

Third Edition

Bovée / Arens

CONTEMPORARY

Advertising



C O N T E M P O R A R Y

Advertising

Third Edition

Courtland L. Bovée
William F. Arens

1989

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To Doris Hill
With deep appreciation
—C.L.B.

To Olivia
Con todo mi cariño
—W.F.A.

well as consumer ads. In addition to the individual print ads and actual frames from TV commercials, most in full color, the book contains several portfolios of outstanding creative work. 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 the advertising industry, media, and production.

Each chapter concludes with a summary and questions for review and discussion. Both 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 italic type and are defined when introduced. Definitions of all these terms are collected in the extensive glossary at the end of the book.

CHANGES FOR THIS EDITION

Our goal is to personally involve students with practical experiences and simultaneously give them a solid understanding of advertising's role in marketing management. In pursuit of this objective, we have made a number of significant modifications and improvements in this edition of *Contemporary Advertising*.

The most noticeable difference between this edition and the second edition is that there is now one less chapter. We have dropped the topic of political advertising, and we have combined coverage of noncommercial advertising with corporate advertising and public relations.

Throughout the book, we have updated statistics and strengthened documentation and footnoting. More real-world examples have been added throughout the text. Many of the chapter openers, Ad Labs, Checklists, and People in Advertising profiles have been updated, expanded, or replaced with more recent examples. Among the profiles new to this edition, for example, are those of Hal Riney, Ruth Ziff, Thomas J. Burrell, Herb Schmertz, and Jerry Della Femina.

Other highlights of this revision include:

Chapter 1: "The Evolution of Advertising." This chapter remains an overview of the advertising field, its history, and its social and economic importance. The sections dealing with the functions of advertising have been revised to clarify not only the uses of advertising but also its effects. The definition of demarketing has been expanded to include its use today by some companies as a sophisticated marketing tactic. The segment on the history of advertising has been compiled to show how advertising evolves to reflect the world in which we live. Finally, the discussion of the economic impact of advertising has been expanded with greater emphasis on its effect on competition and on the value of products. This last section has been reorganized and edited for clarity, enabling us to more effectively introduce the concept of the perceptual value of products.

Chapter 2: "The Social and Legal Aspects of Advertising." Arguments defending advertising have been strengthened, and discussions of regulation by the states and by the media have been expanded. The section on the FDA has been completely revised and updated. A new section has been added on the role of the courts, covering such topics as advertising's protection by the First Amendment, the right to privacy, and comparative

PREFACE



British novelist Norman Douglas may have captured the essence of advertising's worldwide significance when he remarked, "You can tell the ideals of a nation by its advertisements." Indeed, while the advertising business was viewed as a particularly American institution in the first half of this century, that is certainly no longer the case. Today, everyone living and working in the modern world is under the influence of 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 American 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 field of 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.

Our mission in the previous editions of *Contemporary Advertising* was to present advertising as it is actually practiced. 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 hybrid discipline that employs elements of the various arts and sciences—in a manner and style relevant to today's student.

AIDS FOR THE STUDENT

This text is intended to put flesh on the bones of academic theory. To capture and hold student interest, the opening story of each chapter describes an actual situation that illustrates a basic concept in the study of advertising. This opening example is then used throughout the chapter to demonstrate how textbook concepts are applied in real-life situations.

Because active participation enhances learning, "Advertising Laboratories" are incorporated into every chapter. These unique sidebars to the world of advertising introduce students to a controversial or interesting topic and then involve them through questions that stimulate critical thinking. Another feature found to be valuable by instructors and students alike is the many checklists, which aid in organizing thinking and facilitate decision making. A third boxed feature found in all the chapters is "People in Advertising"—profiles of individuals who have achieved success in the field of advertising and who offer useful suggestions based on their experience.

Each of the 19 chapters is heavily illustrated with current, award-winning advertisements and campaigns. All the major media are represented—print, electronic, outdoor—in a balanced manner. Furthermore, we have included local as well as national ads, and business-to-business as

advertising. Ad Labs on two important topics have been added: advertising to children, and the controversy over issue advertising.

Chapter 3: "The Advertising Business." The chapter has been shortened to present just the advertisers and the ad agencies. The discussion of media and suppliers has been moved to the unit on media, and material has been added on the change in Procter & Gamble's structure, the advertiser-agency relationship, and the impact of the megamerger trend.

Chapter 4: "Advertising and the Marketing Mix." The topic of market types and the section on locating and measuring the market have been expanded, and material has been added on the issue of market demand.

Chapter 5: "Consumer Behavior and Market Segmentation." Material on perception, consumer habits, social class, culture, and segmenting business markets has been expanded and clarified. The example of Leon Levine's Family Dollar Stores has been used to introduce the concept of market segmentation. Throughout, an up-to-date discussion of VALS has been incorporated into the text rather than being relegated to a box.

Chapter 6: "Marketing and Advertising Research." The chapter has been updated with new material on J. C. Penney, an expanded discussion of the observation research method, and a more concise exposition of the various testing methods.

Chapter 7: "Marketing and Advertising Planning." A new opening example of Paul Fireman and Reebok is woven throughout the chapter. The treatment of advertising strategy and the creative mix has been reorganized and expanded, while the section on methods for allocating advertising dollars has been made more concise.

Chapter 8: "Creative Copywriting." A new section on creativity and concept development precedes discussion of copy objectives. The discussion on naming products has been revised. A new Ad Lab focuses on the eye versus the ear.

Chapter 9: "Creative Art Direction." We have clarified the role of graphics in communicating the advertising concept and have introduced new terminology and illustrations to aid in this clarification.

Chapter 10: "Creative Production: Print Media." Among concepts added are electronic retouching, computer pagination systems, and desktop publishing. A new Creative Department demonstrates the electronic methods used on Lipton Soup Classics.

Chapter 11: "Creative Production: Electronic Media." A new section examines how the concept for a commercial is developed and basic mechanics of script development. The California Raisin campaign is used to discuss stop-motion techniques, and the latest Coors Light campaign is used to demonstrate special effects.

Chapter 12: "Media Planning and Selection." The introduction has been expanded with a discussion of the complexity of media planning today. Sample media objectives have been provided, and a new section on the role of computers in media planning has been added.

Chapter 13: "Print Media." Some of the controversy in the field has been brought out through discussions of the newspaper national/local rate differential, negotiation for ad space, and criticisms of the Audit Bureau of Circulation. The latest SAUs are provided.

Chapter 14: "Electronic Media." The chapter has been extensively revised, with a new section added on cable TV, updates on trends in broadcast TV and radio, and such current developments as zipping and zapping, 15-second spots, people meters, and the rise of syndication. A new chapter

opener focuses on the Bartles & Jaymes TV campaign, while the section on radio is now introduced with an examination of Spam's effective and successful use of radio.

Chapter 15: "Direct Mail and Outdoor Media." Material has been added or expanded on telemarketing, mailing list databases, spectaculars, and variations in transit/outdoor (such as mobile billboards).

Chapter 16: "Sales Promotion and Supplementary Media." A promotional campaign for Cap'n Crunch is used to draw readers into the topic. Many subjects have been expanded, including trade deals, FSIs, P-O-P, rebates/refunds, specialty advertising, and directories/yellow pages. The increased emphasis on pull strategies is examined.

Chapter 17: "Local Advertising." Many new examples have been added, including Bullock's in Los Angeles and Office Furniture Warehouse in Chicago. A discussion of media mix has been added, as has the concept of total market coverage (TMC). Among expanded topics are co-op advertising and directory advertising.

Chapter 18: "Corporate Advertising, Public Relations, and Noncommercial Advertising." This chapter was created by combining material from two previous chapters ("Corporate Advertising and Public Relations" and "Noncommercial and Political Advertising"), with the topic of political advertising being dropped. New trends in corporate advertising are examined. The section on public relations activities has been condensed, although the portion on news releases has been revised and expanded. The billion-dollar media campaign of the Partnership for a Drug-Free America is introduced as an example of noncommercial advertising.

Chapter 19: "International Advertising." China is presented as an example of the problems of international advertising. Discussion of the global debate has been expanded, and numerous examples have been added.

Appendix. New to this edition are three appendixes. Appendix A provides a sample outline for a marketing plan, while Appendix B presents a sample advertising plan outline. Appendix C gives pointers on how to look for a job in advertising, outlines the types of careers that are available, and lists resources for information on the advertising industry and career planning.

Glossary. The glossary has been extensively revised and expanded.

In addition to text changes, the book itself has been totally redesigned, and all the diagrams, graphs, charts, and tables are new or revised. Almost all the ads are new in this edition, chosen to reflect the actual state of advertising today. And the ads and their captions have been tied in more strongly to the text they accompany.

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 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.

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.

COMPUTEST—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.

TextPLUSTM Case Studies

To illustrate how the principles discussed in the text have actually been applied in business, the book is supplemented by special TextPLUS Case Study Programs produced by Meridian Educational Systems, Inc., exclusively for *Contemporary Advertising*.

Each TextPLUS Program is associated with one of the chapters in the text and is designed to help the instructor teach real-world decision making. The integrated system of TextPLUS materials includes: an in-depth, illustrated, eight-page Case Study booklet that may be copied and used for supplemental reading; a TextPLUS Instructor's Guide with lecture outline, suggested projects and workshops, sample tests, and answers to all discussion questions; and a 12- to 15-minute video interview with the key people at the company and/or agency responsible for the work being studied.

Offered at no charge to adopters of *Contemporary Advertising*, three TextPLUS Programs are currently available: Sunkist Growers, Inc., for Chapter 7; Coors Light, Chapter 11; and Great American First Savings Bank, Chapter 17.

USES FOR THIS TEXT

Contemporary Advertising was originally intended for the undergraduate student in business or journalism schools. Because of its approach, depth of coverage, and marketing management emphasis, it has also been found appropriate for 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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Courtland L. Bovée
William F. Arens

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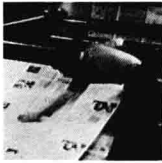
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