

CONTEMPORARY

advertising

and Integrated Marketing Communications

fifteenth edition

William F. Arens

Michael F. Weigold



contents in brief

Part One What are Advertising and Integrated Marketing Communications?

1. Advertising and IMC Today 2
2. The Big Picture: The Evolution of Advertising and IMC 32
3. The Big Picture: Economic and Regulatory Aspects 60
4. The Scope of Advertising: From Local to Global 102

Part Two Planning the Campaign

5. Marketing and Consumer Behavior: The Foundations of Advertising 142
6. Market Segmentation and the Marketing Mix: Determinants of Campaign Strategy 172
7. Research: Gathering Information for IMC Planning 208
8. Marketing and IMC Planning 238
9. Planning Media Strategy: Disseminating the Message 270
10. Creative Strategy and the Creative Process 304

Part Three Executing and Evaluating the Campaign

11. Creative Execution: Art and Copy 336
12. Print, Electronic, and Digital Media Production 374
13. Using Print Media 400
14. Using Electronic Media: Television and Radio 428
15. Using Digital Interactive Media 458
16. Social Media 492
17. Using Out-of-Home, Exhibit, and Supplementary Media 514
18. Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion 544
19. Relationship Building: Public Relations, Sponsorship, and Corporate Advertising 578

Epilogue Repositioning a Brand 610

Appendix A Marketing Plan Outline 622

Appendix B Advertising Plan Outline 629

Important Terms 633

Endnotes 656

Name Index 673

Company Index 679

Subject Index 689

detailed contents

The Preface, vi

Part One What are Advertising and Integrated Marketing Communications?

1. Advertising and IMC Today 2

What Is Advertising? 7

Relationship Marketing 9

The Importance of Relationships 9

Levels of Relationships 10

The Dimensions of IMC 14

Communication: What Makes Advertising Unique 14

The Human Communication Process 14

Applying the Communication Process to Advertising 15

Marketing: Determining the Type of IMC Message to Use 18

What Is Marketing? 18

Advertising and the Marketing Process 19

Identifying Target Markets and Target Audiences 19

Implementing Marketing Strategy 21

Why Integrated Marketing Communications? 28

2. The Big Picture: The Evolution of Advertising and IMC 32

Economics: The Functions of Advertising and IMC in Free Markets 34

Principles of Free-Market Economics 35

Functions and Effects of Advertising in a Free Economy 35

The Brand 37

The Evolution of Advertising as an Economic Tool 38

The Global Interactive Age: Looking at the 21st Century 52

Society and Ethics: The Effects of Advertising 54

MY IMC CAMPAIGN 1

Overview 6

AD LAB 1-A

Advertising as a Literary Form 17

ETHICAL ISSUES

Ethics in Advertising: An Overview 19

PORTFOLIO REVIEW 22

PEOPLE BEHIND THE ADS

Albert Lasker and Claude Hopkins Advertising Legends 28

PORTFOLIO REVIEW

The Modern History of Advertising 40

ETHICAL ISSUES

Ethical Dilemma or Ethical Lapse? 45

MY IMC CAMPAIGN 2

Tools for Teamwork 50

AD LAB 2-A

What Kills Bugs Dead? 53

PEOPLE BEHIND THE ADS

William Bernbach Advertising Legend 56

3. The Big Picture: Economic and Regulatory Aspects 60

The Many Controversies about Advertising 62

The Economic Impact of Advertising 64

*Effect on the Value of Products 65**Effect on Prices 65**Effect on Competition 66**Effect on Consumer Demand 66**Effect on Consumer Choice 67**Effect on the Business Cycle 67**The Abundance Principle: The Economic Impact of Advertising in Perspective 67*

The Social Impact of Advertising 68

*Deception in Advertising 68**The Effect of Advertising on Our Value System 69**The Proliferation of Advertising 70**The Use of Stereotypes in Advertising 71**Offensiveness in Advertising 72**The Social Impact of Advertising in Perspective 73*

Social Responsibility and Advertising Ethics 73

*Advertisers' Social Responsibility 74**Ethics of Advertising 75*

How Government Regulates Advertising 78

Government Restraints on International Advertisers 78

Current Regulatory Issues Affecting U.S. Advertisers 80

*Freedom of Commercial Speech 80**Consumer Privacy 83*

Federal Regulation of Advertising in North America 84

*The U.S. Federal Trade Commission 84**The Food and Drug Administration (FDA) 87**The Federal Communications Commission (FCC) 89**The Patent and Trademark Office and the Library of Congress 89*

State and Local Regulation 90

*Regulation by State Governments 90**Regulation by Local Governments 91*

Nongovernment Regulation 91

*The Better Business Bureau (BBB) 91**The National Advertising Review Council (NARC) 92**Regulation by the Media 93**Regulation by Consumer Groups 95**Self-Regulation by Advertisers 95**Self-Regulation by Ad Agencies and Associations 96*

The Ethical and Legal Aspects of Advertising in Perspective 98

AD LAB 3-A

Unfair and Deceptive Practices in Advertising 70

ETHICAL ISSUES

The First Amendment and Commercial Speech 76

MY IMC CAMPAIGN 3

Your Assignment 78

AD LAB 3-B

The Importance of Good Legal Counsel in Advertising 80

AD LAB 3-C

Editorial or Advertising: It's Adversarial 94

PEOPLE BEHIND THE ADS

Edward Boyd Advertising Legend 96

4. The Scope of Advertising: From Local to Global 102

The Advertising Industry 104

The Organizations in Advertising 104

The People in Advertising 105

The Advertisers (the Clients) 105

Local Advertising: Where the Action Is 105

Regional and National Advertisers 110

Transnational Advertisers 114

The Advertising Agency 116

The Role of the Advertising Agency 116

Types of Agencies 116

What People in an Agency Do 120

How Agencies Are Structured 123

How Agencies Are Compensated 125

The In-House Agency 126

The Client–Agency Relationship 127

How Agencies Get Clients 127

Stages in the Client–Agency Relationship 128

Factors Affecting the Client–Agency Relationship 130

The Suppliers in Advertising 132

Art Studios and Web Designers 132

Printers and Related Specialists 132

Film and Video Houses 132

Research Companies 132

The Media of Advertising 134

Print Media 134

Electronic Media 135

Digital Interactive Media 135

Social Media 135

Out-of-Home Media 135

Direct Response 138

Other Media 138

Media around the World 138

MY IMC CAMPAIGN 4-A

Understanding Your Client 106

MY IMC CAMPAIGN 4-B

Creating Local Advertising 110

AD LAB 4-A

The Co-op Marriage 111

AD LAB 4-B

How Big Is the Agency Business? 117

ETHICAL ISSUES

Accounting for Account Reviews 126

MY IMC CAMPAIGN 4-C

Agency Review 129

MY IMC CAMPAIGN 4-D

Ways to Be a Better Client 131

PEOPLE BEHIND THE ADS

Nancy Hill, CEO, American Association of Advertising Agencies 136

Part Two Planning the Campaign

5. Marketing and Consumer Behavior: The Foundations of Advertising 142

Marketing: Creating Satisfying Exchanges by Creating Utility 144

The Relationship of Marketing to IMC 144

Customer Needs and Product Utility 145

Exchanges, Perception, and Satisfaction 145

The Key Participants in the Marketing Process 148

Customers 148

Markets 149

Marketers 151

Consumer Behavior: The Key to IMC Strategy 151

The Importance of Knowing the Consumer 151

The Consumer Decision Process: An Overview 151

Psychological Processes in Consumer Behavior 152

The Consumer Perception Process 152

Learning and Persuasion: How Consumers Process Information 154

A Theory of Persuasion: The Elaboration Likelihood Model 155

The Consumer Motivation Process 158

Interpersonal Influences on Consumer Behavior 161

Family Influence 161

Societal Influence 161

Cultural and Subcultural Influence 164

Nonpersonal Influences on Consumer Behavior 165

Time 165

Place 165

Environment 165

The Purchase Decision and Postpurchase Evaluation 166

6. Market Segmentation and the Marketing Mix: Determinants of Campaign Strategy 172

Market Segmentation 174

Segmenting the Consumer Market 174

Psychographic Segmentation 180

Segmenting Business and Government Markets: Understanding

Organizational Buying Behavior 184

Aggregating Market Segments 187

The Target Marketing Process 188

Target Market Selection 188

The Marketing Mix: A Strategy for Matching Products to Markets 189

IMC and the Product Element 191

Product Life Cycles 191

Product Classifications 193

Product Positioning 193

AD LAB 5-A

The Context of Choice: How a Product's Perceived Value Varies by the Products It is Compared With 146

MY IMC CAMPAIGN 5

Understanding What Consumers Look for in a Product 159

ETHICAL ISSUES

Helping an Industry Look Like America 163

AD LAB 5-B

Applying Consumer Behavior Principles to Ad Making 167

PEOPLE BEHIND THE ADS

Jon Steel Advertising Legend 168

ETHICAL ISSUES

The Youngest Target Market 182

AD LAB 6-A

Market Segmentation: A Dog of a Job 184

AD LAB 6-B

Understanding the Product Element: Starbucks Coffee 189

MY IMC CAMPAIGN 6

Segmenting the Audience 190

AD LAB 6-C

Starbucks and the Place Element 200

AD LAB 6-D

Price and Promotion 203

PEOPLE BEHIND THE ADS

Tere and Joe Zubi, Zubi Advertising 204

Product Differentiation 194

Product Branding 195

Product Packaging 196

IMC and the Price Element 197

Key Factors Influencing Price 198

IMC and the Distribution (Place) Element 199

Direct Distribution 199

Indirect Distribution 199

Vertical Marketing Systems: The Growth of Franchising 202

IMC and the Communication (Promotion) Element 202

Personal Selling 202

Advertising 202

Direct Marketing 203

Public Relations 205

Collateral Materials 205

Sales Promotion 205

The Marketing Mix in Perspective 205

7. Research: Gathering Information for IMC Planning 208

The Need for Research in Marketing
and IMC 210

What Is Marketing Research? 210

What Is IMC Research? 211

Applying Research to
IMC Decision Making 212

Message Strategy Research 212

Developing Creative Concepts 215

Pretesting and Posttesting 215

Steps in the Research Process 217

*Step 1: Analyzing the Situation and
Defining the Problem* 218

Step 2: Conducting Informal (Exploratory) Research 218

Step 3: Establishing Research Objectives 219

Step 4: Conducting Primary Research 220

Step 5: Interpreting and Reporting the Findings 220

Understanding Qualitative and Quantitative Research Approaches 221

Message Testing before and after a Campaign 224

Pretesting Methods 224

The Challenge of Pretesting 226

Posttesting Methods 226

The Challenge of Posttesting 227

MY IMC CAMPAIGN 7-A

Research 221

MY IMC CAMPAIGN 7-B

Methods for Pretesting 225

MY IMC CAMPAIGN 7-B

Methods for Posttesting 226

ETHICAL ISSUES

Research Statistics Can Be
Friends or Foes 228

MY IMC CAMPAIGN 7-C

Developing an Effective
Questionnaire 232

PEOPLE BEHIND THE ADS

George Gallup Advertising
Legend 234

Important Issues in IMC Research 228

Considerations in Conducting Primary Quantitative Research 229*Collecting Primary Data in International Markets* 232**8. Marketing and IMC Planning 238**

Strategic Planning: The Marketing Plan 240

The Mission Statement 240*The Situation Analysis* 241*The Marketing Objectives* 241*The Marketing Strategy* 243Tactical Planning: Small Company
“Bottom-Up” Marketing 247The IMC Approach to Marketing and
Campaign Planning 248*The Importance of IMC to the Study of
Advertising* 251

The IMC Plan 252

Reviewing the Marketing Plan 253*Setting Objectives* 253*IMC Strategy and the Creative Mix* 256*The Secret to Successful Planning* 258

IMC Budgeting Approaches 259

IMC: An Investment in Future Sales 259*Developing an IMC Budget* 264*The Bottom Line* 268**9. Planning Media Strategy: Disseminating the Message 270**Media Planning: Integrating Science with Creativity
in Advertising 272*The Challenge* 272*The Role of Media in the Marketing Framework* 279*The Media-Planning Framework* 279

Defining Media Objectives 281

Audience Objectives 281*Message-Distribution Objectives* 282*Optimizing Reach, Frequency, and
Continuity: The Art of Media Planning* 285Developing a Media Strategy: The
Media Mix 287*Elements of the Media Mix:
The Five Ms* 287*Factors That Influence
Media Strategy Decisions* 288*Stating the Media Strategy* 294**MY IMC CAMPAIGN 8-A**Developing the Situation
Analysis 242**AD LAB 8-A**The Strategies of Marketing
Warfare 245**ETHICAL ISSUES**

Subliminal Persuasion 248

MY IMC CAMPAIGN 8-B

Developing IMC Objectives 255

PORTFOLIO REVIEWStrategic Use of the
Creative Mix 260**AD LAB 8-B**The Economic Effect of
Advertising on Sales 263**MY IMC CAMPAIGN 8-C**

Ways to Set IMC Budgets 264

PEOPLE BEHIND THE ADSSamantha Avivi, Marketing
Director for Residential Business
at ADT, former Global Marketing
Director at Kimberly-Clark 266**AD LAB 9-A**Off-the-Wall Media That Pull
Customers Off the Fence 275**ETHICAL ISSUES**The Ethical Dilemmas of Agency
Compensation 278**MY IMC CAMPAIGN 9**Developing Media Objectives
and Strategies 293**AD LAB 9-B**Media Selection: A Quicklist of
Advantages 295**PEOPLE BEHIND THE ADS**Ken Cervantes, Senior Partner
at Moroch Brothers 300

Media Tactics: Selecting and Scheduling Media Vehicles 294

Criteria for Selecting Individual Media Vehicles 294*Economics of Foreign Media* 297*The Synergy of Mixed Media* 297*Methods for Scheduling Media* 298*Computers in Media Selection and Scheduling* 299

10. Creative Strategy and the Creative Process 304

What Makes for Great Creative? 306

The Impact Dimension 307*The Relevance Dimension* 308

Developing and Implementing the Creative Strategy 308

Writing the Creative Brief (Copy Platform) 309*Elements of Message Strategy* 310

How Creativity Enhances IMC 311

What Is Creativity? 311*The Role of Creativity in IMC Campaigns* 311*Understanding Creative Thinking* 314

The Creative Process 316

The Explorer Role: Gathering Information 316*The Artist Role: Developing and Implementing the Big Idea* 317*The Judge Role: Decision Time* 326*The Warrior Role: Overcoming Setbacks and Obstacles* 326**AD LAB 10-A**

The Psychological Impact of Color 313

MY IMC CAMPAIGN 10

The Creative Brief 318

ETHICAL ISSUES

Does Sex Appeal? 322

AD LAB 10-B

Applying the Creative Pyramid 325

AD LAB 10-C

The Creative Gymnasium 327

PORTFOLIO REVIEW

The Creative Director's Greatest Ads 328

PEOPLE BEHIND THE ADS

Tim Piper, Writer/Director for PiRo, former Associate Creative Director, Ogilvy & Mather, Toronto 332

Part Three Executing and Evaluating the Campaign

11. Creative Execution: Art and Copy 336

Designing Print Layouts 339

The Use of Layouts 339*Design and Production: The Creative and Approval Process* 339*Creating Effective Layouts: Tools and Formats* 343*The Use of Visuals in Print* 346

Creating Great Copy in Print 351

Headlines 351*Headlines in Search ads* 354*Subheads* 354*Body Copy* 354*Slogans* 357*Seals, Logos, and Signatures* 357**MY IMC CAMPAIGN 11-A**

Product Facts for Creatives 340

AD LAB 11-A

The Role of the Artist 342

MY IMC CAMPAIGN 11-B

Creating Great Headlines and Copy 344

MY IMC CAMPAIGN 11-C

Design Principles 345

PORTFOLIO REVIEW

The Art Director's Guide to Layout Styles 348

ETHICAL ISSUES

Imitation, Plagiarism, or Flattery? 353

MY IMC CAMPAIGN 11-D

Writing Effective Copy 355

Writing for Radio and TV 357

Writing Radio Copy 358*Writing Television Copy* 359

Developing Great Spots in Radio and TV 360

Developing the Artistic Concept for Commercials 360*Formats for Radio and TV Commercials* 361*Basic Mechanics of Storyboard Development* 365

Writing Effectively for Websites and Social Media 366

Creating Ads for International Markets 367

Translating Copy 367*Art Direction for International Markets* 371*Legal Restraints on International Marketers* 371**12. Print, Electronic, and Digital Media Production 374**

Managing the Production Process 376

Planning and Organizing 376*Directing and Controlling* 376*Managing Production Costs* 377

The Print Production Process 379

The Preproduction Phase: Planning the Project 379*The Production Phase: Creating the Artwork* 380*The Prepress Phase: Stripping, Negs, and Plates* 384*The Duplication and Distribution Phase: Printing, Binding, and Shipping* 385

Quality Control in Print Production 385

Production Phase Quality Issues 386*Prepress Quality Issues* 386

The Radio Commercial Production Process 387

Preproduction 387*Production: Cutting the Spot* 388*Postproduction: Finishing the Spot* 389

The Television Commercial Production Process 389

The Role of the Commercial Producer 389*The Preproduction Phase* 390*Production: The Shoot* 391*Postproduction* 393**MY IMC CAMPAIGN 11-E**

Creating Effective Radio Commercials 359

MY IMC CAMPAIGN 11-F

Creating Effective TV Commercials 360

AD LAB 11- B

Creative Ways to Sell on Radio 362

PEOPLE BEHIND THE ADS

Alex Bogusky, Former Cochair, Crispin Porter + Bogusky 368

AD LAB 12-A

The Characteristics of Type 382

MY IMC CAMPAIGN 12

Producing Ads 386

AD LAB 12-B

The Film versus Digital Video Decision 392

PEOPLE BEHIND THE ADS

John Posey Actor, Director, Producer and Scriptwriter 394

Producing Advertising for Social Media and the Web 393

The People Who Produce Digital Media 395

Producing a WebSite 395

13. Using Print Media 400

The Role of the Print Media Buyer 402

Using Magazines in the Creative Mix 402

The Pros and Cons of Magazine Advertising 402

Special Possibilities with Magazines 402

How Magazines Are Categorized 405

Geography 409

Buying Magazine Space 410

Understanding Magazine Circulation 410

Reading Rate Cards 412

Software for Buying Print Media 413

Using Newspapers in the Creative Mix 413

Who Uses Newspapers? 414

The Pros and Cons of Newspaper Advertising 414

How Newspapers Are Categorized 414

Types of Newspaper Advertising 416

How Advertisers Buy Newspaper Space 417

Understanding Readership and Circulation 418

Co-ops and Networks 420

Insertion Orders and Tearsheets 421

Print: A Worldwide Medium 422

Print Media and New Technologies 424

14. Using Electronic Media: Television and Radio 428

The Medium of Television 430

Broadcast TV 430

Cable TV 431

DTV 431

TV Audience Trends 432

The Use of Television in IMC 435

Types of TV Advertising 435

Defining Television Markets 441

Dayparts 441

Audience Measures 443

Gross Rating Points 444

MY IMC CAMPAIGN 13-A

The Pros and Cons of Magazine Advertising 403

AD LAB 13-A

Magazines and the Creative Mix 404

AD LAB 13-B

Innovations in Magazine Advertising 405

PORTFOLIO REVIEW

Outstanding Magazine Ads 406

MY IMC CAMPAIGN 13-B

The Pros and Cons of Newspaper Advertising 416

AD LAB 13-C

Newspapers and the Creative Mix 417

ETHICAL ISSUES

What's at Stake with Sweepstakes? 421

MY IMC CAMPAIGN 13-C

Planning and Evaluating Print Media 423

PEOPLE BEHIND THE ADS

Nancy Cardone Berger, VP/ Publisher and CRO at Marie Claire 425

MY IMC CAMPAIGN 14-A

Planning and Buying TV and Radio 432

MY IMC CAMPAIGN 14-B

The Pros and Cons of Broadcast TV Advertising 433

MY IMC CAMPAIGN 14-C

The Pros and Cons of Cable TV Advertising 436

ETHICAL ISSUES

Advertising to Children: Child's Play? 439

AD LAB 14-A

Where Do Those Infamous TV Ratings Come From? 442

Buying Television Time 444
<i>Requesting Avails</i> 444
<i>Selecting Programs for Buys</i> 445
<i>Negotiating Prices and Contracts</i> 446
<i>Electronic Media Buying Software</i> 446
Other Forms of Television 446
The Medium of Radio 447
<i>Who Uses Radio?</i> 447
<i>The Use of Radio in IMC</i> 447
<i>Radio Programming and Audiences</i> 448
Buying Radio Time 450
<i>Types of Radio Advertising</i> 450
<i>Radio Terminology</i> 451
<i>The Seven Steps in Preparing a Radio Schedule</i> 453

15. Using Digital Interactive Media 458

Digital Interactive Media 460
The Internet as a Medium 461
<i>A Brief History of the Internet and the World Wide Web</i> 464
<i>The Internet Audience</i> 464
Measuring the Internet Audience 466
<i>How People Access the Internet</i> 466
<i>How People Use the Internet</i> 466
<i>Media Planning Tools</i> 466
<i>The Promise of Enhanced Tracking</i> 467
<i>Seeking Standardization</i> 469
Buying Time and Space on the Internet 470
<i>Pricing Methods</i> 470
<i>The Cost of Targeting</i> 471
<i>Stretching Out the Dollars</i> 471
<i>Types of Internet Advertising</i> 471
<i>Search Engine Marketing</i> 473
<i>Problems with the Internet as an Advertising Medium</i> 485
<i>Using the Internet in IMC</i> 485
The Global Impact of the Internet 486
Other Interactive Media 486
<i>Interactive TV</i> 487
<i>Mobile Advertising</i> 488

16. Social Media 492

Introducing Social Media 494
<i>Our Social Media Personas</i> 495
<i>Social Is More Than Media</i> 496

AD LAB 14-B
Getting “You’re Out” on TV 445
MY IMC CAMPAIGN 14-D
The Pros and Cons of Radio Advertising 450
AD LAB 14-C
The Reports That Make or Break Radio Stations 451
PEOPLE BEHIND THE ADS
Randy Falco, CEO, Univision 454

AD LAB 15-A
Internet Ratings: A Call for Standards 468
ETHICAL ISSUES
Who’s watching you? 472
PORTFOLIO REVIEW
Advertising on the Internet 476
MY IMC CAMPAIGN 15-A
Using Interactive Media 485
PEOPLE BEHIND THE ADS
Brian Green Senior Director, Property and Advertiser Solutions, Yahoo 489

ETHICAL ISSUES
It’s Not Always Nice to Share 500
MY IMC CAMPAIGN
Using Social Media 508
PEOPLE BEHIND THE ADS
Mark Zuckerberg Founder and CEO, Facebook 511

- The Rise of Social Media 496
 - Adoption of Social Media* 496
 - Social Trends* 498
 - Who Uses Social Media* 499
 - Types of Social Media* 499
- Managing Social Media 502
 - Owned Media and Fragmentation* 503
- Building Social Authority 503
 - Transparency and Authenticity* 504
 - Two-Way Brand Communication* 504
 - Customer Service in Social Media* 505
 - Social Media by the Numbers* 506
- Application of Social Media 507
 - Common Uses of Social Media* 507
- 17. Using Out-of-Home, Exhibitivite, and Supplementary Media 514**
 - Out-of-Home Media 516
 - Out-of-Home (OOH) Advertising 518
 - Standardization of the Outdoor Advertising Business* 518
 - Types of Outdoor Advertising* 519
 - Buying OOH Advertising* 520
 - Regulation of Outdoor Advertising* 528
 - Transit Advertising 528
 - Types of Transit Advertising* 528
 - Buying Transit Advertising* 530
 - Other Out-of-Home Media 531
 - Mobile Billboards* 531
 - Electronic Signs and Display Panels* 531
 - Parking Meters and Public Phones* 531
 - Exhibitivite Media 531
 - Product Packaging* 532
 - Trade-Show Booths and Exhibits* 535
 - Supplementary Media 537
 - Specialty Advertising* 537
 - Emerging Media* 537
 - 18. Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion 544**
 - Understanding Direct Marketing 546
 - The Role of Direct Marketing in IMC* 548
 - Types of Direct Marketing Activities* 553

AD LAB 17-A

How to Use Color and Type in Out of Home Advertising

PORTFOLIO REVIEW

Out-of-Home Advertising 522

ETHICAL ISSUES

Does Spillover Need Mopping Up? 529

MY IMC CAMPAIGN 17-A

Using Out-of-Home, Exhibitivite, and Supplementary Media 532

PEOPLE BEHIND THE ADS

Cliff Marks, CineMedia 538

ETHICAL ISSUES

Political Advertising: Positively Negative 552

MY IMC CAMPAIGN 18-A

Developing a Plans Book 555

AD LAB 18-A

Developing Effective Direct-Mail Packages 558

AD LAB 18-B

Applying Push-Pull Strategies to Sales Promotion 569

PEOPLE BEHIND THE ADS

Flint McGlaughlin Founder and CEO, MecLabs 572

Understanding Personal Selling 560

Types of Personal Selling 561*Advantages of Personal Selling* 561*Drawbacks of Personal Selling* 561*The Role of Personal Selling in IMC* 562

Understanding Sales Promotion 564

The Role of Sales Promotion in IMC 565*Sales Promotion Strategies and Tactics* 565**19. Relationship Building: Public Relations, Sponsorship, and Corporate Advertising 578**

Public Relations: IMC and More 580

The Difference between Advertising and Public Relations 581*Advertising and PR in the Eyes of Practitioners* 582

The Public Relations Job 584

PR Planning and Research 584*Reputation Management* 585*Other Public Relations Activities* 587*Public Relations Tools* 589

Sponsorships and Events 592

The Growth of Sponsorship 592*Benefits of Sponsorship* 593*Drawbacks of Sponsorship* 594*Types of Sponsorship* 594*Methods of Sponsorship* 598*Measuring Sponsorship Results* 598

Corporate Advertising 599

Public Relations Advertising 599*Corporate/Institutional Advertising* 599*Corporate Identity Advertising* 608*Recruitment Advertising* 608

Epilogue	Repositioning a Brand 610
Appendix A	Marketing Plan Outline 622
Appendix B	Advertising Plan Outline 629
	Important Terms 633
	Endnotes 656
	Name Index 673
	Company Index 679
	Subject Index 689

ETHICAL ISSUES

Public Relations—Meet Social Media and the Web 582

AD LAB 19-A

“Green” Advertising 587

MY IMC CAMPAIGN 19-A

Corporate Blogging 589

MY IMC CAMPAIGN 19-B

The Client Presentation 591

PEOPLE BEHIND THE ADS

Bill Imada Chair and Chief Connectivity Officer, the IW Group 600

PORTFOLIO REVIEW

Corporate Advertising 602

AD LAB 19-B

David Ogilvy on Corporate Advertising 607