

**Dictionary
of
MARKETING,
ADVERTISING
and
PUBLIC
RELATIONS**
Second Edition

Frank Jefkins

— Dictionary —
of
**MARKETING,
ADVERTISING
and
PUBLIC
RELATIONS**
Second Edition

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BSc(Econ), BA(Hons), MCAM(Hons),
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To my wife Frances

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PREFACE

The first edition of this book, published in 1973 under the title *Dictionary of Marketing and Communication*, was suggested to me because so many people were confused by the jargon of the communication business. Since then, the situation has changed and worsened. Today, with new media, new communication techniques and new communication problems, the Dictionary has more than doubled in size.

We live in a world which attempts to divide itself rather simply into North and South, when in fact there are post-industrial, industrial, more developed, developing and less developed nations. In bringing the Dictionary up to date, I have made every effort to satisfy this world demand.

The title of the book has been changed, since marketing, advertising and public relations are key subjects of the examinations held by the Communication, Advertising and Marketing Education Foundation (CAM), the London Chamber of Commerce and Industry, the Institute of Marketing, and the International Advertising Association.

Frank Jeffkins

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Roger Underhill, Director, The Advertising Association.
Advertising Standards Authority
Library of the Advertising Association
Advertiser's Annual
Advertising Law (R.G. Lawson)
Benn's Press Directory
Campaign
Direct Response
The Economist
Hollis Press and Public Relations Annual
Institute of Practitioners in Advertising
Institute of Public Relations
Institute of Sales Promotion
International Association of Business Communicators
Journal of Advertising
Market research companies mentioned
Marketing
Media Reporter
Pocket Pal
Public Relations
Public Relations Quarterly
Quarterly Journal of Marketing
South

Television companies mentioned, including the ITCA
Note:

Trade associations, professional bodies, other organizations and publishers and publications are described but addresses and telephone numbers may not necessarily be given. This is because addresses and telephone numbers constantly change and a book like this may remain in print for a number of years. Current details will be found in appropriate annuals and year books such as *Advertiser's Annual*, *Benn's Press Directory*, *Hollis Press and Public Relations Annual*, *Public Relations Annual*, or *Willings Press Guide*.



A-sizes	<i>See</i> paper sizes.
AA	Advertising Association (<i>see</i>).
AAA rating	Highest rating of a borrower. World Bank enjoys AAA ranking because of mostly unconditional government guarantees. World Bank borrows on strength of 'callable capital' from most economically powerful governments, starting with USA. Should bank default, depositing governments would cover losses of lenders. Bank has 'one-to-one' gearing ratio, borrowing and lending sums equal to its capital and reserves.
AAMA	Allensbach Advertising Media Analysis (<i>see</i>).
AAPA	Advertising Agency Production Association (<i>see</i>).
AAR	Advertising Agency Register (<i>see</i>).
AASM	Association of African States and Madagascar (<i>see</i> Lomé Convention).
ABC	Accredited Business Communicator (<i>see</i>).
ABC figure	<i>See</i> Audit Bureau of Circulations.
Above-the-line advertising	Agency term for advertising in traditional commission paying media—press, TV, radio, cinema and outdoor (including transportation). <i>See</i> below-the-line advertising.
ABSA	Association for Business Sponsorship of the Arts (<i>see</i>).
Absolute income, theory of	Keynesian theory that as the level of current income rises, consumption will also increase, but by a smaller proportion than the increase in income.
Abstraction	Method of classifying data by accumulating past experience or information, and applying this knowledge to future decisions. <i>See also</i> model.
ABTA	Association of British Travel Agents.
ACBS	Association of Community Broadcasting Stations (<i>see</i>).
Acceptability	Extent of customer approval of package, product, service, as expressed during a survey.
Account	Client of advertising agency, PR consultancy or salesman.
Account executive	Executive who acts as liaison between agency or consultancy. Interprets policy and needs of client to agency personnel, presents agency proposals and ideas to client, and then supervises execution of campaign. Originally the 'contact man'. Variouslly called account controller, handler, manager or supervisor, and sometimes agency representative.
Accredited Business Communicator	Member of the International Association of Business Communicators (<i>see</i>) who has passed accreditation examinations.
ACDA	Association for the Co-ordination of the Development of Africa (<i>see</i>).
ACE	Association for the Conservation of Energy (<i>see</i>).
ACORN	A Classification of Residential Neighbourhoods. Form of marketing analysis which can be applied to, say, market research or direct mail advertising. Based on principle that a set of areas shown by the census to have

	similar demographic and social characteristics will, as a result, share common lifestyle features and so present similar opportunities for the sales of any product. ACORN aims to define these sorts of area and reveal their location. 1000 enumeration districts (<i>see</i>) are used to cover a large city. ACORN defines a set of 36 types of enumeration district and classifies each of the 125,000 e.d.'s in Britain into type it most closely resembles. Typical classifications are 'recent council housing', 'Victorian low status (inner London)', 'very high status areas' or 'areas of elderly people, flats and homes'.
ACP	African, Caribbean and Pacific group (<i>see</i>).
Acronym	Word formed from initial letters of other words, e.g. ACORN, BRAD, Fiat, MEAL, Sabena, Toshiba.
Act of God	Term found in bills of lading, insurance policies and contracts, meaning no person is liable for any loss arising from events beyond human control.
Action stock level	That at which re-ordering is necessary. Also known as ROQ (Re-order Quantity).
Actor	One whose behaviour is being studied.
Actualty	TV term for real-life material or real person.
Actualty, simulation of	Means of ensuring 'informants attach the same degree of reality to the subjects of the enquiry as they will do and when action is taken as a result of the enquiry' (Harry Henry). Scale of determination (<i>see</i>) can be applied to grades of reply ranging from positive intention to buy to vague consideration.
Actual Marketing Data Analysis	Method of exception reporting introduced by German firm, Co-ordinated Management System GmbH. This analytical tool automatically calculates deviations in market share and market development from the average level in any particular market breakdown. Available through Nielsen.
Adapter	In electronic media field, a device which permits an ordinary television set to receive Prestel, including character generator (<i>see</i>) and modem (<i>see</i>).
Adaptation	Advertisement adapted from basic layout and copy to fit different space, shape and size.
Adaptive behaviour	That learned from experience, such as response to stimulus of bell or signal.
ADB	Asian Development Bank.
Add-on-unit	An external computer unit which interfaces with the terminal, e.g. a keyboard or printer.
Adequate distribution	Distribution of retail products in advance of advertising campaign so that response can be satisfied. More sensible than hoping that advertising will stimulate demand and encourage dealers to stock up, since this could result in customers accepting substitute or making no purchase. Adequate distribution can be obtained by informing dealers of forthcoming advertising, providing point-of-sale material, offering special trade terms, and using sales promotion schemes.
ADFORS	Advertisement format selection (<i>see</i>).
Ad hoc survey	Single isolated one-off survey as distinct from continuous research (<i>see</i>).

Admail	Post Office service for direct response marketers. Provides advertiser with an address which is local to the area covered by the medium carrying the advertisement, even though the advertiser is located elsewhere. A local address is more likely to be more memorable and a facility welcomed by respondents. The address is supplied in a short, simplified way by allocating an Admail number to the advertiser, and this number is included in his advertising. Can be applied to off-the-screen TV sales since Admail address is short and easy to remember and write down. The address could be, say, Admail 6, Norwich, plus postcode.
Admap	Monthly journal dealing with media, advertising research and marketing. Holds annual Admap Conference. Admap Publications, 44 Earham Street, London WC2H 9LA.
Admass	Mass consumer market served by the mass media.
Adnet Media Information System	Means of assisting in planning and buying of air-time, both on ITV1 and Channel 4. Also provides information for assessments of TV campaigns. Subscribers receive details of services offered to agencies and advertisers.
Adopter, early	One who first adopts a new idea, product or service following initial interest of an innovator (<i>see</i>).
Adult literacy	Teaching illiterate adults to read and write.
Adult site passage	Number of adults passing given poster site, as indicated in Newport Survey published by JICPAS (<i>see</i>). The informant is shown some form of geographical stimulus, usually a map or a set of location cards, on which is marked a representative sample of the poster locations in the area, generally not more than 60. The interview consists of rehearsing with the investigator all the journeys which the informant has made within the previous week, and it is designed in such a way as to facilitate this 'recall'. <i>See</i> recall. Newport Poster Study originally conducted 1966 by Research Services Ltd. on behalf of BPAA (<i>see</i>) published as Newport Survey, 1969.
Ad valorem	Duty paid thus is calculated as percentage of declared value, usually free on board (FOB).
Advance	1980. Ring binder two-monthly lists of editorial programmes and special supplements planned in UK media. Gives editorial and advertising contacts, copy dates. Surveys of specialized media. UK conference, exhibition details. Themetree, Old Windsor. (Member of Media Information Group).
Advertisement	As defined by the British Code of Advertising Practice, Sixth Edition, 1979: 'a paid-for communication, addressed to the public or a section of it, the purpose of which is to influence the opinions or behaviour of those to whom it is addressed'. An editorial or programme reference to an organization, product or service is not an advertisement, not even a 'free' one. <i>See</i> free advertisement. The IBA Code states that 'the word "advertisement" has the meaning implicit in the Independent Broadcasting Act, 1973, i.e. any item of publicity inserted in the programmes broadcast by the Authority in consideration of payment to a programme contractor or to the Authority'.

ADVERTISEMENT

Advertisement Format Selection (ADFORS)

Model (based on Starch Index readership data) and developed by D.S. Diamond to measure the reading and noting of advertisements in American magazines. Twelve format variables are tested: 1. Product class. 2. Past advertising expenditure. 3. Number of advertisements in the issue. 4. Size of advertisement. 5. Number of colours. 6. Bleed/no bleed. 7. Left or right page. 8. Position in magazine. 9. Layout. 10. Number of words. 11. Brand prominence. 12. Headline prominence. Regression coefficients are computed for Starch scores against these variables. Scores are made for men and women who noted the advertisement, saw or read any part of the copy that identified the product or advertiser, and read 50% or more of the wording.

Advertisement manager

Executive responsible for selling space, air-time, sites and other media facilities to advertisers. As distinct from advertising manager who is responsible for a company's advertising.

Advertisement representative

Firm dealing in space for local and foreign newspapers, and for magazines sub-contracting their space-selling operation.

Advertisements (Hire-Purchase) Act 1967

Regulates advertisements giving hire-purchase terms.

Advertiser's Annual

1926, 'The Blue Book'. Comprehensive 1500-page directory of the British advertising industry with considerable overseas information. Sections cover: British newspapers and magazines, TV, radio, cinema; British advertising agents, PR consultants (including clients); direct mail; marketing specialists and advertisement representatives; services and supplies; display, exhibition and packaging designers; printers, typesetters, block makers, leading British advertisers; overseas section. Thomas Skinner Directories, Windsor Court, East Grinstead House, East Grinstead, Sussex RH19 1XE.

Advertising

'Means of making known in order to sell goods and services' (AA), or presenting 'the most persuasive possible selling message to the right prospects or service at the lowest possible cost' (IPA).

Advertising Age

American advertising weekly trade magazine, Chicago.

Advertising Age Focus

American journal published 11 times yearly which focuses on the advertising and marketing world that primarily concerns European markets. Chicago.

Advertising agency

Team of specialists who plan, prepare and place advertising. There are several variants on the agency's revenue structure (see advertising agency remuneration). After the Second World War, service agencies extended their services into marketing, merchandising, market research, recruitment advertising and PR. The growth of some of these services has resulted in the setting up of specialist subsidiary companies, especially in market research, PR and sales promotion, often with very different names from that of the parent agency. Commercial TV has also required the development of new buying, creative and

production techniques and personnel. In the 60s, agencies tended to be marketing, media or creative orientated, but as advertisers set up their own marketing department, clients tended to place emphasis on the creative services that agencies could offer, especially if TV was being used. There are about 600 agencies in the UK of which the slightly under one-half who belong to the IPA represent the bulk of the agency business. Many of the large London agencies are American-owned. More recently, overheads in London have encouraged smaller units—'hot shops'—with small permanent staffs and use of freelance or outside services, sometimes operating on a fee basis. There are also media independents, non-creative and specializing in media planning and buying. In the 80s, many specialist agencies are handling new products, sales promotion, financial, radio, etc. Growth of a la carte (see creative agencies and media independents (see Association of Media Independents)).

Advertising agency personnel

Agencies vary in size and complexity but typical agency personnel include: account director, account executive, account controller—liaison between client and agency and internal supervision of client's business; art director, creative director, studio manager, artists—artistic creation of advertising; copy chief, copywriter—writing of advertisements; marketing manager—advice on marketing, market research; TV producer, storyboard artist, script-writer—creating TV commercials; media planners, buyers, press/TV—planning schedules, buying space, air-time; production manager/traffic controller—progress chasing, buying typesetting, blocks, stereos, print and supplying copy to printers, media; voucher clerk; accountant.

Advertising Agency Production Association

Society of agency production personnel. Seeks advancement and improvement of production knowledge and techniques, and the close liaison between agencies, printers, publishers and suppliers needed for better understanding of problems. Publishes *Pocket Pal*, excellent illustrated guide to printing and reproduction. C/o IPA, 44 Belgrave Square, London SW1X 8QS.

Advertising Agency Register

Founded 1975 by Lindy Jones, the AAR provides would-be agency clients with short video presentations of different advertising agencies. These are placed with AAR by agencies, together with literature or other sales aids. Saves client considerable time otherwise spent attending presentations. Offices in London, New York, Paris. In the UK today there are many ways by which advertising agencies obtain their income, including: 1. Traditional media commission only, plus charges (cost and commission) for work and materials such as artwork, production of TV commercials, blocks, typesetting, print and point-of-sale material. If the commission is considered inadequate the agency may seek an overall 17½% by charging the client a supplement to standardize the commission at 17½% 2. Fee plus commission, basic service fee paid by client and agency accepting usual commissions

Advertising agency remuneration

ADVERTISING ASSOCIATION, THE

from media. 3. Flat fee only. Chiefly applies to agencies whose accounts produce negligible commissions, or where there is practically no above-the-line (i.e. media) advertising. 4. Cost plus fee. Client pays for cost of work done together with fee for agency facilities, overheads and profits. 5. Cost plus. Sometimes similar to fourth method, percentage being added to cost of work done, this percentage covering overheads and profits. Again, the work itself, i.e. artwork, is charged at cost. 6. Commission credited. Increasingly popular way of overcoming dilemma of inadequate commissions. Consists of a client's fee from which is deducted the commission received from media. Thus client pays a fee over and above the gross media rates, and agency loses nothing by rebating part of the commission. Adapted from Jenkins, F., *Advertising Made Simple*. In some parts of Southern Africa, 16 $\frac{1}{2}$ % is normal. But see à la carte agencies, Association of Media Independents.

Advertising Association, The

1926. Developed from National Vigilance Committee. Pioneered voluntary control of advertising, also professional examinations (1931). Published British Code of Standards in Relation to the Advertising of Medicines and Treatments (1948). For many years ran Advertisement Investigation Department before creation of Advertising Standards Authority (see), which it financed before setting up of Advertising Standards Board of Finance (see). Today, the AA is a federation of organizations representing the combined interests of companies and individuals in advertising, marketing and related fields. Its membership includes the trade associations representing advertisers, agencies and the media. In addition to its co-ordinating role, the AA provides a unifying voice to opinion leaders and to Government and Parliament both nationally and internationally. Has extensive library. Examinations now conducted by CAM (see) the AA being a constituent member. Abford House, 15 Wilton Road, London SW1V 1NJ.

Advertising Effectiveness Awards Advertising expenditure figures

Run by Institute of Practitioners in Advertising (see) in three categories: (i) established consumer goods; (ii) new goods and services; (iii) special.

As used by AGM in Television Consumer Audit and derived from MEAL advertising expenditure figures relate to gross rate card rates. An advertising/sales ratio is calculated for each field, which is the advertising on press and television expressed as a percentage of the estimated total household consumer expenditure for the product field or brand being considered.

Advertising funded

Media—of any kind—whose revenue is totally or partially obtained from advertising are said to be advertising funded.

Advertising Information Group Advertising manager

Informal international group monitoring threats to advertising freedom and promoting self-regulation.

Executive employed by advertiser to control advertising. See IAMA.

Advertising property

A special value built into a product at the outset so that the brand is exploitable. This may be in the shape of the product, or a package which is an integral part of the product and not merely a container.

Advertising Standards Authority

Set up 1962, and financed by the Advertising Standards Board of Finance (*see*), with independent chairman and committee comprising members serving in individual capacity. Duty of Authority to see that Code of Advertising Practice (*see*) is complied with by guidance and counsel through CAP Committee (*see*). About 200 complaints dealt with monthly. Complaints from members of the public may be directed to the ASA about any advertisement, other than radio or TV sending letter of explanation together with copy of advertisement to which exception is taken. ASA publishes advertisements inviting complaints. Publishes monthly ASA Case Report. Brook House, Torrington Place, London WC1E 7HN.

Advertising Standards Board of Finance

1974. Finances Advertising Standards Authority (*see*) by collecting surcharge of 0.1 per cent of gross media rates charged on press, outdoor cinema and direct mail advertising from advertising agencies and media owners. Corporate advertising, usually in press but increasingly on TV, to show company's position in relation to a major issue such as economic policies, government regulation and energy.

Advocacy/issue advertising

**AEO
Aerial advertising**

Association of Exhibition Organizers (*see*).

Various ingenious methods of advertising in the sky have been used in different countries, most common being sky-writing with smoke (Persil famous pre-war user of this technique) and trailing of banners. In Germany night-flying aircraft have had advertisements picked out in lights on underparts of wings, and advertisements have been projected on to clouds. Fresh interest in airships (Goodyear) suggests use as floating advertisements. Hot-air balloons have had advertisements painted on them (Nimble bread). To be visible, aircraft need to fly fairly low over urban areas, which has resulted in a ban by legislation in the UK where aerial advertising is now restricted to displays such as aircraft trailing banners over sea during summer holiday season. But *see* Goodyear airships. Confusing situation in Britain with existence of Civil Aviation (Aerial Advertising) Regulations 1971 (SI 1971 No. 1968), which followed original prohibitions of Civil Aviation (Licensing) Act 1960. The 1971 regulations permit an aircraft to identify its owner, manufacturer and the type of engine (as in the cases of airlines and air freighters), but illuminated signs are forbidden. Balloons, captive balloons and kites used for advertising purposes also prohibited, except free-flight balloons not more than one metre in linear dimension. There is also the Air Navigation order forbidding low flying by single-engine aircraft over urban areas. Yet law apparently flouted by sponsored hot-air balloons, the Goodyear Airship, and appearances of aircraft flying political banner messages,

AESGP

AESGP

AfDF

Africa

African, Caribbean and Pacific Group

African Develop- ment Bank

African Develop- ment Fund

African Groundnuts Council

African Research Bulletin, The

After market

After-sales service

AFVPA

AG

AGB

AGB Home Audit

AGB Index

e.g. 'Help the Soviets—Join CND' over Glastonbury CND Festival 1982. Flouting of law has encouraged government consideration of need to rescind law.

Association Européenne des Spécialités Pharmaceutiques Grand Public. *European proprietary medicine association*. African Development Fund (*see*).

See Central, Eastern, Northern, Southern, Western Africa. Group of 62 countries concerned with exports of Third World countries in these three parts of the world, countries which export commodities such as vegetable oils, sugar. EEC countries are committed to acceptance of agreed imports of sugar from ACP countries under the sugar protocol. Signatories of Lomé convention (*see*) with EEC. ACP countries given tariff reductions on exports to EEC under the Generalized System of Trade Preferences (*see*) for developing countries.

Pan African development finance institution established in 1963 to contribute to the economic development and social progress of African member states. Abidjan. Makes loans mainly to smaller, poorer African states for developments such as schools in Botswana and Rwanda.

Represents The Gambia, Senegal, Mali, Sudan, Niger and Nigeria.

Encompasses entire continent. Monthly in two series (i) political, social and cultural; (ii) economic, financial and technical. *Africa Research*, Exeter.

Following the sale, all those elements which contribute to maintaining goodwill, producing recommendations, and achieving repeat or future sales. Includes promises, guarantees, after-sales service, spare parts availability, instruction manuals and efforts to maintain customer interest such as customer magazines, customer clubs and follow-ups such as invitations to see latest model.

Depending on product or service, after-sales service embraces everything that enables customer to enjoy full benefits of product and to be satisfied in event of complaint. May include spares and parts, repairs, inspection, instructions, advice or guarantee.

Advertising Film & Videotape Producers Association. Aktiengesellschaft (*see*).

Audits of Great Britain Ltd.

Established 1963, maintains quarterly measurement of ownership and acquisition of consumer durables.

Provides reports on all aspects of personal finances and discretionary spending. Monthly information shows consumers' spending patterns. Variety of reports give detailed data on main categories of spending such as clothing, travel, housing; methods of payments, e.g. cheque, store account; and where purchases made, such as department stores, discount warehouse. Key groups, e.g. credit card holders, mortgage holders, can be identified and monitored over time. Panel of 10,000 individuals report monthly using diaries, on payments of £3 and

	over and quarterly, by completing statement on financial holdings. AGB Group.
AGC	African Groundnuts Council (<i>see</i>).
Age distribution, structure	Percentages of people in different age groups. Basis of population pyramid/triangle (<i>see</i>). Varies between country and country, but dramatically between countries of the North and South. In the latter, 50% of population under age of 15. UK age distribution 1981: Under 5, 6.1%. 5-14, 14.6%; 15-29, 22.8%; 30-44, 19.4%; 45-64, 22.2%. 65 + 14.9%. Projection 1991: under 5, 7.8%. 5-14, 12.9%. 15-29, 22.5%; 30-44, 20.8%; 45-64, 21.2%. 65 + 14.9%. Source, <i>Annual Abstract of Statistics</i> .
Age of debt	Management accountancy term meaning extent of customer credit
Age structure	Distribution of age groups in a population.
Agency catalogue	Mail order catalogue distributed to agents who sell to friends and neighbours on credit terms, as with mail order clubs.
Agglomeration	Concentration of labour, industry, retailing.
Aggregating	Adding together pre-coded or coded answers on questionnaires.
Aid-Trade Provisions	Introduced by Callaghan Labour Government, scheme under which British exporter needing help to win an export order applies to Department of Trade for assistance. Application is tested for commercial soundness. If considered suitable for subsidy, project goes to Overseas Development for minimum test of development soundness. If project approved, finance is organized so that recipient government is able to buy British export with aid plus low interest credit through Export Credits Guarantee Department.
AIDA	Famous formula for successful salesmanship borrowed by advertising, attention, interest, desire, action. Fifth element, conviction, placed between desire and action to make formula for hard-selling functional advertisement.
Aided recall	Research technique whereby respondents are invited to select answer from items or specimens, e.g. titles or mastheads of publications presented on cards. <i>See</i> recognition surveys.
AIG	Advertising Information Group (<i>see</i>).
AIPS	Association Internationale de la Presse Sportive (<i>see</i>).
Air balloons, airships	Hot-air balloons that carry 15-foot high letters and airships for airborne promotions. Balloon promotions cost £4000-£10,000.
AIRC	Association of Independent Radio Contractors (<i>see</i>).
Air consignment note or waybill	Bill of lading document for air freight.
Air Public Relations Association	Concerned with developing interest in the RAF, especially in the realm of public relations.
Airship publicity	<i>See</i> Goodyear airships.
Airtime	Advertisement time on broadcasting media.
Air-time buyer	Equivalent to agency space buyer, this executive buys time for commercials on broadcast media.

Aisle arch	Display erected over aisle in supermarket.
Aktiengesellschaft	German public limited company, largest type of German company, managed by a board of executive directors or Vorstand. <i>See</i> Aufsichtsrat; Vorstand, co-determination.
Alcohol advertising	Appendix J of the British Code of Advertising Practice sets out rules to which any advertiser of alcohol must adhere. 'Advertisements should not be directed at young people or in any way encourage them to start drinking. Anyone shown drinking should be over 21. Children should not be depicted in advertisements except where it would be usual for them to appear ...' 'Advertisements should not be based on a dare, nor impute any failing to those who do not accept the challenge of a particular drink'. Other sections deal with associations with health; references to physical strength; implications of social or sexual success (unlike typical beer advertising in West Indies and West Africa!); associations with machinery, e.g. motor cars; and suggestions of excessive drinking.
A la carte agencies	Phenomenon of early 80s when some 80 new 'a la carte' advertising agencies or creative consultants emerged, relying on media independents to book their space or airtime. With media independents to place their ads, 'à la carte' agencies do not require media recognition and are easier to set up as they are not inhibited by cash flow requirements and need less start-up capital. Clients are charged fees.
ALECSO	Arab League Educational, Cultural and Scientific Organization. <i>See</i> Arab League.
ALGOL	High level computer language, ALGOritmetic.
Algorithm	Fixed step-by-step procedure for finding a mathematical solution, e.g. finding the square root. Commonly provides basis for a computer program.
All-British Exhibitions	The British Overseas Trade Board (<i>see</i>) organizes special all-British exhibitions in overseas markets which are considered to be actually or potentially of special importance but where there are no suitable international trade fairs. Assistance may be given with travel costs.
Allensbach Advertising Media Analysis	Gives information on German markets, target groups, media and media combinations. Institut für Demoskopie Allensbach, Allensbach.
Alliteration	Play on words which start with the same letter or sound, such as 'Mars are Marvellous' or 'Sing a Song of Sixpence'. Used sparingly, alliteration adds pace and impact.
Allocation	Division of advertising appropriation for a specific purpose, e.g. press advertising, production costs or contingency fund.
Alphanumeric	Words and numbers information displayed as pages on TV screens by Prestel Viewdata (<i>see</i>), Oracle (<i>see</i>) and Ceefax (<i>see</i>) teletext systems. Each character is a digit or part of the alphabet. Some other characters such as ?/' also included.
Alternative marketing	Unconventional marketing strategies, or marketing of unconventional goods or products—outside mainstream marketing. Could be opening up new markets like Sinclair

	Research and home computers, or Barratt Developments and their original ways of marketing houses.
AM	Amplitude modulation (<i>see</i>).
AMADA	Actual Marketing Data Analysis (<i>see</i>)
Amalgamation	<i>See</i> merger.
American Stock Exchange	Wall Street exchange in addition to NYSE. Trades in listed shares of newer and smaller companies.
AMEX	American Stock Exchange (<i>see</i>).
AMIPR	Associate Member of Institute of Public Relations (<i>see</i> Institute of Public Relations).
Ampersand	The & sign, useful in titles and lists, but not to be used in sentences.
Amplitude modulation	Facsimile technique in which the level of the signal represents the shade of grey transmitted. Used by Group II facsimile machines.
AMSAC	Attwood Multi-Segmented Analysis of Consumers (<i>see</i>).
AMSO	Association of Market Survey Organizations (<i>see</i>).
Amtlicher Markt	Official Federal German stock exchange in Frankfurt, Germany has some 5m shareholders, with Volkswagen having the most. <i>See</i> also Geregelter Freivorkkehr; Telefonhandel.
ANA	Article Number Association (<i>see</i>).
Analogue facsimile	Information is sent at a varying signal. This allows shades of grey to be transmitted. Amplitude and frequency modulation are both forms of analogue transmission.
Andean Pact Countries	South American economic bloc consisting of Bolivia, Colombia, Peru and Venezuela. In 1971, Action Pact prohibited intra-firm technology payments—mostly to American multinationals—except for technical services. Aims include improving trade relations with Europe so that there is less dependence on trade with United States. <i>See</i> also Latin American Economic System.
Anglo-Japanese Economic Institute	Organization for promoting Anglo-Japanese trade relations. Publishes monthly <i>Bulletin</i> , 343 Grand Buildings, Trafalgar Square, London WC2N 5HB, and also publications such as <i>Japanese Addresses in Britain</i> .
Animated bulletin board	<i>See</i> Bulletin board.
Animated storyboard	Filmed storyboard using animation.
Animatics	Technique for pre-testing advertisements, new products, packaging by means of moving cartoon representations of visual images and concepts, using video. Less expensive compromise technique, Super-Matics, used by Marketing and Research Consultancy.
Animation	Cartoon effects, action resulting from a sequence of drawings filmed and then projected as moving pictures.
Ansafone	<i>See</i> London Television Ansafone Service.
AP	Associated Press (<i>see</i>).
AP-Dow Jones	American international wire service (<i>see</i>) transmitted from Associated Press (<i>see</i>) offices.
APL	A Programming Language, High Level computer language.
Appliance credibility	Customer acceptance that company is good at making its product. If company is well-known for making, say,

	lawn mowers, appliance credibility is likely to apply if company produces a lawn raker, but less likely if it diversifies into making, say, a foot-pump for motor-car tyres.
Appointed dealer	Exclusive, selected or accredited dealer assured of freedom from competition and marketing support in return for quality of service and enthusiastic promotion of sales in his area, usually for more expensive goods. In USA called a franchised dealer. Manufacturer may list such stockists in advertising or support them with co-operative advertising (<i>see</i>) schemes.
Appreciation of the situation	<i>See corporate communications audit.</i>
Appropriation	Total advertising budget for period of time or particular campaign. <i>See</i> the following methods of arriving at the appropriation: arbitrary; build-up; comparison with group advertising; competitor's advertising; composite; corporate evaluation; cost per head; elasticity; historical; marketing model; new product investment; percentage of anticipated turnover; quantification; residual; target sum; unit.
APRA	Air Public Relations Association (<i>see</i>).
Arab League	Confederation of 21 Arab countries for promotion of Arab cultural and other interests. The Arab States Educational Technology Exhibition held at the Kuwait Hilton is an important annual event. The Arab League Educational, Cultural and Scientific Organization promotes preparation of qualified specialists in educational technology and use of educational technology in Arab world.
Arabic numerals	Figures such as 1, 2, 3, not roman numerals I, V, X, L, M.
Arbitrary method	Rule of thumb or intuitive method of spending 'what the advertiser can afford' on advertising. Not based on any serious calculation.
ARCEDEM	African Regional Centre for Engineering Design and Manufacturing (<i>see</i> Economic Commission for Africa).
Architects and PR	<i>See</i> Royal Institute of British Architects Code of Professional Practice.
Area sampling	Name given to that kind of random or probability sampling in which the country is divided into areas or clusters (<i>see</i>) and random sampling then carried out. Respondents may be found more quickly and costs cut than if drawn from the entire country, reducing disparity between the cost of random (<i>see</i>) and quota (<i>see</i>) samples. Used extensively in countries where, unlike the UK, sampling frames such as Electoral Roll do not exist or are unavailable. (<i>see</i> multi-stage sampling).
Arena advertising	Advertising display panels placed round perimeter of an indoor or outdoor sports arena and visible to both spectators and TV viewers of the event.
ARF	Anticipated revenue factor. TV air-time term. Rate at which all spots to be sold in a specified period, e.g. a low demand month when ARF could be, say, 45% of maximum rate. <i>See</i> GRIP; pre-empt system.
Armchair buying, shopping	Response to advertisements and catalogues of mail order traders.