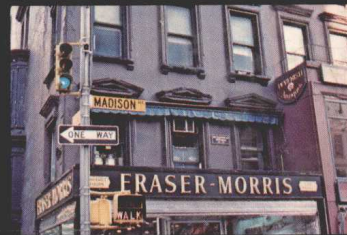


# OTTO KLEPPNER'S ADVERTISING PROCEDURE

EIGHTH EDITION





Otto Kleppner

Thomas Russell

*University of Georgia*

Glenn Verrill

*President, BDA/BBDO*

# TISING



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**Otto Kleppner, Thomas Russell, and Glenn Verrill**

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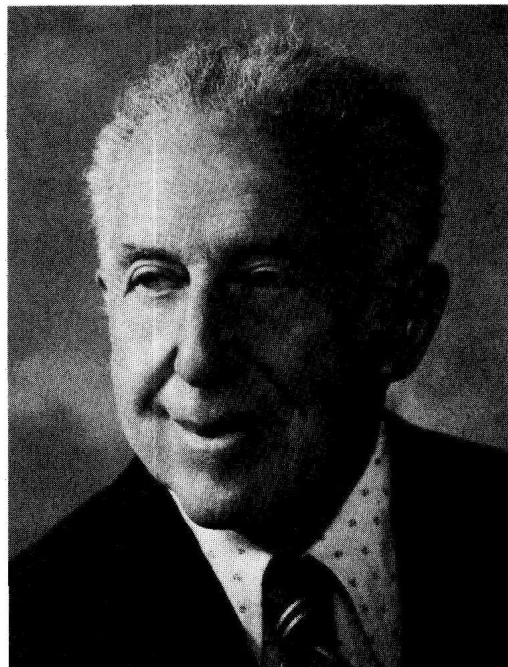
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*Otto Kleppner died just before the publication of this edition. His dedication to excellence, his pursuit of the truth, and his unflagging insistence on anticipating new directions in advertising and marketing have been a constant source of inspiration. We are deeply indebted. His influence on advertising will persist for decades to come as will his inspiration for future editions of this book.*

THOMAS RUSSELL  
GLENN VERRILL

# About the Authors...



## OTTO KLEPPNER

(1899-1982)

A graduate of New York University, Otto Kleppner started out in advertising as a copywriter. After several such jobs, he became advertising manager at Prentice-Hall, where he began to think that he, too, "could write a book." Some years later, he also thought that he could run his own advertising agency, and both ideas materialized eminently. His highly successful agency handled advertising for leading accounts (Dewar's Scotch Whisky, I. W. Harper Bourbon and other Schenley brands, Saab Cars, Doubleday Book Clubs, and others). His book became a bible for advertising students, and his writings have been published in eight languages.

Active in the American Association of Advertising Agencies, Mr. Kleppner served as a director, a member of the Control Committee, chairman of the Committee of Government, Public and Educator Relations, and a governor of the New York Council. He was awarded the Nichols Cup (now the Crain Cup) for distinguished service to the teaching of advertising.



## THOMAS RUSSELL

Thomas Russell is a professor of journalism and the head of the advertising sequence at the University of Georgia. He holds a Ph.D. degree in communications from the University of Illinois. Russell is former editor of the *Journal of Advertising* and co-author of *Advertising Media: A Managerial Approach*. In addition, he has authored numerous articles and papers in a wide variety of professional and academic journals. He is an active consultant in the marketing and advertising areas and has served on the faculty of the Institute of Advanced Advertising Studies sponsored by the American Association of Advertising Agencies. He is a member of the American Academy of Advertising, the Association for Education in Journalism, and the Atlanta Advertising Club.



## GLENN VERRILL

Glenn Verrill's entire career has been in advertising. He began as a copywriter and worked on the creative side of the business, rising to creative director of one of BBDO's largest agencies. He became president of BDA/BBDO in 1971, his present position, and is a member of the board of directors of BBDO International, Inc.

Mr. Verrill did his undergraduate work at Adelphi College and received his Masters degree from Harvard University. During his career he has garnered scores of creative awards, among them, Effies, Clios, and was twice cited for creating one of the ten best campaigns of the year by Advertising Age.

Mr. Verrill has been active with the American Association of Advertising Agencies. He has been a director of the Eastern region and was a national director of the 4-A's from 1973 to 1975. He was a co-founder of Atlanta's Ad Club II, a club especially formed for young people from the age of 18 to 30 interested in marketing and advertising as a career.



# PREFACE

One of the legends of modern advertising, Steuart Henderson Britt, is quoted as saying, "Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does." With the growth of self-service retailing, in-home shopping, and the greater risk of doing business, advertising is more important than ever if a seller is to let customers "know what you are doing." This book is designed to introduce students to the principles and procedures of advertising that will promote a product in the most meaningful and efficient manner.

This edition has taken a perspective of advertising for the 1980s and beyond. Advertising is discussed within the new competitive environment of inflation, energy shortages, tight money, and emerging media technology. As in earlier editions, the marketing foundations of advertising are stressed. Marketing goals and objectives are viewed as a platform for discussing the procedures, planning, and execution of advertising.

This book deals with advertising on three levels. The first is the conceptual foundation which provides the necessary theoretical framework for understanding advertising. To fully comprehend advertising one must have some knowledge of a number of other fields of study. Chief among these is marketing. The overall marketing goals of a firm will largely dictate the type of advertising conducted by that company. Throughout the text we have emphasized the necessity of starting with a clear idea of marketing objectives before advertising strategy and tactics are developed. Advertising is also a people business and no one can understand advertising without also understanding human behavior. In Chapter 13, "Use of the Behavioral Sciences," we show how the disciplines of psychology, anthropology and sociology have all contributed in major ways to our knowledge of advertising.

The second level is the planning stage required for successful advertising. The single most prevalent mistake made by the advertising novice is failure to develop a strong plan as a guide to future advertising. The key to successful planning is research. This eighth edition stresses the importance of marketing and advertising research in all phases of the advertising function. The research department has become more important than ever with the current emphasis on target marketing as a primary strategy of most advertisers. With each advertiser striving to find the unfilled marketing niche, research becomes a crucial component in determining the proper marketing mix. The identification of prime prospects, the most efficient media and media schedules to reach them, and, of course, finding the best message to persuade consumers to purchase goods and services are all complex questions that require research before the advertiser can answer them.

The final level on which the text views advertising is the actual execution of advertising. We are dealing here primarily with media planning and buying and the creation of advertisements. For over fifty years this text has taken students through the several steps necessary to provide professional advertising. The current edition continues this emphasis with the intention of demonstrating to students not only the mechanics of creating advertising but how to do it in an environment which requires that advertising be both persuasive and truthful. Chapter 25 has been extensively revised to point out the growing responsibilities of the advertiser in terms of local and federal legislation and regulation, and, more importantly, in terms of the self-regulation and personal integrity of the individual advertiser on which truthful advertising ultimately depends.

We have retained the framework of earlier editions. However, virtually all examples and illustrations have been updated and some chapters have been added or reorganized to reflect current advertising practices. The intent of the final chapters is to emphasize that advertising must be studied as an institution which influences all elements of our society.

The authors feel strongly that it is the concepts of advertising that should be stressed. The planning, research, and strategy of advertising constitute the general principles that determine the ultimate success of advertising. We also realize that the specific functions and applications of these principles will vary from agency to agency and advertiser to advertiser. As we point out in Chapter 2, "Roles of Advertising," advertising is perhaps the most flexible of all business tools. The types of firms that utilize advertising, and the methods employed, cover the spectrum of the consumer, industrial, and service fields. However, a strong foundation in the basic concepts of advertising will provide students with the basic knowledge they need to adapt quickly to the various advertising problems they will encounter.

This text has been significantly updated in the media chapters (5 through 12). Obviously, most of the statistics involving the number of media vehicles and their advertising revenues have changed dramatically since the seventh edition. More importantly, the nature of media technology and the opportu-



nities for advertisers offered by them required extensive examination of some media types. Several of these new media types were only in an experimental stage in the last edition (e.g., cable television networks). In this regard the text takes both an advertiser and media industry perspective in discussing new media technology. It is important that students understand that advertisers must choose from among the media vehicles offered by sellers of time and space. On the other hand, it is clear that many of the media innovations have been developed in reaction to demands for more efficiency on the part of advertisers. Demographic editions of magazines, specialized radio networks, and newspaper inserts are only a few of the media techniques that have been developed, at least in part, to increase advertising revenues.

This text will provide students with a pragmatic guide to advertising practice and the philosophy of advertising as a persuasive communications tool. We hope that, for some, it may also be an introduction to an exciting and fulfilling career.

## ACKNOWLEDGMENTS

A book such as this could never be written without the help of numerous advertising professionals and teachers who have generously contributed their time and suggestions. While space does not permit thanking personally everyone who played a role, we would like to acknowledge those who helped in significant ways the preparation of this edition.

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We would also like to thank the many advertisers, advertising and media associations, and publications who gave their permission to reprint material throughout the book. Particular thanks are due Lou Emmanuele, Norm Campbell, Bob Johnson, and Jack Kraushaar for their help with case histories,

and to Sara Glover for her invaluable help gathering material. Many advertising instructors across the country critiqued the manuscript and gave us the benefit of their expertise. Nancy Church, Plattsburgh State University; Jerry Lynn, Marquette University; Ron Taylor, Parkland College; Alan Fletcher, University of Tennessee; Richard Beltramini, Arizona State University; Arthur Winters, Fashion Institute of Technology; and Isabella Cunningham, University of Texas all made constructive suggestions which greatly strengthened the final manuscript.

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THOMAS RUSSELL  
GLENN VERRILL

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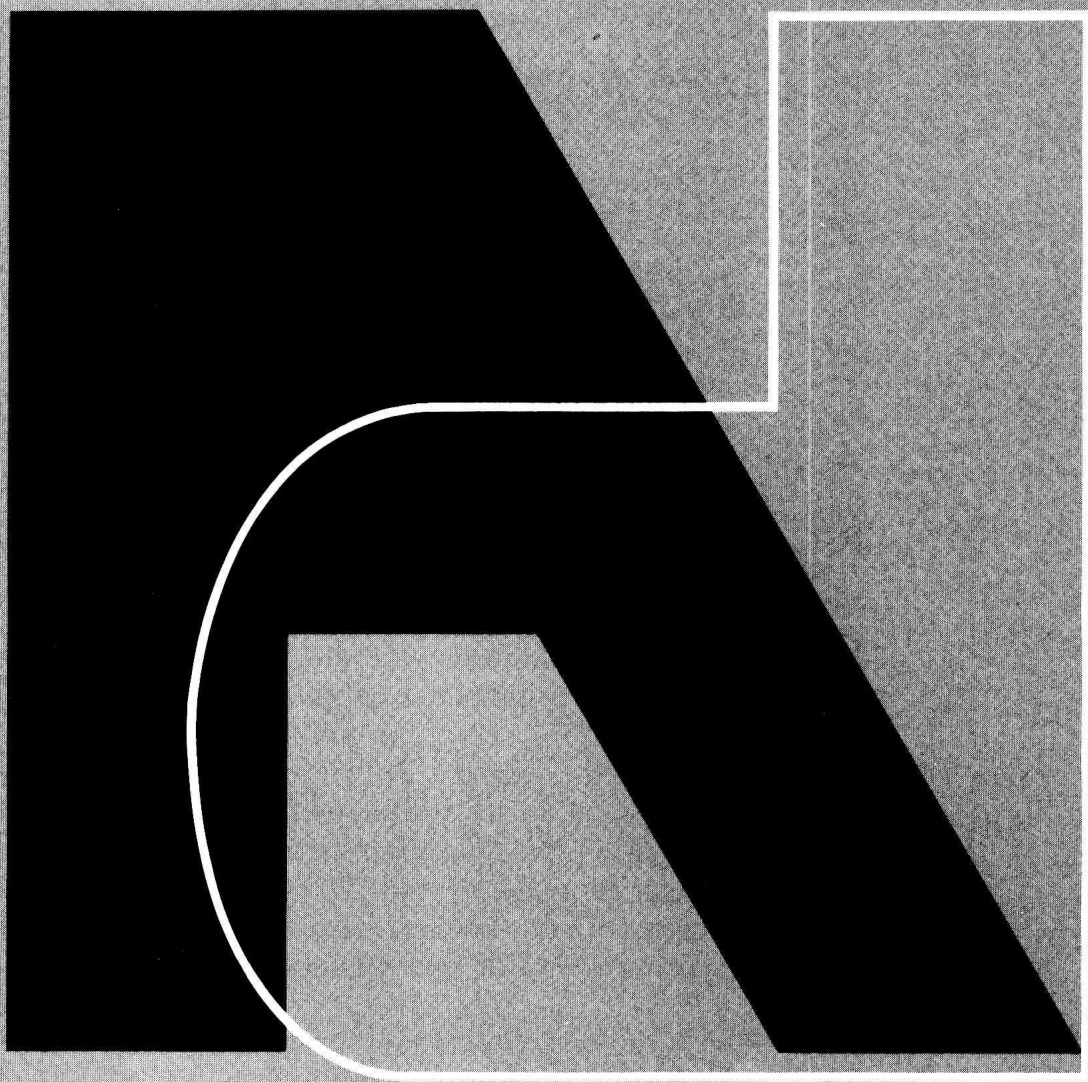
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P A R T O N E

# Background of Today's Advertising

What does the word *advertising* bring to mind? TV and radio commercials? Newspaper ads? Magazine ads? Outdoor signs? Supermarket displays and packages? Certainly all of these are advertising. You may, however, think of all the money spent on advertising, and you wonder how it affects the already high cost of living or whether it could better be spent on schools or in helping the poor and unemployed or for more research on disease. Or advertising may bring to mind a Hollywood picture of a Madison Avenue agency, where an advertising man or woman saves a million-dollar account by breathlessly phoning the client with a new slogan, just dreamed up. (It doesn't work that way.) You may recall advertisements that you liked or disliked. In any case one cannot help being aware of the influence of advertising in our lives.

The fact is that over \$60 billion a year is spent on American advertising,\* which in its various forms accosts us from early morning news programs until the late shows at night. How did advertising become so pervasive in our society? We cannot find the reasons for its importance merely by studying the ads; we must, rather, understand the economic and social forces producing them.

---

\*By 1985 more than \$93 billion will be spent (estimate by the Television Bureau of Advertising).

**BEGINNINGS** The urge to advertise seems to be a part of human nature, evidenced since ancient times. Of the 5,000-year recorded history of advertising right up to our present TV-satellite age, the part that is most significant begins when the United States emerged as a great manufacturing nation about 100 years ago. The early history of advertising, however, is far too fascinating to pass by without a glance at it.

It isn't surprising that the people who gave the world the Tower of Babel also left the earliest known evidence of advertising. A Babylonian clay tablet of about 3000 B.C. has been found bearing inscriptions for an ointment dealer, a scribe, and a shoemaker. Papyrus exhumed from the ruins of Thebes showed that the ancient Egyptians had a better medium on which to write their messages. (Alas, the announcements preserved in papyrus offer rewards for the return of runaway slaves.) The Greeks were among those who relied on town criers to chant the arrival of ships with cargoes of wines, spices, and metals. Often a crier was accompanied by a musician who kept him in the right key. Town criers later became the earliest medium for public announcements in many European countries, as in England, and they continued to be used for many centuries. (At this point we must digress to tell about a promotion idea used by innkeepers in France around A.D. 1100 to tout their fine wines: They would have the town crier blow a horn, gather a group—and offer samples!)

Roman merchants, too, had a sense of advertising. The ruins of Pompeii contain signs in stone or terra-cotta, advertising what the shops were selling: a row of hams for a butcher shop (Exhibit 1.1), a cow for a dairy, a boot for a shoemaker. The Pompeiians also knew the art of telling their story to the public by means of painted wall signs like this one (tourism was indeed one of advertising's earliest subjects):

Traveler  
Going from here to the twelfth tower  
There Sarinus keeps a tavern  
This is to request you to enter  
Farewell

Outdoor advertising has proved to be one of the most enduring, as well as one of the oldest, forms of advertising. It survived the decline of the Roman empire to become the decorative art of the inns in the seventeenth and eighteenth centuries. That was still an age of widespread illiteracy, and inns, particularly, vied with each other in creating attractive signs that all could recog-

Exhibit 1.1  
One of the oldest signs known. It identified a butcher shop in Pompeii.





nize. This accounts for the charming names of old inns, especially in England—such as the Three Squirrels, the Man in the Moon, the Hole in the Wall (Exhibit 1.2). In 1614, England passed a law, probably the earliest on advertising, that prohibited signs extending more than 8 feet out from a building. (Longer signs pulled down too many house fronts.) Another law required signs to be high enough to give clearance to an armored man on horseback. In 1740, the first printed outdoor poster (referred to as a “hoarding”) appeared in London.

## ORIGINS OF NEWSPAPER

**ADVERTISING** The next most enduring medium, the newspaper, was the offspring of Gutenberg’s invention of printing from movable type (about 1438), which, of course, changed communication methods for the whole world. About 40 years after the invention, Caxton of London printed the first ad in English—a handbill of the rules for the guidance of the clergy at Easter. This was tacked up on church doors. (It became the first printed outdoor ad in English.) But the printed newspaper took a long time in coming. It really emerged from the newsletters, handwritten by professional writers, for nobles and others who wanted to be kept up to date on the news, especially of the court and other important events—very much in the spirit of the Washington newsletters of today.

The first ad in any language to be printed in a disseminated sheet appeared in a German news pamphlet about 1525. And what do you think this ad was for? A book extolling the virtues of a mysterious drug. (There was no Food and Drug Administration in those days.) But news pamphlets did not come out regularly; one published in 1591 contained news of the previous 3 years. It was from such beginnings, however, that the printed newspaper emerged. The first printed English newspaper came out in 1622, the *Weekly Newes of London*. The first ad in an English newspaper appeared in 1625.

### Siquis, tack-up

**advertisements** The forerunner of our present want ads bore the strange name of *siquis*. These were tack-up ads that appeared in England at the end of the fifteenth century. Of these, Frank Presbrey says:

These hand-written announcements for public posting were done by scribes who made a business of the work. The word “advertisement” in the sense in which we now use it was then unknown. The advertising bills produced by the scribes were called “Siquis,” or “If anybody,” because they usually began with the words “If anybody desires” or “If anybody knows of,” a phrase that had come from ancient Rome, where public notices of articles lost always began with the words “Si quis.”

First use of manuscript *siquis* was by young ecclesiastics advertising for a vicarage. . . . Soon the *siquis* poster was employed by those desiring servants and by