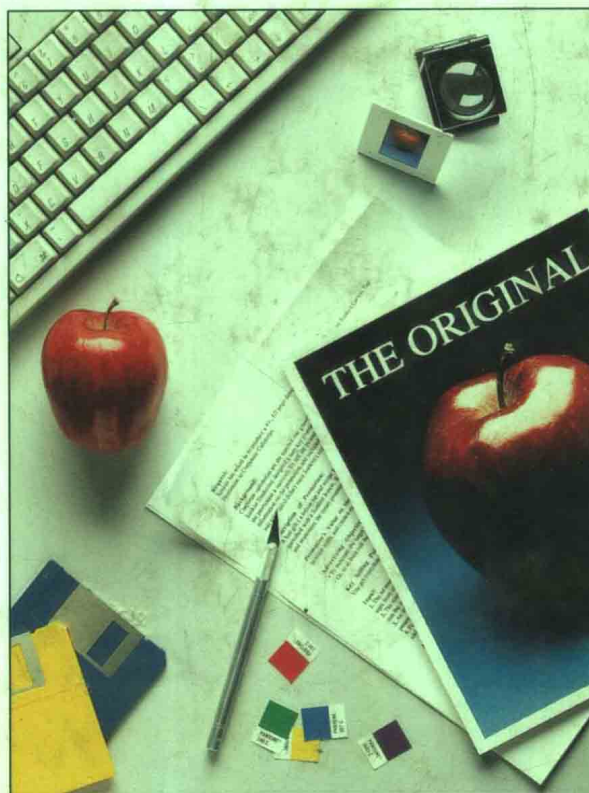


FOURTH EDITION

CONTEMPORARY

# Advertising



BOVÉE / ARENS

FOURTH EDITION

CONTEMPORARY

# *Advertising*

Courtland L. Bovée

William F. Arens

**IRWIN**

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# PREFACE

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The essence of advertising's global significance may have been captured by British novelist Norman Douglas when he remarked, "You can tell the ideals of a nation by its advertisements." Indeed, while the advertising business may have been viewed as a particularly American institution in the first half of the 20th century, that is certainly no longer the case. Today, everyone living and working in the modern world is influenced by advertising. Thus, the study of advertising has taken on new importance, not only for students of business or journalism—who may one day be practitioners—but also for students of sociology, psychology, political science, economics, history, language, art, or the sciences, all of whom will continue to be consumers of advertising.

There are six major reasons why students profit from studying advertising. It can help them to:

- Understand the impact of advertising on the domestic economy and on the economies of foreign nations.
- Comprehend advertising's role in fashioning society and, conversely, society's impact on advertising.
- See how advertising fits within the broader disciplines of business and marketing.
- Learn how advertising relates to journalism and the whole field of human communications.
- Appreciate the artistic creativity and technical expertise required in advertising.
- Discover what advertising people do and how they do it, and the career opportunities the field offers.

## STUDENT-ORIENTED FEATURES FOR THE 21ST CENTURY

Our mission in the previous editions of *Contemporary Advertising* has been to present advertising as it is actually practiced—to put flesh on the bones of academic theory. As we approach the 21st century, our purpose remains the same. We believe advertising should be taught as it really is—as a business, as a marketing tool, as a creative process, and as a dynamic, hybrid discipline employing elements of the various arts and sciences. And we believe it should be taught in a manner and style relevant to today's student.

For these reasons, we have written and developed *Contemporary Advertising* around a number of exclusive student-oriented features.

## Award-Winning Graphic Design

*Contemporary Advertising* has always been distinguished by its exceptional packaging and award-winning graphic design. That's important for a book which purports to teach about advertising design and art direction, and it contributes to learning by making the text material inviting and accessible to the widest range of students. In the Fourth Edition, the elegance of this design is further enhanced with beautiful part and chapter openers—and made even more reader-friendly with the introduction of chapter learning objectives and divisional and chapter overviews.

## Chapter-Opening Vignettes

To capture and hold student interest, each chapter opens with a story—written in a warm, narrative style—about an actual situation illustrating a basic concept in the study of advertising. This opening example is then often used throughout the chapter to demonstrate how textbook concepts are applied in real-life situations. For example, the history of the world's most successful packaged good—Coca-Cola—is used throughout Chapter 1 to define the functions of advertising and to trace the development and growth of modern advertising; the recent historic emergence of J. C. Penney as the largest U.S. department store chain is used in Chapter 6 to illustrate the depth and complexity of marketing and advertising research processes; and the entire subject of media planning and selection in Chapter 12 is wrapped around the story of how Del Monte shifted from television to magazines for its packaged goods advertising.

## Extensive Illustration Program

The best way to teach is by setting a good example. Each of the 19 chapters is beautifully illustrated in full color with current, award-winning advertisements and campaigns that demonstrate the best in the business from the last three years. In fact, *Contemporary Advertising* is still the most extensively illustrated textbook on the market, and all the major media are represented—print, electronic, outdoor—in a balanced manner. All the examples and illustrations used in this text are carefully selected both for their quality and for their relevance to students.

Furthermore, we have included many local as well as national ads, and business-to-business as well as consumer ads. In-depth captions tell the stories behind many of the ads and explain how the ads demonstrate the concepts discussed in the text.

The text is also heavily illustrated with diagrams, charts, graphs, and tables that encapsulate useful information about advertising concepts, the advertising industry, media, and production.

## Full-Color Portfolios

In addition to the individual print ads and actual frames from TV commercials, the book contains several multipage portfolios of outstanding creative work. Some of these are the "Art Director's Portfolio," the "Copywriter's Portfolio," "Portfolio of Corporate Advertising," "Portfolio of Outstanding Magazine Advertising," and "Portfolio of International Advertising."

## Creative Departments

The “Creative Department” is a special section that appears in two chapters of the book and describes how an interesting ad was created from beginning to end. A print ad for Lipton International Soup Classics is featured in the first Creative Department. And the second features the creation of the very popular current series of TV commercials for Taster’s Choice coffee.

## Advertising Laboratories

Active participation enhances learning, so “Advertising Laboratories” are incorporated into every chapter. These thought-provoking sidebars to the world of advertising introduce students to topics of current interest or controversy and then involve them in the subject by posing questions that stimulate critical thinking. Some of the many topics presented in Ad Labs include subliminal advertising, marketing warfare, bottom-up marketing, and the psychological impact of color.

## Ethical Dilemmas in Advertising

Today’s students will be 21st-century practitioners. As such, they will face new and challenging ethical issues, and they will need to exercise greater sensitivity than their 20th-century counterparts. Therefore, we have incorporated a series of nine current ethical dilemmas in advertising—interspersed throughout the book—to focus attention on some of the most critical social issues facing advertisers today. Some of these include advertising to children, the targeting of ethnic minorities, and negative political campaign advertising.

## Practical Checklists

Advertising is a very broad subject encompassing many disciplines, and one of the dilemmas advertising students and practitioners face is handling and organizing large volumes of information and then creatively converting these data into effective advertising. Because of this, students truly appreciate the numerous handy checklists that appear regularly throughout the text. These are useful for stimulating memory, organizing thinking, and reinforcing important concepts. Some examples are the “Checklist of Product Marketing Facts for Copywriters”; “Checklist of What Works Best in TV”; “Checklist of Design Principles”; and “Checklist of Ways to Set Advertising Budgets,” to mention just a few. Many students plan to become professionals in the field. As such, they will find that these checklists are an invaluable, practical resource for developing marketing and advertising plans, writing and designing effective ads and commercials, selecting and scheduling media, evaluating advertising work, and making advertising decisions. As a result, the checklists greatly enhance the long-term value to the book.

## Local Advertising Coverage

Throughout the book, *Contemporary Advertising* addresses the needs of both small and large advertisers with its many examples, case histories, Ad Labs, checklists, and advertisements. Moreover, this is one of the few texts to

devote adequate attention to the needs of the small retail advertiser, with a complete chapter on the subject of local advertising.

### Additional Pedagogical Aids

Because of the inclusion of separate chapters on local advertising, international advertising, corporate, public relations, and noncommercial advertising, and marketing and advertising research, *Contemporary Advertising* will remain the most comprehensive and up-to-date text on the market.

Each chapter concludes with a summary followed by questions for review and discussion. Both of these pedagogical aids are designed to help students review chapter content and assimilate what they have learned. Throughout the text, key ideas and terms are highlighted with boldface type and are defined when introduced. The definitions of all these terms are collected at the end of the book in the most thorough and extensive glossary in the field.

## CHANGES IN THIS EDITION

Our continuing goal has been to personally involve students as much as possible in the practical experiences of advertising while simultaneously giving them a solid understanding of advertising's role in both marketing management and the human communication process. In the pursuit of this objective, we have instituted a significant number of modifications and improvements in the Fourth Edition of *Contemporary Advertising*.

First, throughout the book, we have updated all statistics and tables and also augmented the documentation of academic and professional source material, thereby giving *Contemporary Advertising* the most current and extensive compendium of academic and trade references in the field. We have included the results of important recent research and introduced interesting new building-block models to facilitate student comprehension of the often complex processes involved in marketing, consumer behavior, and human communication.

Second, many new, real-world examples have been added. These were selected not only for their currency but also for their relevance to students. Likewise, most of the chapter-opening stories are new. Some of these advertising success stories include the introduction of Acura, the turnaround of Motel 6, the expansion of Gotcha surfwear, and the image-building of Timberland shoes. All the Ad Labs, checklists, and full-color portfolios have been updated, expanded, or replaced with more current examples.

In recent years, the technology of advertising has changed dramatically. For example, in just the last five years, the computer has revolutionized the way advertising is planned, designed, produced, and scheduled. The Fourth Edition of *Contemporary Advertising* deals with this revolution in detail in several chapters.

In light of the increasing globalization of business, we have placed greater emphasis on international advertising. The international chapter has been extensively revised and updated to reflect the increased importance of advertising as Central Europe moves toward a market economy and as Western Europe unites to create a new marketing environment in 1992. In addition, throughout the text, numerous international examples are used.

Finally, thanks in large part to the contributions of the professional community, a major new feature of the Fourth Edition is a total North American orientation. This is important for two reasons.

First, *Contemporary Advertising* is widely used in Canada. Moreover, many of the academic and trade references for the text emanated from Canadian journals and publications. Therefore, we have approached the subject of domestic advertising as it is practiced in both the United States and Canada. In so doing, we have also included a wide variety of high-quality Canadian ad examples throughout the book—in both English and French—with which Canadian students and professors will be familiar.

Second, it's important that U.S. students, who are often less knowledgeable about Canada than Canadian students are about the United States, develop familiarity with the importance of our closest neighbor. Canada is already the largest trading partner of the United States, and it is only going to become larger in light of the free trade agreement.

Finally, as mentioned earlier, the social aspects of advertising have become so important that we have introduced the series of nine Ethical Dilemmas in Advertising as a major new feature in the Fourth Edition.

Other highlights of this revision include:

Chapter 1: "The Dimensions of Advertising." This chapter has been renamed, restructured, extensively revised—and also shortened. The discussion on the evolution of advertising has been strengthened and, at the same time, focused on the historic technological changes that have dramatically affected the business. The functions and effects of advertising have been simplified and clarified, and the discussion of economics is now centered on the macroeconomic effects.

Chapter 2: "The Social, Ethical, and Regulatory Aspects of Advertising." The chapter now addresses ethics lapses and ethical dilemmas in advertising. The discussion of consumer groups has been strengthened. The chapter now offers a more balanced presentation of what's right and wrong about advertising. The section on government has been reworked to give students a more interesting and engaging presentation, and the chapter expands the coverage of the Federal Trade Commission.

Chapter 3: "The Advertising Business: Agencies and Clients." This chapter has been revised to make it more people-oriented—who advertising people are, what they do, and what they are responsible for. The discussion of agencies has been moved forward of the discussion of advertisers so that, when the advertiser's in-house agency is discussed, students will already know what an agency is. The section on client-agency relationships has been updated to include some of the latest account switches.

Chapter 4: "The Importance of Marketing and Consumer Behavior to Advertising." As the first chapter in Part II, Chapter 4 has been renamed and completely restructured in order to focus the concepts of marketing and consumer behavior on people and, at the same time, orient the discussion from the advertiser's point of view. In the discussion on marketing, new information is presented about needs and utility. Material on consumer behavior, previously in Chapter 5, has been moved up to this chapter, reorganized, and strengthened with new information, models, and terminology on both the human communication and the consumer behavior processes. The discussion is now also more operational so students can see how the concepts presented actually affect ad making.

Chapter 5: "Market Segmentation and the Marketing Mix: Matching Products to Markets." Like Chapter 4, this chapter has been renamed, expanded, and completely restructured to include all the marketing mix information previously covered in Chapter 4. The Clearwater Federal story has been strengthened to include a hypothetical demonstration of how new market



research technology might have been used to locate and aggregate actual market segments leading to the selection of a profitable target market. The treatment of the 4 Ps is now more focused on the development of a total product concept aimed at matching the perceived needs, wants, or desires of the target market. This section is further enhanced with new material on products, services, and branding.

Chapter 6: "Marketing and Advertising Research: Inputs to the Planning Process." The J. C. Penney story has been updated to include its 1990 campaign: "Fashion Comes to Life." The basic steps in the research process have been clarified and made more action-oriented. The chapter presents new sources of research information, shows new examples of how research affects advertising creativity, and clarifies the concepts of *validity* and *reliability*.

Chapter 7: "Marketing and Advertising Planning." A new chapter-opening story—the successful introduction of the Acura automobile—serves as a foil for the principles and concepts discussed throughout this chapter and is highlighted with many illustrations and examples. New material on top-down and bottom-up marketing and advertising planning makes the chapter more practical from the small advertiser's point of view. Additional examples related to the allocation of advertising funds during recessionary economic cycles also make the chapter extremely timely.

Chapter 8: "Creative Copywriting." We have expanded the sections on how advertisers develop the copy platform and the "big idea" in advertising. Included is an example of an actual copy platform from Foote, Cone & Belding for Sunkist. To assist in understanding the objectives of good copy, a new model, the copywriter's pyramid, is introduced—similar to the well-known advertising pyramid from Chapter 5. Also introduced in this chapter is information on the most popular word processing programs used by copywriters. The chapter is accented with a completely new illustration program that students will find relevant and timely.

Chapter 9: "Creative Art Direction." This chapter has been heavily revised to focus on the role of art in various advertising forms—print, television, packaging, and even radio, and much of the descriptive material has been shortened and moved to Ad Labs. The aesthetic potential of advertising art is demonstrated through the chapter-opening story of Timberland's recent award-winning image campaign. The new technology of desktop publishing is introduced. Material on television creativity—previously in Chapter 11—has been moved to a new section in this chapter dealing with the role of art in radio and television commercials. Finally, we have created a completely new illustration program and Art Director's Portfolio of current, student-relevant ads to enliven the text matter.

Chapter 10: "Creative Production: Print Media." The role of the computer in print production keys the chapter-opening story of the creation of a beautiful, award-winning business-to-business ad for NYNEX. This leads to a new, in-depth discussion of the impact of desktop publishing on ad making. Reflecting this, the material on typesetting has been updated, and new student-relevant examples demonstrate the possibilities offered by typography. The chapter has been carefully edited to ensure that students gain the most practical information possible on how to produce quality print media materials, and the chapter even includes a new section on how to think like a printer to save money on print runs.

Chapter 11: "Creative Production: Electronic Media." The incredible turnaround of Motel 6, thanks to radio advertising, is the new chapter-opening story that highlights this chapter on electronic production. The radio produc-

tion section has been expanded and made more operational with new information on the use of microphones and the coordination of studio, sound booth, and control room. The television section opens with an involving story about a new, state-of-the-art MTV campaign for Gotcha surfwear. Again, the impact of the computer is discussed as it relates to TV production; and the section on shooting commercials has been expanded to include material on lights, cameras, and action. A new Creative Department on the current, very popular campaign for Taster's Choice coffee serves as a climax to the chapter and the whole creative unit by showing how these commercials were developed and shot, from concept through production.

Chapter 12: "Media Planning and Selection." The chapter has been carefully revised to increase clarity, coherence, and balance. The more lively writing style now engages students more readily in chapter topics. The chapter expands the coverage of sources of media information. Examples have been added to enrich the material and engage student interest.

Chapter 13: "Print Media." The chapter has been expanded to include magazine readership sources. Careful revision has resulted in a more logical organization. The discussion of vertical publications has been expanded, and the distinction between classified ad space and display ad space has been clarified.

Chapter 14: "Electronic Media." The number of advertiser-oriented examples has been increased. The material on the use of and confidence in people meters has been fully updated. The chapter now includes a full discussion of how the networks are responding to the success of cable television.

Chapter 15: "Direct Mail and Outdoor Media." The chapter has been expanded to more fully cover direct mail and to more equally address the various functions of direct mail. The number of examples has been increased to better explicate the chapter material. The chapter expands discussions of research and direct mail, implications of the mailing list, and creative direct-mail techniques.

Chapter 16: "Sales Promotion and Supplementary Media." The chapter probes deeper into the partnership between sales promotion and advertising. The sections on specialty advertising and alternative media have been carefully revised and strengthened. The chapter has been expanded to include a discussion of how growth in the use of sales promotion has been at the expense of advertising. The discussion of display allowances has been expanded.

Chapter 17: "Local Advertising." The discussion of factors that influence local advertising budgets now includes details about *how* those factors influence budgets. The chapter expands on the importance of Yellow Pages to local advertisers. Cooperative advertising is now discussed in much greater detail and explained more thoroughly. The number of examples has been increased to more fully illustrate the chapter material.

Chapter 18: "Public Relations, Corporate Advertising, and Noncommercial Advertising." The discussions of publicity, political advertising, and advocacy advertising have been expanded to emphasize their importance. The topic of special events receives more attention, emphasizing its growing importance, especially in music and sports events. The relationship between publicity and public relations is more clearly discussed.

Chapter 19: "International Advertising." The chapter strengthens the focus on advertising while de-emphasizing the discussion of marketing. The discussion of media planning has been deepened and expanded. A "Portfolio of International Advertising" is now included to brighten the text, engage student interest, and deepen understanding.

## SUPPLEMENTARY MATERIALS

While the text itself is a complete introduction to the field of advertising, it is accompanied by a number of valuable supplemental materials designed to assist the instructor.

### Instructor's Manual

The instructor's manual offers a wealth of suggestions for classroom lectures and discussions. It includes answers to all discussion questions, course and subject outlines, and a comprehensive testing program to facilitate the administration of examinations.

### Video Supplements

To illustrate how the principles discussed in the text have actually been applied in business, the book is supplemented by two special video programs. One of these was produced exclusively for *Contemporary Advertising* for instructor use in the classroom and includes a wide variety of local, national, and international commercials specifically referenced with voice-over introductions to specific chapters. This video is not only text-specific in subject matter, but it even includes some of the commercials discussed in the text—such as the Taster's Choice and Gotcha campaigns from Chapter 11.

The second video was produced by the Advertising Educational Foundation, to whom we express our deep gratitude and appreciation, and includes a behind-the-scenes look at the advertising process at work. Included on the video: the development of a TV commercial designed to introduce a new Johnson & Johnson product, Acuvue Disposable Contact Lenses; the production of a print ad for Jell-O gelatin; and a summer TV ad for Coca-Cola. These are all excellent adjuncts to the chapters on creativity and production.

Offered at no charge to adopters of *Contemporary Advertising*, these video supplements are designed to help the instructor teach real-world decision making and demonstrate some of the best current examples of television advertising from around the world.

### Color Transparencies

Also available to instructors is a high-quality selection of overhead transparencies. These include over 100 additional ads besides those found in the text and a selection of many of the important models and graphs presented in the text—all produced in full color.

### Testing Systems

An extensive bank of objective test questions carefully designed to provide a fair, structured program of evaluation is available in several formats:

Irwin Computerized Test Generator System—a convenient and flexible question retrieval device for mainframe systems, providing an extensive bank of questions to use as is or with additional questions of your own.

Irwin Computerized Testing Software—a microcomputer testing system that provides convenient and flexible retrieval from an extensive bank of questions to use as is or with additional questions of your own.

COMPUGRADE—a microcomputer gradebook that stores and prints all grades by name or ID number. Capable of weighting and averaging grades.

Teletest—a toll-free phone-in service to request customized exams prepared for classroom use.

## USES FOR THIS TEXT

*Contemporary Advertising* was originally intended for the undergraduate student in business and journalism schools. Because of its practical, hands-on approach, depth of coverage, and marketing management emphasis, it is also widely used in independent schools, university extension courses, and courses on advertising management. The wealth of award-winning advertisements also makes it a resource guide to the best work in the field for students in art and graphic design courses as well as for professionals in the field.

Many of the stories, materials, and techniques included in this text come from our own personal experiences as a college professor and as a full-time marketing and advertising executive. Others come from the experiences of professional friends and colleagues. We hope that this book will be a valuable resource guide, not only in the study of advertising but later on in practice. In all cases, we hope that through reading this text, students will experience the feel and the humanness of the advertising world—whether they intend to become professionals in the business, to work with practitioners, or simply to become more sophisticated consumers.

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We also wish to recognize and thank the American Academy of Advertising, an organization whose publications and meetings provide a valuable forum for the exchange of ideas and for professional growth.

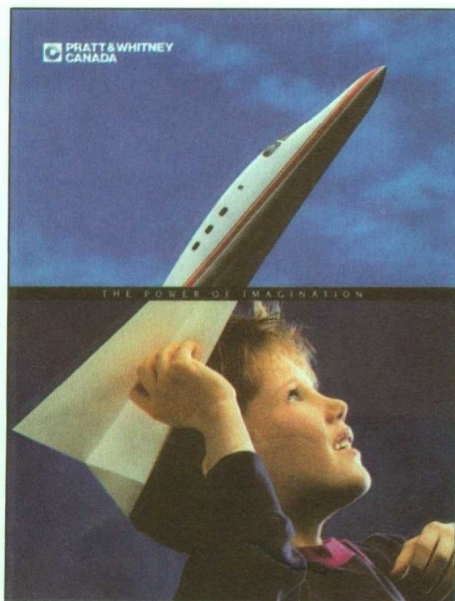
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**Courtland L. Bovée**  
**William F. Arens**

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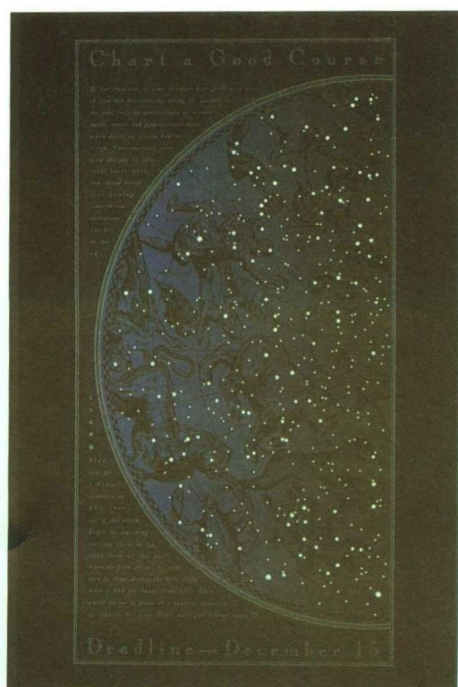
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