

# Advertising, **Promotion**, and Supplemental Aspects of Integrated Marketing Communications

FOURTH EDITION



TERENCE A. SHIMP

**Advertising,** **Promotion,**  
and **SUPPLEMENTAL ASPECTS of**  
**Integrated Marketing Communications**

**FOURTH EDITION**



**USED**

**Terence A. Shimp**  
***University of South Carolina***

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University of Virginia, for the media contribution to this  
fourth edition. Jack is responsible for blending the visu-  
al imagery of the world of advertising and marketing  
with the magic of electronic media, bringing the thoughts  
and ideas represented in this book to life in the classroom.*



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To my wonderful family and the most recent addition, Aubrey.

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## **P**reface

Since the inception of this textbook some 15 years ago, the worlds of marketing and advertising have changed rather dramatically. At the same time, marketing and advertising have become ever more entwined. Whereas advertising agencies once performed only advertising functions for their clients, today growing numbers of advertising agencies have expanded their services, and some have evolved into full-service marketing communications providers. Both small and large firms are seeking varied, more effective ways of communicating with their targeted audiences and are attempting to accomplish their communication tasks within corporate-imposed demands of greater accountability. This places a considerable burden on advertisers and other marketing communicators to make the best and most effective choices for their employers and customers.

These shifts in the marketing and advertising environment have dramatically changed the way advertisers and marketing professionals function in the increasingly competitive business environment of the nineties. Companies have dedicated their efforts toward enhancing the equity of their brands and satisfying demands for greater accountability. Companies are increasingly embracing a strategy of integrated marketing communications. Whether a student is taking this course simply to learn more about the dynamic nature of this field or in plans of making a career in advertising or marketing, this textbook continues to provide them with a contemporary view of the integration of marketing communications and its increasingly important role. I have attempted in this fourth edition to expand coverage both to satisfy the needs of the introductory advertising student and the student committed to a future in more general aspects of marketing. I emphasize the importance of integrated marketing communications concepts in enhancing the equity of brands, and provide a thorough coverage of all aspects of an integrated marketing communications program: advertising, promotions, personal selling, marketing-oriented public relations, event- and cause-oriented sponsorships, point-of-purchase communications, and packaging and branding strategies. These topics are made even more accessible in this edition through expanded use of examples and applications. I continue to cover appropriate academic theories and concepts to provide formal structure to the illustrations and examples.

This textbook is intended for use in undergraduate or graduate courses in marketing communications, advertising, promotion strategy, promotion management, or other courses with similar titles. Professors and their students should find this book substantive but highly readable, imminently current but also appreciative of the evolution of the field, and—above all—a textbook that thoroughly blends marketing communications practice in its varied forms with academic research and theory.

### **Organization**

The textbook is organized in six parts. Part I examines the concept, practice, and environment of integrated marketing communications. The importance of integrating all marketing communications elements rather than treating them as separate and independent practices is emphasized in the first chapter. A key theme throughout the chapter—and, indeed, the

entire textbook—is that the objective of marketing communications is to enhance a brand's equity through a systematic application of brand-concept management and integrated marketing communications (IMC). Chapter 2 overviews the management of marketing communications by structuring the process in terms of an integrative framework. Chapter 3 explores the physical, regulatory, and ethical milieus in which marketing communication decisions transpire.

Part II builds a foundation for a better understanding of the nature and function of marketing communications. Chapter 4 explores the demographic, geodemographic, and psychographic variables used in targeting present and prospective customers. Chapter 5 delves further into targeting activities by examining both the process and fundamentals of communication—including a semiotics perspective on the nature of meaning—and reviewing fundamentals of consumer behavior. Chapter 6 continues the overview of buyer behavior and the role of targeting communication efforts by studying the persuasion process. Chapter 7 looks at the roles of adoption and diffusion processes in facilitating new product acceptance.

The single chapter in Part III, Chapter 8, examines an array of topics regarding personal selling. The chapter discusses factors that determine salesperson performance, requirements for becoming an outstanding salesperson, and the types of available selling jobs. Chapter 8 is located at this point in the textbook to emphasize the fact that advertising, sales promotions, point-of-purchase programs, and sponsorships have little value without effective selling of products to marketing intermediaries. A company's equity and the equity of its individual brands are influenced in large measure by the efforts of its sales force.

Part IV comprises seven chapters on media advertising. Chapter 9 first overviews the advertising management process before discussing advertising objective setting and budgeting in detail. Chapter 10 analyzes the creative-strategy aspect of the advertising-management process, including advertising planning, MECCAS models, creative message strategies, and corporate image/issue advertising. Chapter 11 elaborates upon advertising message creation by examining endorsers and various appeals to fear, humor, and sex, as well as subliminal messages and comparative advertising. Chapter 12 evaluates the characteristics of five major advertising media: out of home, newspapers, magazines, radio, and television. The chapter also explores interactive advertising media and supplemental media such as the Yellow Pages, video advertising, and product placements in movies. Chapter 13 focuses on media-selection considerations such as reach, frequency, gross rating points, effective rating points, and the efficiency-index procedure. Also explored in this chapter are advertising timing considerations, including the novel shelf-space model of media selection. Chapter 14 focuses exclusively on direct advertising and database marketing, including discussions of catalog and telephone marketing and the role of databases. Chapter 15, the last chapter in Part IV, examines the measurement of advertising effectiveness and describes a variety of media- and message-based research methods: Nielsen people meters, Starch magazine research, Bruzzone tests, measures of emotions and physiological arousal, persuasion measurement methods such as ASI theater testing and ARS persuasion testing, and sales-response measures, including IRI's BehaviorScan and Nielsen's SCANTRACK.

Part V provides an in-depth exploration of sales promotion practices. Chapter 16 describes the targets of sales promotion, the reasons underlying its rapid growth, which tasks it is capable of performing, and the conditions under which deal-oriented sales promotions are profitable. Chapter 17 focuses on trade-oriented sales promotion and describes its most important and widely used forms: off-invoice, bill-back, and slotting



allowances; contests and incentives; point-of-purchase materials; retailer-training programs; cooperative advertising and vendor support programs; specialty advertising programs; and trade shows. Also included in this chapter is a detailed discussion of the practices of forward buying, diverting, and the advent of manufacturer-oriented everyday low pricing—EDLP(M)—that has been effective in diminishing these practices. Consumer-oriented sales promotions are the subject of Chapter 18, which discusses sampling, couponing, premiums, price-offs, bonus packs, refunds and rebates, contests and sweepstakes, phone cards, and overlay and tie-in promotions. The chapter concludes with a three-step procedure for evaluating sales promotion ideas.

Part VI addresses topics of growing importance in today's marketing communications programs: point-of-purchase communications, public relations—especially the marketing-oriented variety called marketing public relations, or MPR—and sponsorship marketing, including both cause-related promotions and event marketing. Chapter 19 devotes considerable attention to the various forms of point-of-purchase communications, presents results from the 1995 POPAI Consumer Buying Habits Study, and provides detailed evidence regarding the impact of displays in increasing a brand's sales volume. Finally, Chapter 20 reviews the related topics of public relations and sponsorship marketing. The section on public relations includes a discussion of the historically entrenched practice of reactive public relations as well as the more recent application of proactive public relations. A special section is devoted to negative publicity, including rumors and how to deal with them. The last major section addresses both cause and event marketing—the two specific aspects of sponsorship marketing.

## Changes in the Fourth Edition

The fourth edition of *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications* reflects many changes beyond those described so far. To make this book more accessible to a larger range of students, we have completely revised the look and feel of the book and greatly enhanced the supplemental package that accompanies this text for both the student and the instructor. Major changes include the following:

- ◆ **NEW** four-color design! We added four-color to appeal to the broader market of both Advertising and Promotion courses.
- ◆ **NEW** CD-ROM PowerPoint Presentation Software. Designed by John H. Lindgren, Jr., at the University of Virginia, this powerful software is easily adaptable for instructors who wish to introduce additional material. The CD-ROM contains over one hour of video, as well as hundreds of still pictures, animations, build slides, and viewers.
- ◆ The entire textbook has been thoroughly updated for currency. With the rapid change in the fields of Advertising and Promotion, we have made every effort to keep a step ahead of the competition.
- ◆ With the change in organization, the textbook has been reduced from 22 to 20 chapters. The rearranged material reflects a more logical progression and provides a contemporary view of the integration of marketing communications and its impact on the total promotional mix.
- ◆ A key theme throughout the textbook is that the objective of marketing communications is to enhance a brand's equity through a systematic application of brand-concept management and integrated marketing communications.

- ◆ The treatment of integrated marketing communications (IMC) has been expanded in Chapter 1. The importance of integrating all marketing communications elements (advertising, sales promotions, personal selling, marketing-oriented public relations, event- and cause-oriented marketing, point-of-purchase communications, and packaging and brand strategies) is emphasized in this first chapter.
- ◆ Chapter 2 models the marketing communications process in an improved version that provides a framework that students can use to understand the interrelationships among all aspects of marketing communications. By moving the framework (from Chapter 8 in the previous edition) to the beginning of the textbook, students are encouraged to think in integrative terms rather than treating each topic separately.
- ◆ Chapter 3, which appeared as Chapter 7 in the third edition, updates the previous treatment of environmental, regulatory, and ethical issues in marketing communications. These topics provide further context for students and emphasize that advertising and other marketing communication decisions are constrained by forces beyond the manager's complete control.
- ◆ Chapter 4 is an updated treatment of demographic topics that were included in Chapter 6 of the third edition. The chapter also introduces geodemographic and psychographic factors.
- ◆ Chapter 5 explains the fundamentals of both communications and buyer behavior, which in the third edition were treated as separate chapters.
- ◆ Chapter 6 analyzes the role of persuasion in marketing communications using an integrative framework of the persuasion process. A new detailed section examines practical ways to enhance consumers' motivations, abilities, and opportunities to process advertisements and other messages.
- ◆ Chapter 8 addresses the fundamentals of personal selling and sales management. These topics previously appeared in Chapters 21 and 22 of the third edition.
- ◆ Chapter 9 presents a new hierarchy model of the advertising process and highlights the role of advertising in enhancing a brand's equity and facilitating brand loyalty.
- ◆ Advertising media are treated in two different chapters in this edition. Chapter 12 presents in-depth coverage of the major advertising media along with new interactive forms. Chapter 13 focuses on the media-selection process, including the standard material along with exciting new viewpoints. An advertising campaign from Diet Dr. Pepper illustrates the media strategy process, and a computerized advertising model (ADplus™) demonstrates how media planners actually make media- and vehicle-selection decisions.
- ◆ Chapter 14 discusses direct advertising and database marketing, which in the third edition were not introduced until Chapter 19. These topics also are discussed in more detail in this edition, including, for example, a section on determining the lifetime value of prospective customers.
- ◆ The last of seven chapters on advertising, Chapter 15, thoroughly reviews major advertising research methods. In addition to expanding upon topics presented in the previous edition, this revised chapter includes a section on Bruzzone tests and

a detailed discussion of exciting research from the Research System Corporation that examines the relative importance of advertising weight and message persuasiveness in determining a brand's sales volume.

- ◆ Chapters 16 through 18 provide updated discussions of trade- and consumer-oriented sales promotions. The depth of coverage is unparalleled in competitive textbooks. These chapters introduce value pricing (or everyday low pricing) and pay-for-performance programs (also known as scanner-verified payments, or scan downs) as mechanisms for curtailing the excessive use of forward buying and diverting. The efficient consumer response initiative (ECR) also receives salient treatment. The use of phone cards as a new form of consumer-oriented sales promotion is discussed in Chapter 18 along with the many other techniques that have been discussed in previous editions.
- ◆ Chapter 19 offers updated treatments of point-of-purchase communications and brand and packaging strategies. The P-O-P material includes a thorough examination of the 1995 Consumer Buying Habits Study, the most recent in a series of such studies conducted by the Point of Purchase Advertising Institute (POPAI). Recent research showing the impact of displays in substantially elevating retail sales volume is also discussed.
- ◆ Chapter 20 updates the discussion of event- and cause-oriented marketing and reviews recent developments. The chapter is replete with classic examples and current illustrations.

## **A Premier Instructional Resource Package**

The learning package provided with *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications, fourth edition*, was specifically designed to meet the needs of instructors facing a variety of teaching conditions and to enhance students' experience with the subject. We have attempted to address both the traditional and the innovative classroom environment by providing an array of high quality, and technologically advanced items, to bring a contemporary, real-world feel to the study of advertising, promotion, and integrated marketing communications.

***Instructor's Manual*** This comprehensive and valuable teaching aid includes a list of chapter objectives, chapter summaries, detailed chapter outlines, content explanations of transparencies, where to use each transparency, and answers to discussion questions. The instructor's manual also serves as a resource to the CD-ROM PowerPoint presentation software.

***Testing Resources*** This valuable resource provides testing items for instructors' reference and use. The test bank contains over 1,500 multiple choice, true/false, and short answer questions in levels of varying difficulty. The test items are also available in a computerized format, allowing instructors to select problems at random by level of difficulty or type, customize or add test questions, and scramble questions to create up to 99 versions of the same test. This is available in DOS, Mac, or Windows formats. The RequestTest phone-in testing service is also available to all adopters. Individual tests can be ordered by question number via fax, mail, phone, or e-mail with a 48-hour turnaround period. Finally, Dryden can provide instructors with software for installing their own on-line testing program which allows tests to be administered over network

or individual terminals. This program allows instructors to grade tests and store results with greater flexibility and convenience.

**Four-Color Overhead Transparencies** Available in acetate form are 100 four-color teaching transparencies that highlight key concepts for presentation in the classroom. In addition to including many important visuals presented in the text, this package contains 50 supplemental ads and exhibits not found in the text. This transparency package provides an easy display format to reinforce important concepts to students. Notes explaining each transparency's content and where to use it are found in the instructor's manual.

**NEW! CD-ROM PowerPoint Presentation Software** New to this edition, this innovative PowerPoint package (developed by John H. Lindgren, Jr., University of Virginia) covers all of the material found in the textbook in addition to numerous other outside supplemental examples and materials found in radio, television, and print media. The CD-ROM contains over one hour of video, hundreds of still pictures, animations, build slides, and viewers; and allows students to analyze copy in class. An entire course can be developed around this powerful presentation tool. The CD-ROM has been prepared in a PowerPoint format to be easily supplemented by instructors who wish to introduce additional materials.

**NEW! Video Package** This new eight-segment video package has been prepared to provide a relevant and interesting visual teaching tool for the classroom. Each video segment is relevant to chapter material and gives students the opportunity to apply what they are learning to real-world situations. The video material enables instructors to better illustrate concepts to students. The videos, which were filmed specifically for use with this text, feature companies such as W.B. Doner, Toronto Blue Jays, and Dayton Hudson in situations that illustrate concepts found in the text. Also, a varied collection of interesting and creative television advertisements compliment the company profiles. Another hour of television commercials and video footage is contained on the CD-ROM PowerPoint Presentation Software and is available on video cassette with this package as well.

**NEW! Internet Support** Visit the Dryden Website at <http://www.dryden.com> for the latest support material for the Dryden series in marketing. These resources include annotated articles, resource links, and other pedagogical aids which will be constantly updated.

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## **A** About the Author

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Professor Shimp is past president of the Association for Consumer Research and past president of the *Journal of Consumer Research* policy board. He is on the editorial policy boards of the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Marketing Letters*, *Journal of Marketing Communications*, *Journal of Marketing Education*, and *Marketing Education Review*. Professor Shimp represents the Federal Trade Commission and various state agencies as an expert witness in issues concerning advertising regulation.

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