

Welcome to our third edition! We're glad you're here and we think you will really enjoy it.

We have retained all the content and chapter features that students and instructors alike have enjoyed in our previous editions. Building on the success of those editions, we have also made a few important improvements: First, advertising as a brand-building process receives greater emphasis in the third edition. Also, a wide range of communication tools are now discussed as contributors to the brand-building process; hence, *Advertising and Integrated Brand Promotion* as the new title better reflects the full range of coverage of this well-rounded text. Another important improvement is the even greater number of ads used in the third edition. We tried to always give a concrete visual example of what we discuss. This makes reading and understanding the book easier and more enjoyable. It does the same for teaching.

We were very selective in choosing the chapters that received heavy revision and targeted only a few chapters to avoid detracting from the book's success. These chapters have some new text, and a lot of new ads. But even in these cases, there is still a lot of familiar material. **Chapter 7: (Advertising and Promotion Research)** was significantly revised to reflect new realities in the profession, including attention to account planning. **Chapter 10: (Creativity and Advertising)** is now more practically focused. It still goes into something rarely discussed: the basic nature of creativity and why creative people can be so "difficult"—or, from the creatives' perspective, why account executives and brand managers are such soulless "suits." We deal with the case of the 500-pound gorilla that is present in all account meetings, but who seems to be invisible by consensus. The traditional approach is to think that if you don't notice him, he will go away. Close to a hundred years of industry experience, however, says he won't. So we wrote about this typically ignored aspect of advertising and promotion management. But this time, we spent more time specifically focusing on the suit/creative interface from an organizational/reward management perspective. The result is a thought-provoking and entertaining treatment like

no other. In **Chapter 15: Advertising on the Internet**, we observe that the Internet represents so much more to the marketer than an advertising medium. Rather, it is emerging as a distribution system that carries advertising and communications of various sorts. The merging of Web site communication with sales transaction and fulfillment makes this a very different commercial communication environment than originally thought. There is also an extensive new discussion of security and privacy issues and a very substantive discussion of measuring the effectiveness of using the Internet. We believe this is unique to our book. **Chapter 18: Sales Promotion** has two new, extensive sections. The first is sales promotion techniques for the business market (added to the original discussions of the consumer market and the trade market). The second new section “Sales Promotion, the Internet, and New Media,” talks about using new distribution and communication techniques for sales promotion.

The use of examples in this edition is very strong. We think that the book is tighter, with each visual example being right on target with the point being made in the text. We worked really hard on this . . . and we think it shows.

We moved a couple of chapters around in an effort to better organize the book for instructors and students, and to accommodate our added attention to promotion and integrated brand communication. Basically, we put all the promotion chapters together (Part 5). We moved the Internet chapter to the media section. Now everything is better bundled and provides a more flexible package for instructors who have different time constraints (modules, quarters, semesters) and different interests. For example, it is now very easy for our communication adopters to simply skip the promotions chapters if they choose, and for our business-school adopters to skip the more detailed creative chapters, if they choose. At the same time, we have done a good job of integrating key concepts throughout the book.

The soul of the book, however, remains the same. When we introduced the first edition of *Advertising*, we summed up our attitudes about our subject in this way:

Advertising is a lot of things. It's democratic pop culture, capitalist tool, oppressor, liberator, art, and theater, all rolled into one. It's free speech, it's creative flow, it's information, and it helps businesses get things sold. Above all, it's fun.

Advertising is fun, and this book reflects it. Advertising is also business, and this edition clearly conveys that message. Like other aspects of business, advertising is the result of hard work and careful planning. Creating good advertising is an enormous challenge . . . and we understand that. We understand advertising and promotion in its business and marketing context.

This book was written by three people with lots of experience in both academic and professional settings. They have collectively been consultants for many firms and their agencies. Thus, this book is grounded in real-world experience. It is, however, a book that seeks not to sell you a show-and-tell coffee-table book about the advertising industry. Advertising and promotion in the name of brands is a topic worthy of academic attention. The story of the 20th century was in no small part the story of the rise of consumer and advertising culture. Many academic disciplines want to understand how it works. We, as academic researchers, are in a unique and enviable position: We get to discuss advertising from the perspective of knowledge gathered in university settings as well as in daily practice. So we wrote a book that is both practically engaging and academically solid.

Much has happened since we released the first edition that has strengthened our resolve to write and deliver the best advertising and promotions book on the market. First, we learned from our adopters (over 300 of you) and from our students that the book's (sometimes brutally) honest discussion of advertising practice was welcomed and applauded. We are not here to be cheerleaders for advertising, or to tell you we possess the magic bullet. We truly love advertising, but we also know that it is not always wonderful: It can be totally frustrating to work with, particularly

when you first learn there is no magic bullet. Advertising can have a dark side. We understand that, and try to put advertising in a realistic context. We treat students like adults. When the best answer is “no one knows,” we tell you that.

Advertising continues to be buffeted by the turbulent world of ad industry evolution, “new” media expansion, and global competition. We were compelled to re-release this book just to keep current. In this edition, you will find the most current and extensive references to support our discussions of every aspect of advertising and lots and lots of detail.

As much as we respected our academic and practitioner colleagues the first and second times around, we respect them even more now. Research for the third edition turned up phenomenal industry talent, and we share our findings and surprises with you. This book is completely real-world, but the real world is also explained in terms of some really smart scholarship.

This book copies no one, yet pays homage to many. More than anything, this book seeks to be honest, thoughtful, and imaginative. It acknowledges the complexity of human communication and consumer behavior while retaining a point of view. It tells you what the cutting-edge thinking is on various topics and what we’re fairly certain about in the way of good advertising practices, but it also quickly admits that, on certain issues, no one really knows the “right way” to do it. We tell it to you straight.

In terms of content and features, this book is loaded, simultaneously attuned to the vanguard and mindful of accepted wisdom. We pay particular attention to “new” media options such as advertising on the World Wide Web. We have guarded against immediate outdateding by underlying our discussions of new media with principles and perspectives that will endure well after specific examples are obsolete. We have also tried our best to make life easier for the overworked instructor by offering a wide variety of ancillary materials that will assist in teaching from the book and in fully engaging students on this fascinating topic.

Students will like this book. They have liked the last two editions, and they will like this one even more. We spent considerable time reviewing student and instructor likes and dislikes of other advertising textbooks in addition to examining their reactions to our own book. With this feedback, we devote pages and pictures, ideas and intelligence to creating a place for student and teacher to meet and to discuss one of the most important and intrinsically interesting phenomena of contemporary times: advertising and promotion in the service of brands.

From Chapter 1 to Chapter 20. *Advertising and Integrated Brand Promotion*, 3e is different in that it explicitly acknowledges that advertising and promotion are all about brands. Brands can be goods or services, things or people (for example, political candidates, performers), and advertising and promotion are about projecting brands for marketers into the consciousness of consumers.

The third edition is also about taking a wider view of advertising and promotion. The truth these days is that any boundary between advertising and other forms of promotion is a pretty porous border. We acknowledge that, without making a really big deal of it or moving away from traditional advertising. In fact, we have made it very easy for instructors to cover what they want. This is still, first and foremost, an advertising book. We think that advertising and promotion should be discussed between the covers of the same book, as should their coordinated integration.

Organization. The third edition is divided into five parts. These parts are organized in a slightly different way than in the two previous editions. Due to the book’s wide success for two editions, it has been adopted in courses from introductory to MBA level. Some

instructors teach the whole book, while others use only selected chapters. So we have made it easier for people with different teaching objectives to use the book.

It seems that almost everyone uses Parts 1 and 2 (Chapters 1 through 9). That's where the book's core resides.

Part 3 (Chapters 10 through 13) is all about creativity: creativity in general, as a managerial issue, art direction, copy writing, and message strategy. Most adopters in advertising and communication use this section, while some business-school adopters (particularly those on 6- and 10-week modules or classes) skip some of the creative chapters in Part 3. Almost everyone uses Chapter 11, "Message Development: Strategies and Methods."

Part 4 (Chapters 14 through 16) is all about media, including the Internet.

Part 5 (Chapters 17 through 20) covers integrated brand promotion. In this edition, we bundled these four chapters together, since they are often used by our business-school adopters. We think they are good for everyone.

Our support package was designed and written for use in all advertising and/or promotion classes taught anywhere: in business and journalism schools as well as in mass communication and advertising departments.

Compelling Fundamentals. We fully expect our book to continue to set the standard for coverage of new media topics. It is loaded with features and insights and commonsense advertising perspectives about the new media. We were at the right place at the right time to build these issues into the first edition of *Advertising*. Now we have built on that competitive advantage and have incorporated new media coverage in *every* chapter.

That said, the real strength of this book is in its treatment of the fundamentals of advertising. One cannot appreciate the role of the new media today without a solid understanding of the fundamentals. If you doubt our commitment to the fundamentals, take a good look at Chapters 2 through 9. Here we present compelling coverage of the key issues involved in preparing a sound advertising plan. Chapter 2 begins this process by providing students with a perspective on the structure of the advertising industry and the economic roots of the process. In Chapters 3 and 4, students will gain further insights by studying the evolution of modern-day advertising along with social, ethical, and regulatory aspects. Chapter 5 provides a comprehensive treatment of how analysis of consumer behavior serves as the basis for sound advertising plans, and Chapter 6 establishes advertising's key role in executing coherent marketing strategies with respect to market segmentation, targeting, and positioning. The role of marketing and advertising research in laying the foundation for the plan is considered in Chapter 7, and the essentials of ad planning are consolidated and spelled out in Chapter 8.

Notice that we don't wait until the end of the book to bring international considerations into students' thinking. Global topics are integrated in every chapter throughout the text, because today's students must possess a global view. We incorporate our international chapter into the heart of the book—Chapter 9. Chapter 9 builds on the discussions in Chapter 8 and gives students a full view of the global advertising planning process.

Chapters 10 through 20 cover the full array of issues that must be attended to in executing an advertising plan, from message development to media planning and evaluation to promotion.

Balanced New Media Coverage. Most chapters contain a boxed insert headed *E-Commerce*, which furnish contemporary examples of how the new media are affecting various aspects of advertising practice. And every chapter contains *e-Sightings*, application activities designed to bring chapter ads into real time, and the concept of new media to life. Every chapter ends with *Using the Internet* exercises that can be pursued via the Internet

to help students learn about advertising, generally, and the Internet, specifically. In-depth consideration of new media vehicles is provided in Part 4 of the book, “Placing the Message.” Chapter 16 is all about advertising and marketing on the Internet and reviews many technical considerations for working with this now not-so-new, but still challenging and evolving medium.

IBP Coverage. Advertising is about brands. The marketing and advertising worlds have always known this, but have placed intense focus on brands in the last few years. So we make things explicit: This book is about advertising and promotion in the service of brands. Further, it must be an integrated effort. Integrated efforts have come to be the norm.

But the IBP coverage doesn’t stop there—not by a long shot. Another unique feature of *Advertising and Integrated Brand Promotion* is the end-of-part case history, “From Principles to Practice: A Comprehensive IBP Case,” which we developed in conjunction with Cincinnati Bell and its former agency, Northlich. This five-part case takes students inside a company and an ad agency to learn how IBP campaigns are planned and executed. The result illustrates the full array of considerations involved in implementing advertising and integrated brand promotion. As you will see, Cincinnati Bell provided us with all the planning, strategy, and implementation information from its campaign to introduce Cincinnati Bell Wireless services. We track the evolution of this campaign from its inception through its multimedia execution. This unique and comprehensive case history vividly illustrates what it means to speak to the customer with multiple tools, but *in a single voice*, to build and sustain a client’s brand.

Student Engagement and Learning. You will find that this book provides a sophisticated examination of advertising fundamentals in lively, concise language. We don’t beat around the bush, and we’re not shy about challenging conventions. In addition, the book features an attractive internal design and hundreds of illustrations. Reading this book will be an engaging experience for students of advertising.

The markers of our commitment to student learning are easily identified throughout the book. Every chapter begins with a statement of the *learning objectives* for that chapter. (For a quick appreciation of the coverage provided by this book, take a pass through it and read the learning objectives on the first page of each chapter.) Chapters are organized to deliver content that responds to each learning objective, and the *chapter summaries* are written to reflect what the chapter has offered with respect to each learning objective.

We also believe that students must be challenged to go beyond their reading to think about the issues raised in the book. Thus, you will note that the *Questions* at the end of each chapter demand thoughtful analysis rather than mere regurgitation, and the *Experiential Exercises* will help students put their learning to use in ways that will help them take more away from the course than just textbook learning. Complete use of this text and its ancillary materials will yield a dramatic and engaging learning experience for students of all ages who are studying advertising for the first time.

A Closer Look at Some Third Edition Features.

How the Text Is Organized. *Advertising and Integrated Brand Promotion* is divided into five major parts:

- The Process of Advertising (Part 1)
- The Planning of Advertising (Part 2)
- Preparing the Advertising Message (Part 3)

- Placing the Advertising Message (Part 4)
- Integrated Brand Promotion (Part 5)

Now, let us call your attention to some important chapter highlights:

PART ONE

Part 1: Process: Advertising in Business and Society.

Chapter 1: Advertising as a Process. Chapter 1 quickly sets the stage for what's to come. Departing from decades-old communication models, the chapter presents a different model of advertising, which highlights the advertiser's sensitivity to target audiences' expectations and motivations. With this opening perspective, we recognize renewed industry emphasis on the account planning process. Students learn that advertising is both a communications process and a business process, and they're shown why this is so. The book's seamless IBP coverage begins right here, with students introduced to the terminology and concept of coordinating and integrating promotional efforts to achieve advertising synergy and to speak to consumers *in a single voice*. It's a great beginning.

This chapter has extensive new discussions of the concept of the brand, brand extensions, and brand equity. The concept of advertising and brand management is introduced here as the premise for the integrated brand promotion dimension of the text. IBP is the logical next step in IMC. We are not abandoning integrated marketing communication, but the key achievement of IMC is integrated brand promotion (IBP).

Chapter 2: The Structure of the Advertising Industry: Advertisers, Advertising Agencies, and Support Organizations. In Chapter 2, students read about trends that are transforming the advertising industry today and the seismic changes the industry experienced at the end of the millennium. Students will see who the participants in the ad industry are today and the role each plays in the formulation and execution of ad campaigns.

The main point is that advertisers are rethinking the way they try to communicate with consumers. Fundamentally, there is a greater focus on integrating more tools with the overall advertising effort into brand promotion programs. More than ever, advertisers are looking to the full complement of promotional opportunities in sales promotions, event sponsorships, new media options, and public relations as means to support and enhance the primary advertising effort for brands. There is much more emphasis on the role of the trade in the communications effort.

Chapter 3: The Evolution of Advertising. Chapter 3 puts advertising in a historical context. But before the history lesson begins, students are given the straight scoop about advertising as a product of fundamental economic and social conditions—capitalism, the Industrial Revolution, manufacturers' pursuit of power, and modern mass communication—without which there would be no advertising process. Students then study the history of advertising through 10 eras, seeing how advertising has changed and evolved, and how it is forged out of its social setting. This chapter is rich with some of the most interesting ads representing advertising as a faithful documentation of social life in America. Definitely an entertaining and provocative chapter, it also gives students a necessary and important perspective on advertising before launching into advertising planning concepts and issues. Most strategies were created decades ago, and if you can learn how advertisers took advantage of various social conditions and trends yesterday, you can learn a lot about how to do it tomorrow.

Chapter 4: Social, Ethical, and Regulatory Aspects of Advertising. Advertising is dynamic and controversial. In Chapter 4, students will examine a variety of issues concerning advertising's effects on societal well-being. Is advertising intrusive, manipulative, and deceptive? Does it waste resources, promote materialism, and perpetuate stereotypes? Or does it inform, give exposure to important issues, and raise

the standard of living? After debating the social merits of advertising, students will explore the ethical considerations that underlie the development of campaigns and learn about the regulatory agencies that set guidelines for advertisers. Lastly, students are introduced to the concept of self-regulation and why advertisers must practice it.

There are a couple of important and extensive changes in the third edition. First, the issue of privacy is discussed extensively as both a social and ethical issue, given new technologies that can track and profile consumers through the communication process. New sections were added on regulatory issues in direct marketing and e-commerce, in sales promotion, and in public relations.

PART TWO

Part 2: Planning: Analyzing the Advertising Environment.

Chapter 5: Advertising and Consumer Behavior. Chapter 5, which describes consumer behavior from two different perspectives, begins Part 2 of the text. The first perspective portrays consumers as systematic decision makers who seek to maximize the benefits they derive from their purchases. The second portrays consumers as active interpreters of advertising whose membership in various cultures, subcultures, societies, and communities significantly affects their interpretations and responses to advertising. Students, shown the validity of both perspectives, learn that, like all human behavior, the behavior of consumers is complex, multifaceted, and often symbolic. Understanding buyer behavior is a tremendous challenge to advertisers, who should not settle for easy answers if they want good relationships with their customers. It's also about brands, and the consumer behavior that makes or breaks them.

Chapter 6: Market Segmentation, Positioning, and the Value Proposition. Chapter 6 begins with the compelling story of how Gillette used segmentation, position, and targeting to grow into a global consumer products powerhouse. Students are introduced to the sequence of activities often referred to as STP marketing—segmenting, targeting, and positioning—and to how advertising both affects and is affected by these basic marketing strategies. The remainder of the chapter is devoted to detailed analysis of how organizations develop market segmentation, positioning, and product differentiation strategies. The critical role of ad campaigns in successfully executing these strategies is emphasized over and over. Numerous examples of real-world campaigns that contrast different segmentation and positioning strategies keep the narrative fresh and fast-moving. The chapter concludes by demonstrating that effective STP marketing strategies result in creating a perception of value in the marketplace.

Chapter 7: Advertising Research. Chapter 7, which contains a lot of new content, covers the methods used in developmental research, the procedures used for pretesting messages prior to the launch of a campaign, the methods used to track the effectiveness of ads during and after a launch, and the many sources of secondary data that can aid the ad-planning effort. This chapter also provides coverage of the agency's new emphasis on account planning as a distinct part of the planning process.

Chapter 8: The Advertising Plan. Chapter 8 begins by recounting the sequence of events and strategies behind the launch of Apple's colorful iMac computer. Through this opening vignette, students see the importance of constructing a sound ad plan before launching any campaign. But in addition, this introductory campaign for the iMac is an extraordinary example of IBP at work. After reading this chapter, students will be familiar with the basic components of an ad plan. They will understand two fundamental approaches for setting advertising objectives—the budgeting process and the role of the ad agency in formulating an advertising plan. By the end of the chapter, students will understand the significance of the opening commentary in this chapter: “. . . you don't go out and spend \$100 million promoting a new product

that is vital to the success of a firm without giving the entire endeavor considerable forethought. Such an endeavor calls for a plan.”

Chapter 9: Advertising Planning: An International Perspective. We begin Chapter 9 with some of the many blunders in international advertising that make for some good belly laughs. But aside from the compelling content of this chapter, one of its most noteworthy features is the placement. While many books bury their international chapter at the end, we chose to place this chapter in the heart of the book, where it belongs, as part of the overall advertising planning effort. We think you’ll find the chapter impressive in the number of international ads that are included and impressive in the way the fast-moving discussion unfolds: from a discussion of cultural barriers and overcoming them to an examination of the creative, media, and regulatory challenges that international advertising presents. The chapter ends with an insightful discussion of the differences between globalized and localized campaigns.

Part 3: Preparing the Message.

Chapter 10: Creativity and Advertising. Chapter 10 takes on the seemingly awkward task of “talking” about creativity. All you creatives out there know that this is a nearly impossible task. But what we have tried to do for students in this chapter is completely different from all other texts. Rather than just describing the creative *process* (we do that in Chapters 11 and 12), we have tried to discuss the essence of what creativity is. First, we portray the challenges of the creative effort by describing the conflicts that arise between the poets and the killers (we’ll let you go to the chapter to see who these combatants are). Next, we highlight the commentary and achievements of creative geniuses—both within the advertising industry and completely removed from it. The result is a thought-provoking and enriching treatment like no other that students will find. We have revised and refocused this chapter on the organizational and managerial realities of the creative/suit interface.

Chapter 11: Message Development: Strategies and Methods. Building on Chapter 10, Chapter 11 explores the role of creativity in message strategy from a refreshingly honest perspective—no one knows exactly how advertising creativity works. Ten message strategy objectives are presented along with the creative methods used to accomplish the objectives, including humor ads, slice-of-life ads, anxiety ads, sexual-appeal ads, slogan ads, and repetition ads. This chapter makes excellent use of visuals to dramatize the concepts presented. Quite a bit of revision went into this signature chapter. Many ads are offered here as concrete examples.

Chapter 12: Copywriting. Chapter 12 flows logically from the chapter on message development. In this chapter students learn about the copywriting process and the importance of good, hard-hitting copy in the development of print, radio, and television advertising. Guidelines for writing headlines, subheads, and body copy for print ads are given, as are guidelines for writing radio and television ad copy. The chapter closes with a discussion of the most common mistakes copywriters make and a discussion of the copy approval process. And, of course, this chapter considers the issues surrounding the copywriting process in the highly constrained creative environment of the Internet.

Chapter 13: Art Direction and Production. The adopters of the first edition of *Advertising* told us that two chapters on art direction and production was overkill. We heeded your plea. Chapter 13 now combines discussion of print and broadcast media. Here, students learn about the strategic and creative impact of illustration, design, and layout, and the production steps required to get to the final ad. Numerous engaging full-color ads are included that illustrate important design, illustration, and layout concepts.

We also introduce students to what is often thought of as the most glamorous side of advertising: television advertising. Students learn about the role of the creative team and the many agency and production company participants involved in the direction and production processes. Students are given six creative guidelines for television ads, with examples of each. Radio is not treated as a second-class citizen in this chapter but is given full treatment, including six guidelines for the production of creative and effective radio ads. This chapter is comprehensive and informative without getting bogged down in production details.

Part 4: Placing the Message.

Chapter 14: Media Planning, Objectives, and Strategy. In Chapter 14, which begins Part 4, students see that a well-planned and creatively prepared campaign needs to be placed in media (and not just any media!) to reach a target audience and to stimulate demand. This chapter drives home the point that advertising placed in media that do not reach the target audience—whether new media or traditional media—will be much like the proverbial tree that falls in the forest with no one around: Does it make a sound? Students will read about the major media options available to advertisers today, the media-planning process, computer modeling in media planning, and the challenges that complicate the media-planning process.

Chapter 15: Print, Television, and Radio. The opening vignette for Chapter 15 highlights the ongoing battle for the favors of TV viewers. Cable television has slowly but surely made major inroads into the market share of broadcast television. This chapter focuses on evaluating media as important means for advertisers to reach audiences. The chapter details the advantages and disadvantages of newspapers, magazines, radio, and television as media classes and describes the buying and audience measurement techniques for each.

Chapter 16: Advertising on the Internet. The first edition of *Advertising* was the first introductory advertising book to devote an entire chapter to advertising on the Internet, and this revision continues to set the standard for Internet coverage. Today's employers expect college advertising students to know about the Internet and the creative and selling opportunities it presents to advertisers as part of their IBP strategy. Chapter 16 presents a complete overview of advertising on the Internet and provides numerous Net activities to give students hands-on experience visiting and analyzing advertisers' Web sites. The chapter describes who's using the Internet today and the ways they are using it, identifies the advertising and marketing opportunities presented by the Internet, discusses fundamental requirements for establishing sites on the World Wide Web, and lays out the challenges inherent in measuring the cost effectiveness of the Internet versus other advertising media. This chapter doesn't assume that all students are already Internet gurus, but it won't insult those who are.

What is added to this chapter is that the Internet is not exclusively an advertising medium. Rather, it is emerging as a distribution system that carries advertising and communications of various sorts. The merging of Web site communication with sales transaction and fulfillment makes this a very different communications environment. There is an extensive new discussion of security and privacy issues and a very substantive discussion of measuring the effectiveness of using the Internet. We believe this is unique to our book.

Part 5: Integrated Brand Promotion

Chapter 17: Support Media, P-O-P Advertising, and Event Sponsorship. The story of Procter & Gamble's innovative poster campaign to promote Noxzema is exceptional—don't

PART FIVE

miss it. With P&G's posters as introduction, Chapter 17 makes students aware of the vast number of support media options available to advertisers: event sponsorship, signage, outdoor billboards, transit advertising, aerial advertising, point-of-purchase displays, directories, and specialty items. If students do not already appreciate the challenge of integrating marketing communications before they get to this chapter, they certainly will afterward!

Chapter 18: Sales Promotion. Sales promotion is a multibillion-dollar business in the United States and is emerging as a global force as well. Chapter 18 explains the rationale for different types of sales promotions. It differentiates between consumer and trade sales promotions and highlights the risks and coordination issues associated with sales promotions—a consideration overlooked by other texts. All of the following are discussed: coupons, price-off deals, premiums, contests, sweepstakes, sampling, trial offers, brand (formerly product) placements, refunds, rebates, frequency programs, point-of-purchase displays, incentives, allowances, trade shows, and cooperative advertising.

This chapter has two new, extensive sections. The first is sales promotion techniques for the business market (added to the original discussions of the consumer market and the trade market). The second new section, "Sales Promotion, the Internet, and New Media," talks about using new distribution and communication techniques for sales promotion.

Chapter 19: Direct Marketing. Chapter 19 opens with an example of "high tech" direct marketing from NextCard and then moves quickly on to L. L. Bean and the well-known L. L. Bean mail-order catalog. Students quickly learn about Bean's emphasis on building an extensive mailing list, which serves as a great segue to database marketing. Students will learn why direct marketing continues to grow in popularity, what media are used by direct marketers to deliver their messages, and how direct marketing creates special challenges for achieving integrated brand promotion.

Chapter 20: Public Relations and Corporate Advertising. Chapter 20 begins with the story of Microsoft's ongoing problems with the Justice Department and how the press coverage of the case represents a public relations disaster for the firm. It illustrates the point that while some public relations crises are beyond the control of the organization, some are of the company's own doing. This dynamic and engaging chapter explains the role of public relations as part of an organization's overall IMC strategy and details the objectives and tools of public relations in a way that attracts and holds student interest. The chapter differentiates between proactive and reactive public relations and the strategies associated with each. The chapter goes on to discuss the various forms of corporate advertising and the way each can be used as a means for building the reputation of an organization in the eyes of key constituents.

Inside Every Chapter. Inside every chapter of *Advertising and Integrated Brand Promotion* you will find features that make this new book eminently teachable and academically solid, while at the same time fun to read. As we said earlier, this text was written and the examples were chosen to facilitate an effective meeting place for student and teacher. Who said learning has to be drudgery? It doesn't have to be and it shouldn't.

Dynamic Graphics and over 400 Ads and Exhibits. Ask any student and almost any instructor what an advertising book must include, and you will get as a top response—lots of ads. As you will see by quickly paging through *Advertising*, this book is full of ads. Over 400 ads are used to illustrate important points made in the

chapters. Each ad is referenced in the text narrative, tying the visual to the concept being discussed.

As you can see, the book's clean, classic, graphic layout invites you to read it; it dares you to put it down without reading just one more caption or peeking at just the next chapter.

Opening Vignettes. Every chapter includes a classic or current real-world advertising story to draw students into the chapter and to stimulate classroom discussions. Each vignette illustrates important concepts that will be discussed in the chapter. The chapters throughout the book continue with these types of lively introductions, ensuring that students get off to a good start with every chapter.

In-Chapter Boxes. Every chapter contains boxed material that highlights interesting, unusual, or just plain entertaining information as it relates to the chapter. The boxes are not diversions unrelated to the text; rather, they provide information that can be fully integrated into classroom lectures. The boxes are for teaching, learning, and reinforcing chapter content. Three types of boxes are included in the text: E-Commerce, Global Issues, and IBP. Let's take a look at each.

E-Commerce. Much of the coverage in the E-Commerce boxes focuses on issues related to advertising and the Internet. Following is a sampling of the issues discussed in the E-Commerce boxes:

- *The Internet Is Big—But Not As Big As Seinfeld*, Chapter 1
- *Start the Evolution without Me*, Chapter 3
- *Diversity Comes to the Digital World*, Chapter 6
- *The Fundamentals Never Go Out of Style*, Chapter 8
- *News Flash: World Wide Web NOT Worldwide*, Chapter 9
- *Writing Cybercopy—Don't Abandon All the Old Rules*, Chapter 12
- *Myth: The Web Will Dominate Classified Advertising. Reality: Newspapers Don't Have to Worry*, Chapter 15
- *E-Commerce: It Takes a Warehouse . . .*, Chapter 19

Global Issues. The Global Issues boxes provide an insightful real-world look at the numerous challenges advertisers face internationally. Many issues are discussed in these timely boxes, including the development of more standardized advertising across cultures with satellite-based television programming, how U.S.-based media companies such as MTV and Disney/ABC are pursuing the vast potential in global media, obstacles to advertising in emerging markets, and cross-cultural global research. The following is a sampling of the Global Issues boxes you'll find in *Advertising*:

- *Motorola's Global Campaign Takes Flight—Then Comes Back to Earth*, Chapter 1
- *This Is Absolut-ly the Best Place to Reach Consumers*, Chapter 3
- *Japan's Marketing Bellwether? The Teenage Girl*, Chapter 7
- *From Salsa to Cinco de Mayo*, Chapter 9
- *Europe: The Birthplace of the 30-Minute Ad?*, Chapter 10
- *You Know That Kissing Thing—It Works for Global Ads, Too*, Chapter 12
- *Using the Net to Take a Brand Global*, Chapter 16
- *Bring on the World*, Chapter 18

IBP. As we said earlier, we are committed to students' awareness of IBP activities in the industry and the role advertising plays in the process. The IBP boxes in each chapter highlight interesting and important IBP programs or issues. Here are some of the titles of IBP boxes in the text:

- *Going Out and Finding the Market*, Chapter 1

- *Not Snake Oil—But Still Pretty Slick*, Chapter 3
- *Take Special Care with Promotions to Kids*, Chapter 6
- *Jaguar Looks to Spike for Answers*, Chapter 8
- *It's Not Easy Being Green*, Chapter 13
- *IBP in B to B*, Chapter 18
- *Where Is the Spin Control?*, Chapter 20



e-Sightings. In keeping with the new media distinctiveness of this book, you will find all new “e-Sightings” in each chapter. You can spot these e-Sightings by looking for the e-Sighting binoculars found above selected exhibits in each chapter. Students are asked to go to the Web site addresses provided to explore the advertiser’s home page, bringing the ad in the book online and into real time. Questions are provided to prompt students to explore, explain, describe, compare, contrast, summarize, rethink, or analyze the content or features of the advertiser’s home page. You can think of these e-Sightings as in-chapter experiential exercises and real-time cases. Instructors can assign these e-Sightings as individual or group activities. They are also excellent discussion starters. A note: Most Web sites are listed with the prefix *http://*. While this is the technical address, most Web browsers don’t require the user to type out this prefix, so it has been dropped from the URLs in this book.

Concise Chapter Summaries. Each chapter ends with a summary that distills the main points of the chapter. Chapter summaries are organized around the learning objectives so that students can use them as a quick check on their achievement of learning goals.

Key Terms. Each chapter ends with a listing of the key terms found in the chapter. Key terms also appear in boldface in the text. Students can prepare for exams by scanning these lists to be sure they can define or explain each term.

Questions. These end-of-chapter questions, written by the authors, are designed to challenge students’ thinking and to go beyond the “read, memorize, and regurgitate” learning process. The Questions for Review and Critical Thinking sections require students to think analytically and to interpret data and information provided for them in the text. Detailed responses to these questions are provided in the Instructor’s Manual.

Below is a sampling of the types of critical-thinking questions found in *Advertising*:

- If a firm developed a new line of athletic shoes, priced them competitively, and distributed them in appropriate retail shops, would there be any need for advertising? Is advertising really needed for a good product that is priced right?
- The 1950s were marked by great suspicion about advertisers and their potential persuasive powers. Do you see any lingering effects of this era of paranoia in attitudes about advertising today?
- Some contend that self-regulation is the best way to ensure fair and truthful advertising practices. Why would it be in the best interest of the advertising community to aggressively pursue self-regulation?
- Identify several factors or forces that make consumers around the world more similar to one another. Conversely, what factors or forces create diversity among consumers in different countries?
- Explain the two basic strategies for developing corporate home pages, exemplified in this chapter by Saturn and Absolut.
- Visit some of the corporate home pages described in this chapter, or think about corporate home pages you have visited previously. Of those you have encountered, which would you single out as being most effective in giving the visitor a

reason to come back? What conclusions would you draw regarding the best ways to motivate repeat visits to a Web site?

- Everyone has an opinion on what makes advertisements effective or ineffective. How does this fundamental aspect of human nature complicate a copywriter's life when it comes to winning approval for his or her ad copy?

Experiential Exercises. At the end of each chapter, Experiential Exercises require students to apply the material they have just read by researching topics, writing short papers, preparing brief presentations, or interacting with professionals from the advertising industry. They require students to get out of the classroom to seek information not provided in the text. A number of these exercises are especially designed for teamwork, and many are classroom tested. Additional Experiential Exercises can be found in the Instructor's Manual.

Using the Internet. This unique set of Internet exercises is designed to get students on the Internet to examine the nature of the advertising that is there, to analyze the effectiveness of what they find, and to apply the Internet to fundamental advertising concepts presented in the text. Because the focus of these exercises is hands-on in nature, students will spend time accessing home pages using the Web site addresses provided and evaluating what they find. Application questions are provided for each exercise for students to answer after their Web site excursions. The application questions require students to apply the concepts taught in each chapter, making these surfing-the-Net exercises worthwhile and focused, not just browsing time. Additional Internet exercises can be found in the Instructor's Manual—for real diehard cyberhounds! Suggested answers to all of the Internet exercises can be found in the Instructor's Manual. Additionally, *Advertising's* appendix provides the Web address of nearly every major advertiser that appears in the text.

Learning Objectives and a Built-In Integrated Learning System. The text and test bank are organized around the learning objectives that appear at the beginning of each chapter, to provide you and your students with an easy-to-use, integrated learning system. A numbered icon like the one shown here identifies each chapter objective and appears next to its related material throughout the chapter. This integrated learning system can provide you with a structure for creating lesson plans as well as tests. A correlation table at the beginning of every chapter in the test bank enables you to create tests that fully cover every learning objective or that emphasize the objectives you feel are most important.



The integrated system also gives structure to students as they prepare for tests. The icons identify all the material in the text that fulfill each objective. Students can easily check their grasp of each objective by reading the text sections and reviewing the corresponding summary sections. They can return to appropriate text sections for further review if they have difficulty with end-of-chapter questions.

End-of-Part IBP Case History: Cincinnati BellSM Wireless. No advertising text would be complete without giving special attention to integrated brand promotion. At the end of each of the five parts of this text is an ongoing case study of Cincinnati Bell and its Cincinnati Bell Wireless IBP campaigns. These sections will help students better understand IBP by examining the topic in two ways. First, each section begins by discussing the basics of IBP and methods for creating effective, integrated communications. Second, each section illustrates the basic principles of IBP in campaigns developed for Cincinnati Bell Wireless. As students will discover, Cincinnati Bell



used a wide range of communication tools to support its goal of introducing and growing its brand. Of course, these IBP sections are fully and colorfully illustrated. And, as with a lot of the features that distinguish this book, we were in the right place at the right time. Cincinnati Bell Wireless' campaigns have been remarkably successful in an increasingly competitive marketplace.

A Full Array of Teaching/Learning Supplementary Materials.

Instructor's Manual (0-324-11381-1). Prepared by Debra A. Laverie of Texas Tech University, the Instructor's Manual, originally prepared by the main text authors, has been thoroughly revised to complement the current edition. The Instructor's Manual consists of comprehensive lecture outlines for each chapter that include suggestions for using other ancillary products that accompany the text, thereby offering a complete and structured approach for preparing lesson plans and lectures. Also included in the instructor's manual are suggested answers for all exercises found within the text. These include the e-Sightings exercises found throughout the text, as well as the end-of-chapter questions including the Experiential Exercises, and Using the Internet exercises. The Instructor's Manual also includes a complete set of transparency masters derived from the PowerPoint slide presentation.

PowerPoint Slide Presentation (0-324-11762-0). Prepared by Michael Weigold of the University of Florida, the PowerPoint slide presentation has been improved with the current edition to add more variety, visual appeal, and coverage of material. The slides have been created with the intention of holding students' interest while assuring that all main concepts and terms are reinforced to improve student's learning of each chapter's material.

Test Bank (0-324-11382-X). Prepared by Edward E. Ackerly of the University of Arizona, this comprehensive test bank is organized around the main text's learning objectives. Each question is labeled according to the learning objective that is covered, the page number on which the answer can be found, and the type of question (definitional, conceptual, or application). With this edition, we have added more application-oriented questions in response to current user feedback. Grouping the questions according to type allows the instructor maximum flexibility in creating tests that are customized to individual classroom needs and preferences. The test bank includes true/false, multiple-choice, scenario application, and essay questions. There are a total of 2,000 questions. All questions have been carefully reviewed for clarity and accuracy.

ExamView Testing Software (0-324-11765-5). The electronic test bank allows instructors to easily manipulate the content found in our printed test bank supplement and create customized tests to suit varying student levels and classroom needs.

WebTutor Advantage on Blackboard (0-324-13060-0) and WebCT (0-324-13061-9). The WebTutor and WebCT include reviews of main concepts, flashcards, links to the Internet, discussion questions, and quizzes.

Award-Winning Video Package—Nobody Else Has the Clios!



The Best of 2001: The Clio Gold Winners (0-324-16195-6).

Our award-winning video package is designed to show students how advertising works in the real world, from the perspective of both the ad agency and the client, and to demonstrate for students some of the most current and creative examples of advertising worldwide. It's a dynamic, attention-getting, and engaging package you'll enjoy using in your classes. Our video package brings life to the advertising principles presented in the text. This edition's Clio video presents the Clio gold winners for the year 2001. Entries include Budweiser's "What Are You Doing?"; Nike's "Train To Win" and "Beatboxer"; ESPN's "Swimming Pool," "Pottery Class," and "Piñata"; Orange mobile phone network's "Hold Up"; John West's "Bear"; Peugeot 406's "Upside Down"; Eatons' "Big Finish"; Companion Animal Placement's "Park"; Revista E'Poca's "The Week"; and Fox Sports' "Baby," "Nature Channel," "Milk," "India," "China," and "Turkey."

Other video support materials will also be available by the time of publication.

IMC: An Integrated Marketing Communications Exercise, 2nd Edition (0-324-01483-X).

This comprehensive supplementary workbook puts students in the role of a client services manager at a major, full-service integrated marketing communications agency. The client, the Republic of Uruguay, wants the agency to create and manage a total marketing program for a new resort in Uruguay called Punta del Este. In approximately 80 pages, this semester-long project workbook includes step-by-step directions for students to follow. In addition to the traditional IMC mix, this exercise also takes students into the world of interactive media, because any successful presentation in the real world today will have to include a proposal integrating the Internet and other interactive media.

To begin the exercise, students are briefed on all aspects of the new resort: facts and details about Punta del Este, competition, research data, and the lore surrounding the resort. After the briefing, students are guided through the development of a four-part campaign recommendation for their client. They will create (1) a generalized communications statement complete with objectives and a strategy for segmentation, targeting, and product positioning; (2) a copy platform with their recommendations for TV and magazine ads; (3) a media plan, including interactive media; and (4) a promotion plan for travel industry intermediaries and travel consumers.

The correlating Instructor's Manual contains numerous suggestions and guidelines for the smooth implementation of this exercise into your course. It also offers suggestions for condensing the material, if you prefer a shorter exercise or one that focuses exclusively on advertising without the IMC topics.

This outstanding supplement was written by Bernard C. Jakacki of Ramapo College. In addition to writing this exercise, Professor Jakacki has tested it for years with many college students and advertising agency trainees. The response from users has been spectacular in terms of both its comprehensive content and the fun they have promoting Punta del Este. This tested and proven package is truly real-world in both orientation and design.

Campaign Planner for Promotion and IMC, 2nd Edition (0-324-15197-7).

Developed by Shay Sayre, this text is designed to help students prepare and present a professional campaign in conjunction with *Advertising and Integrated Brand Promotion*. Using a 10-step guide, the Campaign Planner clearly explains the process of planning and executing a successful campaign. Acting as a simulated agency, students

provide solutions for a chosen client's promotional problem. Problem solutions involve advertising, public relations, and promotional aspects to deliver a truly integrated marketing communications plan. Enhancements to the second edition include the following:

- Starbucks Coffee: A case synopsis featuring Starbucks Coffee is included to aid you in the development of your campaign objectives, strategies, and tactics.
- Theory in Action: Simulating the real-life process agencies use to develop a campaign, the exercises allow you to see how objectives translate into strategies, and how strategies are then developed into usable tactics.
- Student Resources: A tally sheet, sample surveys, and directions on how to conduct informational interviews are included to help students complete the research process.
- Guided Plans Book Development: Instructions on how to prepare and assemble a plans book provide you with important information needed to complete an end-of-term written proposal. A sample plans book appears at the back of the workbook.

oguinn.swcollege.com. Go online at oguinn.swcollege.com for additional resources, ideas, content, and lots and lots of links to great Web sites.

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