

市场营销管理系列·英文版

广告管理

(第五版)


Advertising Management
Fifth Edition


雷吉夫·巴特拉

约翰·G·梅耶斯 著

大卫·A·阿克



 中国人民大学出版社

 PRENTICE HALL 出版公司

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 PRENTICE HALL 出版公司

图书在版编目 (CIP) 数据

广告管理: 第五版: 英文/巴特拉 (Batra, R.) 等著·英文版

北京: 中国人民大学出版社, 1998

(市场营销管理系列·英文版)

书名原文: Advertising Management—5th ed.

ISBN 7-300-02703-2/F·832

I. 广…

II. 巴…

III. 广告学-英文

IV. F713.8

中国版本图书馆 CIP 数据核字 (98) 第 14689 号

Rajeev Batra, John G. Myers and David A. Aaker: Advertising Management—5th ed.

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出 版:  中国人民大学出版社
(北京海淀路 157 号 邮编 100080)
Prentice Hall 出版公司

发 行: 中国人民大学出版社

经 销: 新华书店

印 刷: 北京东晓印刷厂

开本: 787×1092 毫米 16 开 印张: 48.5 插页 1

1998 年 9 月第 1 版 1998 年 9 月第 1 次印刷

印数: 1—3 000

定价: 80.00 元

(图书出现印装问题, 本社负责调换)

《市场营销管理系列·英文版》

出版说明

随着我国改革开放的不断深入和市场经济体制的建立, 市场营销已成为工商企业的重要管理职能。近年来, 由于跨国公司的大量进入和国内企业的快速成长, 市场供求关系发生了很大变化, 竞争日趋激烈。在市场短缺成为历史, 消费者成为市场主导的条件下, 营销竞争已成为企业竞争的主要手段。许多企业从过去只重视引进技术、引进设备、引进产品, 进而认识到引进新的营销理念和技术, 主动满足消费者需要, 谋求竞争优势的重要性。

为使中国读者能够尽快了解和吸收国际营销学界的最新研究成果, 提高营销管理水平, 中国人民大学出版社与著名的美国 Prentice Hall 出版公司继《工商管理精要系列·影印版》之后, 共同合作推出了这套《市场营销管理系列·英文版》, 以期为中国各管理院校的营销教学和企业营销、管理人员提供优秀的原版图书。

本丛书所选图书均系美国营销学界有影响的各大学教授所著, 内容涵盖了营销管理的各个重要领域, 全面反映了美国营销学界 90 年代以来的理论研究和实践探索水平。因而受到美国 and 世界各国(地区)的大学和管理学院营销专业师生, 以及企业营销、管理人员的普遍欢迎。本丛书中的大部分版本都已多次再版, 畅销不衰。我们期望这套丛书的出版, 能为我国的营销管理教育提供最新的理论、方法和可借鉴的教学模式, 同时, 也能对企业的营销管理水平和营销人员素质的提高有所帮助。

在《工商管理精要系列·影印版》出版后, 我们曾收到许多读者的来信和电话, 希望再出英文版图书时, 将序言和目录译为中文, 作为对原版的一种导读, 供读者阅读时参考, 同时仍保留英文版中的序言和目录。为此, 我们在本丛书中作了这方面的努力。这样做虽然增加了不少工作量, 但如果能给需要中文导读的读者们提供一些方便, 我们便会感到欣慰。

本丛书在选择和论证过程中, 得到了中国人民大学工商管理学院吕一林副教授、对外经济贸易大学国际工商管理学院傅慧芬副教授、复旦大学管理学院王方华副教授的大力支持和帮助, 许多专家和学者参与了本丛书前言和目录的翻译和审校工作, 在此谨向他们一并致以敬意和衷心的感谢。

中国人民大学出版社
Prentice Hall 出版公司

1998 年 8 月

前言

广告是一个迷人的专题，正如杰瑞·德拉·费米纳（Jerry Della Femina）所说：“它让你其乐无穷”。然而，较之其他营销手段，广告奏效的规律又是最难把握的。如能得知什么样的广告行之有效，便有望提高广告的投入产出比。

本书旨在为学生和实际工作者提供理论框架和相关知识。借助于此，使他们有望做出更有效的广告决策，从而使广告业特有的震撼力和活力广为人知。为此，本书试图包容当今有关如何使广告行之有效的各种知识，并从中提取可供参考的经验，以便人们做出较好的广告决策。

第五版所作的修改

《广告管理》第五版更新的幅度较大。我们不仅更新了作为基础的调研成果的内容，而且特意增加了许多例子和案例，并在表述上顾及到应用的需要。本书之所以富有时代气息，是因为我们还在某些章和部分的尾部附加了相关的阅读资料。这些资料摘自领先的商务和广告刊物，配合修订后的课文展示了在整合营销沟通背景下，迅速发展的广告业和广告公司的现状。

当今的广告是构成营销沟通蓝图的一个重要组成部分。为迎合这一新的观点，本书特为整合营销沟通专题新编了一章。除了广告，该章还涉及营业推广、直复营销、公共关系等其他沟通工具的应用。我们还注意到在品牌全球传播的运作过程中，越来越多的企业试图使成本效率和当地营销的需要保持平衡，本书因而就全球广告编写了崭新的一章。

其他重要的变化有：增添了有关品牌无形资产、广告制作、客户—广告公司关系等方面的资料；就成功的文案写作技巧展开了更多的讨论；更新了有关文案测试服务方面的信息；还增加了有关媒介资料来源的附录。随着章节的重新排序，题为“广告是如何奏效的”和“关注和理解”的两章被编排在本书的前半部分中。

毋庸置疑，本书涉及的所有调研成果都已经大幅度地更新。一些较为陈旧、相关性差的材料或被削减，或被完全删除。我们不仅限于对每一个专题进行学术性的总结，更着力从书中讨论的调研项目中寻求有助于实际广告决策的启示。

研究方向与目标定位

本书虽经再版作了如上修改，但其基本研究方向仍与前四版相同，其首要目标还是要为实现精细周全的、最先进的广告管理提供一条途径或方式。这种实施方式应该很实用，与真实世界中的广告策划、决策和控制息息相关。如同前几版，本书仍然凭借，并有意整合来自三个相关学科的研究成果：行为科学、市场营销与广告调研、管理科学。

尽管我们在适当之处提及了业内人士“从实践中领悟的技巧”和“来自他人的智慧”，但本书的主导方向显然还在于理解和应用相关的研究成果。我们依然认为，许多企业在实际运营中因广告决策欠妥而造成浪费，如能及时应用有关研究成果，则有助于减少这种浪费。同时，我们承认广告既是科学又是艺术——尽管我们不擅教授广告的艺术部分，但通过本书有关创作和制作过程的章节，我们至少能够尝试着开发人们欣赏作品的的能力。

本书以广告业的读者和潜在读者为服务对象，也包括准备投身于广告生涯的人士。前几版已被成功地用于本科生和研究生的广告学、广告管理、传播/沟通管理和促销管理等课程的教学，亦在各大广告公司和营销组织的员工培训中被用作基础性教材。阅读本书时，并不要求读者具备专业知识，但读者若对营销学基础概念已略知一二，则对理解本书的内容会有帮助。

结构与内容

本书分成六个部分。第一部分描述广告业和广告流程涉及的各种广告机构的情况；为各种组织中广告的角色定位；介绍广告策划和决策程序。第二部分在整合营销沟通这一宽广的背景下，集中探讨广告目标的确定问题，并且阐释了关于“广告如何奏效”的现有知识，以及市场细分和市场定位的概念。第三部分审视了信息策略中相互关联的方面；培养知名度；确定传播文案主题；改变以利益为基础的顾客态度；联结情感与品牌；发展品牌个性与无形资产；利用参考群体的影响；以及促成行动的方式等。第四部分讨论了与实施信息策略相关的战术问题：选择创作方式；写作和评价实际的文案；测试文案的有效性和特征；制作和发布广告——包括客户与广告公司如何有效合作的专题。第五部分涉及媒体策略（制定预算）和媒体战术（分配预算）。接着，第六部分又将读者带回到较为广阔的外部环境，审视法规限制和社会影响，以及全球营销的背景问题。

致谢（略）

雷吉夫·巴特拉
约翰·G·梅耶斯
大卫·A·阿克

PREFACE

Advertising is a fascinating subject—"the most fun you can have with your pants on," as Jerry Della Femina once said. Yet it is also perhaps the aspect of marketing where it is most difficult to know for sure what "works," and thus to improve the productivity with which budgets are spent. This book is written with the objective of giving students and practitioners alike the framework and knowledge with which to make more effective advertising decisions, and to communicate some of the excitement and vitality that characterizes the advertising business. Towards this end, the book tries to pull together what we currently know about how advertising "works," and to draw lessons from that knowledge for better advertising decision-making.

CHANGES IN THE FIFTH EDITION

This fifth edition of *Advertising Management* has been extensively updated. We have not only updated the research foundations of the book but have taken special care to add many more examples and case histories and to make the presentation more application-oriented. One way in which we have made the book more contemporary is by adding new readings at the ends of chapters or sections, taken from leading business and advertising publications. Together with the revised text, they provide an exciting picture of the rapidly changing place of advertising and ad agencies in the total context of marketing communications.

In keeping with this new perspective on how advertising fits into the bigger marketing communications picture, there is now a new chapter on integrated marketing communications, covering that topic as well as sales promotions, direct marketing, public relations, and other communications tools. There is also an entirely new chapter on global advertising, in keeping with the increasing interest in managing a brand's global communications program in a way to optimally balance cost efficiencies with local marketing needs.

Other major changes include more material on brand equity, advertising production, and client-agency relationships; greater discussion of successful copy-writing techniques; updated information on copy-testing services; and a new appendix on media data sources. A major resequencing of chapters has led to the placing of the chapters entitled "How Advertising Works" and "Attention and Comprehension," earlier in the book.

It goes without saying that all the research covered in this book has been significantly updated, and some older, less relevant material has either been pruned

PREFACE

or dropped entirely. We have also tried harder to draw out implications from the research discussed for actual advertising decision making, rather than merely summarizing the state of academic knowledge on each topic.

ORIENTATION AND TARGET AUDIENCE

Despite these substantial changes, the basic thrust of the book remains at it was earlier. The overriding objective is again to provide an approach to the management of advertising that is sophisticated, thoughtful, and state-of-the-art, while being practical and relevant to real-world advertising planning, decision making, and control. The book again draws on and attempts to integrate three related disciplines: the behavioral sciences, marketing and advertising research, and management science.

While we do mention the industry rules-of-thumb and "received wisdom" at appropriate points, our orientation is clearly one of understanding and applying relevant research. We continue to believe that too many advertising decisions are made wastefully and inappropriately and that the application of relevant research can contribute substantially to reducing such waste. Having said that, we recognize that advertising is both a science and an art—and while we cannot teach the art of it, we can at least attempt to develop an appreciation for it, in our chapters on the creative and production processes.

This book is intended for users and potential users of advertising, as well as for those who are preparing for a career in advertising. Previous editions have been used successfully in both undergraduate and graduate courses in advertising, advertising management, communications management, and management of promotions. It has also been used as the basis for training in various leading advertising agencies and marketing organizations. No previous knowledge is assumed, although some familiarity with elementary principles of marketing will, of course, be helpful.

ORGANIZATION AND CONTENT

The book is divided into six parts. Part I describes the field of advertising, and the institutions through which advertising "flows," positions advertising within the organization, and introduces advertising planning and decision making. Part II focuses on setting advertising objectives within the broader context of integrated marketing communications, and presents a review of existing knowledge on "how advertising works" as well as the concepts of segmentation and positioning. Part III examines the interrelated aspects of message strategy: building awareness and communication copy points, changing benefit-based attitudes, associating feelings with the brand, developing brand personality and equity, leveraging group influences, and precipitating action. Part IV discusses tactical issues, those related to actual message execution: choosing among various creative approaches, writing and evaluating actual copy, testing copy for effectiveness and diagnostics, and producing and implementing advertising—including the topic of how clients and agencies can work together more effectively. Part V moves on to media strategy (setting

PREFACE

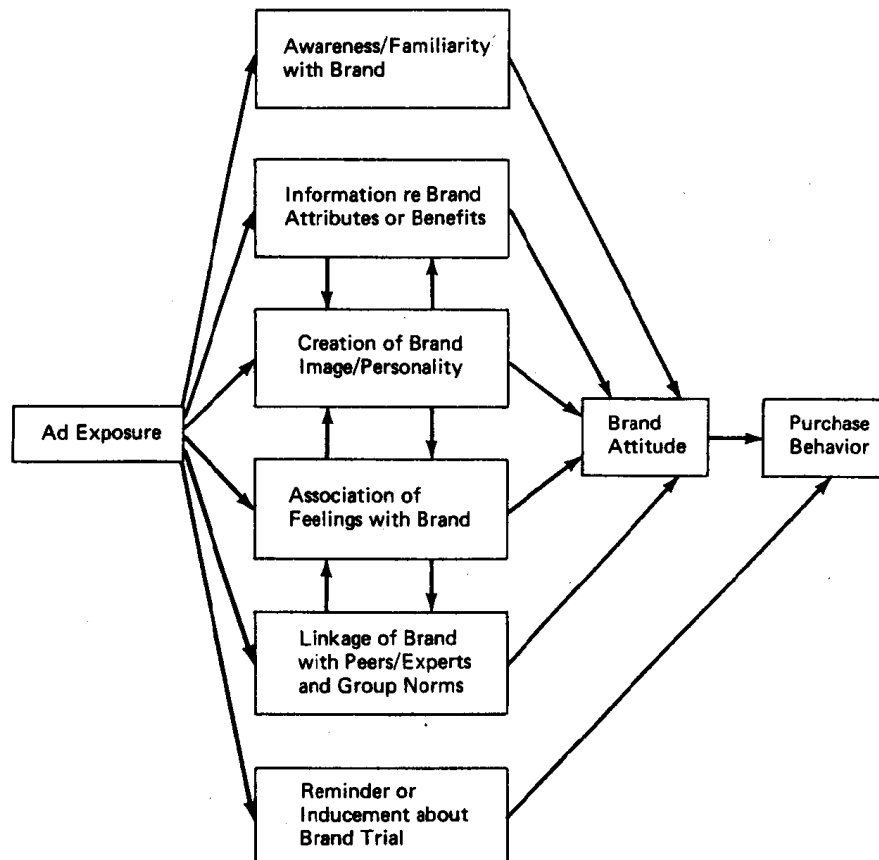
budgets) and media tactics (allocating budgets). Part VI then returns the reader to the broader environment, looking at the regulatory constraints and social impact, as well as the global marketing context.

ACKNOWLEDGMENTS

We would like to thank the many people who helped significantly to improve this fifth edition of the book, including the publishers and media data companies that allowed us to reproduce articles and source materials, and the advertisers who (usually) graciously acquiesced to our request to use their ads. There are too many of them to acknowledge individually, but each source is acknowledged in the text at the point of usage. Thanks also to Harlan Spotts and David Schmittlein for suggesting improvements. They join the many reviewers who helped us on previous editions, including Boris Becker, John Deighton, Julie Edell, David Furse, Sharan Jagpal, Betsy Gelb, Ewald Grether, Stephen Greyser, Manoj Hastak, Hal Kassarjian, Trudy Kehret-Ward, Dean Krugman, James Krum, Rich Lutz, Andy Mitchell, William Mindak, Francesco Nicosia, Tom O'Guinn, Michael Ray, Allan Shocker, Camille Schuster, Doug Stayman, Debra Stephens, Bill Wilkie, and Terrance Witkowski. We also thank Prashanth Unnikrishnan for help on the Instructor's Manual and ancillary materials. Finally, we owe much to Lynne Breitfeller of Prentice-Hall, and to Susan Hayes for accommodating our design preferences and for seeing the book through production in the way we wanted it.

To all these people and others whose efforts and contributions now escape our memory, we offer our thanks. Our faculty colleagues and students at Berkeley and Michigan have been a constant source of inspiration and encouragement. Finally, we thank our wives and families for their support and understanding. The book is dedicated to them.

Rajeev Batra
John G. Myers
David A. Aaker



In this book, advertising is seen as influencing consumer attitudes and purchase behaviors in a variety of interlinked ways. An ad exposure can increase brand familiarity, communicate brand attributes and benefits, develop an image and personality for the brand, associate specific feelings with the brand, link the brand to reference groups such as peers and experts, and directly induce action.

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