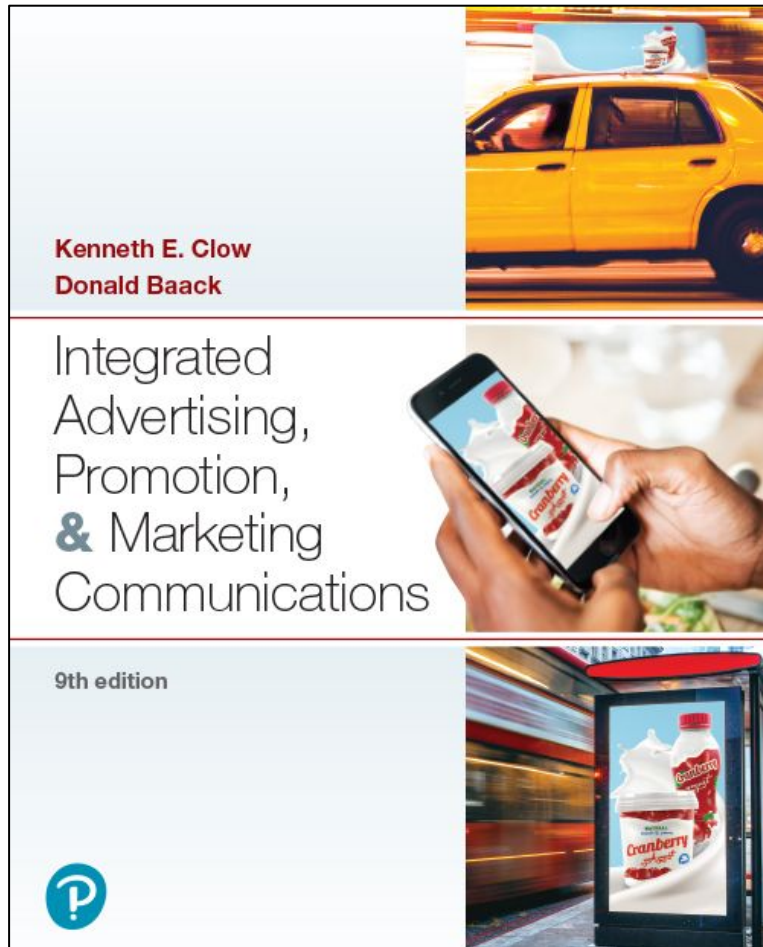


Integrated Advertising, Promotion, and Marketing Communications

Ninth Edition



Chapter 5

Advertising Campaign Management

Chapter Objectives (1 of 2)

5.1 How do advertising theories guide the advertising management process?

5.2 What is the relationship of advertising expenditures to advertising effectiveness?

5.3 When should a company employ an external advertising agency rather than completing the work in-house?

5.4 How do companies choose advertising agencies?

Chapter Objectives (2 of 2)

5.5 What job functions take place within an advertising agency?

5.6 What advertising campaign parameters do marketing professionals consider?

5.7 How does a creative brief facilitate effective advertising?

5.8 What are the implications of advertising management in the global arena?

Chapter Overview

- Advertising management
- Advertising theory
- Relationship of advertising expenditures to success
- Choosing an advertising agency
- Advertising parameters
- The creative brief

Hierarchy of Effects Model (1 of 2)

1. Awareness
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. Purchase



Pavel L Photo and Video/Shutterstock

Hierarchy of Effects Model (2 of 2)

- Steps are sequential
- Some experts question if sequential
- Consumers spend time at each step
- Brand loyalty involves all six steps
- Similar to attitude formation
- Cognitive → affective → conative
- Cognitive – awareness, knowledge
- Affective – liking, preference, conviction
- Conative – actual purchase

Figure 5.1: Personal Values

- Comfortable life
- Equality
- Excitement
- Freedom
- Fun, exciting life
- Happiness
- Inner peace
- Mature love
- Personal accomplishment
- Pleasure
- Salvation
- Security
- Self-fulfilment
- Self-respect
- Sense of belonging
- Social acceptance
- Wisdom

Means-End Theory

- Means-end chain
- Message (means) leads to end state (personal values)
- Means-End Conceptualization of Components of Advertising Strategy (MECCAS)

Product attributes → benefits → personal values

Figure 5.2: Means-End Chain for Milk (1 of 2)

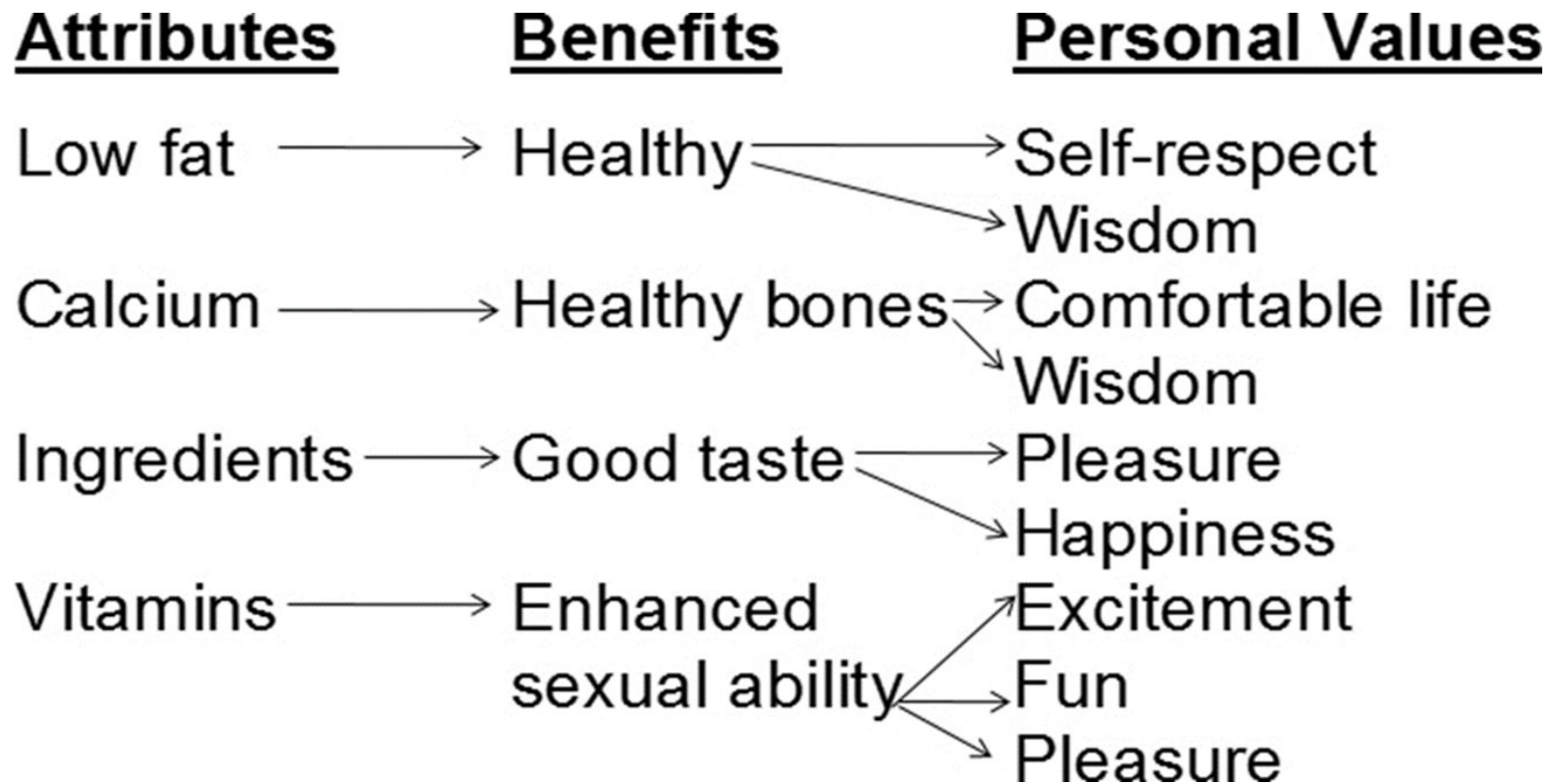
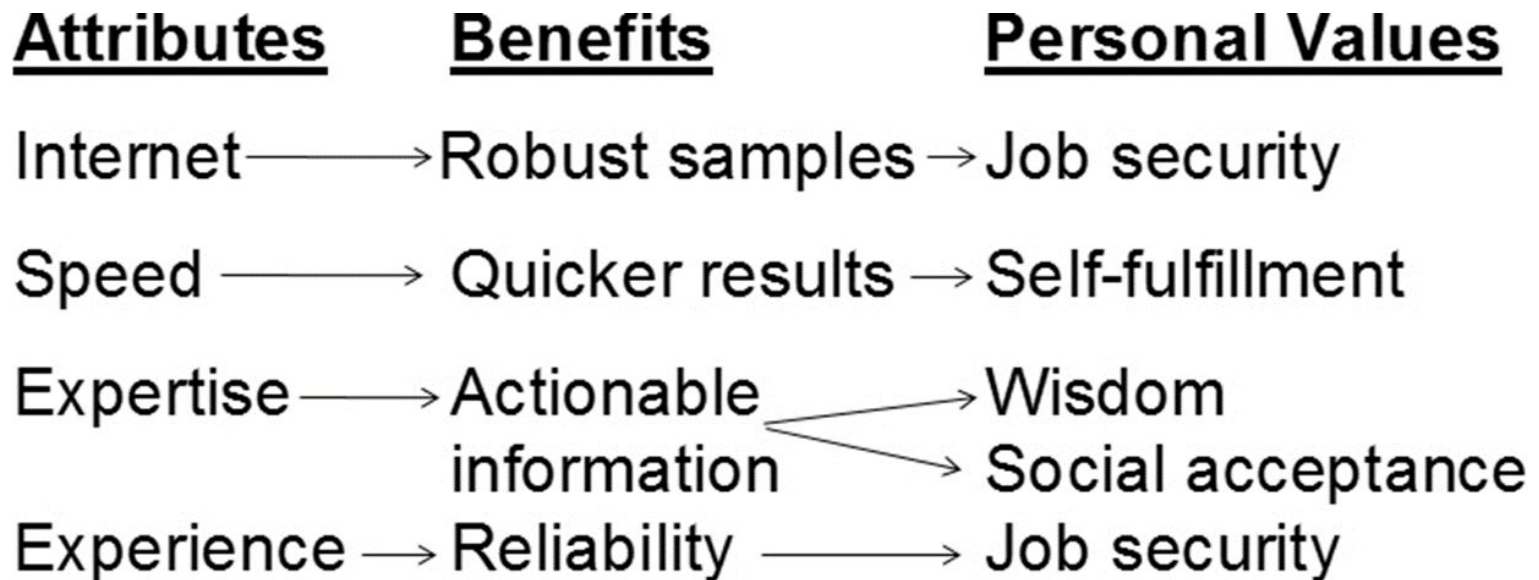


Figure 5.3: B-to-B Means-End Chain for Marketing Research Services (1 of 2)



Verbal and Visual Images

- Visual and verbal elements combine for desired effect
- Visuals often lead to more favourable attitudes
- Visuals more memorable than verbal copy
- Visuals often used in international marketing



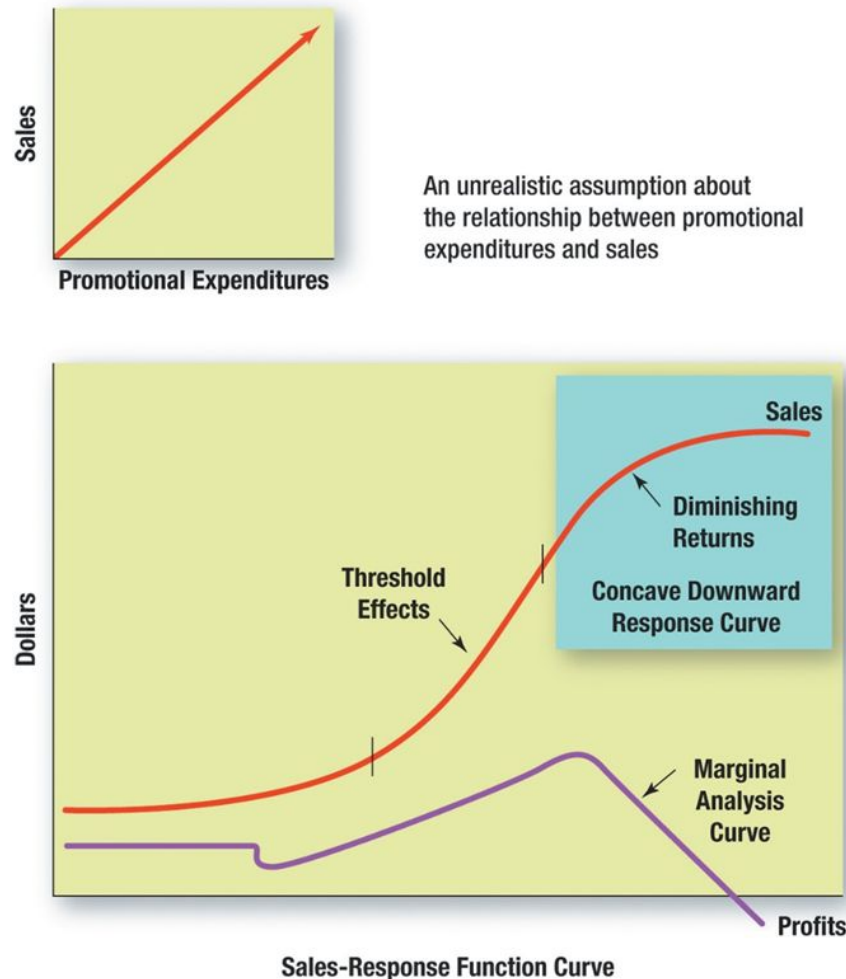
Questions to Consider (1 of 2)

- How does the ad shown on the previous page illustrate the power of a visual image?
- What, if anything, makes this visual image memorable to you?
- How do the visual and verbal elements in this ad work together to create the desired effect?

The Impact of Advertising Expenditures

- The communications goal
- Threshold effects
- Diminishing returns
- Carryover effects
- Wear-out effects
- Decay effects

Figure 5.4: Relationships between Advertising and Marketing Expenditures and Sales and Profit Margins




Threshold Effects

An advertisement designed to encourage action

Piccadilly Restaurants
Published by Zahnder Communications [?] · December 4, 2017 ·

It's Day 1 of 8 Days of Giving and we're gifting: a \$25 gift card!
Comment below with your favorite HOLIDAY DISH for a chance to win.
We'll pick one lucky winner tomorrow morning at 11AM EST.
<https://www.piccadilly.com>



00:07

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

28,933 people reached

396 800 Comments 69 Shares

Like Comment Share

Courtesy of Max Jordan/Piccadilly Restaurants

Figure 5.5: A Decay Effects Model

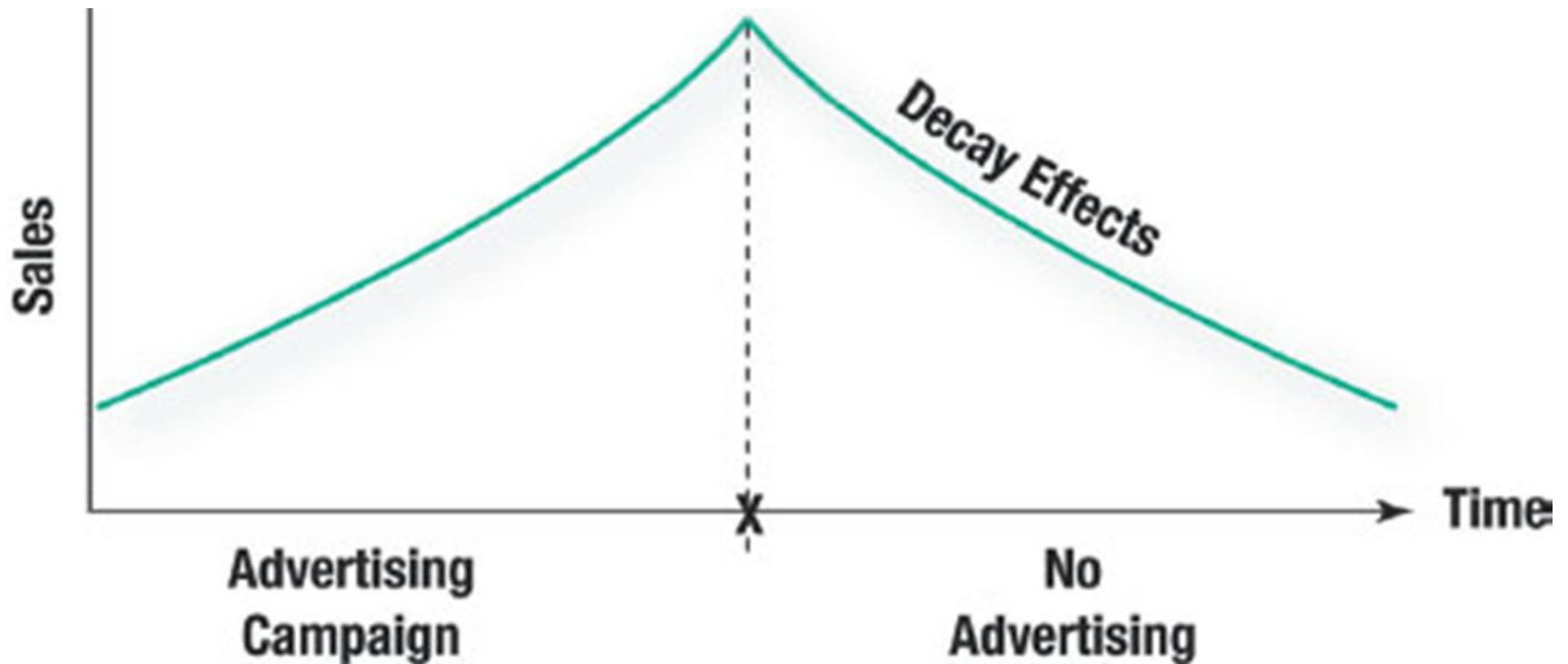


Figure 5.6: Advantages of In-House versus External Agencies

In-House

- Lower costs
- Consistent brand message
- Better understanding of product and mission
- Faster ad production
- Work closer with CEO
- Lower turnover rate in the creative team

Outside Agency

- Reduce costs
- Greater expertise
- Outsider's perspective
- Access to top talent

Figure 5.7: Common Services Provided by Full-Service Agencies

- Advice about how to develop target markets
- Specialized services for business markets
- Suggestions about how to project a strong company image and theme
- Assistance in selecting company logos and slogans
- Preparation of advertisements
- Planning and purchasing media time and space

External Advertising Agencies

Boutique ← → **Full-Service**

- Advertising agencies
- Media service companies
- Direct marketing agencies
- Consumer and trade promotion specialists
- Digital services
- Social media and mobile marketing
- Public relations agencies

Crowdsourcing



- Outsources creative aspect of ad or campaign to public
- Winning examples:
 - Doritos
 - Harley Davidson
- Overall cost not lower
- Advantages
 - Involves consumers
 - Generates buzz

Figure 5.8: Steps in Selecting an Advertising Agency

1. Set goals.
2. Select process and criteria.
3. Screen initial list of applicants.
4. Reduce list to two or three viable agencies.
5. Request creative pitch.

Choosing an Agency

Goal Setting

- Set goals before contacting agencies
- Provides direction
- Reduces personal biases

Figure 5.9: Evaluation Criteria in Choosing an Advertising Agency

- Size of the agency
- Relevant experience of the agency
- Conflicts of interest
- Creative reputation and capabilities
- Production capabilities
- Media purchasing capabilities
- Other services available
- Client retention rates
- Personal chemistry

Creative Pitch

- Two to three finalists normally selected
- Presentations address specific problem/situation
- “Shootout” = competing formal presentations
- Process is expensive for agencies



Figure 5.10: Pitching Do's and Don'ts (1 of 2)

- Do listen. Allow the client to talk.
- Do your preparation. Know the client and its business.
- Do make a good first impression. Dress up, not down.
- Do a convincing job of presenting. Believe in what you are presenting.

Figure 5.10: Pitching Do's and Don'ts (2 of 2)

- Don't assume all clients are the same. Each has a unique need.
- Don't try to solve the entire problem in the pitch.
- Don't be critical of the product or the competition.
- Don't overpromise. It will come back to haunt you.
- Don't spend a lot of time pitching credentials and references.

Roles of Advertising Personnel

- Account executives
- Creatives
- Traffic managers
- Account planners
- Data scientists
- Digital and social media managers, consultants

Figure 5.11: Advertising Campaign Parameters

- Advertising goals
- Media selection
- Tagline
- Consistency
- Positioning
- Campaign duration

Figure 5.12: Common Advertising Goals

- Build brand awareness
- Provide information
- Persuasion
- Supporting marketing efforts
- Encouraging action

Advertising Goals: Providing Information



Media Selection

- Media usage habits of target market
- Audience characteristics of media
- Business-to-business media
- Earlier involvement of media companies

Taglines

- Key phrase
- Memorable
- Conveys uniqueness
- Consistency across platforms
- Shorter than in past
- Revised or new taglines

Figure 5.13: Taglines Used by Various Brands (1 of 2)

- American Express—“Don’t leave home without it.”
- Avis—“We try harder.”
- Bounty—“The quicker picker-upper.”
- Capital One—“What’s in your wallet?”
- CNN—“The most trusted name in news.”
- Energizer—“It keeps going, and going, and going.”
- Hallmark—“When you care enough to send the very best.”

Figure 5.13: Taglines Used by Various Brands (2 of 2)

- John Deere—“Nothing runs like a Deere.”
- Maxwell House—“Good to the last drop.”
- Nokia—“Connecting people.”
- Office Depot—“Taking care of business.”
- Target—“Expect more. Pay less.”
- UPS—“What can Brown do for you?”
- Walmart—“Save money. Live better.”

Questions to Consider (2 of 2)

- Which of these taglines do you think are the most memorable?
- Which ones do you think are the most effective?
- Which of these brands have you used because you remembered or liked its tagline?

Consistency

- Helps embed brand into long-term memory
- Visual consistency key
- Repetition enhances recall
- Variability theory
 - Different environments
 - Can vary content
 - Multiple media



Positioning

- Maintain consistent position
- Link in cognitive map
- Avoids ambiguity
- Message stays clear

Campaign Duration

- Goal is to embed into long-term memory
- Length varies
- Too long can make it stale
- Too short impedes retention
- Delay wear-out effects with multiple ad versions

Figure 5.14: The Creative Brief

- The objective
- The target audience
- The message theme
- The support
- The constraints

The Target Audience



- Creatives must fully grasp it
- General profiles do not help
- Useful information:
 - Hobbies
 - Interests
 - Opinions
 - Lifestyles

The Message Theme

- Unique selling point
- “Left brain” advertisement
 - Logical, rational side of brain
 - Manages numbers, letters, words, concepts
 - **Use rational appeal**
- “Right-brain” advertisement
 - Emotional side of brain
 - Manages abstract ideas, images, feelings
 - **Use emotional appeal**

The Support

- Should be the fourth component of the creative brief.
- Facts that substantiate the message theme.
- Examples:
 - Aveeno's "Best of Beauty" seal
 - Oral B: Accepted by the ADA
 - Humira: FDA-approved for over 16 years

The Constraints

- Legal and mandatory restrictions
- Legal protection for trademarks, logos, and copyright
- Corporate restrictions
- Disclaimers

An Example of Creative Concepts

STRATEGY LEVEL SET

BRAND POSITIONING

DEPENDABILITY

PREVIOUS CAMPAIGN

"BE THERE"

CAMPAIGN STRATEGY

Same strategy, fresh interpretation.

SINGLE MOST PERSUASIVE IDEA

"Don't miss what matters. Get a dependable battery."

CREATIVE CONSIDERATIONS

Use humor to engage in low-involvement category; don't be too silly or fantastical

Reflect brand personality and be bold

Be seasonally relevant, not seasonally specific

Portray brand as progressive, interesting and dynamic

Courtesy of Eolivia Cruz/Interstate Batteries

Courtesy of Felicia Cruz/Interstate Batteries

International Implications

- Significant advertising expenditures made overseas
- Two major differences
 - Process of agency selection
 - Preparation of international advertising campaigns
- Preplanning research varies
- Understanding of languages and cultures
- Media selection varies