

清华营销学系列英文版教材

PEARSON

广告、促销与 整合营销传播

Integrated Advertising, Promotion, and
Marketing Communications

Fourth Edition

(美) 肯尼思·E. 克洛 (Kenneth E. Clow) 著
唐纳德·巴克 (Donald Baack)

第4版

清华大学出版社

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Preface

Advertising, promotions, and marketing communications are integral components of marketing. If you are a marketing major, understanding how companies can effectively communicate with customers and potential customers is the foundation needed to develop effective marketing programs. This will help you succeed in your marketing career.

If you are not a marketing major, consider all of the marketing communications around you. Any company or organization you work for will be involved in marketing its products or services. It is important to understand how the communications component of marketing is developed and why. Not only will this knowledge provide you with a better understanding of those involved in marketing in the organization where you will work, it will also provide you with better information to function as a consumer.

We created *Integrated Advertising, Promotion, and Marketing Communications*, in part, to help students understand the importance of integrating all marketing communications (IMC) and how they are produced and transmitted. When our first edition was written, almost all marketing communication textbooks focused exclusively on advertising. As you know from your everyday experiences and the courses you have taken in college, marketing is much more than that. It includes promotions such as coupons, price discounts, and contests. Marketing has expanded to blogs on the Internet, customer reviews of products, messages delivered to cell phones, and newer programs such as buzz marketing. These venues are vital ingredients in effectively reaching consumers. They must also be carefully integrated in to one clear message and voice for customers to hear.

We prepared this textbook and all of the additional materials in a way that will best help you to understand integrated marketing communications. Students need opportunities to apply concepts to real life situations. This helps them clearly understand and retain the ideas. As a result, we have prepared a variety of end-of-chapter materials that are designed to help you practice using the concepts. These materials include integrated learning exercises, critical thinking exercises, creative exercises, and cases.

INTEGRATED LEARNING PACKAGE

We have created several devices that are designed to help you learn the materials in this text, if you take advantage of them. Let's be more positive here. Advertising is an interesting and enjoyable subject and the materials have been developed to make learning interactive and fun!

- **Lead-in vignettes.** Each chapter begins with a vignette related to the presented topic. The majority of the vignettes revolve around success stories in companies most will recognize, such as Google and Levi-Strauss. In this edition, new vignettes have been introduced, including stories about PETSMART, Apple's iPhone, Dove, and Red Bull. There is a vignette devoted to Harry Potter. True, it is old news, but the vignette challenges you to think and wonder why it was such a craze and how such phenomena occur.
- **Business-to-business marketing concepts.** Many marketing and business majors are likely to hold jobs that emphasize marketing to other businesses. We include business-to-business components in many of the discussions in the text. B-to-B examples, cases, text illustrations, and Internet exercises are woven into the materials. They show how marketing communications programs differ, depending on the nature of the customer.
- **International marketing discussions.** Some of you have traveled to other countries. Most of you interact with students from other countries. Global, international business is all around. This makes understanding international marketing issues important. This book features international concerns that match the presented materials. Also, a section called "International Implications" is found at the end of every chapter.
- **Critical thinking exercises and discussion questions.** To better appreciate the materials in the text, the end-of-chapter materials are a must. They include a variety of exercises designed to help you comprehend and apply the chapter concepts. They are not simple reviews. Each requires additional thought. These exercises are designed to challenge your thinking and encourage you to dig deeper. The best way to know that you have truly learned a concept or theory is when you can apply it to a different situation. These critical thinking and discussion exercises require you to apply knowledge to a wide array of marketing situations.
- **Integrated learning exercises.** The Internet is now a fact of life. Most people use it on a daily basis. At the end of each chapter, a set of questions guides you to the Internet to access information that ties into the subject matter covered. These exercises provide an opportunity to look up various companies and organizations to see how they utilize the concepts presented in the chapter.
- **Creative corner exercises.** A new feature has been added to this edition. Most students enjoy the opportunity to use their creative abilities. As a result, we feature a new exercise called the Creative Corner, which asks you to design advertisements and other marketing-related

materials. We suggest you complete these, even when they are not assigned. They are designed to help you realize that you are more creative than you might think, and to be fun. Ken Clow has taught students who said they had zero creative ability. Yet these same students were able to produce ads that won ADDY awards in student competitions sponsored by the American Advertising Federation (AAF). If you don't know anything about the AAF student competition, go the organization's Web site at www.aaf.org. Entering the annual competition is exciting and participating looks great on a resume.

- **Cases.** Two cases are provided at the conclusion of each chapter. They were written to help you learn by providing plausible scenarios that require thought and review of chapter materials. The short cases should help you conceptually understand chapter components and the larger, more general marketing issues.
- **Companion Website:** By visiting www.pearsonhigher.com/clow you can take online quizzes to help you determine whether you understand the key concepts in the chapters. You can also link to Web sites mentioned in the book and access the Building an IMC Campaign Workbook.

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Integrated Advertising,
Promotion, and Marketing
Communications

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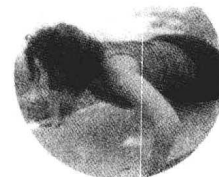
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PART 1

The IMC Foundation

- CHAPTER 1** Integrated Marketing Communications
- CHAPTER 2** Corporate Image and Brand Management
- CHAPTER 3** Buyer Behaviors
- CHAPTER 4** Promotions Opportunity Analysis

Integrated Marketing Communications

Chapter Objectives

After reading this chapter, you should be able to answer the following questions:

- What role does communication play in marketing programs?
- What is the nature of the communication process?
- How should the communications model be applied to marketing issues?
- What are the characteristics of a fully integrated advertising and marketing communications approach?
- How does the concept of integrated marketing communications pertain to international operations?

RON JON SURF SHOP

IMC and Brand Building Go to the Beach

If there is one common denominator among beachside communities, it would be that there are plenty of surfing and swimwear shops located nearby. Most people couldn't tell you the name of any one store, unless they have visited a Ron Jon Surf Shop. Ron Jon is a prime example of how to develop and build strong brand awareness and loyalty in an industry in which mostly small, single-owner stores are located along the shorelines of beaches and lake-towns across the United States.

In the 1960s, surfboard technology was changing. Homemade wooden boards were being replaced with mass-produced fiberglass models. A surfer-dude named Ron DiMenna was frustrated that he could not buy one of these new and improved rides. As a result, he founded the first Ron Jon Surf Shop in New Jersey. In the early days, DiMenna would buy three boards and sell two with a markup that gave him the third board for "free." As time passed, the company grew, and additional locations were opened on both the East and West Coast.

The center of the Ron Jon empire is located in Cocoa Beach, Florida. At the Ron Jon Surf Shop near the beach, surfer and beach-lover figures that look like sand sculptures greet customers as they approach. Huge billboards showing images of happy and relaxed swimmers and beautiful beach enthusiasts line the top of the building. The store itself covers more than 52,000 square feet. It is filled with an amazing variety of items. Swimsuits, sunglasses, toys, surfboards, towels, shirts, and even beach-themed home decorations are available. A refreshment stand with picnic tables is located outside the store for patrons to enjoy. This Ron Jon unit is open 24 hours per day, 365 days a year—just like the beach.

One of the most memorable Ron Jon images is its logo. The company's beach-themed, fun-loving image has led loyal customers to attach Ron Jon decals carrying the logo practically everywhere, including one near the top of the Eiffel Tower and another aboard the U.S. space station. Many of the products sold in the store also display the logo.

The Ron Jon marketing team effectively utilizes advertising by creating cooperative programs with other companies. When the Cocoa Beach store celebrated its 40th anniversary, Chrysler Corporation joined in and created a limited edition Ron Jon PT Cruiser. The autos were

Source: Courtesy of Dave G. Houser/CORBIS-NY.



customized to display Ron Jon decal art on the outside. Each car came with numerous novelty items, including a Ron Jon sports bag, blankets, license plates, bumper stickers, key chains, and a T-shirt that guaranteed the car owner special bragging rights. Only 1,000 Ron Jon cars were made. One was given away as the grand prize of a local surfing event.

The 40th anniversary celebration also featured a contest in which Ron Jon memorabilia were solicited. Entrants sent in old photos, news articles, postcards, and personal stories. Each item gave the person a chance at a gift certificate for Ron Jon merchandise.

Ron Jon sponsors events that tie in with the company's primary business. This includes a natural alliance with professional surfing contests and other beachwear manufacturers, such as Billabong. In 2007, Ron John hosted an autograph-signing event in Cocoa Beach featuring renowned surfer Bruce Irons.

Awareness of Ron Jon's presence has grown through innovative marketing programs. At one point, Ron Jon Surf Shop was featured in a MasterCard commercial. Now, Ron Jon is expanding its reach to international customers. The company has received in-store visits from people all around the world. Part of the reason, according to vice president for corporate development Bill Bieberbach, is that international customers prefer name-brand items. Ron Jon is a powerful brand that reaches beach lovers in other countries.

Ron Jon has also expanded into land-based sports. In the mid-2000s, the company sponsored an "End of Summer Skateboard Contest" in Florida. Skateboarders competed for cash prizes and merchandise. Pepsi was a cosponsor of the event. Later, the two companies held autograph sessions with Globe Pro Skateboarding. These events were aimed at new, young customers who enjoy skateboarding as much as they do surfing.

Ron Jon also has launched several public relations campaigns focused on community involvement. In 2007, these events included a drive for patrons to donate blood, a beach cleanup drive, and major donations to the United Way campaign.