

Thirteenth Edition

KLEPPNER'S ADVERTISING PROCEDURE

Kleppner 广

J. Thomas Russell
W. Ronald Lane

告 教 程

(第十三版)



清华大学出版社 Prentice-Hall International, Inc.

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出版说明

为适应我国社会主义市场经济的建设和发展,为满足国内广大读者了解、学习、借鉴国外先进的管理经验和掌握经济理论的前沿动态,清华大学出版社与 PRENTICE HALL 国际出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选图书均是国外再版多次的书籍。在选书过程中,中国人民大学吕一林教授、荆新教授、王建英博士、胡曙光博士以及清华大学经济管理学院宋学宝博士做了大量工作,在此表示感谢。

由于原作者所处国家的经济、政治及文化背景等与我国不同,希望读者在阅读过程中注意分析和鉴别。

我们希望这套影印书的出版对促进我国经济科学的发展会有所帮助,对我国经济管理专业的教学会有所促进。

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1997年8月

Preface

The thirteenth edition of *Kleppner's Advertising Procedure* is a combination of its traditional strengths with significant new material to introduce students to the exciting changes in marketing, advertising, and media. Change is the key element in modern advertising, and instructors and students will find a number of changes in the current text. As has been the case in the past 12 editions of the book, the authors seek to emphasize the important concepts of advertising and promotion and discuss these in an environment that places these functions in a matrix of the total business function.

The current text presents advertising in a context of marketing communication and integrated marketing. As we move into the twentieth century, students must be conversant with all forms of promotion. They must be flexible enough to adapt to all forms of communication that are likely to persuade the diverse and fragmented audiences to whom they will sell their products and services. Several examples of products categories and individual companies are carried across a number of chapters so that students can study the manner in which the same products are sold through a number of media and with different creative approaches.

Despite a more integrated approach to marketing communications, the major emphasis of the text continues to the practice and philosophy of advertising. The text is not a marketing book but rather an advertising book that places the advertising function with a marketing framework. The authors seek to show how the advertising function must be coordinated with all other aspects of marketing communications.

The thirteenth edition also offers a global perspective to the advertising function. Recent changes in agency ownership, the growing importance of multinational advertising, and the cultural and ethnic nature of the U.S. market are all discussed throughout the text. It is rare that companies selling any product or service, even those sold exclusively in the United States, can be successful without some international perspective. Some of the major marketing disasters of recent years have been caused by an ignorance and sensitivity to the cultures and customs of other groups within our society or in other countries.

Advertising is one of the most apparent and, to many, controversial business functions. Advertisers are increasingly coming to realize that their messages have effects far beyond the intended selling messages. For example, the manner in which minorities and women are portrayed in advertisements and commercials can offer realistic pictures of how these groups function in society or, conversely, can be a means of negatively stereotyping these people. By the same token, many

nonprofit and public opinion advocacy groups are using advertising as an effective and efficient means of exposing their messages to the general public.

Students must understand both the intended and unintended messages conveyed by advertising. In a diverse society where consumers are very aware of the power, for good and evil, of advertising, it is imperative that advertisers perceive the totality of their messages.

The thirteenth edition also explores the exciting new world of new media and the current and future impact that these technologies will have on advertising. In the near future, technology will provide speedier and more personal communication. It also will provide the public with the availability of two-way communication much more under the control of the audience. The transition from one-way to two-way communication offers a number of challenges and opportunities to advertisers. The text seeks to put these emerging media in a context of how they will affect advertising as well as which ones are truly practical in the coming years.

As in past years the text is designed for those students who plan careers in advertising, for those who seek an introduction to the field as a supplement to other majors and even for those wanting to become more educated consumers. Regardless of the career goals of those reading the text, the overview of advertising seeks to define its function as an integral part of our everyday lives.

The text is divided into six parts with a total of 26 chapters. The first section begins with a historical overview of the foundations of selling and exchange of goods up to the present. Chapter 2 offers a brief description of the various functions of advertising at all levels. The authors seek to delineate the flexibility of advertising to solve a host of marketing communication problems as well as outline the manner in which advertising complements other forms of promotion.

Part 2 discusses the foundations of research and audience analysis so imperative to successful advertising. Chapter 3 introduces the concept of the product life cycle and the strategies needed to keep products vital in a changing marketplace. Chapter Four addresses the problems of identifying prime prospects and developing plans to reach these groups most effectively.

Part 3 emphasizes the organization of the advertising function from both the agency and the client perspectives. As the advertising function grows more complex, management of the function has changed dramatically. In Chapters 5 and 6 the process of planning and executing advertising is discussed. In addition, the various skills needed to carry out sophisticated advertising is discussed.

In Part 4 we begin our discussion of the various media formats that carry promotional messages to audiences. In recent years the cost and diversity of media have increasingly required significant expertise of media executives. New technology being introduced each year will make this area even more interesting and demanding in the future.

In Chapter 7 we introduced the general topic of media planning and a comparative overview of the major media categories. This chapter is followed by seven chapters that discuss in detail the role of the individual media in carrying out the advertising communications function. The media planner must be well versed in marketing, careful and proficient in statistics, and able to interpret research data. This section emphasizes the fact that there are no superior or inferior media. Rather, different communication vehicles are more suitable for solving certain types of problems. The media planner must be able to judge objectively all media and promotional vehicles to select the combination that will best serve the specific needs of a particular marketing problems.

In Part 5 we begin our discussion of the creative function. While advertising is largely identified with the finished advertisements and commercials we see everyday, creative ideas are usually the result of research that offers insight into consumer production selection, and media preferences. Chapters 15–24 seek to outline the many steps of planning, research, and production necessary to bring the rough idea to fruition as a finished ad. Contrary to popular opinion, great advertising is rarely the result of spontaneous ideas but rather the fruit of long hours of hard work and study.

This edition concludes with a discussion of some of the specialized areas of advertising. Chapter 24 discusses the special problems inherent in advertising on a multinational stage. Chapter 25 outlines the many regulatory and legal pitfalls facing advertising in a litigious society. Finally, Chapter 26 brings into focus the ethical and economic foundations of advertising.

The thirteenth edition of *Kleppner's Advertising Procedure* seeks to bring students the latest information concerning the existing field of advertising. At the same time, it recognizes that advertising is both an art and a science. The authors hope that we have offered you insights into the profession and at the same time conveyed our sense of anticipation and enthusiasm over this everchanging but never dull business.

J. Thomas Russell
W. Ronald Lane

Supplements

Completely revised, expanded, and fully integrate, this new comprehensive ancillary package is available upon adoption of KLEPPNER'S ADVERTISING PROCEDURE, 13/E

Instructor's Resource Manual with Video Guide

Complete with chapter overview, learning objectives, a detailed lecture outline, answers to all end-of-chapter questions, class projects and exercises, and additional readings, this guide provides an invaluable teaching tool. The lecture outline provides a concise overview of each chapter and thoroughly integrates all key lecture components, including all three video libraries (ABC News, EFFIE, and New York Festivals) and the color transparencies. Each chapter offers at least three projects or exercises at various levels of difficulty, plus a special "Humor in Advertising" section with additional class projects.

Test Item File

Includes multiple-choice, true/false, and essay questions. The test bank is designed to reflect Kleppner's practical approach through realistic questions and an applications-oriented approach. In addition, the test bank incorporates questions based on the extensive video material available with the thirteenth edition.

3.5" IBM Test Manager

This powerful computerized testing package, available for DOS-based computers allows instructors to create their own personalized exams using questions from the Test Item File. It offers full mouse support, complete question editing, random test generation, graphics and printing capabilities. Toll free technical support is offered to all users, and the Test Manager is free upon adoption.

ABC News Video Library

Our ABC News/Prentice Hall Video Library contains timely and relevant video segments from acclaimed ABC News programs, such as Nightline, World News Tonight, and Business World, available for the college market exclusively through Prentice Hall. Designed specifically to complement the text, this library is an excellent tool for bringing students into contact with the world outside the classroom. Fully supported by integrated teaching notes in the Instructor's Resource Manual.

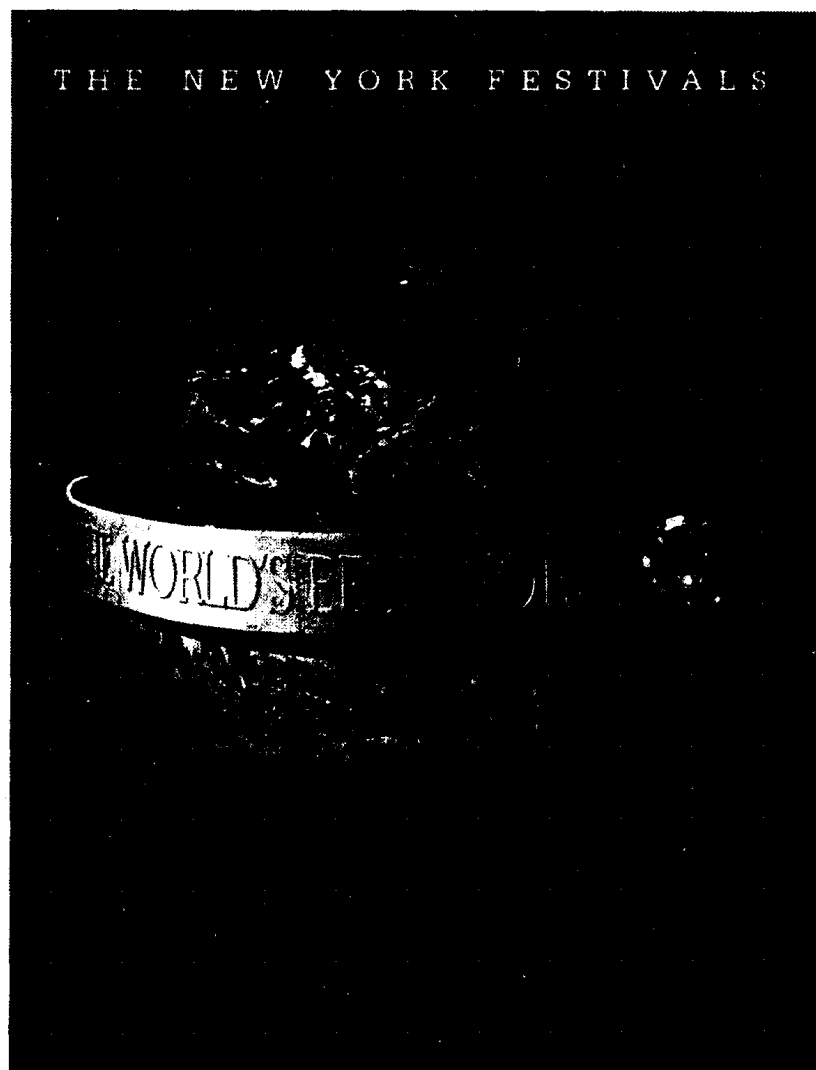
EFFIE Video Library

This video features some of the award-winning campaigns from EFFIE, the only advertising honor awarded on the basis of objective marketing results. Since 1969,

the New York chapter of the American Marketing Association has been awarding the EFFIE to advertisers and their agencies. The EFFIE competition recognizes the highest achievement in advertising; superior results in meeting sales objectives. All text video case clips are fully supported by integrated teaching notes in the Instructor's Resource Manual.

New York Festivals Video Library

In conjunction with the New York Festivals International Advertising Awards, Prentice Hall offers you and your students a comprehensive bank of award-winning international advertisements that will enhance your in-class discussions and add unparalleled "real world" relevance to your lectures. These video clips are available exclusively from Prentice Hall. All clips are supported by teaching notes in a separate New York Festivals Video Guide. In addition, segments are referenced in the lecture outlines within the Instructor's Resource Manual for easy lecture integration.



Color Transparencies

50 full-color transparencies highlight key concepts for presentation and offer additional advertisements for class discussion and analysis. Each transparency is accompanied by a full page of teaching notes that includes relevant key terms and discussion points from the chapters as well as additional material from supplementary sources. All acetates and lecture notes are available on Powerpoint 4.0. The disk is designed to allow you to present the transparencies to your class electronically. The Color Transparencies are also available in slide format.

New York Times/Prentice Hall "Themes of the Times" Program for Advertising

Prentice Hall and The New York Times, one of the world's top news publications, join to expand your students' knowledge beyond the walls of the classroom. Upon adoption, professors and students receive a specialized "mini-news-paper" containing a broad spectrum of carefully chosen articles that focus on events and issues in the world of advertising as well as on some of the news-making marketing professionals of the 1990s. To ensure complete timeliness, this supplement is updated twice a year.

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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.

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