies are turning to branded entertainment, the Internet, influencer marketing, and other communication techniques to reach consumers and get their brand messages across. You'll also read about how the world of advertising is being referred to as "Madison & Vine," as Madison Avenue advertising agencies attempt to use Hollywood entertainment-industry techniques to communicate about their brands to consumers.⁶ You can go to <http://www.adage.com/madisonandvine> and read about how new agencies like Madison Road Entertainment are producing brand-filled reality shows like *Treasure Hunters* that expose consumers to dozens of brands, but not in the old "stop the program, show a 30-second ad" kind of way. As the vice president of marketing for Audi America described this new process of integrating brands into consumers' lifestyles, he believes in "acupuncture marketing" where you go "narrow and deep" with your messages.⁷

But we need to remain clear about one thing. No matter how much technology changes or how many new media are available for delivering messages—it's still all about the brand. As consumers, we know what we like and want, and advertising—regardless of the method—helps expose us to brands that can meet our needs. And remember that a brand that does *not* meet our needs will not succeed—no matter how much is spent on advertising or integrated brand promotion. Consider the case of Cadillac. In the early 1950s, Cadillac held a stunning 75 percent share of the luxury car market and was a leading advertiser in the market year after year. But by 2007, that market share had fallen to about 9 percent—an unprecedented loss in the history of the automobile industry. What happened to the Cadillac brand? A series of

3. Jessica Ramirez, "The New Ad Game," *Newsweek*, July 31, 2006.

4. David H. Freedman, "The Future of Advertising," *Inc. Magazine*, August 2005, 70–77.

5. Question of the Week, Ad Infinitum, *BusinessWeek*, November 20, 2006, 18.

6. To see current "Madison and Vine" campaign strategies, go to <http://www.adage.com/madisonandvine>.

7. Jean Halliday, "Audi Taps Ad Whiz to Direct Branding," *Advertising Age*, May 8, 2006, 4, 88.