

THIRD EDITION

ADVERTISING



JAMES S. NORRIS

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Preface to Third Edition

In the Preface to the second edition I notice that I mentioned that we had now removed the typographical errors. I was dreaming. We have removed *most* of the typographical errors. I have discovered that there is no way to remove all of them.

There are a number of new ad illustrations in this third edition and I have tried, through captions and markings, to make them meaningful for student and teacher.

In addition to the word lists at the ends of the chapters, there is now a full glossary of terms at the end of the book.

A chapter on international advertising has been added. As an avid traveler, much of the content of this chapter is based on personal experience and observation.

To all of you who have adopted this text, my thanks. I hope you are finding it a useful teaching tool. I understand it is now the most popular advertising text in the community college field.

That's gratifying, but even more gratifying is having so many students say to me, "Hey, I *enjoyed* reading that book!"

I think I'll have that engraved on my headstone:

HE WROTE A TEXT STUDENTS ENJOYED READING

Preface to Second Edition

Whether love's being better the second time around is a valid observation from a marital point of view, I'd hesitate to say. But, when it comes to the new edition of a textbook, I can only agree. "Amen!"

Now that misspelled word, an escapee from a thousand eyes, has been caught and corrected. Editors' goads have been felt and responded to. The criticism of peers and the suggestions of students have been heeded and applied. New interests and applications have been discovered.

I'm grateful for the criticism and the praise these people have given me. I must tell you that I also feel good about myself. I'm gratified because the original concept of this book has proven out: There *is* a world of Madison Avenue and a world of Main Street, and they differ in many ways. Most of our students will live and work in the advertising world of Main Street, and a book should be directed to *their* interests—and to the advertising problems *they* will encounter.

When I was working on the original manuscript, a Creative Director at a small West Coast agency wrote, "I hope that your text will point out that in the 'real world' outside New York or Chicago, agencies face creative challenges far more important than coming up with a catchy slogan or some dazzling modern art work. Smaller agencies are concerned with making the most of their clients' limited budgets. . . ."

I have tried to make this point, and I have tried to put myself in the shoes of all those young men and women who will soon find themselves, one way or another, facing a variety of decisions involving advertising and promotion.

I must have come close to the mark. The comments of users have been gracious. One calls it the best new advertising text to cross his desk. Another refers to it as "a down-to-earth guide for the kind of advertising most business students will encounter." Thanks. That was the idea.

Adapters of the second edition will find some interesting new material. The book has been popular in Canadian colleges, which has reminded us that Canadian advertising has some peculiar and complex problems of its own. A familiarity with these problems is important to students on both sides of the border.

We have also taken a fresh look at the long and noble history of women in advertising and the many career opportunities for them in this field.

Because our students have their advertising-related careers well ahead of them, we have tried to project what advertising will look like in the future. Advertising, of course, changes constantly. There are currents under the surface that should not go unnoticed. We have attempted to identify some of them.

I had always thought of this text as a “do-it-yourself” book. I was pleased, therefore, to discover that some business and small agency people were using it as a reference. To make reference easier this time, we have listed the “how-to’s” at the beginning of each chapter.

Second editions don’t happen without editors, and I welcome the chance to say how much I appreciate the thoroughly professional help given me by Marjorie Streeter of Reston Publishing Company.

This is also my opportunity to express my thanks to another person. Years ago my path crossed Otto Kleppner’s. We used to work out in the same gym, thus avoiding the three-martini lunch. I am sure I would have dropped a bar bell on my foot if I had known that one day Otto and his wife would read my text in manuscript, see what I was up to, and stiffen my publisher’s spine. All of us who teach advertising owe a great debt to Kleppner. I owe a greater one.

Preface to First Edition

This book was written for the benefit of the thousands of young people who, each year, leave colleges and universities and very quickly find themselves involved with the problems of advertising and sales promotion.

Most of these young people are not headed for Madison Avenue. They are going back home; therefore, this book was written with Main Street in mind and deals with the realities of advertising as they exist in 90 percent of America. It “tells it the way it is”—not just for the 100 leading advertisers, but for the hundreds of thousands of retailers, regional manufacturers, and small businesspeople across the face of the nation.

In this book I have tried to show how advertising works on both sides of the street—on the big national advertiser’s side, and on the side where \$300 a week is an important promotional budget.

This is a “how to” book. Advertising problems come quickly to the young businessperson without the cushion of corporate responsibility. In their new jobs they very soon want to know, “Where do I get it?” “How much will it cost?” “Who should I talk to?” This book tells them.

I respect advertising. I want other people to understand and respect it. The world of American business is full of executives who know a great deal about insurance, banking, and how to grill a T-bone steak in the back yard. But they don’t know anything about advertising. That is why the young business executive who does know is worth his or her weight in gold. The business world needs young executives who can recognize advertising for what it is—a difficult, demanding form of salesmanship that calls on the skills and expertise of a dozen different kinds of professionals.

I hope that this book will give its readers a respect for advertising and the facts and techniques to make it work for them.

Thanks . . .

I want to express my gratitude to the many men and women in my hometown who work in all phases of advertising and its many related fields. All were generous with their advice and patient in their explanations.

I am grateful, too, for the great response from so many agencies around the country. They were not only most generous in sharing the work they have done for their clients, but they also have been perceptive in expressing their ideas and feelings about advertising in America today.

I am also indebted to that flower in the garden of publishing, Ms. Dorothy Werner, for her help and guidance.

And this book would never have been finished, I am sure, without the editorial and moral support of my wife, Katie.

JAMES S. NORRIS

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CHAPTER 1

Putting Advertising in Perspective

As you begin to examine how advertising works, and how you may best make it work for you, it is important that you first view in proper perspective this marketing activity that has been going on for so many centuries.

In this chapter we will look at advertising in the past, at the part it has played historically in our lives. You will see how advertising is always a reflection of the age in which it exists. It has changed, as we have changed.

If you had been a young Roman soldier in the occupation army in Gaul, spending an afternoon at the chariot races at the stadium at Nimes, you would have been exposed to advertising.

If in your former life you were a tall, straight-nosed Grecian beauty strolling the streets of Athens with your market basket on your arm, you would certainly have been aware of all the advertising around you.

Whether Roman soldier or Grecian homemaker, your ears would have been assailed by the cries of street vendors broadcalling their wares for sale. On walls and buildings you would have read advertisements of a wide variety of products and, most likely, there would have been some lost and found notices, too. Hanging from the fronts of the stores you would have observed signs identifying the place of the perfume merchant, the rug weaver, and the fish vendor.

Because the notices on Roman walls often began with the Latin words *si quis* ("if anyone," as in "if anyone has information" or "if anyone wishes to obtain"), for many centuries afterward any poster advertisement in England or in America was known as a *siqui*.

Here is an actual Roman advertisement similar to those our soldier might have seen on his way to the races:

**THERE WILL BE A DEDICATION OR
FORMAL OPENING OF CERTAIN BATHS
THOSE ATTENDING ARE PROMISED SLAUGHTER
OF WILD BEASTS, ATHLETIC GAMES,
PERFUME SPRINKLING, AND
AWNINGS TO KEEP OFF THE SUN**

The slaughtering of wild beasts and perfume sprinkling may strike you as being a little unusual. But I think you will admit that this Pompeian sign of 2,000 years ago and the posters that sprout in your town just before the circus or the county fair arrives have something in common.

Although the voice of the street vendor in America grows fainter with each passing year, it is still possible to hear the mournful call and tinkling bells of the old-clothes and junk man, the call of the itinerant fruit peddler with his pushcart, or the street-corner vendor of hot chestnuts. And what would a football game be without the kids hawking pennants, peanuts, and soft drinks? Much the same calls, in a different language, echoed in the streets and stadia of the Mediterranean countries.

Again, if you will glance down the length of your Main Street, you will notice that the storekeepers of your town have taken some pains to make sure they are not unobserved—just as the marketkeepers did in Athens and Rome.

So you see what we call broadcast advertising, point-of-purchase advertising, and outdoor advertising have all been around for a long time. But it wasn't until the Middle Ages, with the world-shaking advent of the printing press and movable type, that advertising began to take the form most familiar to us today.

ADVERTISING IN MERRIE ENGLAND

Let us say you were a young blood in the London of Shakespeare and Marlowe in the sixteenth century. London was an exciting town, lively with soldiers and nobles, artists, politicians, scamps, and adventurers. As you sat in your favorite tavern discussing the latest gossip of the city and swapping epigrams with Ben Jonson and his circle, you would surely have been aware of all the advertising around you.

By now the building and designing of shop signs had become very specialized. The proprietor of the tavern in which you sat, the "Boar's Head," was rightfully proud of the beautifully carved and painted sign that hung above his doorway.

So handsome and colorful were many of these signs that you will find them preserved in museums of folk art and reproduced over the shop fronts in restored towns such as Williamsburg, Virginia, or Mystic, Connecticut. In Paris, in a very old part of the city called Le Marais (The Swamp) there is a little museum, Le Carnavelet, in which you can see French shopkeepers' signs from the twelfth and thirteenth centuries.

If you live on the East Coast of the United States, you may be familiar with one of those old turnpike inns the Conestoga wagons used to creak past on their way west. The "Spread Eagle," the "Black Horse," and the "King of Prussia," still proudly wear the signs once sought by weary colonial travelers. And I'm sure you are familiar with the sign of three gold balls that hangs in front of the pawnshop in your town, where you might have gone to pick up an inexpensive watch or guitar. This sign traces its ancestry right back to the coat of arms of the famous Medici family, successful moneylenders in the Florence of the fifteenth century.

The town criers, with their bright red coats and big brass bells, would have been a familiar part of your London life. You would have depended on them for news and official announcements as well as paid-for commercial messages.

By now, too, the warning "post no bills" had become a familiar sight. But despite the warning, the walls of London were plastered with the ever-present *siquis* offering goods for sale. Many of them were printed, and youngsters picked up a few pennies distributing printed handbills. The

“sandwich-board man” had also made his appearance—he was usually a poor old fellow down on his luck, who trudged the streets carrying signs, front and back, suspended from straps over his shoulders.

The street vendors, with their raucous, humorous, sometimes plaintive cries, would have been as much a part of your life as the foggy, smoky London air you breathed. Probably you were familiar with the cry of “Sweet Molly Malone” with her melodious “Cockles and mussels alive, alive-O!” The cockney of London, an irrespressible fellow, took pride in the inventiveness of his street cries and filled them with humor and impromptu rhymes.

THE BEGINNING OF NEWSPAPERS

For you, advertising became even more pervasive when in 1625 your newspaper, the *Weekly News of London*, began to carry small advertisements of a personal and retail nature that closely resembled today’s classified ads. Many of these ads appeared on the front page of the paper, as later they would appear in many American newspapers of the 19th century—as in fact they did appear in the dignified and venerable *London Times* until a short time ago.

Daily newspapers, filled with ads and public notices, appeared a little later. The first was the *Daily Courant* in 1702, followed by the *Revue* in 1704, and the *Examiner*, the *Tatler*, and the *Spectator*. These were edited by famous literary figures such as Jonathan Swift, Daniel Defoe, and Joseph Addison and Sir Richard Steele.

ADVERTISING IN THE AMERICAN COLONIES

If you had been a young Englishman living in one of the outposts of the empire, such as Baltimore, Philadelphia, or Boston in Colonial days, you would have found the means and methods for offering goods for sale not much different from what they were back in the Old Country. Street criers, bills and posters, and store signs were just about the same as in Britain.

You would have had a variety of newspapers and periodicals from which to choose, although these seemed to suspend publication with alarming regularity. Perhaps because the publishers were more concerned with editorial comment than advertising lineage, in Colonial America periodicals had a life span of less than a year.

In Philadelphia, center of early printing and publishing, you might have had a choice of Andrew Bradford’s *American Magazine* or *A Monthly Review of the Political State of the British Colonies*. The already well-known

Mr. Benjamin Franklin published his *General Magazine and Historical Chronicle*, and William Bradford put out the short-lived *American Magazine and Monthly Chronicle*.

During those days in Colonial Philadelphia or Boston, you and your friends would have lived in a state of constant frustration—a frustration born of your inability to grow and prosper, to look forward to becoming an affluent consumer or a successful businessman. You were bound by strictures of laws, taxes, and boundaries that caused your future to appear very bleak to you. Although you and your friends did not use the term “marketing” when discussing your problems, this really was at the bottom of your troubles.

You lived in mid-eighteenth century, in a “captive” market. Only British ships could bring goods to you, and only British ships could take your products (mainly agricultural) away. Your ships were forbidden to trade in foreign ports, but sometimes you evaded this regulation. John Hancock, whose signature appears so large on the Declaration of Independence, had a price on his head as a “smuggler.” Prices of manufactured goods were three times those in Britain, and taxes were high. With the failure of the tobacco crop in 1760, and the financial strain of the Seven Years’ War, hard times were upon the land.

Colonial families tended to be large, and you may have had half a dozen brothers and sisters whose ambitions were similar to your own. From the rocky hillsides of the Berkshires in New England to tidewater Virginia and the Carolinas, farmland was in short supply. The lands beyond the mountains beckoned to you. In the fertile valleys of the Ohio, the Cumberland, and the Tennessee, a person could carve out a new life. The trouble was that you and your friends were forbidden by the Crown to cross those mountains.

Unknown to most young Americans, two powerful groups with important interests in the Colonies were battling for ascendancy in London. One represented the mercantile interests; the other, real estate. Powerful mercantile houses, such as the Robert Hunter Company; Dyer, Allen and Company; and others with great influence in Parliament, were contending with those who saw in the speculation of western land sales the possibilities of untold millions in profits. The mercantile interests won.

In 1763 the Crown issued a proclamation marking out a line which followed the mountains, ran down through central New York, Pennsylvania, and southern states to the border of East Florida. Beyond this “Proclamation Line” no settler might pass, no trader without a proper license might venture, and no purchase of Indian lands might be made. An onerous tax on all imported goods was imposed to pay for the support of the thousands of British troops needed to guard the Proclamation Line.


A few years later, you and your friends would take your squirrel rifles from the mantelpiece. You would trudge down the dusty roads to Ben-

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COLORADO ILLUSTRATED BUSINESS DIRECTORY.

DR. R. F. PRICE'S

Medical and Surgical Dispensary

No. 1612 LARIMER STREET,
DENVER, COLO.



Established 1879

Established 1879

DR. PRICE

Treats all diseases of the Blood and Urinary Organs, Female Complaints, Hysterics, etc.; all diseases of the Brain, Epilepsy, Paralysis, Dimness of Sight, etc.; Contagious and Skin Diseases, Loss of Power, Nervous and Physical Debility, Spermatorrhea, Seminal Weakness, and all diseases arising from the indiscretion of early youth, Gonorrhoea, Gleet, Stricture, Syphilis, Loss of Hair, Sore Throat, Glandular Swellings, Rheumatism and Gout.

DR. PRICE

Having for the last twenty years made the above maladies the subject of his special study, and moreover, by long and careful practice modified the treatment used and recommended by such eminent men as Drs. Ricord, Lallamond, Valdeau, Vidal, Wilson and others, as applied by them in cold and humid climates, so as to exactly suit the altered state of the constitution of persons who have been acclimated in tropical and semi-tropical countries, feels perfect confidence in undertaking the permanent and effectual cure of any of the above diseases of however long standing or inveterate they may be, with a certainty of not only eradicating the disorder, but concurrently restoring the entire constitution to perfect health and vigor. The grand popularity of

DR. PRICE'S

Treatment consists in the unscrupulous rejection of all those deleterious mineral drugs which, while they momentarily remove the symptoms, poison the blood and permanently fix the disease in the constitution, which forms the sole panacea of that unscrupulous horde of empirical charlatans who fleece their unsuspecting but too confiding dupes, and for their solid gold require them with shattered constitutions and unendurable existence, and the prospect of an untimely and early grave.

DR. PRICE

Is a graduate of two colleges, can be consulted in the German, French and Spanish languages, has served as surgeon in the French and Prussian war, and is the oldest and only reliable specialist in the state. Diplomas and credentials in office.

500 TESTIMONIALS

Of patients to be seen at the doctor's office. Dr. Price will guarantee to forfeit \$1,000 for any case of seminal weakness which he undertakes and fails to cure. A CURE GUARANTEED IN ALL CASES. *Letters enclosing stamp faithfully attended to.* Medicines provided and sent to any part of Colorado, New Mexico or any part of the United States. Consultation free from 9 to 12 a. m., from 2 to 4 and 7 to 8 P. M. Separate reception rooms.

Post-office Box 1984. Telephone No. 569.

Figure 1-1. This fellow, who was probably a quack, is typical of the "patent medicine kings" of his era.