

Exam-3 Study Guide
Nov. 9th, 2012

Chapter 10:

1. What is audience resonance?
 - a. Echo-reverberate-vibrate. The aha moment. Grabs your attention and makes you think about the message.
2. Why don't certain ads resonate?
 - a. Lacking the big idea, low production quality, and poor execution.
3. What is relevance?
 - a. What does the ad make you think about? Solid strategy brings great creative work.
 - b. Strategic Relevance
4. Difference between informational and transformational advertising.
 - a. Informational – Solves the problem (Negatively Originated) Vonage
 - b. Transformational – Sensory Gratification (Positively Originated) AT&T
5. Metaphors in advertising.
 - a. Vividness -> attention -> maintains interest -> stimulates thinking
6. **The four roles of advertising creativity.**
 - a.
7. Difference between fact-based and value-based thinking.
 - a. Fact Based – Ads are rational, simple, straightforward, and contain data.
Apple commercial in the airport
 - b. Value-based thinking – Ads will be emotional and metaphorical. Facetime commercial
8. Difference between hard thinking and soft thinking.
 - a. Hard Thinking: Logic, reason, precision, consistency, work, reality, analysis, and specificity [black or white]
 - b. Soft Thinking: Metaphor, dream, humor, play, and fantasy [Shades of Grey]
9. What is insight outlook? Explorer Role
 - a. A positive belief
10. What is brainstorming?
 - a. Efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its member(s).
11. What is free association?
 - a. A spontaneous, logically unconstrained and undirected association of ideas, emotions, and feelings.
12. Understand what each of the following roles entails:
 - a. Explorer – Know the objective. Gather and review existing raw materials. E.g. Creative brief, facts, experiences, history, knowledge, and feelings. Speak with the account manager and the client. Look at the competition and consumers.
 - b. Artist – Develop the BIG idea and implement it. Conceptualization
 - c. Judge – Evaluate the practicality of their big idea.

- d. Warrior – Carry the concept into action. Get the big idea approved, produced, and placed in the media. Convince the account team and the client with your rationale.
- 13. Five key components when selling your idea in the Warrior stage.
 - a. Strategic Position: Selling idea must be a strategy.
 - b. Savvy Psychology: The idea meets the clients needs
 - c. Slick Presentation: Prepare and rehearse.
 - d. Structural Persuasion: Well-structured presentation. Opening should set the tone of the presentation.
 - e. Solve the Problem: The BIG idea should solve the clients problem.
- 14. What is conceptualization?
 - a. Based on the information -> create a mental picture of the ad (visual and verbal)
- 15. Difference between strategy and the big idea.
 - a. Strategy – Target offers consumers the selection and value typical of a mass merchandizer in stores that have the elegance and flair of a department store.
 - b. Big Idea- Expect more. Pay less.
- 16. Understand the different strategies creative use while transforming a concept [adapt, imagine, reverse, connect, compare, eliminate, and parody].
 - a. Adapt – Change contexts. Campbell soup -> Health insurance
 - b. Imagine – Ask what if, imagination. E*Trade Baby
 - c. Reverse – Look at it backwards “Ugly is only skin deep”
 - d. Connect - Connect two unrelated ideas. Virginia Slims
 - e. Compare – Take one idea and use it to describe another.
 - f. Eliminate – Subtract something or break the rules. E.g. 7Up UnCola or the Chevy Camaro commercial
 - g. Parody – v=jLlxbkBT9pQ Couple waking up and wanting the car
- 17. Understand the five layers of the creative pyramid [Use the *Salvation Army* print ad as an example].
 - a.
- 18. The Pitch episode:

http://www.youtube.com/watch?v=vThMZOm79DM&playnext=1&list=PLC9FE4168070B6146&feature=results_video

Chapter 13:

- 1. Pros and cons in using magazines as your media vehicle.
 - a. Pros:
 - i. Color
 - ii. Flexible design options
 - iii. Long shelf life
 - iv. Believability
 - v. Prestige
 - vi. Pass-along readership
 - vii. Focus on target audience
 - b. Cons:
 - i. Expensive (Color ads)

- ii. Published monthly or weekly
 - 1. Hampers immediacy, reach, and frequency
 - iii. Long lead time
 - 1. Ad insertion takes 2-3 months
 - iv. Heavy competition
 - v. Declining sales
- 2. What is pass-along readership?
 - a. When the reader gives the magazine to a friend.
- 3. Understand the different classifications of magazines (content, geography, and size).
 - a. Content
 - i. Consumer Magazines (E.g. Time, Maxim)
 - ii. Farm Publications (E.g. Farm Journal)
 - iii. Business Magazines (E.g. American Banker)
 - b. Geography
 - i. Local (E.g. San Diego Magazine)
 - ii. Regional (E.g. Sunset)
 - iii. National (E.g. TV Guide)
 - c. Size
 - i. Large, flat, standard, and small or pocket
- 4. Difference between general-interest and special-interest magazines.
 - a. General-Interest
 - i. Covered a wide-range of topics for a broad audience (E.g. Time, Life, and Reader's Digest)
 - b. Special-Interest
 - i. Specific topics for a narrow audience (E.g. Men's Health, People, Good Housekeeping, and National Geographic)
- 5. Cover positions in a magazine.
 - a. First, second, third, and fourth
- 6. What is a junior page?
 - a. Covers 60% of the page
- 7. What is island halves?
 - a. 60% of page, similar but surrounded with more content
- 8. What is an insert?
 - a. Ad on a high quality paper to add weight and drama
- 9. What is a bleed?
 - a. No white area around the ad
- 10. What is gatefold?
 - a. Extreme left and right sides are folded into the center to match the size of the other pages
- 11. Understand Cost per Thousand (CPM).
- 12. Difference between guaranteed and delivered circulation.
 - a. Guaranteed: Number of copies expected to be circulated
 - b. Delivered: Number of copies actually circulated
- 13. Audit Bureau of Circulations.
- 14. Subscriptions versus vendor sales.
- 15. Primary versus secondary readership.

- a. Primary – Those who actually subscribe
 - b. Secondary – People who just pass it along and read it
- 16. Pros and cons of advertising in newspapers.
 - a. Pros
 - i. Mass Medium
 - 1. Local Medium
 - ii. Variety of Topics
 - iii. Timeliness
 - iv. Credibility
 - 1. More credible than TV
 - v. Cost
 - vi. Creative Flexibility
 - b. Cons
 - i. More general than specialized
 - ii. Ads have a short life span (no pass along readership)
 - iii. Paper quality
 - iv. Ad clutter
 - v. Lack of control over ad positioning
 - vi. *Overlapping circulation*
- 17. Newspaper classification (frequency of delivery, physical size, and audience type).
- 18. What are display ads, classifieds, public notices, and preprinted inserts.
 - a. Display Ads
 - i. NOT found in first page, editorial, classifieds, or obituaries
 - ii. Have images, text, and color
 - b. Classifieds
 - i. Marketplace for goods and services
 - c. Public Notices
 - i. Financial and governmental reports, change in business, etc
 - d. Preprinted Inserts
 - i. Nicer paper, color if the newspapers in B&W, etc
- 19. Explain the disadvantage of overlapping circulation in newspapers?
 - a. It does no good for the consumer who sees it numerous times in such a short period of time.

Chapter 14:

- 1. Pros and cons of broadcast and cable TV advertising.
 - a. Cable TV
 - i. Pros
 - 1. Selectivity
 - 2. Audience Demographics
 - a. Younger, educated, and affluent
 - b. More likely to try new products
 - c. More likely to buy high priced products
 - 3. Low cost compared to broadcast TV
 - 4. Flexibility: Commercials can run up to 2 minutes. E.g. Infomercials like Oxiclean

5. Testability: Good place to test new products
- ii. Cons
 1. Limited reach: Not all people have cable
 2. *Fragmentation*: More channels but people don't watch all of them -> ads must run on many stations
 3. Low production quality
 4. Zipping and zapping
- b. Broadcast TV
 - i. Pros
 1. Mass coverage
 2. Low cost (ie \$2-\$10 per CPM)
 3. Some selectivity in terms of time of day, day of the week, and nature of the programming
 4. Immediacy
 5. Creative possibilities: Sound, motion, and colors
 - ii. Cons
 1. High production cost
 2. High airtime costs (Small and medium size advertisers)
 3. Clutter
 4. Zipping (DVR users) and zapping (remote control users)
 5. Low recall (60 sec vs. 30 sec ads)
 - a. What could be the solution to improve recall for 30 second ads?
2. What is the difference between zipping and zapping?
 - a. Zipping – Tivo, Zapping – Changing channels
- 3. 5 reasons regarding when to use to TV.**
 - a.
4. What are sponsorships?
 - a. Public readily identifies with the product due to the prestige of sponsoring popular shows. Sponsor controls placement and content of the ads. E.g. Second season, Ford sponsored first episode of 24 commercial free.
5. What is participation basis?
 - a. Several advertisers buy 30 to 60-sec spots within a program [Small advertisers can participate and long-term commitments are avoided]
6. What are spot announcements? Why are they advantageous?
 - a. Individual stations run ads in clusters during or between network programs (10, 15, 30, or 60-sec). E.g. PSA
 - b. Less expensive than participation basis
 - c. Flexibility: Ads can be concentrated in specific regions of the country
 - i. Introduce a new product in ONE area at a time
 - ii. Ad message can be changed to suit different markets
 - d. Problem: Advertisers have to contact EACH TV station. E.g. A city like Dallas may be served by 10 cable companies or more.
7. Types of syndication: off-network, first-run, and barter.
 - a. Sale of right to broadcast TV shows by multiple TV stations without going through a network.

- b. Became popular due to audience fragmentation
 - c. Networks are removed from the picture [Producer (Disney) -> Local TV station (KHPK LP)]
 - i. Local TV stations get more control and greater profits
 - d. Types
 - i. Off-network: Re-runs (E.g. Seinfeld and King of Queens)
 - ii. First-run: Original shows (E.g. Inside Edition and Oprah)
 - iii. Barter: Advertiser-supported (E.g. Wheel of Fortune and Jeopardy)
 - 1. Station **receives** the use of a program in return for **giving** a certain amount of commercial airtime within the show where a sponsor's ad air at **no airtime cost**.
8. What is direct-response TV?
- a. Infomercials or Program-Length Advertising (PLA)
 - i. Consumers pay attention and respond immediately
 - ii. Detailed product demo vs. 30 second ads
 - iii. Combo of advertising, direct response, and sales promotion
 - b. Shorter ads ask consumers to order products
 - c. Cable networks (Home Shopping Network) with round-the-clock sales
9. What are designated market areas (DMA)?
- a. Designated Market Areas (DMA): Based on geographic TV markets
- 10. What are day parts in TV?**
- a.
- 11. Types of audience measures: TV households, household using TV, program rating, and audience share.**
- a. **TV Households (TVHH): No. of houses that own TV sets**
 - b. **Household Using TV (HUT): Percentage of houses in a given area that have one or more TV sets turned on at any particular time**
 - c. **Program Rating: Percentage of houses that are tuned to a particular program**
 - d. **Audience Share: Percentage of homes with TV sets in use (HUT) tuned to a specific program**
12. Pros and cons of radio advertising.
- a. Pro
 - i. Reach and frequency
 - ii. Selectivity
 - iii. Cost efficiency
 - iv. Timeliness and immediacy
 - v. Local relevance
 - vi. Creative flexibility
 - b. Cons
 - i. Limitations of sound
 - ii. Segmented audiences
 - iii. Short-lived, half heard
 - iv. Clutter
13. Types of radio advertising: Network, spot, and local.
- a. Network

- i. Lack of flexibility in choosing stations
 - ii. No. of stations in a network's roster
 - iii. Longer lead times
 - b. Spot
 - i. Greater choice of markets, stations, airtime, and copy
 - ii. Shorter lead times (20 minutes or less)
 - iii. Use local personalities to gain local acceptance
 - c. Local
 - i. Radio spots purchased by local advertisers
- 14. What is the difference between 'cumes' and 'average quarter-hour audience'?
- a. Cumes
 - i. Total no. of unique individuals who tune to a radio station during the course of a daypart for at least five minutes
 - b. Average Quarter-Hour Audiences
 - i. The average number of persons listening to a particular station for at least five minutes during a 15 minute period
- 15. Day parts in radio.
 - a. Morning Drive
 - b. Daytime
 - c. Afternoon Drive
 - d. Nighttime
 - e. All night

* Don't forget to go through your notes from Mr. Willie Baronet's lecture. Questions will be broad and will NOT cover specific campaigns presented on that day.