## CONTENTS

	Preface	ΧI
PART I	INTRODUCTION	
Chapter 1	The Field of Advertising Management	3
	The Advertiser	5
	Facilitating Institutions	12
	Perspectives on Advertising	32
	Summary	34
	Discussion Questions	35
	Notes	36
Chapter 2	Advertising Planning and Decision Making	38
	Planning Framework	39
	Marketing Strategy and Situation Analysis	39
	The Marketing Plan	44
	The Communication and Persuasion Process	45
	The Advertising Plan	49
	Facilitating Agencies	52
•	Social, Legal, and Global Factors	53
	Summary	54
	Discussion Questions	55
	Notes	56
Readings	"What Happened to Advertising?" "Do You Need Your Ad Agency?"	56 63

......

# IV CONTENTS

Part II	Objective Setting and Market Positioning	;
Chapter 3	Integrated Marketing Communications	71
	The Role of Advertising within the Marketing	
	Program	72
	The Role of Advertising within the	
	"Communications Mix"	73
	Direct or Database Marketing Sales Promotions	74
	Other Action-Oriented Communications	81
	Public Relations	91
	Integrating the Different Elements	96 99
	Summary	104
	Discussion Questions	105
	Notes	106
Chapter 4	Setting Goals and Objectives	108
	Function of Objectives	109
	Behavioral Dynamics	112
	Advertising Response Variables Intervening	
	between Advertising and Action	121
	Specifying the Target Segment	129
	The DAGMAR Approach	130
	Summary Dispussion Occasions	145
	Discussion Questions Notes	146
	Notes	147
Appendix	Regional Brand of Beer	148
	Cranberries	149
	Diagnostic Case	150
Chapter 5	How Advertising Works: Some Research Results	151
	Research Stream One: Focus on Exposure, Salience	
	and Familiarity	153
	Research Stream Two: Low-Involvement Learning	155

	Research Stream Three: Central Versus Peripheral	l
	Routes to Persuasion and the Elaboration	
	Likelihood Model	157
	Research Stream Four: The Cognitive	
	Response Model	163
	Research Stream Five: The Relationship between	
	Recall and Persuasion	166
	Summary	168
	Discussion Questions	169
	Notes	170
Chapter 6	Segmentation and Positioning	173
	Segmentation Strategy	174
	Positioning Strategies	190
	Determining the Positioning Strategy	201
	Making the Positioning Decision	210
	Summary	213
	Discussion Questions	214
	Notes	215
Part III	Message Strategy	
Chapter 7	Attention and Comprehension	219
	Attention	221
	From Attention to Recall	235
	Attention versus Comprehension	236
	Interpretation and Comprehension	237
	Summary	243
	Discussion Questions	244
	Notes	245
Chapter 8	<b>Understanding Benefit-Based Attitudes</b>	249
	Attitude Levels and Components	250
	Means-Ends and Laddering Analysis	256
	Identifying Important Attributes or Benefits	258

Using Multiattribute Attitude Models

CONTENTS

264

### VI CONTENTS

	Segmentation Using Attitude Structure Summary	269
	Discussion Questions	273 274
	Notes	275
Appendix	New Developments in Conjoint Analysis	277
Chapter 9	Associating Feelings with the Brand	279
	When are Feelings More Important?	280
	Modeling the Feeling Response to Advertising	286
	Transformational Advertising: Transforming	
	the Use Experience	289
	What Affects the Intensity of Feelings	292
	Attitude toward the Advertisement	293
	The Role of Classical Conditioning	296
	Specific Feelings Experienced by	
	Audience Members Summary	299
	Discussion Questions	307
	Notes	310
	110103	311
Chapter 10	Brand Equity, Image, and Personality	316
	Brand Equity	317
	Brand Personality Associations	320
	Why Are Brand Personality Associations	
	Important?	324
	When Are Brand Personality Associations	
	More Important?	327
	Implementing a Brand Personality Strategy	328
	Summary	338
	Discussion Questions Notes	342
	Notes	343
Chapter 11	Group Influence and	
	Word-of-Mouth Advertising	345
	The Concept of Reference Groups	346
	Nature of Reference Group Influences on	
	Brand Choice	347

	CONTENTS	·VII
	Factors Influencing the Degree of Group Influence Informational Influence: Word-of-Mouth	349
	and Diffusion Processes  Normative Influence: How Ads Can Give Brands	351
	Cultural Meaning	358
	Summary	360
	Discussion Questions	361
	Notes	362
Cases	Seven-Up Canada Packers: Tenderflake	364 365
Reading	"High Performance Marketing: An Interview with Nike's Phil Knight"	374
PART IV	MESSAGE TACTICS	
Chapter 12	Creative Approaches	389
	Rational Creative Approaches	390
	<b>Emotional Creative Approaches</b>	400
	Using an Endorser	401
	Distraction Effects	408
	Summary	409
	Discussion Questions	410
	Notes	411
Chapter 13	The Art of Copywriting	414
	The Creative Process: Coming up with an Idea	415
	Copywriting	421
	Illustrating	435
	Layout	436
	Types of Television Commercials	437
	Creative Styles	439
	Is Execution More Important Than Content?	456
	Summary	458
	Discussion Questions and Exercises	458
	Notes	459

#### VIII CONTENTS

Chapter 14	Advertising Copy Testing and Diagnosis	462
	Copy-Testing Strategy	463
	Diagnostic Copy Tests	476
	Tracking Studies	480
	Selecting Copy Tests: Validity and Reliability Example of a Copy-Test Report	482
	Summary	489 489
	Discussion Questions	491
	Notes	492
Appendix	Notes on Four Copy-Testing Services	496
Chapter 15	<b>Production and Implementation</b>	500
	The Advertising Production Process	500
	A Model of the Creation and Production Process	501
	The Client-Agency Relationship	515
	Summary Discussion Operations	521
	Discussion Questions Notes	522 522
Reading	"In Advertising, What Distinguishes a Great Client?"	523
Cases	Perdue Food	527
	Levi Strauss & Co.	533
Part V	Media Strategy and Tactics	
Chapter 16	Media Strategy: Setting Media Budgets	541
	Economic Analysis in Setting	
	and Allocating Budgets	548
	Simple but Questionable Budgeting Decision Rules Marketing Experimentation and Budgeting	
	Regression Analysis for Budgeting	555 564
	Studies of Optimal Repetition Frequency	568
	Summary	574
	Discussion Questions	575
	Notes	576

Appendix	A Model of Adaptive Control	579
Chapter 17	Media Tactics: Allocating Media Budgets	582
	Media Class Decisions	584
	Media Vehicle Decisions	586
	Media Option Decisions	604
	Scheduling and Timing Decisions	606
	Creativity in Media Planning	609
	Media Buying and Organization	609
	The Media Plan for the Broilers	611
	Summary	613
	Discussion Questions	613
	Notes	614
Reading	"Checking in at Checkerboard Square,"	617
Appendix	Sources of Media Data	627
PART VI	THE BROADER ENVIRONMENT	
Chapter 18	Advertising Regulation	641
	History of Federal Regulation of Advertising	642
	What is Deceptive Advertising?	643
	Determining Deception Using Advertising Research	654
	Remedies	657
	Competitor Lawsuits	660
	Self-Regulation	660
	Summary	661
	Discussion Questions	662
	Notes	664
Chapter 19	Advertising and Society	668
	A Structuring of the Issues	668
	Nature and Content of Advertising	669
	Effects on Values and Lifestyles	679
	Effecto off variates and Effect, and	
	Economic Effects of Advertising .	691 693

CONTENTS IX

#### X CONTENTS

". •	Remedies	699
	Summary	700
	Discussion Questions	702
	Notes	704
Chapter 20	Global Marketing and Advertising	711
	The Globalization of Markets Global Production and Marketing:	711
	The Argument for Globalization Persisting Cultural Differences:	713
	The Argument for Localization Cross-National Differences in Culture	713
	and Consumer Behavior	715
	Global Consumer Segments	717
	Seeking a Balance: Planning Globally	
	but Acting Locally	719
	Global Branding and Positioning	720
	Global Advertising	721
	Message Strategy	722
	Message Tactics	724
	Media Strategy	726
	Media Tactics	727
	Organizing for Global Advertising	728
	Summary	730
	Discussion Questions	730
	Notes	730
Reading	"A Blueprint for Campaigns that Travel Around the World"	733
to at a	The state of the s	/33
Index		739