

# Glossary of Advertising and Promotion Terms

**A/B testing** A process that involves the testing of two versions of an advertisement or homepage to see which will be the more effective prior to launch.

**absolute cost** The actual total cost of placing an ad in a particular media vehicle.

**account executive** The individual who serves as the liaison between the advertising agency and the client. The account executive is responsible for managing all of the services the agency provides to the client and representing the agency's point of view to the client.

**account planner** The individual who gathers information that is relevant to a client's product or service and can be used in the development of the creative strategy as well as other aspects of an IMC campaign.

**account planning** The process of conducting research and gathering all relevant information about a client's product, service, brand, and consumers in the target audience for use in the development of creative strategy as well as other aspects of an IMC campaign.

**account-specific marketing** Development of customized promotional programs for individual retail accounts by marketers.

**ad execution–related thoughts** A type of thought or cognitive response a message recipient has concerning factors related to the execution of the ad, such as creativity, visual effects, color, and style.

**adjacencies** Commercial spots purchased from local television stations that generally appear during the time periods adjacent to network programs.

**advergame** Online game designed to promote a product and/or brand.

**advertainment** Media combining the use of advertising and entertainment (e.g., in-game advertising, advergaming).

**advertising** Any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor.

**advertising agency** A firm that specializes in the creation, production, and placement of advertising messages and may provide other services that facilitate the marketing communications process.

**advertising appeal** The basis or approach used in an advertising message to attract the attention or interest of consumers and/or influence their feelings toward the product, service, or cause.

**advertising campaign** A comprehensive advertising plan that consists of a series of messages in a variety of media that center on a single theme or idea.

**advertising creativity** The ability to generate fresh, unique, and appropriate ideas that can be used as solutions to communication problems.

**advertising manager** The individual in an organization who is responsible for the planning, coordinating, budgeting, and implementing of the advertising program.

**advertising substantiation** A Federal Trade Commission regulatory program that requires advertisers to have documentation to support the claims made in their advertisements.

**advocacy advertising** Advertising that is concerned with the propagation of ideas and elucidation of social issues of public importance in a manner that supports the position and interest of the sponsor.

**aerial advertising** A form of outdoor advertising where messages appear in the sky in the form of banners pulled by airplanes, skywriting, and on blimps.

**affect referral decision rule** A type of decision rule where selections are made on the basis of an overall impression or affective summary evaluation of the various alternatives under consideration.

**affiliates** Local television stations that are associated with a major network. Affiliates agree to preempt time during specified hours for programming provided by the network and carry the advertising contained in the program.

**affirmative disclosure** A Federal Trade Commission program whereby advertisers may be required to include certain types of information in their advertisements so consumers will be aware of all the consequences, conditions, and limitations associated with the use of the product or service.

**affordable method** A method of determining the budget for advertising and promotion where all other budget areas are covered and remaining monies are available for allocation.

**agency of record (AOR)** The agency that has primary responsibility for most of the integrated marketing communications services a company or brand might require, such as brand and creative strategy, media planning, development and maintenance of web sites, and digital marketing.

**AIDA model** A model that depicts the successive stages a buyer passes through in the personal-selling process, including attention, interest, desire, and action.

**alpha activity** A measure of the degree of brain activity that can be used to assess an individual's reactions to an advertisement.

**alternative media** A term commonly used in advertising to describe support media.

**animatic** A preliminary version of a commercial whereby video of the frames of a storyboard is produced along with an audio soundtrack.

**arbitrary allocation** A method for determining the budget for advertising and promotion based on arbitrary decisions of executives.

**attitude toward the ad** A message recipient's affective feelings of favorability or unfavorability toward an advertisement.

**attractiveness** A source characteristic that makes him or her appealing to a message recipient. Source attractiveness can be based on similarity, familiarity, or likability.

**average frequency** The number of times the average household reached by a media schedule is exposed to a media vehicle over a specified period.

**average quarter-hour (AQH) figure** The average number of persons listening to a particular station for at least 5 minutes during a 15-minute period. Used by Arbitron in measuring the size of radio audiences.

**average quarter-hour rating (AQH RTG)** The average quarter-hour figure estimate expresses the estimated number of listeners as a percentage of the survey area population. Used by Nielsen in measuring the size of radio audiences.

**average quarter-hour share (AQH SHR)** The percentage of the total listening audience tuned to each station.

**balance-of-trade deficit** A situation where the monetary value of a country's imports exceeds its exports.

**banner ad** An ad on a web page that may be "hot-linked" to the advertiser's site.

**barrier to entry** Conditions that make it difficult for a firm to enter the market in a particular industry, such as high advertising budgets.

**BBB National Programs Inc.** A division of the Better Business Bureau that is home to national programs on dispute resolution, advertising review, privacy, and industry self-regulation.

**behavioral targeting** A basis for target marketing based on consumers' website surfing behaviors.

**behavioristic segmentation** A method of segmenting a market by dividing customers into groups based on their usage, loyalties, or buying responses to a product or service.

**below-the-line media** A term used to refer to support media whose costs are not assigned directly to advertising and/or promotional budgets.

**benchmark measures** Measures of a target audience's status concerning response hierarchy variables such as awareness, knowledge, image, attitudes, preferences, intentions, or behavior. These measures are taken at the beginning of an advertising or promotional campaign to determine the degree to which a target audience must be changed or moved by a promotional campaign.

**benefit segmentation** A method of segmenting markets on the basis of the major benefits consumers seek in a product or service.

**Better Business Bureau (BBB)** An organization established and funded by businesses that operate primarily at the local level to monitor activities of companies and promote fair advertising and selling practices.

**billings** The amount of client money agencies spend on media purchases and other equivalent activities. Billings are often used as a way of measuring the size of advertising agencies.

**bleed page** Magazine advertisement where the printed area extends to the edge of the page, eliminating any white margin or border around the ad.

**blog** Also known as a weblog, a blog is a Web-based publication consisting primarily of periodic articles written and provided in reverse chronological order. Blogs may reflect the writings of an individual, community political organization, or corporation.

**body copy** The main text portion of a print ad. Also often referred to as copy.

**bonus pack** Special packaging that provides consumers with extra quantity of merchandise at no extra charge over the regular price.

**brand development index (BDI)** An index that is calculated by taking the percentage of a brand's total sales that occur in a given market as compared to the percentage of the total population in the market.

**brand equity** The intangible asset of added value or goodwill that results from the favorable image, impressions of differentiation, and/or the strength of consumer attachment of a company name, brand name, or trademark.

**brand identity** The combination of the name, logo, symbols, design, packaging, image, and associations held by consumers toward a brand.

**brand loyalty** Preference by a consumer for a particular brand that results in continual purchase of it.

**brand manager** The person responsible for the planning, implementation, and control of the marketing program for an individual brand.

**branded entertainment** The combined use of an audio-visual program (such as TV, radio, podcast, or videocast) and a brand to market a product or service. The purpose of a branded entertainment program is to entertain, while at the same time provide the opportunity for brands or products to be promoted.

**buildup approach** A method of determining the budget for advertising and promotion by determining the specific tasks that have to be performed and estimating the costs of performing them. See also *objective and task method*.

**buzz marketing** The use of various activities that generate conversations and word-of-mouth communication about a particular topic such as a company, brand, or marketing activity.

**cable television** A form of television where signals are carried to households by wire rather than through the airways.

**campaign theme** The central message or idea that is communicated in all advertising and other promotional activities.

**carryover effect** A delayed or lagged effect whereby the impact of advertising on sales can occur during a subsequent time period.

**category development index (CDI)** An index that is calculated by taking the percentage of a product category's total sales that occur in a given market area as compared to the percentage of the total population in the market.

**category management system** An organizational system whereby managers have responsibility for the marketing programs for a particular category or line of products.

**cause-related marketing** Image-related advertising in which companies link with charities or nonprofit organizations as contributing sponsors.

**cease-and-desist order** An action by the Federal Trade Commission that orders a company to stop engaging in a practice that is considered deceptive or misleading until a hearing is held.

**Central Hudson Test** A four-part test used by the courts for determining restrictions on commercial speech.

**central route to persuasion** One of two routes to persuasion recognized by the elaboration likelihood model. The central route to persuasion views a message recipient as very active and involved in the communications process and as having the ability and motivation to attend to and process a message.

**centralized system** An organizational system whereby advertising along with other marketing activities such as sales, marketing research, and planning are divided along functional lines and are run from one central marketing department.

**channel** The method or medium by which communication travels from a source or sender to a receiver.

**Children's Online Privacy Protection Act (COPPA) of 1998** Federal legislation that places restrictions on information collected from children via the Internet and requires that websites directed at children have a privacy policy posted on their home page and areas of the site where information is collected.

**city zone** A category used for newspaper circulation figures that refers to a market area composed of the city where the paper is published and contiguous areas similar in character to the city.

**classical conditioning** A learning process whereby a conditioned stimulus that elicits a response is paired with a neutral stimulus that does not elicit any particular response. Through repeated exposure, the neutral stimulus comes to elicit the same response as the conditioned stimulus.

**classified advertising** Advertising that runs in newspapers and magazines that generally contains text only and is arranged under subheadings according to the product, service, or offering. Employment, real estate, and automotive ads are the major forms of classified advertising.

**clients** The organizations with the products, services, or causes to be marketed and for which advertising agencies and other marketing promotional firms provide services.

**clipping service** A service that clips competitors' advertising from local print media, allowing the company to monitor the types of advertising that are running or to estimate their advertising expenditures.

**close** Obtaining the commitment of the prospect in a personal-selling transaction.

**clutter** The nonprogram material that appears in a broadcast environment, including commercials, promotional messages for shows, public service announcements, and the like.

**cognitive dissonance** A state of psychological tension or postpurchase doubt that a consumer may experience after making a purchase decision. This tension often leads the consumer to try to reduce it by seeking supportive information.

**cognitive responses** Thoughts that occur to a message recipient while reading, viewing, and/or hearing a communication.

**collateral services** Agencies that provide companies with specialized services such as package design, advertising production, and marketing research.

**combination rate** A special space rate or discount offered for advertising in two or more periodicals. Combination rates are often offered by publishers who own both morning and evening editions of a newspaper in the same market.

**commercial ratings** Measures of the average viewership of a television commercial both live and up to three days after the ads are played back on a digital video recorder (DVR).

**commercial speech** Speech that promotes a commercial transaction.

**commission system** A method of compensating advertising agencies whereby the agency receives a specified commission (traditionally 15 percent) from the media on any advertising time or space it purchases.

**communication** The passing of information, exchange of ideas, or process of establishing shared meaning between a sender and a receiver.

**communication objectives** Goals that an organization seeks to achieve through its promotional program in terms of communication effects such as creating awareness, knowledge, image, attitudes, preferences, or purchase intentions.

**communications task** Under the DAGMAR approach to setting advertising goals and objectives, something that can be performed by and attributed to advertising such as awareness, comprehension, conviction, and action.

**comparative advertising** The practice of either directly or indirectly naming one or more competitors in an advertising message and usually making a comparison on one or more specific attributes or characteristics.

**competitive advantage** Something unique or special that a firm does or possesses that provides an advantage over its competitors.

**competitive parity method** A method of setting the advertising and promotion budget based on matching the absolute level of percentage of sales expenditures of the competition.

**compliance** A type of influence process where a receiver accepts the position advocated by a source to obtain favorable outcomes or to avoid punishment.

**comprehension and reaction tests** Advertising testing to ensure receivers comprehend the message and to gauge their reaction to the same.

**computer simulation models** Quantitative-based models that are used to determine the relative contribution of advertising expenditures on sales response.

**concave-downward function model** An advertising/sales response function that views the incremental effects of advertising on sales as decreasing.

**concentrated marketing** A type of marketing strategy whereby a firm chooses to focus its marketing efforts on one particular market segment.

**concept testing** A method of pretesting alternative ideas for an advertisement or campaign by having consumers provide their responses and/or reactions to the creative concept.

**conditioned response** In classical conditioning, a response that occurs as a result of exposure to a conditioned stimulus.

**conditioned stimulus** In classical conditioning, a stimulus that becomes associated with an unconditioned stimulus and capable of evoking the same response or reaction as the unconditioned stimulus.

**consent order** A settlement between a company and the Federal Trade Commission whereby an advertiser agrees to stop the advertising or practice in question. A consent order is for settlement purposes only and does not constitute an admission of guilt.

**consumer behavior** The process and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires.

**consumer franchise-building (CFB) promotions** Sales promotion activities that communicate distinctive brand attributes and contribute to the development and reinforcement of brand identity.

**consumer juries** A method of pretesting advertisements by using a panel of consumers who are representative of the target audience and provide ratings, rankings, and/or evaluations of advertisements.

**consumer socialization process** The process by which an individual acquires the skills needed to function in the marketplace as a consumer.

**consumer-oriented sales promotion** Sales promotion techniques that are targeted to the ultimate consumer such as coupons, samples, contests, rebates, sweepstakes, and premium offers.

**content sponsorship** The sponsor not only provides dollars in return for name association on the Internet but also participates in the provision of content itself.

**contest** A promotion whereby consumers compete for prizes or money on the basis of skills or ability, and winners are determined by judging the entries or ascertaining which entry comes closest to some predetermined criteria.

**contextual advertising** Internet advertising placed on the basis of the content of the web page.

**continuity** A media scheduling strategy where a continuous pattern of advertising is used over the time span of the advertising campaign.

**contribution margin** The difference between the total revenue generated by a product or brand and its total variable costs.

**controlled-circulation basis** Distribution of a publication free to individuals a publisher believes are of importance and responsible for making purchase decisions or are prescreened for qualification on some other basis.

**cooperative advertising** Advertising program in which a manufacturer pays a certain percentage of the expenses a retailer or distributor incurs for advertising the manufacturer's product in a local market area.

**copywriter** Individual who helps conceive the ideas for ads and commercials and writes the words or copy for them.

**corporate advertising** Advertising designed to promote overall awareness of a company or enhance its image among a target audience.

**corrective advertising** An action by the Federal Trade Commission whereby an advertiser can be required to run advertising messages designed to remedy the deception or misleading impression created by its previous advertising.

**cost per order (CPO)** A measure used in direct marketing to determine the number of orders generated relative to the cost of running the advertisement.

**cost per ratings point (CPRP)** A computation used by media buyers to compare the cost-efficiency of broadcast programs that divides the cost of commercial time on a program by the audience rating.

**cost per thousand (CPM)** A computation used in evaluating the relative cost of various media vehicles that represents the cost of exposing 1,000 members of a target audience to an advertising message.

**cost-plus system** A method of compensating advertising agencies whereby the agency receives a fee based on the cost of the work it performs plus an agreed-on amount for profit.

**counterargument** A type of thought or cognitive response a receiver has that is counter or opposed to the position advocated in a message.

**country-of-origin effect** The impact on consumers' perceptions of products and/or brands that results from where the products are manufactured.

**coverage** A measure of the potential audience that might receive an advertising message through a media vehicle.

**creative boutique** An advertising agency that specializes in and provides only services related to the creative aspects of advertising.

**creative brief** A document that specifies the basic elements of the creative strategy such as the basic problem or issue the advertising must address, the advertising and communications objectives, target audience, major selling idea or key benefits to communicate, campaign theme or appeal, and supportive information or requirements.

**creative execution style** The manner or way in which a particular advertising appeal is transformed into a message.

**creative strategy** A determination of what an advertising message will say or communicate to a target audience.

**creative tactics** A determination of how an advertising message will be implemented to execute the creative strategy.

**credibility** The extent to which a source is perceived as having knowledge, skill, or experience relevant to a communication topic and can be trusted to give an unbiased opinion or present objective information on the issue.

**cross sell** A term used in personal selling that refers to the sale of additional products and/or services to the same customer.

**cultural values** Refers to beliefs and goals shared by members of a society regarding ideal end states of life and modes of conduct.

**culture** The complexity of learned meanings, values, norms, and customs shared by members of a society.

**cume** A term used for cumulative audience, which is the estimated total number of different people who listened to a radio station for a minimum of five minutes during a particular daypart.

**Customer Lifetime Value (CLTV)** An estimate of the total lifetime profit that can be generated from a specific customer.

**customer relationship management (CRM)** Programs that involve the systematic tracking of consumers' preferences and behaviors and modifying the product or service offers as much as possible to meet individual needs and wants.

**DAGMAR** An acronym that stands for defining advertising goals for measured advertising results. An approach to setting advertising goals and objectives developed by Russell Colley.

**daily inch rate** A cost figure used in periodicals based on an advertisement placed one inch deep and one column wide (whatever the column width).

**dayparts** The time segments into which a day is divided by radio and television networks and stations for selling advertising time.

**decentralized system** An organizational system whereby planning and decision-making responsibility for marketing, advertising, and promotion lies with a product/brand manager or management team rather than a centralized department.

**deception** According to the Federal Trade Commission, a misrepresentation, omission, or practice that is likely to mislead the consumer acting reasonably in the circumstances to the consumer's detriment.

**decoding** The process by which a message recipient transforms and interprets a message.

**demographic segmentation** A method of segmenting a market based on the demographic characteristics of consumers.

**departmental system** The organization of an advertising agency into departments based on functions such as account services, creative, media, marketing services, and administration.

**designated market areas (DMAs)** The geographic areas used by the Nielsen Station Index in measuring audience size. DMAs are nonoverlapping areas consisting of groups of counties from which stations attract their viewers.

**differentiated marketing** A type of marketing strategy whereby a firm offers products or services to a number of market segments and develops separate marketing strategies for each.

**differentiation** A situation where a particular company or brand is perceived as unique or better than its competitors.

**digital out of home (DOOH) media** Traditional out of home media (billboards, transit ads, etc.), now presented in a digital format.

**digital public relations** The use of digital and social technologies to manage an organization's public relations functions.

**digital agency** Agencies that specialize in the development and strategic use of various digital and interactive marketing tools such as websites for the Internet, banner ads, search engine optimization, mobile marketing, and social media campaigns.

**direct broadcast by satellite (DBS)** A television signal delivery system whereby programming is beamed from satellites to special receiving dishes mounted in the home or yard.

**direct channel** A marketing channel where a producer and ultimate consumer interact directly with one another.

**direct headline** A headline that is very straightforward and informative in terms of the message it is presenting and the target audience it is directed toward. Direct headlines often include a specific benefit, promise, or reason for a consumer to be interested in a product or service.

**direct marketing** A system of marketing by which an organization communicates directly with customers to generate a response and/or a transaction.

**direct selling** The direct personal presentation, demonstration, and sale of products and services to consumers usually in their homes or at their jobs.



**direct-marketing agency** A company that provides a variety of direct-marketing services to its clients, including database management, direct mail, research, media service, creative, and production.

**direct-response advertising** A form of advertising for a product or service that elicits a sales response directly from the advertiser.

**direct-response media** Media used to seek a direct response from the consumer, including direct mail, telemarketing, interactive TV, print, the Internet, and other media.

**display advertising** Advertising in newspapers and magazines that uses illustrations, photos, headlines, and other visual elements in addition to copy text.

**divergence** The extent to which an advertisement contains certain creative elements that are novel, different, or unusual.

**duplicated reach** Individuals exposed to the same commercial on two or more media vehicles.

**dyadic communication** A process of direct communication between two persons or groups such as a salesperson and a customer.

**e-commerce** Direct selling of goods and services through the Internet.

**e-mail** Messages sent electronically over the Internet.

**earned media** Exposure for a company or brand that it did not have to pay for and is generated by entities outside the firms such as media coverage or through others sharing information via social media.

**economic infrastructure** A country's communications, transportation, financial, and distribution networks.

**economies of scale** A decline in costs with accumulated sales or production. In advertising, economies of scale often occur in media purchases as the relative costs of advertising time and/or space may decline as the size of the media budget increases.

**effective reach** A measure of the percentage of a media vehicle's audience reached at each effective frequency increment.

**80–20 rule** The principle that 80 percent of sales volume for a product or service is generated by 20 percent of the customers.

**elaboration likelihood model (ELM)** A model that identifies two processes by which communications can lead to persuasion—central and peripheral routes.

**electrodermal response (EDR)** A measure of the resistance the skin offers to a small amount of current passed between two electrodes. Used as a measure of consumers' reaction level to an advertisement.

**electroencephalographic (EEG) measures** Measures of the electrical impulses in the brain that are sometimes used as a measure of reactions to advertising.

**emotional appeals** Advertising messages that appeal to consumers' feelings and emotions.

**encoding** The process of putting thoughts, ideas, or information into a symbolic form.

**ethics** Moral principles and values that govern the actions and decisions of an individual or group.

**ethnographic research** A research technique that involves observing or studying consumers in their natural environment.

**evaluative criteria** The dimensions or attributes of a product or service that are used to compare different alternatives.

**event marketing** A type of promotion where a company or brand is linked to an event, or where a themed activity is developed for the purpose of creating experiences for consumers and promoting a product or service.

**event sponsorship** A type of promotion whereby a company develops sponsorship relations with a particular event such as a concert, sporting event, or other activity.

**exchange** Trade of something of value between two parties such as a product or service for money. The core phenomenon or domain for study in marketing.

**exclusive** A public relations tactic whereby one particular medium is offered exclusive rights to a story.

**external analysis** The phase of the promotional planning process that focuses on factors such as the characteristics of an organization's customers, market segments, positioning strategies, competitors, and marketing environment.

**external audiences** In public relations, a term used in reference to individuals who are outside or not closely connected to the organization such as the general public.

**external search** The search process whereby consumers seek and acquire information from external sources such as advertising, other people, or public sources.

**eye tracking** A method for following the movement of a person's eyes as he or she views an ad or commercial. Eye tracking is used for determining which portions or sections of an ad attract a viewer's attention and/or interest.

**Facebook analytics** A free analytics tool provided by Facebook that allows users to measure the performance of their site. Measures include page views, reach, and more.

**failure fee** A trade promotion arrangement whereby a marketer agrees to pay a penalty fee if a product stocked by a retailer does not meet agreed-upon sales levels.

**fear appeal** An advertising message that creates anxiety in a receiver by showing negative consequences that can result from engaging in (or not engaging in) a particular behavior.

**Federal Trade Commission (FTC)** The federal agency that has the primary responsibility for protecting consumers and businesses from anticompetitive behavior and unfair and deceptive practices. The FTC regulates advertising and promotion at the federal level.

**Federal Trade Commission Act** Federal legislation passed in 1914 that created the Federal Trade Commission and gave it the responsibility to monitor deceptive or misleading advertising and unfair business practices.

**fee-commission combination** A type of compensation system whereby an advertising agency establishes a fixed monthly fee for its services to a client and media commissions received by the agency are credited against the fee.

**feedback** Part of the message recipient's response that is communicated back to the sender. Feedback can take a variety of forms and provides a sender with a way of monitoring how an intended message is decoded and received.

**field of experience** The experiences, perceptions, attitudes, and values that senders and receivers of a message bring to a communication situation.

**field tests** Tests of consumer reactions to an advertisement that are taken under natural viewing situations rather than in a laboratory.

**financial audit** An aspect of the advertising agency evaluation process that focuses on how the agency conducts financial affairs related to serving a client.

**first cover** The outside front cover of a magazine

**fixed-fee method** A method of agency compensation whereby the agency and client agree on the work to be done and the amount of money the agency will be paid for its services.

**flat rate** A standard newspaper advertising rate where no discounts are offered for large-quantity or repeated space buys.

**Flesch formula** A test used to assess the difficulty level of writing based on the number of syllables and sentences per 100 words.

**flighting** A media scheduling pattern in which periods of advertising are alternated with periods of no advertising.

**focus groups** A qualitative marketing research method whereby a group of 10 to 12 consumers from the target market is led through a discussion regarding a particular topic such as a product, service, or advertising campaign.

**fourth cover** The outside back cover position of a magazine where an ad can be placed

**freestanding insert (FSI)** A four-color multipage printed advertising booklet that contains consumer-packaged-goods coupon offers delivered with newspapers (usually in Sunday editions). page G-6  
FSIs can also be delivered in direct-mail packages along with local retailer ads or can be cooperative booklets such as RedPlum or SmartSource as well as solo books done by companies.

**frequency** The number of times a target audience is exposed to a media vehicle(s) in a specified period.

**full-service agency** An advertising agency that offers clients a full range of marketing and communications services, including the planning, creating, producing, and placing of advertising messages and other forms of promotion.

**functional consequences** Outcomes of product or service usage that are tangible and can be directly experienced by a consumer.

**game** A promotion that is a form of sweepstakes because it has a chance element or odds of winning associated with it. Games usually involve game card devices that can be rubbed or opened to unveil a winning number or prize description.

**gatefold** An oversize magazine page or cover that is extended and folded over to fit into the publication. Gatefolds are used to extend the size of a magazine advertisement and are always sold at a premium.

**general advertising rates** Rates charged by newspapers to display advertisers outside the paper's designated market areas and to any classification deemed by the publisher to be general in nature.

**general preplanning input** Information gathering and/or market research studies on trends, developments, and happenings in the marketplace that can be used to assist in the initial stages of the creative process of advertising.

**geographic segmentation** A method of segmenting a market on the basis of different geographic units or areas.

**global advertising** The use of the same basic advertising message in all international markets.

**global marketing** A strategy of using a common marketing plan and program for all countries in which a company operates, thus selling the product or services the same way everywhere in the world.

**Google analytics** An analytical tool offered to Google users to assist advertisers in measuring your advertising ROI as well as tracking your Flash, video, and social networking applications.

**gross ratings points (GRPs)** A measure that represents the total delivery or weight of a media schedule during a specified time period. GRPs are calculated by multiplying the reach of the media schedule by the average frequency.

**group system** The organization of an advertising agency by dividing it into groups consisting of specialists from various departments such as creative, media, marketing services, and other areas. These groups work together to service particular accounts.

**halo effect** The tendency for evaluations of one attribute or aspect of a stimulus to distort reactions to its other attributes or properties.

**headline** Words in the leading position of the advertisement; the words that will be read first or are positioned to draw the most attention.

**hemispheric lateralization** The notion that the human brain has two relatively distinct halves or hemispheres with each being responsible for a specific type of function. The right side is responsible for visual processing while the left side conducts verbal processing.

**heuristics** Simplified or basic decision rules that can be used by a consumer to make a purchase choice, such as buy the cheapest brand.

**hierarchy of effects model** A model of the process by which advertising works that assumes a consumer must pass through a sequence of steps from initial awareness to eventual action. The stages include awareness, interest, evaluation, trial, and adoption.

**hierarchy of needs** Abraham Maslow's theory that human needs are arranged in an order or hierarchy based on their importance. The need hierarchy includes physiological, safety, social/love and belonging, esteem, and self-actualization needs.

**horizontal cooperative advertising** A cooperative advertising arrangement where advertising is sponsored in common by a group of retailers or other organizations providing products or services to a market.

**households using television (HUT)** The percentage of homes in a given area that are watching television during a specific time period.

**identification** The process by which an attractive source influences a message recipient. Identification occurs when the receiver is motivated to seek some type of relationship with the source and adopt a similar position in terms of beliefs, attitudes, preferences, or behavior.

**image advertising** Advertising that creates an identity for a product or service by emphasizing psychological meaning or symbolic association with certain values, lifestyles, and the like.

**image transfer** A radio advertising technique whereby the images of a television commercial are implanted into a radio spot.

**in-house agency** An advertising agency set up, owned, and operated by an advertiser that is responsible for planning and executing the company's advertising program.

**in-store media** Advertising and promotional media that are used inside of a retail store such as point-of-purchase displays, ads on shopping carts, coupon dispensers, and display boards.

**incentive-based system** A form of compensation whereby an advertising agency's compensation level depends on how well it meets predetermined performance goals such as sales or market share.

**index number** A ratio used to describe the potential of a market. The index number is derived by dividing the percentage of users in a market segment by the percentage of population in the same segment and multiplying by 100.

**indirect channel** A marketing channel where intermediaries such as wholesalers and retailers are utilized to make a product available to the customer.

**indirect headline** Headline that is not straightforward with respect to identifying a product or service or providing information regarding the point of an advertising message.

**infomercial** Television commercial that is very long, ranging from several minutes to an hour. Infomercials are designed to provide consumers with detailed information about a product or service.

**informational/rational appeals** Advertising appeals that focus on the practical, functional, or utilitarian need for a product or service and emphasize features, benefits, or reasons for owning or using the brand.

**ingredient-sponsored cooperative advertising** Advertising supported by raw material manufacturers with the objective being to help establish end products that include materials and/or ingredients supplied by the company.

**inherent drama** An approach to advertising that focuses on the benefits or characteristics that lead a consumer to purchase a product or service and uses dramatic elements to emphasize them.

**innovation adoption model** A model that represents the stages a consumer passes through in the adoption process for an innovation such as a new product. The series of steps includes awareness, interest, evaluation, trial, and adoption.

**inquiry tests** Tests designed to measure advertising effectiveness on the basis of inquiries or responses generated from the ad such as requests for information, number of phone calls, or number of coupons redeemed.

---

page G-7

---

**inside cards** A form of transit advertising where messages appear on cards or boards inside of vehicles such as buses, subways, or trolleys.

**integrated marketing communications (IMC)** A strategic business process used to develop, execute, and evaluate coordinated, measurable, persuasive brand communications programs over time with consumers, customers, prospects, employees, associates, and other targeted relevant external and internal audiences. The goal is to both generate short-term financial returns and build long-term brand and shareholder value.

**integrated marketing communications management** The process of planning, executing, evaluating, and controlling the use of various promotional-mix elements to effectively communicate with a target audience.

**integrated marketing communications objectives** Statements of what various aspects of the integrated marketing communications program will accomplish with respect to factors such as communication tasks, sales, market share, and the like.

**integrated marketing communications plan** A document that provides the framework for developing, implementing, and controlling an organization's integrated marketing communications program.

**integration processes** The way information such as product knowledge, meanings, and beliefs is combined to evaluate two or more alternatives.

**interactive media** A variety of media that allow the consumer to interact with the source of the message, actively receiving information and altering images, responding to questions, and so on.

**interconnects** Groups of cable systems in a geographic area joined together for advertising purposes.

**internal analysis** The phase of the promotional planning process that focuses on the product/service offering and the firm itself, including the capabilities of the firm and its ability to develop and implement a successful integrated marketing communications program.

**internal audiences** In public relations, a term used to refer to individuals or groups inside the organization or with a close connection to it.

**internal search** The process by which a consumer acquires information by accessing past experiences or knowledge stored in memory.

**internalization** The process by which a credible source influences a message recipient. Internalization occurs when the receiver is motivated to have an objectively correct position on an issue and the receiver will adopt the opinion or attitude of the credible communicator if he or she believes the information from this source represents an accurate position on the issue.

**interstitial** An advertisement that appears in a window on your computer screen while you are waiting for a web page to load.

**issue advertising (issue ad)** A form of advocacy advertising in which the advertiser wishes to bring attention to what it considers to be an important issue.

**jingle** Song about a brand or company that usually carries the advertising theme and a simple message.

**laboratory tests** Tests of consumer reactions to advertising under controlled conditions.

**Lanham Act** A federal law that permits a company to register a trademark for its exclusive use. The Lanham Act was amended to encompass false advertising and prohibits any false description or representation including words or other symbols tending falsely to describe or represent the same.

**layout** The physical arrangement of the various parts of an advertisement including the headline, subheads, illustrations, body copy, and any identifying marks.

**lead** A name given to a personal sales agent as a possible consumer.

**linear TV** Television service where the viewer has to watch a scheduled TV program at the particular time it's offered, and on the particular channel it's presented on.

**local advertising** Advertising done by companies within the limited geographic area where they do business.

**localized advertising strategy** Developing an advertising campaign specifically for a particular country or market rather than using a global approach.

**low-involvement hierarchy** A response hierarchy whereby a message recipient is viewed as passing from cognition to behavior to attitude change.

**loyalty program** Program designed to encourage repeat purchase or patronage of a specific brand of a product or service.

**magazine network** A group of magazines owned by one publisher or assembled by an independent network that offers advertisers the opportunity to buy space in a variety of publications through a package deal.

**mailing list** The database from which names are generated, and the ability to segment markets and, of course the offer.

**major selling idea** The basis for the central theme or message idea in an advertising campaign.

**marginal analysis** A principle of resource allocation that balances incremental revenues against incremental costs.

**market opportunities** Areas where a company believes there are favorable demand trends, needs, and/or wants that are not being satisfied, and where it can compete effectively.

**market segmentation** The process of dividing a market into distinct groups that have common needs and will respond similarly to a marketing action.

**market segments** Identifiable groups of customers sharing similar needs, wants, or other characteristics that make them likely to respond in a similar fashion to a marketing program.

**marketing** The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

**marketing channels** The set of interdependent organizations involved in the process of making a product or service available to customers.

**marketing mix** The controllable elements of a marketing program including product, price, place (distribution), and promotion.

**marketing objectives** Goals to be accomplished by an organization's overall marketing program such as sales, market share, or profitability.

**marketing plan** A written document that describes the overall marketing strategy and programs developed for an organization, a particular product line, or a brand.

**marketing public relations (MPR)** Public relations activities designed to support marketing objectives and programs.

**mass media** Nonpersonal channels of communication that allow a message to be sent to many individuals at one time.

**materialism** A preoccupation with material things rather than intellectual or spiritual concerns.

**media objectives** The specific goals an advertiser has for the media portion of the advertising program.

**media organizations** One of the four major participants in the integrated marketing communications process whose function is to provide information or entertainment to subscribers, viewers, or readers while offering marketers an environment for reaching audiences with print and broadcast messages.

**media planning** The series of decisions involved in the delivery of an advertising message to prospective purchasers and/or users of a product or service.

---

page G-8

---

**media specialist companies** Companies that specialize in the buying of advertising media time and space, particularly for television and digital advertising.

**media strategies** Plans of action for achieving stated media objectives such as which media will be used for reaching a target audience, how the media budget will be allocated, and how advertisements will be scheduled.

**media vehicle** The specific program, publication, or promotional piece used to carry an advertising message.

**medium** The general category of communication vehicles that are available for communicating with a target audience such as broadcast, print, direct mail, outdoor, and other support media.

**message** A communication containing information or meaning that a source wants to convey to a receiver.

**mnemonics** Basic cues such as symbols, rhymes, and associations that facilitate the learning and memory process.

**mobile** Type of services accessed through a portable communications device.

**mobile billboard** An out of home medium in which advertisements are able to be transported to different locations (signs painted on automobiles, trailers pulling billboards, and the like).

**mobile marketing** Promotional activity designed for delivery to cell phones, smartphones, tablets, and other handheld devices that includes apps, messaging, commerce, and customer relationship management.

**mock magazine test** Test in which an ad is placed in an actual magazine and a similar methodology is employed.

**motivation research** Qualitative research designed to probe the consumer's subconscious and discover deeply rooted motives for purchasing a product.

**motive** Something that compels or drives a consumer to take a particular action.

**multiattribute attitude model** A model of attitudes that views an individual's evaluation of an object as being a function of the beliefs that he or she has toward the object on various attributes and the importance of these attributes.

**multiplexing** An arrangement where multiple channels are transmitted by one cable network.

**narrowcasting** The reaching of a very specialized market through programming aimed at particular target audiences. Cable television networks offer excellent opportunities for narrowcasting.

**National Advertising Review Board (NARB)** A part of the National Advertising Division of the Council of Better Business Bureaus. The NARB is the advertising industry's primary self-regulatory body.

**National Association of Attorneys General (NAAG)** An organization consisting of state attorneys general that is involved in the regulation of advertising and other business practices.

**national spot advertising** All nonnetwork advertising done by a national advertiser in local markets.

**native advertising** Web advertising in which the advertiser attempts to gain attention by providing content in the context of the user's experience.

**needle drop** A term used in the advertising industry to refer to music that is prefabricated, multipurpose, and conventional and can be used in a commercial when a particular normative effect is desired.

**negotiated commission** A method of compensating advertising agencies whereby the client and agency negotiate the commission structure rather than relying on the traditional 15 percent media commission.

**new media** A term used to describe the proliferation of media resulting from the advent of Web 2.0.

**noise** Extraneous factors that create unplanned distortion or interference in the communications process.

**nonfranchise-building (non-FB) promotions** Sales promotion activities that are designed to accelerate the purchase decision process and generate an immediate increase in sales but do little or nothing to communicate information about a brand and contribute to its identity and image.

**nonmeasured media** A term commonly used in the advertising industry to describe support media.

**nonorganic (paid) search results** Internet search results that are impacted by advertisements paid for by marketers.

**nontraditional media** Newer media, including various forms of support media such as entertainment marketing, guerrilla marketing, product placements, and the like, as well as Internet and interactive media, such as blogs, podcasts, and more.

**objective and task method** A buildup approach to budget setting involving a three-step process: (1) determining objectives, (2) determining the strategies and tasks required to attain these objectives, and (3) estimating the costs associated with these strategies and tasks.

**off-invoice allowance** A promotional discount offered to retailers or wholesalers whereby a certain per-case amount or percentage is deducted from the invoice.

**omnichannel retailing** A strategy whereby companies sell their products through multiple distribution channels including retail stores, online, catalogs, and mobile apps.



**on-air tests** Testing the effectiveness of television commercials by inserting test ads into actual TV programs in certain test markets.

**one-sided message** Communications in which only positive attributes or benefits of a product or service are presented.

**one-step approach** A direct-marketing strategy in which the medium is used directly to obtain an order (for example, television direct-response ads).

**online commercial** The equivalent of a traditional television commercial that appears on the Net.

**open-rate structure** A rate charged by newspapers in which discounts are available based on frequency or bulk purchases of space.

**operant conditioning (instrumental conditioning)** A learning theory that views the probability of a behavior as being dependent on the outcomes or consequences associated with it.

**organic search results** Search results that appear due to the relevance of the search terms, not advertisements.

**out of home (OOH) advertising** The variety of advertising forms including outdoor, transit, skywriting, and other media viewed outside the home.

**outside posters** Outdoor transit posters appearing on buses, taxis, trains, subways, and trolley cars.

**owned media** Channels of marketing communication that a company controls, such as its websites, blogs, and mobile apps as well as social media channels.

**paid media** Channels of communication a marketer pays for including traditional advertising media such as television, radio, print, outdoor, and direct mail as well as various forms of digital advertising such as paid search and online display and video ads

**participations** The situation where several advertisers buy commercial time or spots on network television.

**pass-along rate** An estimate of the number of readers of a magazine in addition to the original subscriber or purchaser.

**pass-along readership** The audience that results when the primary subscriber or purchaser of a magazine gives the publication to another person to read, or when the magazine is read in page G-9 places such as waiting rooms in doctors' offices.

**pattern advertising** Advertisements that follow a basic global approach although themes, copy, and sometimes even visual elements may be adjusted.

**pay-per-click** Advertisement payment method in which advertisers' costs are based on the number of times the ad is clicked on during a search.

**payout plan** A budgeting plan that determines the investment value of the advertising and promotion appropriation.

**people meter** An electronic device that automatically records a household's television viewing, including channels watched, number of minutes of viewing, and members of the household who are watching.

**percentage charges** The markups charged by advertising agencies for services provided to clients.

**percentage-of-sales method** A budget method in which the advertising and/or promotions budget is set based on a percentage of sales of the product.

**perception** The process by which an individual receives, selects, organizes, and interprets information to create a meaningful picture of the world.

**peripheral route to persuasion** In the elaboration likelihood model, one of two routes to persuasion in which the receiver is viewed as lacking the ability or motivation to process information and is not likely to be engaging in detailed cognitive processing.

**personal selling** Person-to-person communication in which the seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea.

**persuasion matrix** A communication planning model in which the stages of the response process (dependent variables) and the communication components (independent variables) are combined to demonstrate the likely effect that the independent variables will have on the dependent variables.

**planogram** A planning configuration of products that occupy a shelf section in a store that is used to provide more efficient shelf space utilization.

**podcasting** A medium using the Internet to distribute files for downloading into iPods and other MP3 players.

**pop-under** Ad that pops up as the user is leaving the website.

**pop-up** Advertisement window on the Internet usually larger than a banner ad and smaller than a full screen.

**Portable People Meter (PPM)** A wearable pager-sized device that electronically traces what consumers listen to on the radio by detecting inaudible identification codes that are embedded in the programming.

**portfolio test** A laboratory methodology designed to expose a group of respondents to a portfolio consisting of both control and test print ads.

**positioning** The art and science of fitting the product or service to one or more segments of the market in such a way as to set it meaningfully apart from competition.

**Positioning Advertising Copy Testing (PACT)** A set of principles endorsed by 21 of the largest U.S. ad agencies aimed at improving the research used in preparing and testing ads, providing a better creative product for clients, and controlling the cost of TV commercials.

**posttests** Ad effectiveness measures that are taken after the ad has appeared in the marketplace.

**pre-roll** Video display advertisement that plays on an Internet site before the video requested appears.

**preferred position rate** A rate charged by newspapers that ensures the advertiser the ad will appear in the position required and/or in a specific section of the newspaper.

**premium** An offer of an item of merchandise or service either free or at a low price that is used as an extra incentive for purchasers.

**preprinted insert** Advertising distributed through newspapers that is not part of the newspaper itself, but is printed by the advertiser and then taken to the newspaper to be inserted.

**press conference** The calling together of the press to announce significant news and/or events.

**press release** Factual and interesting information released to the press.

**pretests** Advertising effectiveness measures that are taken before the implementation of the advertising campaign.

**price-off deal** A promotional strategy in which the consumer receives a reduction in the regular price of the brand.

**primacy effect** A theory that the first information presented in the message will be the most likely to be remembered.

**problem detection** A creative research approach in which consumers familiar with a product (or service) are asked to generate an exhaustive list of problems encountered in its use.

**problem recognition** The first stage in the consumer decision-making process in which the consumer perceives a need and becomes motivated to satisfy it.

**product integration** The act of integrating the product into television program content.

**product placement** A form of advertising and promotion in which products are placed in television shows and/or movies to gain exposure.

**product symbolism** The meaning that a product or brand has to consumers.

**product- or service-specific preplanning input** Specific studies provided to the creative department on the product or service, the target audience, or a combination of the two.

**program rating** The percentage of TV households in an area that are tuned to a program during a specific time period.

**programmatic buying** A wide range of technologies that have begun automating the buying, placement, and optimization of advertising media time and space.

**promotion** The coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or to promote an idea.

**promotional mix** The tools used to accomplish an organization's communications objective. The promotional mix includes advertising, direct marketing, digital/Internet marketing, sales promotion, publicity/public relations, and personal selling.

**promotional products marketing** The advertising or promotional medium or method that uses promotional products such as ad specialties, premiums, business gifts, awards, prizes, or commemoratives.

**promotional pull strategy** A strategy in which advertising and promotion efforts are targeted at the ultimate consumers to encourage them to purchase the manufacturer's brand.

**promotional push strategy** A strategy in which advertising and promotional efforts are targeted to the trade to attempt to get them to promote and sell the product to the ultimate consumer.

**prospecting** The process of seeking out prospective customers.

**prospects** Prospective customers.

**Protestant ethic** A perspective of life that stresses hard work and individual effort and initiative and views the accumulation of material possessions as evidence of success.

**psychoanalytic theory** An approach to the study of human motivations and behaviors pioneered by Sigmund Freud.

**psychographic segmentation** Dividing the product on the basis of personality and/or lifestyles.

**psychosocial consequences** Purchase decision consequences that are intangible, subjective, and personal.

**public relations (PR)** The management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program to earn public understanding and acceptance.

**public relations firm** An organization that develops and implements programs to manage a company's publicity, image, and affairs with consumers and other relevant publics.

**Public Relations Society of America** A nonprofit trade association for public relations professionals. It is the largest trade association in the United States serving the public relations industry.

**publicity** Communications regarding an organization, product, service, or idea that are not directly paid for or run under identified sponsorship.

**puffery** Advertising or other sales presentations that praise the item to be sold using subjective opinions, superlatives, or exaggerations, vaguely and generally, stating no specific facts.

**pulsing** A media scheduling method that combines flighting and continuous scheduling.

**pupillometrics** An advertising effectiveness methodology designed to measure dilation and constriction of the pupils of the eye in response to stimuli.

**purchase intention** The predisposition to buy a certain brand or product.

**push money (pm)** Cash payments made directly to the retailers' or wholesalers' sales force to encourage them to promote and sell a manufacturer's product.

**QR code** Short for quick response code; an optically machine-readable label attached to an item or advertisement that records information, which can be revealed to the viewer through an imaging device, which translates the code into content.

**qualified prospects** Those prospects that are able to make the buying decision.

**qualitative audit** An audit of the advertising agency's efforts in planning, developing, and implementing the client's communications programs.

**qualitative media effect** The positive or negative influence the medium may contribute to the message.

**ratings point** A measurement used to determine television viewing audiences in which one ratings point is the equivalent of 1 percent of all of the television households in a particular area tuned to a specific program.

**reach** The number of different audience members exposed at least once to a media vehicle (or vehicles) in a given period.

**readers per copy** A cost comparison figure used for magazines that estimates audience size based on pass-along readership.

**recall** An advertising effectiveness score indicating the number of persons who remember an ad.

**recall tests** Advertising effectiveness tests designed to measure advertising recall.

**receiver** The person or persons with whom the sender of a message shares thoughts or information.

**recency** The idea that advertising will have the most effect on someone who is in the market for the product and that planners should attempt to reach that consumer as close as possible to their purchase decision.

**recency effect** The theory that arguments presented at the end of the message are considered to be stronger and therefore are more likely to be remembered.

**recency planning** Media planning that attempts to reach the consumer in the period of time just before their purchase decision.

**recognition method** An advertising effectiveness measure of print ads that allows the advertiser to assess the impact of an ad in a single issue of a magazine over time and/or across alternative magazines.

**reference group** A group whose perspectives, values, or behavior is used by an individual as the basis for his or her judgments, opinions, and actions.

**refund** An offer by a manufacturer to return a portion of a product's purchase price, usually after the consumer supplies a proof of purchase.

**refutational appeal** A type of message in which both sides of the issue are presented in the communication, with arguments offered to refute the opposing viewpoint.

**reinforcement** The rewards or favorable consequences associated with a particular response.

**relationship marketing** An organization's effort to develop a long-term cost-effective link with individual customers for mutual benefit.

**relative cost** The relationship between the price paid for advertising time or space and the size of the audience delivered; it is used to compare the prices of various media vehicles.

**relevance** The degree to which the various elements of an advertisement are meaningful, useful, or valuable to the consumer.

**reminder advertising** Advertising designed to keep the name of the product or brand in the mind of the receiver.

**repositioning** The changing of a product or brand's positioning.

**response** The set of reactions the receiver has after seeing, hearing, or reading a message.

**retail or local advertising rates** Rates newspapers charge to advertisers that conduct business or sell goods and services within the paper's designated market area.

**retail trading zone** The market outside the city zone whose residents regularly trade with merchants within the city zone.

**retargeting** Resending an ad to a website visitor who previously visited the site seeking information but did not purchase, in an attempt to make a sale.

**RFM analysis** A marketing technique used to determine quantitatively which customers are the most profitable by examining how recently a customer has purchased (recency), how often he or she purchases (frequency), and how much the customer spends (monetary).

**rich media** A term for advanced technology used in Internet ads, such as a streaming video, which allows interaction and special effects.

**ROI budgeting method (return on investment)** A budgeting method in which advertising and promotions are considered investments, and thus measurements are made in an attempt to determine the returns achieved by these investments.

**run of paper (ROP)** A rate quoted by newspapers that allows the ad to appear on any page or in any position desired by the medium.

**S-shaped response curve** A sales response model that attempts to show sales responses to various levels of advertising and promotional expenditures.

**sales promotion** Marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer and can stimulate immediate sales.

**sales promotion agency** An organization that specializes in the planning and implementation of promotional programs such as contests, sweepstakes, sampling, premiums, and incentive offers for its clients.

**sales promotion trap** A spiral that results when a number of competitors extensively use promotions. One firm uses sales promotions to differentiate its product or service and other competitors copy the strategy, resulting in no differential advantage and a loss of profit margins to all.

**salient attributes** Attributes considered important to consumers in the purchase decision process.

**salient beliefs** Beliefs concerning specific attributes or consequences that are activated and form the basis of an attitude.

**sampling** A variety of procedures whereby consumers are given some quantity of a product for no charge to induce trial.

**scatter market** A period for purchasing television advertising time that runs throughout the TV season.

**schedules of reinforcement** Schedules by which a behavioral response is rewarded.

**script** A written version of the commercial that provides a detailed description of its video and audio content.

**search** Looking for a term, company, and so forth on the Internet.

**search engine optimization (SEO)** The process of improving ranking in search engine results.

**second cover** The inside front cover position of a magazine where a print ad can be placed.

**seeding** The process of identifying and choosing the initial group of consumers who will be used to start the diffusion or spreading of a message.

**selective attention** A perceptual process in which consumers choose to attend to some stimuli and not others.

**selective comprehension** The perceptual process whereby consumers interpret information based on their own attitudes, beliefs, motives, and experiences.

**selective exposure** A process whereby consumers choose whether or not to make themselves available to media and message information.

**selective perception** The perceptual process involving the filtering or screening of exposure, attention, comprehension, and retention.

**selective retention** The perceptual process whereby consumers remember some information but not all.

**selectivity** The ability of a medium to reach a specific target audience.

**self-liquidating premium** Premium that requires the consumer to pay some or all of the cost of the premium plus handling and mailing costs.

**self-regulation** The practice by the advertising industry of regulating and controlling advertising to avoid interference by outside agencies such as the government.

**sensation** The immediate and direct response of the senses (taste, smell, sight, touch, and hearing) to a stimulus such as an advertisement, package, brand name, or point-of-purchase display.

**shaping** The reinforcement of successive acts that lead to a desired behavior pattern or response.

**share of audience** The percentage of households watching television in a special time period that are tuned to a specific program.

**shock advertising** Advertising in which marketers use nudity, sexual suggestiveness, or other startling images to get consumers' attention.

**single-source tracking method** A research method designed to track the behaviors of consumers from the television set to the supermarket checkout counter.

**situational determinants** Influences originating from the specific situation in which consumers are to use the product or brand.

**sleeper effect** A phenomenon in which the persuasiveness of a message increases over time.

**slogan (tagline)** A statement or phrase consisting of a few words that succinctly expresses the company image, identity, and/or positioning a company or brand wants to communicate.

**slotting allowance** Fees that must be paid to retailers to provide a "slot" or position to accommodate a new product on the store shelves.

**social class** Relatively homogeneous divisions of society into which people are grouped based on similar lifestyles, values, norms, interests, and behaviors.

**social media** Online means of communication and interactions among people that are used to create, share, and exchange content such as information, insights, experiences, perspectives, and even media themselves.

**social networking sites** Online platforms for networks or social relations among people who share interests, activities, backgrounds, or real-life connections.

**source** The sender—person, group, or organization—of the message.

**source bolsters** Favorable cognitive thoughts generated toward the source of a message.

**source derogations** Negative thoughts generated about the source of a communication.

**source power** The power of a source as a result of his or her ability to administer rewards and/or punishments to the receiver.

**spam** Unsolicited commercial e-mail.

**spamming** The sending of unsolicited multiple commercial electronic messages.

**specialized marketing communication services** Organizations that provide marketing communication services in their areas of expertise including direct marketing, public relations, and sales promotion firms.

**specialty advertising** An advertising, sales promotion, and motivational communications medium that employs useful articles of merchandise imprinted with an advertiser's name, message, or logo.

**split runs** Two or more versions of a print ad are printed in alternative copies of a particular issue of a magazine.

**split-run test** An advertising effectiveness measure in which different versions of an ad are run in alternate copies of the same newspaper and/or magazine.

**sponsorship (television)** When the advertiser assumes responsibility for the production and usually the content of a television program as well as the advertising that appears within it.

**sponsorship (Internet)** When an advertiser sponsors content on a website, it is considered a sponsorship.

**spot advertising** Commercials shown on local television stations, with the negotiation and purchase of time being made directly from the individual stations.

**standard advertising unit (SAU)** A standard developed in the newspaper industry to make newspaper purchasing rates more comparable to other media that sell space and time in standard units.

**standard learning model** Progression by the consumers through a learn-feel-do hierarchical response.

**station reps** Individuals who act as sales representatives for a number of local stations and represent them in dealings with national advertisers.

**storyboard** A series of drawings used to present the visual plan or layout of a proposed commercial.

**strategic marketing plan** The planning framework for specific marketing activities.

**subcultures** Smaller groups within a culture that possess similar beliefs, values, norms, and patterns of behavior that differentiate them from the larger cultural mainstream.

**subhead** Secondary headline in a print ad.

**subliminal perception** The ability of an individual to perceive a stimulus below the level of conscious awareness.

---

page G-12

---

**superagencies** Large external agencies that offer integrated marketing communications on a worldwide basis.

**superstations** Independent local stations that send their signals via satellite to cable operators that, in turn, make them available to subscribers (e.g., WWOR, WPIX, WGN, WSBK, WTBS).

**support advertising** A form of direct marketing in which the ad is designed to support other forms of advertising appearing in other media.

**support argument** Consumers' thoughts that support or affirm the claims being made by a message.

**support media** Those media used to support or reinforce messages sent to target markets through other more "dominant" and/or more traditional media.

**survey of buying power index** An index that provides information regarding population, effective buying income, and total retail sales in an area.

**sustainability** Development that meets the needs of the current generation without compromising the ability of future generations to meet their needs.

**sweeps periods** The times of year in which television audience measures are taken (February, May, July, and November).

**sweepstakes** A promotion whereby consumers submit their names for consideration in the drawing or selection of prizes and winners are determined purely by chance. Sweepstakes cannot require a proof of purchase as a condition for entry.

**syndicated programs** Shows sold or distributed to local stations.

**target CPM (TCPM)** A relative cost comparison that calculates CPMs based on the target audience as opposed to the overall audience.

**target marketing** The process of identifying the specific needs of segments, selecting one or more of these segments as a target, and developing marketing programs directed to each.

**target ratings points (TRPs)** The number of persons in the primary target audience that the media buy will reach—and the number of times.

**teaser advertising** An ad designed to create curiosity and build excitement and interest in a product or brand without showing it.

**telemarketing** Selling products and services by using the telephone to contact prospective customers.

**television household** Defined by Nielsen as a home with at least one operable TV/monitor with the ability to deliver video via traditional means of antennae, cable set-top-box or satellite receiver and/or with a broadband connection.

**television network** The provider of news and programming to a series of affiliated local television stations.

**terminal posters** Floor displays, island showcases, electronic signs, and other forms of advertisements that appear in train or subway stations, airline terminals, and the like.

**testing bias** A bias that occurs in advertising effectiveness measures because respondents know they are being tested and thus alter their responses.

**theater test** An advertising effectiveness pretest in which consumers view ads in a theater setting and evaluate these ads on a variety of dimensions.

**third cover** The inside back cover position of a magazine where a print ad can be placed

**top-down approaches** Budgeting approaches in which the budgetary amount is established at the executive level and monies are passed down to the various departments.

**total audience (television)** The total number of homes viewing any five-minute part of a television program.

**total audience/readership** A combination of the total number of primary and pass-along readers multiplied by the circulation of an average issue of a magazine.

**touch point** Each and every opportunity a consumer has to see or hear about a company and/or its brands or have an encounter or experience with it.

**tracking studies** Advertising effectiveness measures designed to assess the effects of advertising on awareness, recall, interest, and attitudes toward the ad as well as purchase intentions.

**trade advertising** Advertising targeted to wholesalers and retailers.

**trade allowance** A discount or deal offered to retailers or wholesalers to encourage them to stock, promote, or display a manufacturer's product.

**trade show** A type of exhibition or forum where manufacturers can display their products to current as well as prospective buyers.

**trade-oriented sales promotion** A sales promotion designed to motivate distributors and retailers to carry a product and make an extra effort to promote or "push" it to their customers.



**transformational ad** An ad that associates the experience of using the advertised brand with a unique set of psychological characteristics that would not typically be associated with the brand experience to the same degree without exposure to the advertisement.

**transit advertising** Advertising targeted to target audiences exposed to commercial transportation facilities, including buses, taxis, trains, elevators, trolleys, airplanes, and subways.

**two-sided message** A message in which both good and bad points about a product or claim are presented.

**two-step approach** A direct-marketing strategy in which the first effort is designed to screen or qualify potential buyers, while the second effort has the responsibility of generating the response.

**undifferentiated marketing** A strategy in which market segment differences are ignored and one product or service is offered to the entire market.

**unduplicated reach** The number of persons reached once with a media exposure.

**unfairness** A concept used by the Federal Trade Commission to determine unfair or deceptive advertising practices. Unfairness occurs when a trade practice causes substantial physical or economic injury to consumers, could not be avoided by consumers, and must not be outweighed by countervailing benefits to consumers or competition.

**unique selling proposition (USP)** An advertising strategy that focuses on a product or service attribute that is distinctive to a particular brand and offers an important benefit to the customer.

**up-front market** A buying period that takes place prior to the upcoming television season when the networks sell a large part of their commercial time.

**user-generated content (UGC)** Advertising and/or other forms of content provided by consumers or other nonprofessional sources.

**value** The customer's perception of all the benefits of a product or service weighed against the costs of acquiring and consuming it.

**vehicle option source effect** The differential impact the advertising exposure will have on the same audience member if the exposure occurs in one media option rather than another.

**vertical cooperative advertising** A cooperative arrangement under which a manufacturer pays for a portion of the advertising a retailer runs to promote the manufacturer's product and its availability in the retailer's place of business.

**video news release (VNR)** News story produced by publicists so that television stations may air it as news.

**video on demand (VOD)** Video clips of various entertainment activities, which include ads or are sponsored, are also available through the Internet.

**viral marketing** The act of propagating marketing-relevant messages through the help and cooperation of individual consumers.

**virtual and augmented reality** View of the real-world environment supplemented by computer-generated sensory input.

**voiceover** A message or action on the screen in a commercial that is narrated or described by a narrator who is not visible.

**want** A felt need shaped by a person's knowledge, culture, and personality.

**waste coverage** A situation where the coverage of the media exceeds the target audience.

**wearout** The tendency for a television or radio commercial to lose its effectiveness when it is seen and/or heard repeatedly.

**webisode** Short featured film created by the advertiser.

**Wheeler-Lea Amendment** An act of Congress passed in 1938 that amended section 5 of the FTC Act to read that unfair methods of competition in commerce and unfair or deceptive acts or practices in commerce are declared unlawful.

**word-of-mouth (WOM) communications** Social channels of communication such as friends, neighbors, associates, coworkers, or family members.

**zapping** The use of a remote control device to change channels and switch away from commercials.

**zero-based communications planning** An approach to planning the integrated marketing communications program that involves determining what tasks need to be done and what marketing communication functions should be used to accomplish them and to what extent.

**zipping** Fast-forwarding through commercials during the playback of a program previously recorded on DVR.

# Endnotes

## Chapter 1

1. Giselle Abramovich, "Experts Weigh In on the Future of Advertising," *CMO*, September 19, 2018, [www.cmo.com/features/articles/2018/6/14/welcome-to-the-future-of-advertising-cannes18.html#gs.grcbv6](http://www.cmo.com/features/articles/2018/6/14/welcome-to-the-future-of-advertising-cannes18.html#gs.grcbv6); Don Schultz, "The Future of Advertising or Whatever We're Going to Call It," *Journal of Advertising* 45, no. 3 (July 2016), pp. 276–85.
2. Robert J. Coen, *Insider's Report: Robert Coen Presentation on Advertising Expenditures*, (New York: Universal McCann, McCann Erickson Worldwide, December 2002).
3. Ronan Shields, "U.S. Digital Ad Spend Will Surpass Offline in 2019," *ADWEEK*, February 20, 2019, [www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/](http://www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/); *Advertising, Shopper Marketing & Trade Communication Spending Data and Forecast 2000–2020*, Media Village, Jack Myers Tomorrow Today.
4. Ibid.
5. "Average US Time Spent with Mobile in 2019 Has Increased," *eMarketer*, June 4, 2019, [www.emarketer.com/content/average-us-time-spent-with-mobile-in-2019-has-increased](http://www.emarketer.com/content/average-us-time-spent-with-mobile-in-2019-has-increased).
6. *This Year Next Year: Worldwide Media Forecasts*, GroupM, December 2018, [www.groupm.com/news/groupms-2019-ad-forecast-19-billion-new-investment-36-growth](http://www.groupm.com/news/groupms-2019-ad-forecast-19-billion-new-investment-36-growth).
7. Jasmine Enberg, "Digital Ad Spending 2019 Global," *eMarketer*, March 28, 2019, [www.emarketer.com/content/global-digital-ad-spending-2019](http://www.emarketer.com/content/global-digital-ad-spending-2019).
8. "AMA Approves New Marketing Definition," *Marketing News*, March 1, 1985, p. 1.
9. Richard P. Bagozzi, "Marketing as Exchange," *Journal of Marketing*, 39 (October 1975), pp. 32–39.
10. Lisa M. Keefe, "Marketing Defined," *Marketing News*, January 15, 2008, pp. 28–29.
11. Eric Almquist, John Senior and Nicholas Bloch, "The Elements of Value," *Harvard Business Review*, September 2016, pp. 47–53; Frederick E. Webster Jr., "Defining the New Marketing Concept," *Marketing Management* 3, no. 4 (1993), 22–31.
12. Adrienne Ward Fawcett, "Integrated Marketing—Marketers Convinced: Its Time Has Arrived," *Advertising Age*, November 6, 1993, pp. S1–S2.
13. "Do Your Ads Need a SuperAgency?" *Fortune*, April 27, 1991, pp. 81–85; Faye Rice, "A Cure for What Ails Advertising?" *Fortune*, December 16, 1991, pp. 119–22.
14. Scott Hume, "Campus Adopts 'New' Advertising," *Advertising Age*, September 23, 1991, p. 17.
15. Don E. Schultz, "Integrated Marketing Communications: Maybe Definition Is in the Point of View," *Marketing News*, January 18, 1993, p. 17.
16. Ibid.

17. Vivienne Tay, "What Montblanc SEA Has in Store as It Eyes a Generation of Younger Consumers," *Marketing Interactive*, March 7, 2018, [www.marketing-interactive.com/what-montblanc-sea-has-in-store-as-it-eyes-a-generation-of-younger-consumers/](http://www.marketing-interactive.com/what-montblanc-sea-has-in-store-as-it-eyes-a-generation-of-younger-consumers/).
18. Joe P. Cornelissen and Andrew R. Lock, "Theoretical Concept or Management Fashion? Examining the Significance of IMC," *Journal of Advertising Research*, September/October 2000, pp. 7–15.
19. Philip J. Kitchen, Joanne Brignell, Tao Li, and Graham Spickett Jones, "The Emergence of IMC: A Theoretical Perspective," *Journal of Advertising Research*, March 2004, pp. 19–30.
20. Don E. Schultz, "IMC Receives More Appropriate Definition," *Marketing News*, September 15, 2004, pp. 8–9.
21. Tom Duncan and Sandra E. Moriarty, "A Communication-Based Model for Managing Relationships," *Journal of Marketing* 62, no. 2 (April 1998), pp. 1–13.
22. Anthony J. Tortorici, "Maximizing Marketing Communications through Horizontal and Vertical Orchestration," *Public Relations Quarterly* 36, no. 1 (1991), pp. 20–22.
23. Emily Steel, "Advertising's Brave New World: Different Lineup of Players Emerges with Online's Rise," *The Wall Street Journal*, May 25, 2007, p. B1.
24. Hilde A. M. Voorveld, "Brand Communication in Social Media: A Research Agenda," *Journal of Advertising* 48, no. 1 (January–March 2019), pp. 14–26; W. Glynn Mangold and David J. Faulds, "Social Media: The New Hybrid Element of the Promotion Mix," *Business Horizons* 52, no. 4 (July/August 2009), pp. 52, 357–65.
25. Lisa Du and Ellen Milligan, "Gen Zero," *Bloomberg Businessweek*, April 29, 2019, pp. 18–19; Adrienne Pasquarelli, "Marketers' Millennial Dilemma," *Advertising Age*, August 21, 2017, pp. 12–15.
26. Lucy Handley, "Generation Z Likely to Avoid Advertising, Use Ad Blockers and Skip Content: Study," *CNBC.com*, January 11, 2017, [www.cnbc.com/2017/01/11/generation-z-avoids-advertising-uses-ad-blockers-and-skips-content.html](http://www.cnbc.com/2017/01/11/generation-z-avoids-advertising-uses-ad-blockers-and-skips-content.html).
27. Jack Neff, "The Big Agenda: What Lies Ahead for Marketing in an Increasingly Ad-Free Future," *Advertising Age*, January 11, 2016, <http://adage.com/article/print-edition/big-agenda-ad-industry-2016/302067/>.
28. Garrett Sloane, "Spotify Tells Users with Ad Blockers to Get Lost," *Advertising Age*, February 2, 2019, <https://adage.com/article/digital/spotify-tells-users-ad-blockers-lost/316593>.
29. Bob Garfield, "The Chaos Scenario 2.0: The Post Advertising Age," *Advertising Age* March 26, 2007, pp. 1, 12–14; Sergio Zyman, *The End of Marketing as We Know It* (New York: Harper Business, 1999); Joe Cappel, "Agencies: Change or Die," *Advertising Age*, December 7, 1992, p. 26.
30. Kevin Lane Keller, "The Brand Report Card," *Harvard Business Review* 78, no. 1 (January/February 2000), pp. 3–10.
31. Kevin Lane Keller, "Conceptualizing, Measuring, and Managing Customer- Based Brand Equity," *Journal of Marketing*, 57 (January 1993), pp. 1–22.

32. Doug Levy and Bob Garfield, "The Dawn of the Relationship Era," *Advertising Age*, January 2, 2013, pp. 1, 8–11.
33. Andrea Prothero, Susan Dobscha, Jim Freund, William E. Kilbourne, Michael G. Luchs, Lucie K. Ozanne, and John Thøgersen, "Sustainable Consumption: Opportunities for Consumer

Research and Public Policy,” *Journal of Public Policy & Marketing* 30, no. 1 (2011), pp. 31–38.

34. *Patagonia 2018 Environmental + Social Initiatives*,  
<https://issuu.com/thecleanestline/docs/patagonia-enviro-initiatives-2018?e=1043061/67876879>.
35. Michael L. Ray, *Advertising and Communication Management* (Englewood Cliffs, NJ: Prentice Hall, 1982).
36. Ralph S. Alexander, ed., *Marketing Definitions* (Chicago: American Marketing Association, 1965), p. 9.
37. “TV Costs & CPM Trends,” Television Bureau of Advertising, 2018,  
[www.tvb.org/Public/Home.aspx](http://www.tvb.org/Public/Home.aspx).
38. Mike Snider, “Television Is Still the Most Dominant Media, But More Young Adults Are Connecting via Internet,” *USA Today*, December 12, 2018,  
[www.usatoday.com/story/money/media/2018/12/12/cutting-cord-2018-tv-dominates-but-younger-users-connect-via-web/2276207002/](http://www.usatoday.com/story/money/media/2018/12/12/cutting-cord-2018-tv-dominates-but-younger-users-connect-via-web/2276207002/).
39. Rance Crain, “Why Business-to-Business Advertising Is Increasingly Also Aimed at Consumers,” *Advertising Age*, June 17, 2012, <http://adage.com/article/rance-crain/b-b-advertising-increasingly-aimed-consumers/235413/>.
40. “200 Leading National Advertisers 2018 Index,” *Advertising Age*, June 24, 2018,  
<https://adage.com/article/datacenter/200-leading-national-advertisers-2018-index/313794>.
41. Daniel Newman, “What You Need to Know About Omni-channel Marketing,” September 21, 2015, *Entrepreneur*, [www.entrepreneur.com/article/250833](http://www.entrepreneur.com/article/250833).
42. Barbara Conners, “Use CRM Data to Build Relevance—and Avoid Message Overload,” *Advertising Age*, August 13, 2013, <http://adage.com/article/datadriven-marketing/making-crm-data-work-avoiding-offer-overload/243441/>.
43. *Internet World Stats: Usage and Population Statistics—March 2019*,  
[www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm).
44. Andrew Perrin and Monica Anderson, “Share of U.S. Adults Using Social Media, Including Facebook, Is Mostly Unchanged since 2018,” Pew Research Center, April 10, 2019,  
[www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/](http://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/).
45. Todd Powers, Dorothy Advincula, Manila S. Austin, Stacy Graiko, and Jasper Snyder, “Digital and Social Media in the Purchase Decision Process: A Special Report from the Advertising Research Foundation,” *Journal of Advertising Research* 52, no. 4 (December 2012), pp. 479–89.
46. “US Digital Ad Spending Will Surpass Traditional in 2019,” *eMarketer*, February 19 2019,  
[www.emarketer.com/content/us-digital-ad-spending-will-surpass-traditional-in-2019](http://www.emarketer.com/content/us-digital-ad-spending-will-surpass-traditional-in-2019).
47. Jennifer Valentino-Devries and Jeremy Singer-Vine, “They Know What You’re Shopping For,” *The Wall Street Journal*, December 7, 2012, pp. C1, C2.
48. Jennifer Valentino-Devries, Jeremy Singer-Vine, and Ashkan Soltani, “Websites Vary Prices, Deals Based on Users’ Information,” *The Wall Street Journal*, December 24, 2012, pp. A1, A10.
49. Jack Neff, “Study: CPG Now Spends More on Digital Than Traditional Ads, but Shoppers Doubt They Work,” *Advertising Age*, February 23, 2017, <https://adage.com/article/cmo-strategy/study-cpg-spends-digital-traditional-advertising-combined/308077>
50. Julia Horowitz, “How United Is Navigating Another PR Disaster,” *CNN Business*, March 13, 2018, <https://money.cnn.com/2018/03/13/news/companies/united-dog-death-response/index.html>;  
Julie Creswell and Sapna Maheshwari, “United Grapples with PR Crisis over Video of Man

- Being Dragged off Plane,” *The New York Times*, April 11, 2017, [www.nytimes.com/2017/04/11/business/united-airline-passenger-overbooked-flights.html](http://www.nytimes.com/2017/04/11/business/united-airline-passenger-overbooked-flights.html).
51. Mike Isaac and Sheera Frenkel, “Facebook Security Breach Exposes Accounts of 50 Million Users,” *The New York Times*, September 28, 2018, [www.nytimes.com/2018/09/28/technology/facebook-hack-data-breach.html](http://www.nytimes.com/2018/09/28/technology/facebook-hack-data-breach.html).
  52. “About Public Relations,” Publication Relations Society of America, [www.prsa.org/aboutprsa/publicrelationsdefined/#.V5-nz4MrJaQ](http://www.prsa.org/aboutprsa/publicrelationsdefined/#.V5-nz4MrJaQ).
  53. Jooyoung Kim, Hye Jin Yoon, and Sun Young Lee, “Integrating Advertising and Publicity,” *Journal of Advertising* 39, no. 1 (Spring 2010), pp. 97–114; Paul Holmes, “Marketers See a Greater Role for Public Relations in the Marketing Mix,” *Advertising Age*, January 24, 2005, pp. C4–C10; Jack Neff, “Ries’ Thesis: Ads Don’t Build Brands, PR Does,” *Advertising Age*, July 15, 2002, pp. 14–15.
  54. Tom Duncan, *Principles of Advertising & IMC*, 2nd ed. (New York: McGraw-Hill/Irwin, 2005).
  55. Ibid.
  56. Daniel Newman, “The Role of Paid, Owned and Earned Media in Your Marketing Strategy,” *Forbes*, December 3, 2014, [www.forbes.com/sites/danielnewman/2014/12/03/the-role-of-paid-owned-and-earned-media-in-your-marketing-strategy/#112ddfd411d3](http://www.forbes.com/sites/danielnewman/2014/12/03/the-role-of-paid-owned-and-earned-media-in-your-marketing-strategy/#112ddfd411d3).
  57. Anatoli Colicev, Ashwin Malshe, Koen Pauwels, and Peter O’Conor, “Improving Consumer and Shareholder Value through Social Media: The Different Roles of Owned and Earned Media,” *Journal of Marketing* 82 (January 2018), pp. 37–56.

## Chapter 2

1. Sponsorship Success, “Built with Chocolate Milk,” July 10, 2017, [www.sponsorship.com](http://www.sponsorship.com).
2. Julia Kollewe, “Global Luxury Goods Market Exceeds *Elton*,” October 29, 2015, [www.theguardian.com](http://www.theguardian.com).
3. Charisse Jones, “Call It a Comeback But Hot Brands Fila, Dr. Martens, Polaroid Have Been Here for Years,” March 12, 2018, [www.usatoday.com](http://www.usatoday.com).
4. “Craft Beer Remains a Growth Category Despite Headwinds,” [www.brewersassociation.org](http://www.brewersassociation.org), November 21, 2018.
5. Thomas A. Hargett, “Former Wachovia Reps Preyed on Elderly, SEC Says,” December 20, 2010, [www.istockanalyst.com](http://www.istockanalyst.com).
6. “AARP’s Audience,” 2019, [www.advertise.AARP.org](http://www.advertise.AARP.org).
7. Jamie Beckland, “The End of Demographics: How Marketers Are Going Deeper with Personal Data,” June 30, 2011, [www.mashable.com](http://www.mashable.com).

8. Edward M. Tauber, “Research on Food Consumption Values Finds Four Market Segments: Good Taste Still Tops,” *Marketing News*, May 15, 1981, p. 17; Rebecca C. Quarles, “Shopping Centers Use Fashion Lifestyle Research to Make Marketing Decisions,” *Marketing News*, January 22, 1982, p. 18; “Our Auto, Ourselves,” *Consumer Reports*, June 1985, p. 375.
9. Beckland, “The End of Demographics.”

10. Andrew M. Carlo, "The Comfort Zone," *Home Channel News*, May 24, 2004, pp. 3, 29; Davis A. Aaker and John G. Myers, *Advertising Management*, 3rd ed. (Englewood Cliffs, NJ: Prentice Hall, 1987), p. 125.
11. Jack Trout and Al Ries, "Positioning Cuts through Chaos in the Market-place," *Advertising Age*, May 1, 1972, pp. 51–53.
12. Jack Trout, "Branding Can't Exist without Positioning," *Advertising Age*, March 14, 2005, p. 28.
13. Ayer's Dictionary of Advertising Terms (Philadelphia: Ayer Press, 1976).
14. David A. Aaker and J. Gary Shansby, "Positioning Your Product," *Business Horizons*, May/June 1982, pp. 56–62.
15. Aaker and Myers, *Advertising Management*.
16. J. Paul Peter and Jerry C. Olson, *Consumer Behavior* (Burr Ridge, IL: Irwin, 1987), p. 505.
17. Michael R. Solomon, "The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective," *Journal of Consumer Research*, December 10, 1983, pp. 319–29.
18. Don E. Schultz, Stanley I. Tannenbaum, and Robert F. Lauterborn, *Integrated Marketing Communications* (Lincolnwood, IL: NTC Publishing Group, 1993), p. 72.
19. Samantha Bomkamp, "Wrigley Wants Gum to Stick Out in Checkout Line," *San Diego Union Tribune*, Jan 18, 2016, pp. C1, 3.
20. Peter and Olson, *Consumer Behavior*, p. 571.
21. Jack Neff, "Study: TV Spots Reduce Consumers' Sensitivity to Price Change," *Advertising Age*, October 10, 2007.
22. Roger A. Kerin, Steven W. Hartley, Eric N. Berkowitz, and William Rudelius, *Marketing*, 8th ed. (Burr Ridge, IL: Irwin/McGraw-Hill, 2006).
23. David W. Stewart, Gary L. Frazier, and Ingrid Martin, "Integrated Channel Management: Merging the Communication and Distribution Functions of the Firm," in *Integrated Communication: Synergy of Persuasive Voices*, Esther Thorson and Jeri Moore, eds. (Mahwah, NJ: Erlbaum, 1996), pp. 185–215.

## Chapter 3

1. Jack Neff, "P&G Redefines the Brand Manager," *Advertising Age*, October 13, 1997, pp. 1, 18, 20.
2. Thomas J. Cosse and John E. Swan, "Strategic Marketing Planning by Product Managers—Room for Improvement?" *Journal of Marketing* 47 (Summer 1983), pp. 92–102.
3. "Behind the Tumult at P&G," *Fortune*, March 7, 1994, pp. 74–82; "Category Management: New Tools Changing Life for Manufacturers, Retailers," *Marketing News*, September 25, 1989, pp. 2, 19.
4. Timothy Dewhirst and Brad Davis, "Brand Strategy and Integrated Marketing Communications," *Journal of Advertising* 34, no. 4 (Winter 2005), pp. 81–92.
5. Cosse and Swan, "Strategic Marketing Planning by Product Managers."
6. Victor P. Buell, *Organizing for Marketing/Advertising Success* (New York: Association of National Advertisers, 1982).
7. Jean Halliday, "GM Puts Final Nail in Coffin of Brand-Management Effort," *Advertising Age*, April 5, 2004, p. 8.
8. Jack Neff, "Why It's Time to Do Away with the Brand Manager," *Advertising Age*, October 12, 2009, [http://adage.com/print?article\\_id=139593](http://adage.com/print?article_id=139593); Tom Hinkes, "Our Biggest Brands Can No

- Longer Be Managed by Nerds,” *Advertising Age*, March 17, 2010, <http://adage.com/article/cmo-strategy/biggest-brands-longer-managed-nerds/142841/>.
9. Jenna Schnuer, “How to Manage Your Brand’s Social Life,” *Advertising Age*, April 23, 2012, <http://adage.com/article/digital/manage-brand-s-social-life/234309/>; Chris Perry, “What’s Your Brand’s Social ID? Lost Amid the Tweets Posts, Streams and Feeds Is Your Brand’s Social Identity,” *Advertising Age*, September 8, 2010, <https://adage.com/print/145795>.
  10. Rupal Parekh, “Thinking of Pulling a CareerBuilder? Pros and Cons of Bringing an Account In-House,” *Advertising Age*, May 18, 2009, <http://adage.com/article/agency-news/pros-cons-house-careerbuilder/136701/>.
  11. Ibid.
  12. Adrienne Pasquarelli, “New Report Cites Skyrocketing Growth of Internal Agencies,” *Advertising Age*, October 15, 2018, <https://adage.com/article/cmo-strategy/report-cites-skyrocketing-growth-internal-agencies/315253>; Bruce Horovitz, “Some Companies Say the Best Ad Agency Is No Ad Agency at All,” *Los Angeles Times*, July 19, 1989, sec. IV, p. 5.
  13. Natalie Koltun, “Verizon Reveals the Challenges and Opportunities of In-House Agencies,” *MarketingDive*, April 9, 2019, [www.marketingdive.com/news/verizon-reveals-the-challenges-and-opportunities-of-in-house-agencies/552211/](http://www.marketingdive.com/news/verizon-reveals-the-challenges-and-opportunities-of-in-house-agencies/552211/).
  14. Ilyse Liffering, “Chobani CCO Lee Maschmeyer on Cutting Out Creative Agencies: ‘We Can Make Our Dollars Work Harder,’” *Digiday*, February 13, 2018, <https://digiday.com/social/chobani-cco-lee-maschmeyer-cutting-creative-agencies-can-make-dollars-work-harder/>.
  15. Joan Voight, “The Outsiders,” *Adweek*, October 4, 2004, pp. 32–35.
  16. Jeff Beer, “How Under Armour Uses a Scrappy Outsider Will to Get What It Wants,” *FastCoCreate*, August 31, 2015, [www.fastcocreate.com/3050420/behind-the-brand/how-under-armour-uses-a-scrappy-outsider-will-to-get-what-it-wants](http://www.fastcocreate.com/3050420/behind-the-brand/how-under-armour-uses-a-scrappy-outsider-will-to-get-what-it-wants).
  17. Anne-Christine Diaz, “Under Armour’s ‘I Will What I Want’ Takes Sole Cyber Grand Prix,” *Advertising Age*, June 24, 2015, <http://adage.com/article/special-report-cannes-lions/armour-s-i-i-campaign-starring-gisele-bundchen-takes-sole-cyber-grand-prix-cannes/299195/>.
  18. Adrienne Pasquarelli, “The Rock Stars as Under Armour’s ‘Motivator to the Masses’ in Global-Minded Campaign,” *Advertising Age*, April 19, 2018, <https://adage.com/article/cmo-strategy/rock-stars-armour-s-motivator-masses/313194>.
  19. Sally Goll Beatty, “Global Needs Challenge Midsize Agencies,” *The Wall Street Journal*, December 14, 1995, p. B9.
  20. Bradley Johnson, “Ad Agency Report 2019,” *Advertising Age*, April 29, 2019, pp. 20–27.
  21. Ibid.
  22. Bob Lammons, “A Good Account Exec Makes a Big Difference,” *Marketing News*, June 3, 1996, p. 12.
  23. Maureen Morrison, “Wanted: Not Your Dad’s Account Man,” *Advertising Age*, May 2, 2016, pp. 36–37; Matthew Creamer, “The Demise of the Suit,” *Advertising Age*, March 13, 2006, pp. 1, 41.

24. Phil Johnson, “A Vision for the Future of Account Management,” *Advertising Age*, March 24, 2010, <http://adage.com/article/small-agency-diary/account-management-entrepreneurs-suits/142947>.
25. Jon Steel, *Truth, Lies & Advertising: The Art of Account Planning* (New York: Wiley, 1998).



26. Quote in Alice Z. Cuneo, "Account Planners at a Crossroads," *Advertising Age*, July 30, 2007, <http://adage.com/article/news/account-planners-a-crossroads/119558/>.
27. Jay Chiat Awards, <https://www.jaychiat.aaaa.org/>.
28. Mike Shields, "Programmatic for Dummies," *Adweek*, November 4, 2013, pp. 20–25.
29. Ashish Chordia, "Programmatic TV Future Coming into Focus Slowly, but Surely," *MediaPost*, May 6, 2018, [www.mediapost.com/publications/article/318812/programmatic-tv-future-coming-into-focus-slowly-b.html](http://www.mediapost.com/publications/article/318812/programmatic-tv-future-coming-into-focus-slowly-b.html).
30. Megan Graham, "Mars Picks Mediacom for Global Media Following Review," *Advertising Age*, September 14, 2016, <https://adage.com/article/agency-news/mars-picks-groupm-global-media-review/314543>.
31. *Trends in Agency Compensation*, 17th ed. (New York: Association of National Advertisers, 2017).
32. Alexandra Bruell, "It's Not Just Cyclical: Industry Change Is Driving Marketing Giants to Review Media Agencies," *Advertising Age*, May 12, 2015, <http://adage.com/article/agency-news/industry-change-drives-massive-media-agency-reviews/298579/>.
33. *Trends in Agency Compensation*.
34. Kate Maddox, "Fee-Based Model Dominant in Global Agency Compensation," *BtoB Magazine*, September 17, 2012, [www.btobonline.com/article/20120917/AGENCIES/309179973/fee-based-model-dominant-in-global-agency-compensation](http://www.btobonline.com/article/20120917/AGENCIES/309179973/fee-based-model-dominant-in-global-agency-compensation).
35. Chris Kuenne, "Why Ad Agencies Need to Embrace Value-Based Compensation," *Advertising Age*, March 22, 2010, <http://adage.com/article/agency-news/ad-agencies-embrace-based-compensation/142915/>.
36. Michael J. Fanuele, "Let's Be Fans: How Clients Get the Best from Agencies," *Advertising Age*, May 29, 2019, <https://adage.com/article/opinion/lets-be-fans-how-clients-get-best-agencies/2174331>; Rupal Parekh, "ANA Survey: 52% of Marketers Will Ask Agencies to Lower Internal Costs," *Advertising Age*, April 2, 2012, <http://adage.com/article/cmo-strategy/survey-majority-marketers-shops-lower-costs/233880/>.
37. Lindsay Stein, "How Much Are Your Ideas Worth?" *Advertising Age*, November 13, 2017, pp. 24–25.
38. Alexandra Bruell, "In Unilateral Decision, ANA Hires Two Firms to Probe Agency Rebates," *Advertising Age*, October 26, 2015, pp. 2,4.
39. Jack Neff, "ANA Survey: Agency-Performance Reviews Are Now Business as Usual," *Advertising Age*, September 14, 2009, <http://adage.com/article/agency-news/ana-surveyagency-performance-reviews-business-usual/138983/>.
40. *Report on the Agency-Advertiser Value Survey*, American Association of Advertising Agencies and Association of National Advertisers, August 2007.
41. Tim Williams and Ronald Baker, "New Value-Based Comp Model Needed," *Advertising Age*, June 11, 2007, <http://adage.com/article/cmo-strategy/based-comp-model-needed/117143/>.
42. Lindsay Stein, "Love Me Tender: Why Agencies and Clients Stay—and Why They Stray," *Advertising Age*, February 12, 2016, <http://adage.com/article/agency-news/longstanding-agency-client-relationships-highs-lows/302674/>.
43. Bruno Gralpois, "The Demise of Decades-Long Agency-and-Client Relationships," *Ad Exchanger*, May 1, 2018, <https://adexchanger.com/data-driven-thinking/the-demise-of-decades-long-agency-and-client-relationships>; Teresa Iezzi, "What's to Become of Long-Term Marketer, Agency Relationships?," *Advertising Age*, March 26, 2007, p. 17; Joanne Lipman, "Study Shows Clients Jump Ship Quickly," *The Wall Street Journal*, May 21, 1992, p. B6.

44. Jessica Wohl and Megan Graham, "Campbell Picks Publicis Groupe after Massive Agency Review," *Advertising Age*, March 13, 2018, <https://adage.com/article/agency-news/campbell-picks-publicis-groupe-massive-agency-review/312723>.
45. Lindsay Stein, "Deloitte's Heat Wins the Global Creative Account for John Hancock and Manulife," *Advertising Age*, July 3, 2017, <https://adage.com/article/agency-news/deloitte-s-heat-wins-john-hancock-manulife-global-creative/309746>.
46. Rupal Parekh, "Why the Client–Agency Bond Just Isn't What It Used to Be," *Advertising Age*, February 14, 2011, <http://adage.com/article/agency-news/long-term-ad-agency-client-bonds-a-rarity/148787/>.
47. Jack Neff, "Procter's Gamble," *Advertising Age*, March 4, 2019, pp. 22–23.
48. Maureen Morrison, "Marketing Executives Reveal What They Want from Strong Client–Agency Relationship," *Advertising Age*, July 18, 2012, <http://adage.com/article/cmo-strategy/marketers-ad-agency-relationships/236100/>; "How to Be a Better Agency Client," *Advertising Age*, January 9, 2012, pp. 8, 9; Kathleen Sampley, "Love's Labors Lost: Behind the Breakups," *Adweek*, August 1, 2005, p. 8; Fred Beard, "Marketing Client Role Ambiguity as a Source of Dissatisfaction in Client–Ad Agency Relationships," *Journal of Advertising Research*, September/October 1996, pp. 9–20; Paul Michell, Harold Cataquet, and Stephen Hague, "Establishing the Causes of Disaffection in Agency–Client Relations," *Journal of Advertising Research* 32, no. 2 (1992), pp. 41–48; Peter Doyle, Marcel Corstiens, and Paul Michell, "Signals of Vulnerability in Agency–Client Relations," *Journal of Marketing* 44 (Fall 1980), pp. 18–23.
49. E. J. Schultz, "Can Wieden & Kennedy Save Bud Light?" *Advertising Age*, October 30, 2015, <http://adage.com/article/cmo-strategy/wieden-kennedy-save-bud-light/301157/>; E.J. Schultz, "Big Beer Churns through Agencies," *Advertising Age*, August 24, 2015, p. 6.
50. Joan Voight and Wendy Melillo, "Study: Clients Want Multiple Partners," *Adweek*, May 14, 2007, pp. 20–21.
51. Alvin J. Silk, "Conflict Policy and Advertising Agency–Client Relations: The Problem of Competing Clients Sharing a Common Agency," *Working Knowledge, Harvard Business School Working Paper Number 12–104*, May 31, 2012, <http://hbswk.hbs.edu/item/7021.html>.
52. Suzanne Vranica, "Pinched Firms Woo Rivals' Happy Clients," *The Wall Street Journal*, March 4, 2002, p. B8.
53. Jack Neff, "Why Spec Creative Should Go Away but Won't," *Advertising Age*, January 9, 2012, pp. 10, 11.

54. Jennifer Comiteau, "What Agencies Think of Search Consultants," *Adweek*, August 4, 2003, pp. 14–16.
55. Fred K. Beard, "Exploring the Use of Advertising Agency Review Consultants," *Journal of Advertising Research* 42, no. 1 (January/February) 2002, pp. 39–50.
56. E. J. Schultz, "The New Pitch Process: Shorter, Faster, Better," *Advertising Age*, April 2, 2018, pp. 22–23.
57. "Creativity Awards," *Advertising Age*, April 15, 2019, pp. 45–52; David Griner, "Video: Who We Picked for Our Agencies of the Year and Why We Picked Them," *Adweek*, December 6, 2018, <https://www.adweek.com/agencies/video-who-we-picked-for-our-agencies-of-the-year-and-why-we-picked-them/>.

58. Jack Neff, "Ries' Thesis: Ads Don't Build Brands, PR Does," *Advertising Age*, July 15, 2002, pp. 14–15; Prema Nakra, "The Changing Role of Public Relations in Marketing Communications," *Public Relations Quarterly* 1 (1991), pp. 42–45.
59. Natalie Mortimer, "Dan Wieden: Digital Revolution Will 'Transform Us or Render Us Inert,'" *The Drum*, March 4, 2015, <https://www.adweek.com/agencies/video-who-we-picked-for-our-agencies-of-the-year-and-why-we-picked-them/>.
60. Betsy Spathmann, "Sudden Impact," *Promo*, April 1999, pp. 42–48.
61. Quoted in Laura Q. Hughes and Kate MacArthur, "Soft Boiled," *Advertising Age*, May 28, 2001, pp. 3, 54.
62. Study cited in Michael Bush, "Memo to Marketers: It's Your Fault if Your Shops Flounder," *Advertising Age*, March 29, 2010, <http://adage.com/article/cmo-strategy/marketers-fault-ad-agencies-flounder/143010/>.
63. William N. Swain, "Perceptions of IMC after a Decade of Development: Who's at the Wheel and How Can We Measure Success?" *Journal of Advertising Research*, March 2004, pp. 46–67; Philip J. Kitchen and Don E. Schultz, "A Multi-Country Comparison of the Drive for IMC," *Journal of Advertising Research* 39, no. 1 (January 1999), pp. 21–38.
64. Lindsay Stein, "Agency of the Future: Survival of the Fittest," *Advertising Age*, April 2, 2018, <https://adage.com/article/news/agency-future-survival-fittest/312949>; David N. McArthur and Tom Griffin, "A Marketing Management View of Integrated Marketing Communications," *Journal of Advertising Research* 37, no. 5 (September/October 1997), pp. 19–26; Adrienne Ward Fawcett, "Integrated Marketing—Marketers Convinced: Its Time Has Arrived," *Advertising Age*, November 6, 1993, pp. S1–S2.
65. Voight and Melillo, "Study: Clients Want Multiple Partners."
66. Quoted in Bush, "Memo to Marketers: It's Your Fault if Your Shops Flounder."
67. Tim Williams, "A Mind Map of the 2020 Agency," Ignition Consulting Group, May 27, 2015, <http://www.ignitiongroup.com/propulsion-blog-post/mind-map-foundations-of-the-2020-agency>.

## Chapter 4

1. Dirk Zeims, "The Morphological Approach for Unconscious Consumer Motivation Research," *Journal of Advertising Research* 44, no. 2 (June 2004), pp. 210–15.
2. Jeffrey Ball, "But How Does It Make You Feel?" *The Wall Street Journal*, May 3, 1999, p. B1.
3. Ernest Dichter, *Getting Motivated* (New York: Pergamon Press, 1979).
4. Ball, "But How Does It Make You Feel?"
5. Gary Strauss, "TV Sex: Uncut, Unavoidable," *USA Today*, January 20, 2010, p. 1.
6. Business.com Editorial Staff, "Get a Whiff of This: Research Proves Marketing with a Scent Increases Sales," February 22, 2017, [www.business.com](http://www.business.com).
7. Joanne Lipman, "Leaders Turning Up Their Noses at 'Scent Strips' Ads in Magazines," *The Wall Street Journal*, December 6, 1989, p. 1.
8. Sheree Johnson, "New Research Sheds Light on Daily Ad Exposures," [www.sjinsights.com](http://www.sjinsights.com), September 29, 2014.
9. David Raab, "How Many Ads Do You See Each Day? Fewer Than It Seems (I think)," September 29, 2015, [www.customerexperiencematrix.blogspot.com](http://www.customerexperiencematrix.blogspot.com).
10. Gordon W. Allport, "Attitudes," in *Handbook of Social Psychology*, C. M. Murchison, ed. (Winchester, MA: Clark University Press, 1935), p. 810.

11. Robert B. Zajonc and Hazel Markus, "Affective and Cognitive Factors in Preferences," *Journal of Consumer Research* 9, no. 2 (June 1982), pp. 123–31.
12. Joel B. Cohen, Paul W. Minniard, and Peter R. Dickson, "Information Integration: An Information Processing Perspective," in *Advances in Consumer Research* (vol. 7), Jerry C. Olson, ed. (Ann Arbor, MI: Association for Consumer Research, 1980), pp. 161–70.
13. Matt Egan, "The 2-year Wells Fargo horror story just won't end," [www.money.cnn.com](http://www.money.cnn.com), September 7, 2018.
14. James F. Engel, "The Psychological Consequences of a Major Purchase Decision," in *Marketing in Transition*, William S. Decker, ed. (Chicago: American Marketing Association, 1963), pp. 462–75.
15. Leon G. Schiffman and Leslie Lazar Kannuk, *Consumer Behavior*, 4th ed. (Englewood Cliffs, NJ: Prentice Hall, 1991), p. 192.
16. Gerald J. Gorn, "The Effects of Music in Advertising on Choice: A Classical Conditioning Approach," *Journal of Marketing* 46 (Winter 1982), pp. 94–101.
17. James J. Kellaris, Anthony D. Cox, and Dena Cox, "The Effect of Background Music on Ad Processing: A Contingency Explanation," *Journal of Marketing* 57, no. 4 (Fall 1993), p. 114.
18. Brian C. Deslauries and Peter B. Everett, "The Effects of Intermittent and Continuous Token Reinforcement on Bus Ridership," *Journal of Applied Psychology* 62 (August 1977), pp. 369–75.
19. Rakesh Kochhar, "Are You in the American Middle Class?" *Pew Research Center*, September 6, 2018.
20. Lyman E. Ostlund, "Role Theory and Group Dynamics," in *Consumer Behavior: Theoretical Sources*, Scott Ward and Thomas S. Robertson, eds. (Englewood Cliffs, NJ: Prentice Hall, 1973), pp. 230–75.

## Chapter 5

1. Wilbur Schram, *The Process and Effects of Mass Communications* (Urbana: University of Illinois Press, 1955).
2. Ibid.
3. Maureen Morrison, "Starbucks' New Logo Signals Intent to 'Think Beyond Coffee,'" *Advertising Age*, January 5, 2011, <http://adage.com/article/news/starbucks-logo-signals-intent-coffee/148020/>.
4. Andrew Hampp and Rupal Parekh, "Gap to Scrap New Logo, Return to Old Design: Plans to Announce Change of Company Facebook Page," *Advertising Age*, October 11, 2010, <http://adage.com/article/news/gap-scrap-logo-return-design/146417/>.

5. Adrienne Pasquarelli, "Coach Invests in New Campaign to Help Revive Ailing Brand," *Advertising Age*, January 11, 2016, <http://adage.com/article/cmo-strategy/coach-hopes-cute-english-bulldog-sell-clothes/302087/>.
6. Joseph T. Plummer, "Word-of-Mouth—a New Advertising Discipline?" *Journal of Advertising Research* 47, no. 4 (December 2007), pp. 385–86; Dee T. Allsop, Bryce R. Bassett, and James A. Hoskins, "Word-of-Mouth Research: Principles and Applications," *Journal of Advertising*

- Research* 47, no. 4 (December 2007), pp. 398–411; Robert E. Smith and Christine A. Vogt, “The Effects of Integrating Advertising and Negative Word-of-Mouth Communications on Message Processing and Response,” *Journal of Consumer Psychology* 4, no. 2 (1995), pp. 133–51; Barry L. Bayus, “Word of Mouth: The Indirect Effect of Marketing Efforts,” *Journal of Advertising Research* 25, no. 3 (June/July 1985), pp. 31–39.
7. Andrew M. Baker and Naveen Donthu, “Word-of-Mouth Processes in Marketing New Products: Recent Research and Future Opportunities,” in *Handbook of Research on New Product Development*, Peter N. Golder and Debanjan Mitra, eds. (Northampton, MA: Edgar Elgar Publishing, 2018).
8. Yuping Liu-Thompkins, “Seeding Viral Content,” *Journal of Advertising Research* 52, no. 4 (December 2012), pp. 465–78; Kate Niederhoffer, Rob Mooth, David Wiesenfeld, and Jonathon Gordon, “The Origin and Impact of CPG New-Product Buzz: Emerging Trends and Implications,” *Journal of Advertising Research*, December 2007, pp. 420–26.
9. Jessica Williams, “User Generated Content Marketing Campaigns: Best Examples from 2018 (So Far),” *Wayin*, December 18, 2018, <https://www.wayin.com/blog/user-generated-content-campaigns-2018/>.
10. Yuping Liu-Thompkins, “Seeding Viral Content.”
11. Nat Ives, “Amazon Alexa Super Bowl Commercial Leads 10 Most-Viewed Ads on YouTube in 2018,” *The Wall Street Journal*, December 17, 2018, <https://www.wsj.com/articles/amazon-alexa-super-bowl-commercial-leads-10-most-viewed-ads-on-youtube-in-2018-11545033660>.
12. H. C. Chiu, Y. C. Hsieh, Y. H. Kao, and M. Lee, “The Determinants of Email Receivers’ Disseminating Behaviors on the Internet,” *Journal of Advertising Research* 47, no. 4 (December 2007), pp. 524–34; T. Sun, S. Y. G. Wu, and M. Kuntaraporn, “Online Word-of-Mouth (or Mouse): An Exploration of Its Antecedents and Consequences,” *Journal of Computer-Mediated Communication* 11, no. 4 (2006).
13. J. Y. C. Ho and M. Dempsey, “Viral Marketing Motivations to Forward Online Content,” *Journal of Business Research* 63, no. 9/10 (2010), pp. 1000–06; Z. Katona, P. Zubcsek, and M. Sarvary, “Network Effect and Personal Influences: Diffusion of an Online Social Network,” *Journal of Marketing Research* 48, no. 3 (2011), pp. 425–43; M. Trusov, A. V. Bodapati, and R. E. Bucklin, “Determining Influential Users in Internet Social Networks,” *Journal of Marketing Research* 47, no. 4 (2010), pp. 643–58.
14. “Why Some Videos Go Viral,” *Harvard Business Review*, September 2015, pp. 34–35.
15. Yuping Liu-Thompkins, “Seeding Viral Content.”
16. “Auto Brand Marketing Case Study: Maserati, Jeep & More Drive Success With Influencers,” *MediaKix*, April 19, 2018. <https://mediakix.com/blog/auto-brands-social-media-influencers/>
17. Ed Keller and Brad Fay, “The Role of Advertising in Word of Mouth,” *Journal of Advertising Research* 49, no. 2 (June 2009), pp. 154–58; Ed Keller and Jon Berry, “Word-of-Mouth: The Real Action Is Offline,” *Advertising Age*, December 4, 2006, p. 20.
18. Ed Keller and Brad Fay, “Word-of-Mouth Advocacy,” *Journal of Advertising Research*, December 2012, pp. 459–64.
19. *Ibid.*
20. Ed Keller and Brad Fay, *The Face-to-Face Book: Why Real Relationships Rule in a Digital Marketplace* (New York: Free Press, 2012), pp. 103–06.
21. Larry Yu, “How Companies Turn Buzz into Sales,” *MIT Sloan Management Review*, Winter 2005, pp. 5–6.
22. Suzanne Vranica, “Getting Buzz Marketers to Fess Up,” *The Wall Street Journal*, February 9, 2005, p. B9.

23. Keller and Fay, "Word-of-Mouth Advocacy."
25. Brad Fay and Rick Larkin, "Why Online Word-of-Mouth Measures Cannot Predict Brand Outcomes Offline: Volume, Sentiment, Sharing, and Influence Metrics Yield Scant Online–Offline WOM Correlations," *Journal of Advertising Research* 57, no. 2 (June 2017), pp. 132–43.
26. Quote by Gordon S. Bower in *Fortune*, October 14, 1985, p. 11.
27. Adrienne Pasquarelli, "The Other 'Ism,'" *Advertising Age*, November 19, 2018, pp. 20–22; Ken Wheaton, "Think Twice before You Kick All Those Middle Managers to the Curb," *Advertising Age*, March 21, 2016, p. 34; Meg James, "Over 50 and out of Favor," *The Los Angeles Times*, May 10, 2005, pp. A1, A10.
28. David Kirkpatrick, "EMarketer: 70% of US Adults 'Second Screen' while Watching TV," *MarketingDive*, November 8, 2017, <https://www.marketingdive.com/news/emarketer-70-of-us-adults-second-screen-while-watching-tv/510341/>.
29. "Most Digital Viewers Multitask While Watching Live TV," *eMarketer.com*, November 30, 2015, [www.emarketer.com/Article/Most-Digital-Viewers-Multitask-While-Watching-Live-TV/1013281](http://www.emarketer.com/Article/Most-Digital-Viewers-Multitask-While-Watching-Live-TV/1013281).
30. Stephanie Prange, "Parrot Study: Major of Viewers Multitask While Watching TV," *MediaPlayNews*, August 19, 2018, <https://www.mediaplaynews.com/parrot-study-majority-of-viewers-multitask-while-watching-tv/>.
31. Thomas V. Bonoma and Leonard C. Felder, "Nonverbal Communication in Marketing: Toward Communicational Analysis," *Journal of Marketing Research*, May 1977, pp. 169–80.
32. Jacob Jacoby and Wayne D. Hoyer, "Viewer Miscomprehension of Televised Communication: Selected Findings," *Journal of Marketing* 46, no. 4 (Fall 1982), pp. 12–26; Jacob Jacoby and Wayne D. Hoyer, "The Comprehension and Miscomprehension of Print Communications: An Investigation of Mass Media Magazines," *Advertising Education Foundation Study*, New York, 1987.
33. E. K. Strong, *The Psychology of Selling* (New York: McGraw-Hill, 1925), p. 9.
34. Everett M. Rodgers, *Diffusion of Innovations*, (New York: Free Press, 1962), pp. 79–86.
35. Robert J. Lavidge and Gary A. Steiner, "A Model for Predictive Measurements of Advertising Effectiveness," *Journal of Marketing* 24 (October 1961), pp. 59–62.

36. Thomas Barry, "The Development of the Hierarchy of Effects: An Historical Perspective," *Current Issues & Research in Advertising* 10, no. 2 (1987), pp. 251–95.
37. Herbert E. Krugman, "The Impact of Television Advertising: Learning without Involvement," *Public Opinion Quarterly* 29 (Fall 1965), pp. 349–56.
38. Scott A. Hawkins and Stephen J. Hoch, "Low-Involvement Learning: Memory without Evaluation," *Journal of Consumer Research* 19, no. 2 (September 1992), pp. 212–25.
39. Harry W. McMahan, "Do Your Ads Have VIP?" *Advertising Age*, July 14, 1980, pp. 50–51.
40. Robert E. Smith, "Integrating Information from Advertising and Trial: Processes and Effects on Consumer Response to Product Information," *Journal of Marketing Research* 30 (May 1993), pp. 204–19.
41. DeAnna S. Kempf and Russell N. Laczniak, "Advertising's Influence on Subsequent Product Trial Processing," *Journal of Advertising* 30, no. 3 (Fall 2001), pp. 27–38.
42. Judith L. Zaichkowsky, "Conceptualizing Involvement," *Journal of Advertising* 15, no. 2 (1986), pp. 4–14; Anthony G. Greenwald and Clark Leavitt, "Audience Involvement in

- Advertising: Four Levels,” *Journal of Consumer Research* 11, no. 1 (June 1984), pp. 581–92; Richard Vaughn, “How Advertising Works: A Planning Model,” *Journal of Advertising Research* 20, no. 5 (October 1980), pp. 27–33; Richard Vaughn, “How Advertising Works: A Planning Model Revisited,” *Journal of Advertising Research* 26, no. 1 (February/March 1986), pp. 57–66.
43. Todd Powers, Dorothy Advincula, Manila S. Austin, Stacy Graiko, and Jasper Snyder, “Digital and Social Media in the Purchase Decision Process,” *Journal of Advertising Research*, December 2012, pp. 479–89.
  44. Roxane Divol, David Edelman, and Hugo Sarrazin, “Demystifying Social Media,” *McKinsey Quarterly*, April 2012, [www.mckinsey.com/insights/marketing\\_sales/demystifying\\_social\\_media](http://www.mckinsey.com/insights/marketing_sales/demystifying_social_media).
  45. Ibid.
  46. David Court, Dave Elzinga, Susan Mulder, and Ole Jorgen Vetvik, “The Consumer Decision Journey,” *McKinsey Quarterly*, June 2009, [www.mckinsey.com/insights/marketing\\_sales/the\\_consumer\\_decision\\_journey](http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey).
  47. Ibid.
  48. Jerry C. Olson, Daniel R. Toy, and Phillip A. Dover, “Mediating Effects of Cognitive Responses to Advertising on Cognitive Structure,” in *Advances in Consumer Research* (vol. 5), H. Keith Hunt, ed. (Ann Arbor, MI: Association for Consumer Research, 1978), pp. 72–78.
  49. Anthony A. Greenwald, “Cognitive Learning, Cognitive Response to Persuasion and Attitude Change,” in *Psychological Foundations of Attitudes*, A. G. Greenwald, T. C. Brock, and T. W. Ostrom, eds. (New York: Academic Press, 1968); Peter L. Wright, “The Cognitive Processes Mediating Acceptance of Advertising,” *Journal of Marketing Research* 10 (February 1973), pp. 53–62; Brian Wansink, Michael L. Ray, and Rajeev Batra, “Increasing Cognitive Response Sensitivity,” *Journal of Advertising* 23, no. 2 (June 1994), pp. 65–76.
  50. Peter Wright, “Message Evoked Thoughts, Persuasion Research Using Thought Verbalizations,” *Journal of Consumer Research* 7, no. 2 (September 1980), pp. 151–75.
  51. Scott B. Mackenzie, Richard J. Lutz, and George E. Belch, “The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations,” *Journal of Marketing Research* 23 (May 1986), pp. 130–43; Rajeev Batra and Michael L. Ray, “Affective Responses Mediating Acceptance of Advertising,” *Journal of Consumer Research* 13 (September 1986), pp. 234–49; Tim Ambler and Tom Burne, “The Impact of Affect on Memory of Advertising,” *Journal of Advertising Research* 29, no. 3 (March/April 1999), pp. 25–34.
  52. Edith G. Smits, Lex Van Meurs and Peter C. Neijens, “Effects of Advertising Likeability: A 10-Year Perspective,” *Journal of Advertising Research*, Vol. 4, No. 1, March 2006, pp. 73–83; Ronald Alsop, “TV Ads That Are Likeable Get Plus Rating for Persuasiveness,” *The Wall Street Journal*, February 20, 1986, p. 23.
  53. David J. Moore and William D. Harris, “Affect Intensity and the Consumer’s Attitude toward High Impact Emotional Advertising Appeals,” *Journal of Advertising* 25, no. 2 (Summer 1996), pp. 37–50; Andrew A. Mitchell and Jerry C. Olson, “Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?” *Journal of Marketing Research* 18 (August 1981), pp. 318–32.
  54. David J. Moore, William D. Harris, and Hong C. Chen, “Affect Intensity: An Individual Difference Response to Advertising Appeals,” *Journal of Consumer Research* 22 (September 1995), pp. 154–64; Julie Edell and Marian C. Burke, “The Power of Feelings in Understanding Advertising Effects,” *Journal of Consumer Research* 14 (December 1987), pp. 421–33.
  55. Richard E. Petty and John T. Cacioppo, “Central and Peripheral Routes to Persuasion: Application to Advertising,” in *Advertising and Consumer Psychology*, Larry Percy and Arch

- Woodside, eds. (Lexington, MA: Lexington Books, 1983), pp. 3–23.
56. Ibid.
  57. Richard E. Petty, John T. Cacioppo, and David Schumann, “Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement,” *Journal of Consumer Research* 10 (September 1983), pp. 135–46.
  58. Fred K. Beard, “Peer Evaluation and Readership of Influential Contributions to the Advertising Literature,” *Journal of Advertising* 31, no. 4 (2002), pp. 65–75.
  59. Philip J. Kitchen, Gayle Kerr, Don E. Schultz, Rod McColl, and Heather Pals, “The Elaboration Likelihood Model: Review, Critique and Research Agenda,” *European Journal of Marketing* 48, no. 11/12 (2014), pp. 2033–50; Catherine Cole, Richard Ettenson, Suzanne Reinke, and Tracy Schrader, “The Elaboration Likelihood Model (ELM): Replication, Extensions, and Some Conflicting Findings,” *Advances in Consumer Research* 17 (1990), pp. 231–236.
  60. Gayle Kerr, Don E. Schultz, Philip J. Kitchen, Frank J. Mulhern, and Park Beede, “Does Traditional Advertising Theory Apply to the Digital World?” *Journal of Advertising Research* 55, no. 1 (2015), pp. 1–11.
  61. Demetrios Vakratsas and Tim Ambler, “How Advertising Works: What Do We Really Know?” *Journal of Marketing* 63 (January 1999), pp. 26–43.
  62. Bruce F. Hall, “A New Model for Measuring Advertising Effects,” *Journal of Advertising Research* 42, no. 2 (March/April 2002), pp. 23–31.
  63. Thomas E. Barry, “In Defense of the Hierarchy of Effects: A Rejoinder to Weibacher,” *Journal of Advertising Research*, May/June 2002, pp. 44–47.

64. William M. Weibacher, “Point of View: Does Advertising Cause a ‘Hierarchy of Effects?’” *Journal of Advertising Research* 41, no. 6 (November/December 2001), pp. 19–26.

## Chapter 6

1. William J. McGuire, “An Information Processing Model of Advertising Effectiveness,” in *Behavioral and Management Science in Marketing*, Harry J. Davis and Alvin J. Silk, eds. (New York: Ronald Press, 1978), pp. 156–80.
2. Rebecca Lerner, “Keeping Up with the Kardashians Ratings Improve,” *Forbes.com*, January 17, 2018, <https://www.forbes.com/sites/rebeccalerner/2018/01/17/keeping-up-with-the-kardashians-ratings-improve/#2151adc969c2>; Dennis Thompsett, “Kardashians Know How to Attract Their Target Audience,” *Owen Sound Sun Times*, May 2, 2012, [www.owensoundsuntimes.com/2012/05/02/kardashians-know-how-to-attract-their-target-audience](http://www.owensoundsuntimes.com/2012/05/02/kardashians-know-how-to-attract-their-target-audience).
3. Kristin Baker, “The Ultimate Guide to Influencer Marketing in 2019,” *HubSpot*, <https://blog.hubspot.com/marketing/how-to-work-with-influencers>.
4. Herbert C. Kelman, “Processes of Opinion Change,” *Public Opinion Quarterly* 25 (Spring 1961), pp. 57–78.
5. William J. McGuire, “The Nature of Attitudes and Attitude Change,” in *Handbook of Social Psychology* (2nd ed.), G. Lindzey and E. Aronson, eds. (Cambridge, MA: Addison-Wesley, 1969), pp. 135–214; Daniel J. O’Keefe, “The Persuasive Effects of Delaying Identification of



- High- and Low-Credibility Communicators: A Meta-Analytic Review,” *Central States Speech Journal* 38 (1987), pp. 63–72.
6. Roobina Ohanian, “The Impact of Celebrity Spokespersons’ Image on Consumers’ Intention to Purchase,” *Journal of Advertising Research* 21 (February/March 1991), pp. 46–54.
  7. Stephen W. Wang and Angeline Close Scheinbaum, “Enhancing Brand Credibility via Celebrity Endorsement,” *Journal of Advertising Research* 58, no. 1 (March 2018), pp. 16–32; Clinton Amos, Gary Holmes, and David Strutton, “Exploring the Relationship between Celebrity Endorser Effects and Advertising Effectiveness,” *International Journal of Advertising* 27, no. 2 (2008), pp. 209–34.
  8. “E-Score Celebrity Special Annual Report 2018,” E-Poll Market Research, <https://www.epollresearch.com/corp/products/escore-celebrity>.
  9. Jessica Wohl, “Weight Watchers Changes Its Name and Pivots to Wellness,” *Advertising Age*, September 24, 2018, <https://adage.com/article/cmo-strategy/banish-weight-watchers-vocab-ww/315017>.
  10. David P. Hamilton, “Celebrities Help ‘Educate’ Public on New Drugs,” *The Wall Street Journal*, April 22, 2002, p. B1.
  11. Ashley Rodriguez, “Best Practices: FTC Social Media Requirements,” *Advertising Age*, April 21 2015, <https://adage.com/article/cmo-strategy/practices-ftc-social-media-requirements/297950>; Michael Learmonth, “FTC Cracks Down on Blogger Payola, Celebrity Tweets,” *Advertising Age*, October 5, 2009, <http://adage.com/article/digital/ftc-regulates-social-media-endorsements-blogger-payola/139457/>.
  12. Karlene Lukovitz, “Ads Starring CEOs: What Makes Winners, Losers?” *Marketing Daily*, March 13, 2012, [www.mediapost.com/publications/article/170057/?print#axzz2i1DzzuML](http://www.mediapost.com/publications/article/170057/?print#axzz2i1DzzuML).
  13. Frank Green, “Masters of the Pitch,” *San Diego Union-Tribune*, January 30, 2000, pp. 1, 6.
  14. Barbara Lippert, “A Winner out of the Gates,” *Adweek*, September 22, 2008, p. 28.
  15. Lukovitz, “Ads Starring CEOs: What Makes Winners, Losers?”
  16. Megan Mowery, “Our Timeline of the Papa John’s Controversy Now Includes a Head-Scratching Website,” *Advertising Age*, August 22, 2018, <https://adage.com/article/digital/a-history-papa-john-s-controversy/314260>.
  17. Ben DiPietro, “Recent Controversies Spotlight Risks of Having CEO as Spokesman,” *The Wall Street Journal*, July 24, 2018, <https://blogs.wsj.com/riskandcompliance/2018/07/24/recent-controversies-spotlight-risks-of-having-ceo-as-spokesman>; Rupal Parekh and Kunur Patel, “Ten Things to Think Hard about before Featuring the Chairman in Advertising,” *Advertising Age*, September 14, 2009, [http://adage.com/print?article\\_id=138984](http://adage.com/print?article_id=138984).
  18. Erick Reidenback and Robert Pitts, “Not All CEOs Are Created Equal as Advertising Spokespersons: Evaluating the Effective CEO Spokesperson,” *Journal of Advertising* 20, no. 3 (1986), pp. 35–50; Roger Kerin and Thomas E. Barry, “The CEO Spokesperson in Consumer Advertising: An Experimental Investigation,” in *Current Issues in Research in Advertising*, J. H. Leigh and C. R. Martin, eds. (Ann Arbor: University of Michigan, 1981), pp. 135–48; J. Poindexter, “Voices of Authority,” *Psychology Today*, August 1983.
  19. Green, “Masters of the Pitch.”
  20. A. Eagly and S. Chaiken, “An Attribution Analysis of the Effect of Communicator Characteristics on Opinion Change,” *Journal of Personality and Social Psychology* 32 (1975), pp. 136–44.
  21. For a review of these studies, see Brian Sternthal, Lynn Philips, and Ruby Dholakia, “The Persuasive Effect of Source Credibility: A Situational Analysis,” *Public Opinion Quarterly* 42 (Fall 1978), pp. 285–314.

- Brian Sternthal, Ruby Dholakia, and Clark Leavitt, "The Persuasive Effects of Source Credibility: Tests of Cognitive Response," *Journal of Consumer Research* 4, no. 4 (March 1978), pp. 252–60; Robert R. Harmon and Kenneth A. Coney, "The Persuasive Effects of Source Credibility in Buy and Lease Situations," *Journal of Marketing Research* 19 (May 1982), pp. 255–60.
23. For a review, see Noel Capon and James Hulbert, "The Sleeper Effect: An Awakening," *Public Opinion Quarterly* 37 (1973), pp. 333–58.
24. Darlene B. Hannah and Brian Sternthal, "Detecting and Explaining the Sleeper Effect," *Journal of Consumer Research* 11, no. 2 (September 1984), pp. 632–42.
25. H. C. Triandis, *Attitudes and Attitude Change* (New York: Wiley, 1971).
26. J. Mills and J. Jellison, "Effect on Opinion Change of Similarity between the Communicator and the Audience He Addresses," *Journal of Personality and Social Psychology* 9, no. 2 (1969), pp. 153–56.
27. Arch G. Woodside and J. William Davenport Jr., "The Effect of Salesman Similarity and Expertise on Consumer Purchasing Behavior," *Journal of Marketing Research* 11 (May 1974), pp. 198–202; Paul Busch and David T. Wilson, "An Experimental Analysis of a Salesman's Expert and Referent Bases of Social Power in the Buyer–Seller Dyad," *Journal of Marketing Research* 13 (February 1976), pp. 3–11.

28. Tim Nudd, "How Milan Vayntrub Became Advertising's New 'It' Girl," *Adweek*, January 13, 2015, [www.adweek.com/news/advertising-branding/how-milana-vayntrub-became-advertisings-new-it-girl-162297](http://www.adweek.com/news/advertising-branding/how-milana-vayntrub-became-advertisings-new-it-girl-162297).
29. Marshall McLuhan, "Top Ad Campaigns of the 21st Century," *Advertising Age*, January 12, 2015, pp. 14–22; Jeff Graham, "Whassup with All Those Award Wins?" *Advertising Age*, August 21, 2000, <http://adage.com/article/cracks-in-the-foundation/defense-whassup/56775/>.
30. Carsten Erfgen, Sebastian Zenker, and Henrik Sattler, "The Vampire Effect: When Do Celebrity Endorsers Harm Brand Recall?" *International Journal of Research in Marketing* 32 (January 2015), pp. 155–63; Utpal Dhokakia, "Can a Celebrity Endorsement Hurt the Brand?" *Psychology Today*, November 3, 2015, [www.psychologytoday.com/blog/the-science-behind-behavior/201511/can-celebrity-endorsement-hurt-the-brand](http://www.psychologytoday.com/blog/the-science-behind-behavior/201511/can-celebrity-endorsement-hurt-the-brand).
31. Elena Gorgan, "Angelina Jolie Dumped by St. John for Overshadowing the Brand," *Softpedia*, January 9, 2010, <http://news.softpedia.com/news/Angelina-Jolie-Dumped-by-St-John-for-Overshadowing-the-Brand-131636.shtml>.
32. Jasmina Elicic and Cynthia M. Webster, "Eclipsing: When Celebrities Overshadow the Brand," *Psychology & Marketing* 31, no. 11 (November 2014), pp. 1040–50.
33. Valerie Folkes, "Recent Attribution Research in Consumer Behavior: A Review and New Directions," *Journal of Consumer Research* 14 (March 1988), pp. 548–65; John C. Mowen and Stephen W. Brown, "On Explaining and Predicting the Effectiveness of Celebrity Endorsers," in *Advances in Consumer Research* (vol. 8), K. B. Monroe, ed. (Ann Arbor, MI: Association for Consumer Research, 1981), pp. 437–41.
34. Stephen Rae, "How Celebrities Make Killings on Commercials," *Cosmopolitan*, January 1997, pp. 164–67.
35. "Impact of Celebrity Endorsement on Consumer Buying Behavior," *Guided Selling*, October 4, 2016, <https://www.guided-selling.org/impact-of-celebrity-endorsement-on-consumer-buying-behavior/>.

36. Kenzie Bryant, "Why Everybody—including the World's Biggest Brands—Wanted Selena Gomez in 2016," *Vanity Fair*, December 20, 2016, <https://www.vanityfair.com/style/2016/12/selena-gomez-coach-coca-cola-verizon-endorsement-2016>.
37. Margeaux Sippell, "Dwayne Johnson Tops Celebrity Endorsement Ranking among Actors," *Variety*, October 3, 2018, <https://variety.com/2018/biz/news/older-celebrities-make-better-brand-endorsements-survey-finds-1202960720/>.
38. Brian D. Till and Terence A. Shimp, "Endorsers in Advertising: The Case of Negative Celebrity Information," *Journal of Advertising* 27, no. 1 (Spring 1998), pp. 67–82.
39. Patrick Rishe, "Armstrong Will Lose \$150 Million in Future Earnings after Nike and Other Sponsors Dump Him," *Forbes.com*, October 18, 2012, <https://www.forbes.com/sites/prishe/2012/10/18/nike-proves-deadlier-than-cancer-as-armstrong-will-lose-150-million-in-future-earnings/#74c0b2b26298>.
40. Rina Raphael, "YouTube star Olivia Jade Dumped by Sephora over College Admissions Scandal, March 14, 2019," *Fast Company*, <https://www.fastcompany.com/90320418/olivia-jade-lori-loughlin-daughter-dumped-by-sephora-after-college-scandal>.
41. Maureen Morrisson, "Subway Officially Cuts Ties with Jared," *Advertising Age*, August 8, 2015, <http://adage.com/article/cmo-strategy/subway-officially-cuts-ties-jared/300012/>.
42. Stephanie Thompson, "Heroin Chic OK, Cocaine Use Not," *Advertising Age*, September 26, 2005, pp. 3, 80.
43. Cathy Yingling, "Beware the Lure of Celebrity Endorsers," *Advertising Age*, September 24, 2007, <http://adage.com/article/cmo-strategy/beware-lure-celebrity-endorsers/120560/>; James Tenser, "Endorser Qualities Count More Than Ever," *Advertising Age*, November 8, 2004, pp. S2, S4.
44. Anita Elberse and Jeroen Verleun, "The Economic Value of Celebrity Endorsements," *Journal of Advertising Research* 52, no. 2 (June 2012), pp. 149–65.
45. Matthew Schneier, "Coach Confirms Its Partnership with Selena Gomez," *The New York Times*, December 16, 2016, <https://www.nytimes.com/2016/12/16/fashion/selena-gomez-coach-partnership-confirmed.html>.
46. Shareen Pathak, "Beyonce Just Latest to Become Brand Ambassador, but Do These Deals Actually Work?" *Advertising Age*, December 17, 2012, <http://adage.com/article/news/beyonce-latest-brand-ambassador-deals-work/238795/>.
47. Natalie Zmuda, "Beverage Brand Swaps Equity for Met's Endorsements," *Advertising Age*, April 20, 2009, <http://adage.com/article/news/beverage-brand-sonu-swaps-equity-mets-endorsements/136085/>.
48. Kevin Plank, "Under Armour's Founder on Learning to Leverage Celebrity Endorsements," *Harvard Business Review*, May 2012, pp. 45–48.
49. Dave McCaughan, "The Fine Art of Matching a Celebrity with a Brand," *Advertising Age*, April 16, 2007, p. 34; Betsy Cummings, "Star Power," *Sales and Marketing Management*, April 2001, pp. 52–59; Michael A. Kamins, "An Investigation into the 'Match-Up' Hypothesis in Celebrity Advertising," *Journal of Advertising* 19, no. 1 (1990), pp. 4–13.
50. Grant McCracken, "Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process," *Journal of Consumer Research* 16, no. 3 (December 1989), pp. 310–21.
51. *Ibid.*, p. 315.
52. Molly Fitzpatrick, "The Business of Being Jennifer Aniston," *Elle*, July 12, 2018, <https://www.elle.com/culture/celebrities/a21990794/the-business-of-being-jennifer-aniston/>.
53. Srividya Kalganavaman, "American Express Taps Tina Fey to Introduce New Credit Card," *Advertising Age*, March 2, 2014, <http://adage.com/article/cmo-strategy/american-express-taps->

tina-fey-introduce-credit-card/291924/.

54. B. Zafer Erdogan, Michael J. Baker, and Stephen Tagg, "Selecting Celebrity Endorsers: The Practitioner's Perspective," *Journal of Advertising Research* 41, no. 43 (May/June 2001), pp. 39–48.
55. GfK MRI, "E-Poll Partner to Deliver Unprecedented Alignment of Celebrities, Consumers, and Brands," *Business Wire*, September 5, 2018, <https://www.marketwatch.com/press-release/gfk-mri-e-poll-partner-to-deliver-unprecedented-alignment-of-celebrities-consumers-and-brands-2018-09-05>.

---

page E-10

---

56. For an excellent review of these studies, see Marilyn Y. Jones, Andrea J. S. Stanaland, and Betsy D. Gelb, "Beefcake and Cheesecake: Insights for Advertisers," *Journal of Advertising* 27, no. 2 (Summer 1998), pp. 32–51; W. B. Joseph, "The Credibility of Physically Attractive Communicators," *Journal of Advertising* 11, no. 3 (1982), pp. 13–23.
57. Michael Solomon, Richard Ashmore, and Laura Longo, "The Beauty Match-Up Hypothesis: Congruence between Types of Beauty and Product Images in Advertising," *Journal of Advertising* 21, no. 4, pp. 23–34; M. J. Baker and Gilbert A. Churchill Jr., "The Impact of Physically Attractive Models on Advertising Evaluations," *Journal of Marketing Research* 14 (November 1977), pp. 538–55.
58. Robert W. Chestnut, C. C. La Chance, and A. Lubitz, "The Decorative Female Model: Sexual Stimuli and the Recognition of the Advertisements," *Journal of Advertising* 6 (Fall 1977), pp. 11–14; Leonard N. Reid and Lawrence C. Soley, "Decorative Models and Readership of Magazine Ads," *Journal of Advertising Research* 23, no. 2 (April/May 1983), pp. 27–32.
59. Amanda B. Bower, "Highly Attractive Models in Advertising and the Women Who Loathe Them: The Implications of Negative Affect for Spokesperson Effectiveness," *Journal of Advertising* 30, no. 3 (Fall 2001), pp. 51–63; Amanda B. Bower and Stacy Landreth, "Is Beauty Best? Highly versus Normally Attractive Models in Advertising," *Journal of Advertising* 30, no. 1 (2001), pp. 1–12.
60. Rachele Jantzon and Michael Basis, "Physical Attractiveness in Advertising: Can an Endorser Be Too Attractive," in N. Krey, P. Rossi (eds.), *Back to the Future: Using Marketing Basics to Provide Customer Value, Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 2018, DOI 10.1007/978-3-319-66023-3\_194.
61. Jack Neff, "In Dove Ads, Normal Is the New Beautiful," *Advertising Age*, September 27, 2004, pp. 1, 80; Michelle Jeffers, "Behind Dove's 'Real Beauty,'" *Adweek*, September 12, 2005, pp. 34–35.
62. Herbert E. Krugman, "On Application of Learning Theory to TV Copy Testing," *Public Opinion Quarterly* 26 (1962), pp. 626–39.
63. C. I. Hovland and W. Mandell, "An Experimental Comparison of Conclusion Drawing by the Communicator and by the Audience," *Journal of Abnormal and Social Psychology* 47 (July 1952), pp. 581–88.
64. Alan G. Sawyer and Daniel J. Howard, "Effect of Omitting Conclusions in Advertisements to Involved and Uninvolved Audiences," *Journal of Marketing Research* 28 (November 1991), pp. 467–74.
65. Paul Chance, "Ads without Answers Make Brain Itch," *Psychology Today* 9 (1975), p. 78.
66. Connie Pechmann, "Predicting When Two-Sided Ads Will Be More Effective Than One-Sided Ads," *Journal of Marketing Research* 24 (November 1992), pp. 441–53; George E. Belch,

- "The Effects of Message Modality on One- and Two-Sided Advertising Messages," in *Advances in Consumer Research* (vol. 10), Richard P. Bagozzi and Alice M. Tybout, (eds.), (Ann Arbor, MI: Association for Consumer Research, 1983), pp. 21–26.
67. Robert E. Settle and Linda L. Golden, "Attribution Theory and Advertiser Credibility," *Journal of Marketing Research* 11 (May 1974), pp. 181–85; Edmund J. Faison, "Effectiveness of One-Sided and Two-Sided Mass Communications in Advertising," *Public Opinion Quarterly* 25 (Fall 1961), pp. 468–69.
  68. Martin Eisend, "Two-Sided Advertising: A Meta-Analysis," *International Journal of Research in Marketing* 23 (June 2006), pp. 187–98.
  69. Paul Farhi, "Behind Domino's Mea Culpa Ad Campaign," *The Washington Post*, January 12, 2010, p. C7.
  70. Brandon Shutt "How Digital Marketing Crowned Domino's the King of Pizza," *Online Marketing Institute*, May 22, 2018, <https://medium.com/online-marketing-institute/how-digital-marketing-crowned-dominos-the-king-of-pizza-3d327d7350f8>.
  71. Alan G. Sawyer, "The Effects of Repetition of Refutational and Supportive Advertising Appeals," *Journal of Marketing Research* 10 (February 1973), pp. 23–37; George J. Szybillo and Richard Heslin, "Resistance to Persuasion: Inoculation Theory in a Marketing Context," *Journal of Marketing Research* 10 (November 1973), pp. 396–403.
  72. Andrew A. Mitchell, "The Effect of Verbal and Visual Components of Advertisements on Brand Attitudes and Attitude toward the Advertisement," *Journal of Consumer Research* 13 (June 1986), pp. 12–24; Julie A. Edell and Richard Staelin, "The Information Processing of Pictures in Advertisements," *Journal of Consumer Research* 10, no. 1 (June 1983), pp. 45–60; Elizabeth C. Hirschmann, "The Effects of Verbal and Pictorial Advertising Stimuli on Aesthetic, Utilitarian and Familiarity Perceptions," *Journal of Advertising* 15, no. 2 (1986), pp. 27–34.
  73. Jolita Kisielius and Brian Sternthal, "Detecting and Explaining Vividness Effects in Attitudinal Judgments," *Journal of Marketing Research* 21, no. 1 (1984), pp. 54–64.
  74. H. Rao Unnava and Robert E. Burnkrant, "An Imagery-Processing View of the Role of Pictures in Print Advertisements," *Journal of Marketing Research* 28 (May 1991), pp. 226–31.
  75. William L. Wilkie and Paul W. Farris, "Comparative Advertising: Problems and Potential," *Journal of Marketing* 39 (1975), pp. 7–15.
  76. For a review of comparative advertising studies, see Fred K. Beard, "Practitioner View of Comparative Advertising," *Journal of Advertising Research* 53, no. 3 (September 2013), pp. 313–23; Cornelia Pechmann and David W. Stewart, "The Psychology of Comparative Advertising," in *Attention, Attitude and Affect in Response to Advertising*, E.M. Clark, T.C. Brock, and D.W. Stewart, eds. (Hillsdale, NJ: Erlbaum, 1994), pp. 79–96; Thomas S. Barry, "Comparative Advertising: What Have We Learned in Two Decades?" *Journal of Advertising Research* 33, no. 2 (1993), pp. 19–29.
  77. E. J. Schultz, "Kobe Bryant, The Ad Creator, Discusses His New Sports Drink Ads," *Advertising Age*, April 18, 2017, <https://adage.com/article/cmo-strategy/inspires-kobe-bryant-ad-creator/308685>.
  78. Emily Bryson York, "Brand vs. Brand: Attack Ads on the Rise," *Advertising Age*, October 27, 2008, <http://adage.com/article/news/brand-brand-attack-ads-rise/132028/>.
  79. Amir Nasr, "What's Up with Those Wireless Attack Ads?" *Morning Consult*, January 25, 2016, <https://morningconsult.com/2016/01/25/whats-up-with-those-wireless-attack-ads/>.
  80. Fred Beard, "The Effectiveness of Comparative versus Non-Comparative Advertising," *Journal of Advertising Research* 55, no. 3 (September 2015), pp. 296–306.

81. Patrick Meirick, "Cognitive Responses to Negative and Comparative Political Advertising," *Journal of Advertising* 31, no. 1 (Spring 2002), pp. 49–59.
82. Bruce E. Pinkleton, Nam-Hyun Um, and Erica Weintraub Austin, "An Exploration of the Effects of Negative Political Advertising on Political Decision Making," *Journal of Advertising* 31, no. 1 (Spring 2002), pp. 13–25.
83. Bruce E. Pinkleton, "The Effects of Negative Comparative Political Advertising on Candidate Evaluations and Advertising Evaluations: An Exploration," *Journal of Advertising* 26, no. 1 (1997), pp. 19–29.
84. Michael L. Ray and William L. Wilkie, "Fear: The Potential of an Appeal Neglected by Marketing," *Journal of Marketing* 34 (January 1970), pp. 54–62.
85. Brian Sternthal and C. Samuel Craig, "Fear Appeals Revisited and Revised," *Journal of Consumer Research* 1 (December 1974), pp. 22–34.
86. Punam Anand Keller and Lauren Goldberg Block, "Increasing the Persuasiveness of Fear Appeals: The Effect of Arousal and Elaboration," *Journal of Consumer Research* 22, no. 4 (March 1996), pp. 448–60.
87. John F. Tanner Jr., James B. Hunt, and David R. Eppright, "The Protection Motivation Model: A Normative Mode of Fear Appeals," *Journal of Marketing* 55 (July 1991), pp. 36–45.
88. Ibid.
89. Sternthal and Craig, "Fear Appeals Revisited and Revised."
90. Herbert Jack Rotfeld, "The Textbook Effect: Conventional Wisdom, Myth and Error in Marketing," *Journal of Marketing* 64 (April 2000), pp. 122–27.
91. Montana Meth Project, <https://www.montanameth.org/>.
92. Andrea C. Morales, Eugenia C. Wu, and Gavan J. Fitzsimons, "How Disgust Enhances the Effectiveness of Fear Appeals," *Journal of Marketing Research*, June 2012, pp. 383–93.
93. Fred K. Beard, "One Hundred Years of Humor in American Advertising," *Journal of Macromarketing*, 25, no. 2 (June 2005), pp. 54–65; C. Samuel Craig and Brian Sternthal, "Humor in Advertising," *Journal of Marketing*, 37, October 1973, pp. 12–18.
94. Martin Eisend, "A Meta-Analysis of Humor in Advertising," *Journal of the Academy of Marketing Science* 37, no. 2 (January 2009), pp. 191–203.
95. Bobby J. Calder and Brian Sternthal, "A Television Commercial Wearout: An Information Processing View," *Journal of Marketing Research* 17 (May 1980), pp. 173–87.
96. Dottie Enroco, "Humorous Touch Resonates with Consumers," *USA Today*, May 13, 1996, p. 3B.
97. Yong Zhang, "Response to Humorous Advertising: The Moderating Effect of Need for Cognition," *Journal of Advertising* 25, no. 1 (Spring 1996), pp. 15–32; Marc G. Weinberger and Charles S. Gulas, "The Impact of Humor in Advertising: A Review," *Journal of Advertising* 21 (December 1992), pp. 35–59.
98. Marc G. Weinberger and Leland Campbell, "The Use of Humor in Radio Advertising," *Journal of Advertising Research* 31 (December/January 1990–91), pp. 44–52.
99. Yong Zhang and George M. Zinkhan, "Responses to Humorous Ads," *Journal of Advertising*, Winter 2006, pp. 113–27.
100. Harold C. Cash and W.J.E. Crissy, "Comparison of Advertising and Selling: The Salesman's Role in Marketing," *Psychology of Selling* 12 (1965), pp. 56–75.
101. Marshall McLuhan, *Understanding Media: The Extensions of Man* (New York: McGraw-Hill, 1966).

102. Marvin E. Goldberg and Gerald J. Gorn, "Happy and Sad TV Programs: How They Affect Reactions to Commercials," *Journal of Consumer Research* 14, no. 3 (December 1987), pp. 387–403.
103. Andrew B. Aylesworth and Scott B. MacKenzie, "Context Is Key: The Effect of Program-Induced Mood on Thoughts about the Ad," *Journal of Advertising* 27, no. 2 (Summer 1998), pp. 17–32.
104. Michael T. Elliott and Paul Surgi Speck, "Consumer Perceptions of Advertising Clutter and Its Impact across Various Media," *Journal of Advertising Research* 38, no. 1 (January/February 1998), pp. 29–41; Peter H. Webb, "Consumer Initial Processing in a Difficult Media Environment," *Journal of Consumer Research* 6, no. 3 (December 1979), pp. 225–36.
105. Sam Thielman, "You Endure More Commercials When Watching Cable Networks," *Adweek*, June 23, 2013, [www.adweek.com/news/television/you-endure-more-commercials-when-watching-cable-networks-150575](http://www.adweek.com/news/television/you-endure-more-commercials-when-watching-cable-networks-150575); "How Many Minutes of Commercials Are Shown in an Average TV Hour? The Number Has Been Steadily Climbing," *TV Week*, May 13, 2014, [www.tvweek.com/tvbizwire/2014/05/how-many-minutes-of-commercial/](http://www.tvweek.com/tvbizwire/2014/05/how-many-minutes-of-commercial/).
106. Wayne Friedman, "National TV Ad Minutes Rise, Up Nearly 4% Per Hour," *MediaPost*, February 20, 2018, <https://www.mediapost.com/publications/article/314874/national-tv-ad-minutes-rise-up-nearly-4-per-hour.html>.
107. Jason Lynch, "NBCUniversal Will Cut Prime-Time Ad Loads Another 10% by 2020," *Adweek*, January 8, 2019, <https://www.adweek.com/tv-video/nbcuniversal-will-cut-prime-time-ad-loads-another-10-by-2020/>.
108. Katy Bachman, "Clutter Makes TV Ads Less Effective," *Adweek*, February 9, 2010, [www.adweek.com/aw/content\\_display/news/media/e3i4fe3d67e44c8b3ad4c3fcbfe797fc862](http://www.adweek.com/aw/content_display/news/media/e3i4fe3d67e44c8b3ad4c3fcbfe797fc862).

## Chapter 7

1. "Do Marketers Rely on Instinct over ROI?" [www.eMarketer.com](http://www.eMarketer.com), February 24, 2015.
2. "What Happened When Colgate-Palmolive Tasked AI with Finding ROI?" [www.warc.com](http://www.warc.com), January 13, 2019.
3. Mya Frazier, "GEICO's Big Spending Pays Off, Study Says," *Advertising Age*, June 26, 2007, <http://adage.com/article/news/geico-s-big-spending-pays-study/118844/>.
4. Mark Miller, "Coca-Cola Sees Pay-Off from Increased Marketing Spend," [www.brandchannel.com](http://www.brandchannel.com), July 30, 2015.
5. Donald S. Tull, "The Carry-Over Effect of Advertising," *Journal of Marketing*, April 1965, pp. 46–53.
6. Darral G. Clarke, "Econometric Measurement of the Duration of Advertising Effect on Sales," *Journal of Marketing Research* 23 (November 1976), pp. 345–57.
7. Philip Kotler, *Marketing Decision Making: A Model Building Approach* (New York: Holt, Rinehart & Winston, 1971), Ch. 5.
8. Becky Ebencamp, "You Can Teach an Old Hot Dog Brand Some New Design Tricks," [www.brandweek.com](http://www.brandweek.com), September 28, 2009.

- Stephanie Thompson, "Kellogg's Roars Back with Out of Box Ads," *Advertising Age*, May 3, 2004, pp. 4–5.
9. "Vans Shoemaker VF Quarterly Revenue Tops Estimates," [www.cnn.com](http://www.cnn.com), May 4, 2018.
10. Russell H. Colley, *Defining Advertising Goals for Measured Advertising Results* (New York: Association of National Advertisers, 1961).
11. Don E. Schultz, Dennis Martin, and William Brown, *Strategic Advertising Campaigns*, 2nd ed. (Lincolnwood, IL: Crain Books, 1984).
12. "Midsize Cars," 2019, [www.kellybluebook.com](http://www.kellybluebook.com).
13. Michael L. Ray, "Consumer Initial Processing: Definitions, Issues, Applications," in *Buyer/Consumer Information Processing*, G. David Hughes, ed. (Chapel Hill: University of North Carolina Press, 1974); David A. Aaker and John G. Myers, *Advertising Management*, 2nd ed. (Englewood Cliffs, NJ: Prentice Hall, 1982), pp. 122–23.
14. Aaker and Myers, *Advertising Management*.
15. Steven W. Hartley and Charles H. Patti, "Evaluating Business to Business Advertising: A Comparison of Objectives and Results," *Journal of Advertising Research*, 28 (April/May 1988), pp. 21–27.
16. Jerry Thomas, "Advertising Effectiveness, 2008," [www.decisionanalyst.com](http://www.decisionanalyst.com).
17. Don E. Schultz, "Integration Helps You Plan Communications from Outside-In," *Marketing News*, March 15, 1993, p. 12.
18. Thomas R. Duncan, "To Fathom Integrated Marketing, Dive!" *Advertising Age*, October 11, 1993, p. 18.
19. G. Tellis and K. Tellis, "Research on Advertising in a Recession," *Journal of Advertising Research* 49, no. 3 (2009), pp. 304–27. Retrieved from Communication & Mass Media Complete database.
20. Robert L. Steiner, "The Paradox of Increasing Returns to Advertising," *Journal of Advertising Research*, February/March 1987, pp. 45–53.
21. David A. Aaker and James M. Carman, "Are You Overadvertising?" *Journal of Advertising Research* 22, no. 4 (August/September 1982), pp. 57–70.
22. Julian A. Simon and Johan Arndt, "The Shape of the Advertising Response Function," *Journal of Advertising Research* 20, no. 4 (1980), pp. 11–28.
23. Melvin E. Salvesson, "Management's Criteria for Advertising Effectiveness," in *Proceedings to the 5th Annual Conference, Advertising Research Foundation*, New York, 1959, p. 25.
24. Boonghee Yoo and Rujirutana Mandhachitara, "Estimating Advertising Effects on Sales in a Competitive Setting," *Journal of Advertising Research* 43, no. 3 (2003), pp. 310–20.
25. Dan Lippe, "Media Scorecard: How ROI Adds Up," *Advertising Age*, June 20, 2005, pp. S–6, S–42.
26. Mike Beirne and Kenneth Hein, "Marketers' Mantra: It's ROI, or I'm Fired!" *Brandweek*, October 18, 2004, pp. 14–15.
27. Joe Mandese, "Half of Media Buys Driven by ROI, TV, Online Dominate," April 20, 2005, [www.mediapost.com/publications/article/29392/half-of-media-buys-driven-by-roi-tv-online-domin.html](http://www.mediapost.com/publications/article/29392/half-of-media-buys-driven-by-roi-tv-online-domin.html).
28. Wayne Friedman, "ROI Measurement Still Falls Short," *TelevisionWeek*, January 31, 2005, p. 19.
29. Hillary Chura, "Advertising ROI Still Elusive Metric," *Advertising Age*, July 26, 2004, p. 8.
30. James O. Peckham, "Can We Relate Advertising Dollars to Market Share Objectives?" in *How Much to Spend for Advertising*, M. A. McNiven, ed. (New York: Association of National Advertisers, 1969), p. 30.
- 31.



- George S. Low and Jakki Mohr, "Setting Advertising and Promotion Budgets in Multi-Brand Companies," *Journal of Advertising Research* 39, no. 1 (January/February 1999), pp. 667–78.
32. John P. Jones, "Ad Spending: Maintaining Market Share," *Harvard Business Review* 68, no. 1 (January/February 1990), pp. 38–42; James C. Schroer, "Ad Spending: Growing Market Share," *Harvard Business Review* 68, no. 1 (January/February 1990), pp. 44–48.
34. Randall S. Brown, "Estimating Advantages to Large-Scale Advertising," *Review of Economics and Statistics* 60 (August 1978), pp. 428–37.
35. Kent M. Lancaster, "Are There Scale Economies in Advertising?" *Journal of Business* 59, no. 3 (1986), pp. 509–26.
36. Johan Arndt and Julian Simon, "Advertising and Economics of Scale: Critical Comments on the Evidence," *Journal of Industrial Economics* 32, no. 2 (December 1983), pp. 229–41; Aaker and Carman, "Are You Overadvertising?"
37. George S. Low and Jakki J. Mohr, "The Budget Allocation between Advertising and Sales Promotion: Understanding the Decision Process," *AMA Educators' Proceedings, Summer 1991* (Chicago: American Marketing Association 1991), pp. 448–57.

## Chapter 8

1. Quoted in Werner Reinartz and Peter Saffert, "Creativity in Advertising: When It Works and When It Doesn't," *Harvard Business Review*, June 2013, pp. 4–8.
2. Keith Reinhard, "After 60 Years in Advertising, I Believe True Creativity Is More Powerful Than Ever," *ADWEEK*, May 22, 2016, <http://www.adweek.com/news/advertising-branding/after-60-years-advertising-i-believe-true-creativity-more-powerful-ever-171542>; Jeremy Mullman and Stephanie Thompson, "Burnett's Stumble Continues as Altoids Slips Away," *Advertising Age*, January 5, 2007, <http://adage.com/article/agency-news/burnett-s-stumble-continues-altoids-slips/114094/>.
3. Maureen Morrison, "DDB Cut from Bud Light Review, Move Ends 30 Year Relationship with Brand in U.S.," *Advertising Age*, October 11, 2011, p. 3.
4. Tripp Mickle, "Can Advertising Revive Light Beer?" *The Wall Street Journal*, October 12, 2015, pp. B1, 4.
5. E. J. Schultz and Lindsay Rittenhouse, "MillerCoors Pick Burnett as Lead Ship for Coors Light with DDB Pitching in," *Advertising Age*, May 31, 2019, <https://adage.com/article/cmo-strategy/millercoors-picks-burnett-lead-shop-coors-light-ddb-pitching/2174711>; E. J. Schultz, "New Coors Light Campaign Has Women Drinkers in Mind," *Advertising Age*, January 25, 2016, <http://adage.com/article/cmo-strategy/coors-light-campaign-women-drinkers-mind/302334/>.
6. Thom Forbes, "Is There Value in Advertising Awards," *Hispanic Ad.com*, October 7, 2017, <http://hispanicad.com/agency/business/there-value-advertising-awards>; Douglas West, Albert Caruana, and Kannika Leelapanyalert, "What Makes Win, Place, or Show: Judging Creativity in Advertising at Award Shows," *Journal of Advertising Research* 53, no. 3 (2013), pp. 324–38; Bob Garfield, "Award Winners' Edge: That's Entertainment," *Advertising Age*, August 3, 2004, pp. 16–17; Brent Bouchez, "Trophies Are Meaningless," *Advertising Age*, July 30, 2001, p. 16; Vanessa O'Connell, "Ad Slump Deflates Awards Show," *The Wall Street Journal*, May 21, 2002, p. B2; Jennifer Pendleton, "Awards-Creatives Defend Pursuit of Prizes," *Advertising Age*, April 25, 1988, pp. 1, 7.

7. Elizabeth C. Hirschman, "Role-Based Models of Advertising Creation and Production," *Journal of Advertising* 18, no. 4 (1989), pp. 42–53.
8. Ibid., p. 51.
9. Edith G. Smits, Lex Van Meurs, and Peter C. Neijens, "Effects of Advertising Likeability: A 10-Year Perspective," *Journal of Advertising Research* 4, no. 1 (March 2006), pp. 73–83; Cyndee Miller, "Study Says 'Likability' Surfaces as Measure of TV Ad Success," *Marketing News*, January 7, 1991, pp. 6, 14; Ronald Alsop, "TV Ads That Are Likeable Get Plus Rating for Persuasiveness," *The Wall Street Journal*, February 20, 1986, p. 23.
10. Sheila L. Sasser and Scott Kaslow, "Desperately Seeking Advertising Creativity: Engaging an Imaginative 3 P's Research Agenda," *Journal of Advertising* 37, no. 4 (2008), pp. 5–19.
11. Scott Koslow, "I Love Creative Advertising," *Journal of Advertising Research* 55, no. 1 (March 2015), pp. 5–8.
12. Brian D. Till and Daniel W. Baack, "Recall and Persuasion: Does Creativity Matter?" *Journal of Advertising* 34, no. 3 (2005), pp. 47–57.
13. Robert E. Smith, Scott B. MacKenzie, Xiaojing Yang, Laura Buchholz, and William K. Darley, "Modeling the Determinants and Effects of Creativity in Advertising," *Marketing Science* 26, no. 6 (2007), pp. 819–33; Robert E. Smith and Xiaojing Yang, "Toward a General Theory of Creativity in Advertising: Examining the Role of Divergence," *Marketing Theory* 4, no. 1/2 (2004), pp. 29–55.
14. Deborah J. MacInnis and Bernard J. Jaworski, "Information Processing from Advertisement: Toward an Integrative Framework," *Journal of Marketing* 53, no. 4 (October 1989), pp. 1–23.
15. Robert E. Smith, Jiemiao Chen, and Xiaojing Yang, "The Impact of Advertising Creativity on the Hierarchy of Effects," *Journal of Advertising* 37, no. 4 (Winter 2008), pp. 47–61.
16. Smith et al., "Modeling the Determinants and Effects of Creativity in Advertising."
17. Swee Hoon Ang, Yih Hwai Lee, and Siew Meng Leong, "The Ad Creativity Cube: Conceptualization and Initial Validation," *Journal of the Academy of Marketing Science* 35, no. 23 (2007), pp. 220–32; Arthur J. Kover, Stephen M. Goldenberg, and William L. James, "Creativity vs. Effectiveness? An Integrative Classification for Advertising," *Journal of Advertising Research* 35 (November/December 1995), pp. 29–38.
18. Reinartz and Saffert, "Creativity in Advertising: When It Works and When It Doesn't," *Harvard Business Review*, June 2013, pp. 4–8.
19. Smith et al., "Modeling the Determinants and Effects of Creativity in Advertising."
20. For an interesting discussion on the embellishment of advertising messages, see William M. Weilbacher, *Advertising*, 2nd ed. (New York: Macmillan, 1984), pp. 180–82.
21. David Ogilvy, *Confessions of an Advertising Man* (New York: Atheneum, 1963); Hanley Norins, *The Compleat Copywriter* (New York: McGraw-Hill, 1966).
22. Hank Sneider, *Advertising Pure and Simple* (New York: ANACOM, 1977).
23. Quoted in Valerie H. Free, "Absolut Original," *Marketing Insights*, Summer 1991, p. 65.
24. Scott Koslow, Sheila L. Sasser, and Edward A. Riordan, "Do Marketers Get the Advertising They Need or the Advertising They Deserve?" *Journal of Advertising* 35, no. 3 (Fall 2006), pp. 81–101.
25. I-Hsein Sherwood, "Ad Age 2019 Agency of the Year: Wieden & Kennedy," *Advertising Age*, April 15, 2019, <https://adage.com/article/special-report-agency-list/ad-age-2019-agency-year-wieden-kennedy/2163301>.
26. Anthony Vagnoni, "Creative Differences," *Advertising Age*, November 17, 1997, pp. 1, 28, 30.

27. Jonathon Cranin, "Has Advertising Gone the Way of the Costra Nostra?" *Advertising Age*, June 6, 2005.
28. Vagnoni, "Creative Differences."
29. Cranin, "Has Advertising Gone the Way of the Costra Nostra?"
30. Arthur J. Kover, "Copywriters' Implicit Theories of Communication: An Exploration," *Journal of Consumer Research* 21, no. 4 (March 1995), pp. 596–611.
31. Patrick Coffee, "How Global Media Agency of the Year OMD Clawed Its Way Back to the Top after Falling so Far," *ADWEEK*, February 24, 2019, <https://www.adweek.com/agencies/how-global-media-agency-of-the-year-omd-clawed-its-way-back-to-the-top-after-falling-so-far/>.
32. Sheila L. Sasser and Scott Koslow, "Desparately Seeking Advertising Creativity," *Journal of Advertising* 37, no. 4 (Winter 2008), pp. 5–19.
33. James Webb Young, *A Technique for Producing Ideas*, 3rd ed. (Chicago: Crain Books, 1975), p. 42.
34. Graham Wallas, *The Art of Thought* (New York: Harcourt Brace, 1926).
35. Jon Steel, *Truth, Lies & Advertising: The Art of Account Planning* (New York: Wiley, 1998).
36. John Parker, Lawrence Ang, and Scott Koslow, "The Creative Search for an Insight in Account Planning: An Absorptive Capacity Approach," *Journal of Advertising* 47, no. 3 (2018), pp. 237–54.
37. Sandra E. Moriarty, *Creative Advertising: Theory and Practice* (Englewood Cliffs, NJ: Prentice Hall, 1986).
38. E. E. Norris, "Seek Out the Consumer's Problem," *Advertising Age*, March 17, 1975, pp. 43–44.
39. Thomas L. Greenbaum, "Focus Groups Can Play a Part in Evaluating Ad Copy," *Marketing News*, September 13, 1993, pp. 24–25.
40. Emily Steel, "The New Focus Groups: Online Networks, Proprietary Panels Help Consumer Companies Shape Product Ads," *The Wall Street Journal*, January 14, 2008, p. B6.
41. Jennifer Comiteau, "Why the Traditional Focus Group Is Dying," *ADWEEK*, October 31, 2005, pp. 24–25, 32; Stephanie Thompson, "'Tipping Point' Guru Takes on Focus Groups," *Advertising Age*, January 24, 2005, pp. 4, 54; Malcolm Gladwell, *Blink: The Power of Thinking without Thinking* (New York: Little, Brown, 2004).
42. David Kiley, "Shoot the Focus Group," *BusinessWeek*, November 14, 2005, pp. 120–21.
43. Thompson, "'Tipping Point' Guru Takes on Focus Groups."
44. Eric J. Arnould and Melanie Wallendorf, "Market-Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation," *Journal of Marketing Research* 31 (November 1994), pp. 388–96.

45. "ARF Grand Ogilvy Award Winner: Cleaner of Your Dreams: Mr. Clean," The ARF David Ogilvy Awards, 2018, <https://thearf.org/2018-arf-david-ogilvy-awards-winners/>
46. Stephen Winzenburg, "Your Advertising Slogans Are Crummy. Can't You Do Better?" *Advertising Age*, January 14, 2008, p. 15; John Mathes, "Taglines That Stick; Here's How to Create an Effective Brand Summation Line. How Long Should It Be? Is It the Same as Your Brand Positioning? How Often Do You Need to Refresh It?" *ABA Bank Marketing*, December 1, 2008, pp. 22–25.

- Chiranjeev Kohli, Lance Leuthesser, and Rajneesh Suri, "Got Slogan? Guidelines for Creating Effective Slogans," *Business Horizons* 50 (2007), pp. 415–22.
47. Ibid.
48. Denise Lee John, "The Death of the Tagline," *ADWEEK*, September 9, 2013, <https://www.adweek.com/brand-marketing/death-tagline-152255/>.
49. ANA, *Better Creative Briefs*, November 2017, <https://www.ana.net/magazines/show/id/ii-better-creative-briefs-2017>.
50. Ibid.
51. John Sutherland, Lisa Duke, and Avery Abernethy, "A Model of Marketing Information Flow," *Journal of Advertising* 22, no. 4 (Winter 2004), pp. 39–52.
52. Bill Duggan, "The ANA's Solution to Bad Creative Briefs (of Which There Are Many)," *MediaPost*, November 30, 2017, <https://www.mediapost.com/publications/article/310906/the-anas-solution-to-bad-creative-briefs-of-whic.html>.
53. Jennifer Faull, "Clients Laud Improvements to Briefing Process, But Agencies Remain Skeptical," *The Drum*, April 19, 2017, <https://www.thedrum.com/news/2017/04/19/clients-laud-improvements-briefing-process-agencies-are-sceptical>.
54. A. Jerome Jeweler, *Creative Strategy in Advertising* (Belmont, CA: Wadsworth, 1981).
55. John O'Toole, *The Trouble with Advertising*, 2nd ed. (New York: Random House, 1985), p. 131.
56. David Ogilvy, *Ogilvy on Advertising* (New York: Crown, 1983), p. 16.
57. "Top Ad Campaigns of the 21st Century," *Advertising Age*, January 12, 2015, pp. 14–22.
58. Arthur J. Kover, "Copywriters' Implicit Theories of Communication: An Exploration."
59. John R. Rossiter, "Defining the Necessary Components of Creative, Effective Ads," *Journal of Advertising Research* 37, no. 4 (Winter 2008), pp. 139–44.
60. Rosser Reeves, *Reality in Advertising* (New York: Knopf, 1961), pp. 47, 48.
61. Jeremy Mullman, "Hey, Those A-B Brands Look Like Miller Beers," *Advertising Age*, June 11, 2009, <http://adage.com/article/news/beer-marketing-a-b-brands-miller-beers/137260/>; Jeremy Mullman, "Miller Lightens Its Load: Will Go National with MGD 64 by Fall," *Advertising Age*, <http://adage.com/article/news/miller-lightens-load-national-mgd-64-fall/127945/>.
62. Ogilvy, *Confessions of an Advertising Man*.
63. Martin Mayer, *Madison Avenue, U.S.A.* (New York: Pocket Books, 1958).
64. "Hallmark's Mother's Day Ads Are Shockingly Edgy. Just Kidding, They're Really, Really Sappy," *ADWEEK*, April 24, 2015, [www.adweek.com/adfreak/hallmarks-mothers-day-ads-are-shockingly-edgy-just-kidding-theyre-really-really-sappy-164275](http://www.adweek.com/adfreak/hallmarks-mothers-day-ads-are-shockingly-edgy-just-kidding-theyre-really-really-sappy-164275).
65. Al Ries and Jack Trout, *Positioning: The Battle for Your Mind* (New York: McGraw-Hill, 1985); Jack Trout and Al Ries, "The Positioning Era Cometh," *Advertising Age*, April 24, 1972, pp. 35–38; May 1, 1972, pp. 51–54; May 8, 1972, pp. 114–16.
66. Jack Trout, "Brands Can't Exist without Positioning," *Advertising Age*, March 14, 2005, p. 28.
67. Taruka Srivastav, "Kellogg's Aims to Reposition Special K as the Quintessential Nutritious Product for Women in Latest Campaign," *The Drum*, December 17, 2017, <https://www.thedrum.com/news/2017/12/26/kelloggs-aims-reposition-special-k-the-quintessential-nutritious-product-women>.
68. Rajeev Batra, John G. Myers, and David A. Aaker, *Advertising Management*, 5th ed. (Upper Saddle River, NJ: Prentice Hall, 1996).
69. Anthony Vagnoni, "They Might Be Giants," *Advertising Age*, April 27, 1998, pp. 1, 20, 24.
70. Anthony Vagnoni, "Goodby, Silverstein Do 'Intelligent Work' with a Sales Pitch," *Advertising Age*, April 27, 1998, pp. 20, 24.
- 71.

- Anthony Vagnoni, "Having Ad Bosses Focus on the Work Key to Cult of Clow," *Advertising Age*, April 27, 1998, pp. 22, 24.
72. Jean Lin, "Liberating Creativity: The Old Agency Model Doesn't Work Anymore," *Advertising Age*, February 9, 2015, <http://adage.com/article/agency-viewpoint/liberating-creativity-agency-model-work/296965/>.
73. Rupal Parkeh, "Lee Clow on Advertising, Then and Now," *Advertising Age*, June 11, 2013, <http://adage.com/article/agency-news/lee-clow-advertising/241987/>.
- 74.

## Chapter 9

1. Sandra E. Moriarty, *Creative Advertising: Theory and Practice*, 2nd ed. (Englewood Cliffs, NJ: Prentice Hall, 1991), p. 76.
2. William M. Weilbacher, *Advertising*, 2nd ed. (New York: Macmillan, 1984), p. 197.
3. William Wells, John Burnett, and Sandra Moriarty, *Advertising* (Englewood Cliffs, NJ: Prentice Hall, 1989), p. 330.
4. Hamish Pringle and Peter Field, "Why Emotional Messages Beat Rational Ones," *Advertising Age*, March 2, 2009, <http://adage.com/article/cmo-strategy/emotional-messages-beat-rational/134920/>; Stuart J. Agres, "Emotion in Advertising: An Agency Point of View," in *Emotion in Advertising: Theoretical and Practical Explanations*, Stuart J. Agres, Julie A. Edell, and Tony M. Dubitsky, eds. (Westport, CT: Quorum Books, 1991).
5. Edward Kamp and Deborah J. Macinnis, "Characteristics of Portrayed Emotions in Commercials: When Does What Is Shown in Ads Affect Viewers?" *Journal of Advertising Research* 22, no. 4 (November/December 1995), pp. 19–28.
6. For a review of research on the effect of mood states on consumer behavior, see Meryl Paula Gardner, "Mood States and Consumer Behavior: A Critical Review," *Journal of Consumer Research* 12, no. 3 (December 1985), pp. 281–300.
7. Cathy Madison, "Researchers Work Advertising into an Emotional State," *Adweek*, November 5, 1990, p. 30.
8. Hamish Pringle and Peter Field, *Brand Immortality: How Brands Can Live Long and Prosper* (London: Kogan Page Limited, 2009).
9. Pringle and Field, "Why Emotional Messages Beat Rational Ones."

---

page E-15

10. Tim Baysinger, "How the Ad Council and R/GA Created the Powerful 'Love Has No Labels' PSA," *Advertising Age*, August 17, 2015, [www.adweek.com/news/advertising-branding/how-ad-council-and-rga-created-powerful-love-has-no-labels-psa-166412](http://www.adweek.com/news/advertising-branding/how-ad-council-and-rga-created-powerful-love-has-no-labels-psa-166412).
11. Christopher P. Puto and William D. Wells, "Informational and Transformational Advertising: The Different Effects of Time," in *Advances in Consumer Research* (vol. 11), Thomas C. Kinnear, ed. (Ann Arbor, MI: Association for Consumer Research, 1984), p. 638.
12. Ibid.
13. "Corona Gets Its Lime-Effie Awards-2018 Finalist Beverages," [https://www.effie.org/case\\_database/case/NA\\_2018\\_E-2901-567](https://www.effie.org/case_database/case/NA_2018_E-2901-567); E. J. Schultz, "Corona Light Ditches the Beach in New Spot," *Advertising Age*, April 11, 2011, <http://adage.com/article/news/corona-light-ditches-beach-commercial/226928/>.

14. David Ogilvy and Joel Raphaelson, "Research on Advertising Techniques That Work and Don't Work," *Harvard Business Review*, July/August 1982, p. 18.
15. Xiang Fang, Surendra Singh, and Rohini Ahluwalia, "An Examination of Different Explanations for the Mere Exposure Effect," *Journal of Consumer Research* 34 (June 2007), pp. 97–103.
16. Robert Zajonc, "Attitudinal Effects of Mere Exposure," *Journal of Personality and Social Psychology Monographs*, no. 2 (Pt. 2), pp. 1–27.
17. John Young, "Making Online Ad Suck Less in 8 Easy Steps," *Advertising Age*, April 10, 2010, <http://adage.com/article/digitalnext/making-online-ads-suck-8-easy-steps/143368/>.
18. Helge Thorbjørnsen, Paul Ketelaar, Jonathan Van't Riet, and Micael Dahlen, "How Do Teaser Advertisements Boost Word of Mouth about New Products?" *Journal of Advertising Research* 55, no. 1, (March 2015), pp. 73–80.
19. Quote by Irwin Warren, cited in Enrico, "Teaser Ads Grab Spotlight," *USA Today*, July 6, 1995, pp. 1B, 2B.
20. Colin Campbell, Leyland F. Pitt, Michael Parent, and Pierre R. Berthhon, "Understanding Consumer Conversations around Ads in a Web 2.0 World," *Journal of Advertising* 40, no. 1 (Spring 2011), pp. 87–102; E. J. Schultz, "Why 'Crash the Super Bowl' Hasn't Burned Out for Doritos," *Advertising Age*, January 24, 2013, <http://adage.com/article/special-report-super-bowl/crash-super-bowl-burned-doritos/239373/>.
21. Pius Boachie, "User-Generated Content Brings Authenticity to Brands," *Adweek*, April 13, 2018, <https://www.adweek.com/digital/user-generated-content-brings-authenticity-to-brands/>.
22. Martin Mayer, *Madison Avenue, U.S.A.* (New York: Pocket Books, 1958), p. 64.
23. Lynn Coleman, "Advertisers Put Fear into the Hearts of Their Prospects," *Marketing News*, August 15, 1988, p. 1.
24. Ibid.
25. Stuart Elliott, "Look Who's Talking for Mr. Peanut Now," *The New York Times*, July 1, 2013, [www.nytimes.com/2013/07/01/business/media/look-whos-talking-for-mr-peanut now.html](http://www.nytimes.com/2013/07/01/business/media/look-whos-talking-for-mr-peanut-now.html).
26. Christine Diaz, "Chipotle and CAA Add a Film Grand Prix to Collection of Top Honors," *Advertising Age*, June 23, 2012, <http://adage.com/article/special-report-cannes-2012/chipotle-caa-add-a-film-grand-prix-collection-top-honors/235603/>.
27. Leon William, "Benefits of using computer animation in advertising industry," *Map Systems*, July 11, 2017, <https://blog.mapsystemsindia.com/benefits-of-animation-in-advertising/>.
28. Theresa Howard, "Aflac Duck Gives Wings to Insurer's Name Recognition," *USA Today*, May 17, 2001, p. B9.
29. Barbara B. Stern, "Classical and Vignette Television Advertising: Structural Models, Formal Analysis, and Consumer Effects," *Journal of Consumer Research* 20, no. 4 (March 1994), pp. 601–15; John Deighton, Daniel Romer, and Josh McQueen, "Using Drama to Persuade," *Journal of Consumer Research* 15, no. 3 (December 1989), pp. 335–43.
30. Moriarty, *Creative Advertising*, p. 77.
31. Mario Pricken, *Creative Advertising* (New York: Thames & Hudson, 2009).
32. "The Truth about Opioids: Gold Distinction in Integrated Campaign," 11th Annual Shorty Awards, <https://shortyawards.com/11th/know-more>.
33. Charles Taylor, "What Makes Flo from Progressive Effective? Lessons for Using Humor in Advertising," *Forbes.com*, March 15, 2019, <https://www.forbes.com/sites/charlesrtaylor/2019/03/15/what-makes-flo-from-progressive-effective-lessons-for-using-humor-in-advertising/#7492f1305216>.
34. W. Keith Hafer and Gordon E. White, *Advertising Writing*, 3rd ed. (St. Paul, MN: West Publishing, 1989), p. 98.

35. Kate Maddox, "UPS Launches 'United Problem Solvers' Campaign," *Advertising Age*, March 8, 2015, <http://adage.com/article/btob/ups-launches-united-problem-solvers-campaign/297486/>.
36. Carol Marie Cooper, "Who Says Talk Is Cheap?" *The New York Times*, October 22, 1998, pp. C1, C5; Wendy Brandes, "Star Power Leaves Some Voice-Over Artists Speechless," *The Wall Street Journal*, June 2, 1995, p. B6.
37. Siddarth Vodnala, "Voice-Over Actors Are Talking Up the Apps That Help Them Get Work," *The Los Angeles Times*, September 8, 2015, <http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-voiceover-tech-20150909-story.html>.
38. David Allan, "A Content Analysis of Music Placement in Prime-Time Advertising," *Journal of Advertising Research*, September 2008, pp. 404–14.
39. Linda M. Scott, "Understanding Jingles and Needledrop: A Rhetorical Approach to Music in Advertising," *Journal of Consumer Research* 17, no. 2 (September 1990), pp. 223–36.
40. Kineta Hung, "Framing Meaning Perceptions with Music: The Case of Teaser Ads," *Journal of Advertising* 30, no. 3 (Fall 2001), pp. 39–49; Russell I. Haley, Jack Richardson, and Beth Baldwin, "The Effects of Nonverbal Communications in Television Advertising," *Journal of Advertising Research* 24, no. 4 (July/August 1984), pp. 11–18.
41. Steve Oakes, "Evaluating Empirical Research into Music in Advertising: A Congruity Perspective," *Journal of Advertising Research*, March 2007, pp. 38–50.
42. Gerald J. Gorn, "The Effects of Music in Advertising on Choice Behavior: A Classical Conditioning Approach," *Journal of Marketing* 46 (Winter 1982), pp. 94–100.
43. Donna DeMarco, "TV Ads Go Pop: Advertisers Marry Modern Music with Their Products," *The Washington Times*, May 12, 2002, p. A1.
44. Brie Barbee, "The Best Songs from Apple Commercials," *Digital Trends*, January 22, 2018, <https://www.digitaltrends.com/music/best-apple-commercial-songs/>.
45. Christine Birkner, "Striking a Chord," *Marketing News*, October 2015, pp. 18–19.
46. Matthew Boyle, "The Accidental Hero," *BusinessWeek*, November 5, 2009, [www.businessweek.com/print/magazine/content/09\\_46/b4155058815908.html](http://www.businessweek.com/print/magazine/content/09_46/b4155058815908.html).

47. Jessica Wohl, "Armour Updates Famous Kids Jingle, Now Sung for Moms," *Advertising Age*, February 1, 2016, <http://adage.com/article/cmo-strategy/armour-updates-famous-kids-jingle-sung-moms/302437/>.
48. Quote from Suzanne Vranica, "P&G Dusts Off a Familiar Tune," *The Wall Street Journal*, March 3, 2005, p. B2; Andrew Hampp, "A Reprise for Jingles on Madison Avenue, Brands, Agencies Rediscovering Power of Original Tunes in Ad Campaigns," *Advertising Age*, September 6, 2010, <http://adage.com/article/madisonvine-news/a-reprise-jingles-madison--avenue/145744/>.
49. "Results of 4A's 2011 Television Production Costs Survey," American Association of Advertising Agencies, Bulletin #7480, January 22, 2013.
50. "SAG-AFTRA and Joint Policy Committee Reach Tentative Agreement on Successor Contracts," SAG-AFTRA, April 2, 2019, <https://www.sagaftra.org/sag-aftra-members-ratify-2019-commercials-contracts>.
51. Dave Chaffey, "Average Display Advertising Clickthrough Rates," *Smart Insights*, April 10, 2019, <https://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/>.

52. Eric Visser, "Why Online Advertising Is Killing Creativity," *The Drum*, July 19, 2017, <https://www.thedrum.com/opinion/2017/07/19/why-online-advertising-killing-creativity>; Kunar Pattel, "Online Ads Not Working for You? Blame the Creative," *Advertising Age*, October 20, 2009, <http://adage.com/article/digital/digital-online-ads-working-blame-creative/139795/>.
53. Hernan Lopez, "Why Interactive Advertising Needs a Creative Revolution," *Advertising Age*, June 15, 2009, <http://adage.com/article/digital/interactive-advertising-a-creative-revolution/137246/>.
54. Kendall Goodrich, Shu Z. Schiller, and Dennis Galletta, "Consumer Reactions to Intrusiveness of Online-Video Advertisements," *Journal of Advertising Research*, 55, no. 1 (March 2015), pp. 37–50.
55. Anne-Christian Diaz, "Geico's New Campaign Is Really Unskippable," *Advertising Age*, February 25, 2016, <https://adage.com/article/advertising/geico-s-campaign-unskippable/302851>.
56. Meg James, "Over 50 and Out of Flavor," *Los Angeles Times*, May 10, 2005, pp. A1, A10.
57. Rupel Parekh, "Brand Awareness Was Only Half the Battle for Aflac," *Advertising Age*, June 22, 2009, <http://adage.com/article/cmo-strategy/aflac-s-jeff-charney-insurance-brand-awareness/137392/>; Suzanne Vranica, "Aflac Partly Muzzles Iconic Duck," *The Wall Street Journal*, December 2, 2004, p. B8.
58. David Kiefaber, "Bloomingdale's Apologizes for This Weird, Vaguely Date-Rapey Holiday Ad," *Adweek*, November 16, 2015, [www.adweek.com/adfreak/bloomingdales-apologizes-weird-vaguely-date-rapey-holiday-ad-168146](http://www.adweek.com/adfreak/bloomingdales-apologizes-weird-vaguely-date-rapey-holiday-ad-168146).
59. Eric Oster, "KFC Responds to U.K. Chicken Scandal With a Timely 'FCK, We're Sorry'," *ADWEEK*, February 23, 2018, <https://www.adweek.com/creativity/kfc-responds-to-u-k-chicken-shortage-scandal-with-a-timely-fck-were-sorry/>.

## Chapter 10

1. Jamie Turner, "Top Social Media Platforms Every Marketer Should Know," April 9, 2010, [www.60secondmarketer.com](http://www.60secondmarketer.com).
2. Ronald D. Geskey, *Media Planning & Buying in the 21st Century*, 4th ed. (Rochester, MI: Marketing Communications, LLC, 2018).
3. Matthew Creamer, "Ad Groups Back Switch from 'Frequency' to 'Engagement,'" *Advertising Age*, July 21, 2005, <http://adage.com/article/news/ad-groups-back-switch-frequency-engagement/46348/>.
4. Mindi Chahal, "Is 'Brand Engagement' a Meaningless Metric?" *Marketing Week*, August 10, 2016.
5. "Marketers Shaky about Right Media Mix," eMarketer.com, July 1, 2015.
6. Chuck Ross, "Study Finds for Continuity vs. Flights," *Advertising Age*, April 19, 1999 p. 2.
7. Joseph W. Ostrow, "Setting Frequency Levels: An Art or a Science?" *Journal of Advertising Research* (August/September 1984), pp. 9–11.
8. David Crane, "Arnold vs Calbuzz, eMeg's Ad Buy; Memo to Media," March 10, 2010, [www.calbuzz.com](http://www.calbuzz.com).
9. Scott Walker, "Ratings and TV Advertising Sales," April 2, 2008, [www.tvadvertising.suite101.com](http://www.tvadvertising.suite101.com).
10. David Berger, "How Much to Spend," *Foot, Cone & Belding Internal Report*, in *Advertising*, Michael L. Rothschild (Lexington, MA: Heath, 1987), p. 468.



- David W. Olson, "Real World Measures of Advertising Effectiveness for New Products," *Speech to the 26th Annual Conference of the Advertising Research Foundation*, New York, March 18, 1980.
11. Joseph W. Ostrow, "What Level Frequency?" *Advertising Age*, November 1981, pp. 13–18.
12. Susanne Schmidt and Martin Eisend, "Advertising Repetition: A Meta-Analysis on Effective Frequency in Advertising," *Journal of Advertising* no. 4 (March 25, 2015), pp. 415–28.
13. J. W. Smith, A. Clurman and C. Wood, *Coming to Concurrence: Addressable Attitudes and the New Model for Marketing Productivity* (Chicago: Racom Communications, 2005).
14. Jim Surmanek, "One-Hit or Miss: Is a Frequency of One Frequently Wrong?" *Advertising Age*, November 27, 1995, p.46.
15. Erwin Ephron, "Back to the Future," April 14, 2010, [www.ephronmedia.com](http://www.ephronmedia.com).
16. Sheree Johnson, "New Research Sheds Light on Daily Ad Exposures," [www.sjinsights.com](http://www.sjinsights.com), September 29, 2014.
17. Ostrow, "What Level Frequency?"
18. Schmidt and Eisend, "Advertising Repetition."
19. Erwin Ephron, "Recency Planning," March 18, 1998, [www.ephronmedia.com](http://www.ephronmedia.com).
20. Erwin Ephron, "Sitting on the Shelf," [www.ephronmedia.com](http://www.ephronmedia.com), October 1, 2009.
21. Susan Krashinsky, "Mood Mismatch between TV Shows and Ads May Hurt Advertisers: Study," [www.theglobeandmail.com](http://www.theglobeandmail.com), March 29, 2015.
- 22.

## Chapter 11

1. Radio Advertising Bureau, "Matter of Fact," 2019, [www.rab.com/whyradio.cfm#facts](http://www.rab.com/whyradio.cfm#facts).
2. Diana T. Kurylko, "How Subaru Marketing Found the 'Love,'" *Automotive News*, February 12, 2018, [www.autonews.com/article/20180212/RETAIL03/180219982/how-subaru-marketing-found-the-love](http://www.autonews.com/article/20180212/RETAIL03/180219982/how-subaru-marketing-found-the-love); Jake Holmes, "How 'Love' Helped Kick-Start Subaru Sales in the U.S.," *motor1.com*, April 17, 2017, [www.motor1.com/news/142732/subaru-love-ad-campaign/](http://www.motor1.com/news/142732/subaru-love-ad-campaign/).

---

page E-17

---

3. "Network Television Cost and CPM Trends," *Trends in Media*, Television Bureau of Advertising, [www.tvb.org/rcentral](http://www.tvb.org/rcentral).
4. Drew Fitzgerald and Benjamin Mullin, "Outlook for Traditional TV Goes from Bad to Worse," *The Wall Street Journal*, November 19, 2018, [www.wsj.com/articles/outlook-for-traditional-tv-goes-from-bad-to-worse-1542632401](http://www.wsj.com/articles/outlook-for-traditional-tv-goes-from-bad-to-worse-1542632401).
5. Bennett Bennett, "ESPN and Dr. Pepper Sweeten Deal, Add Six-Year Extension as Official Sponsor of College Football Playoff," *The Drum*, January 20, 2018, [www.thedrum.com/news/2018/01/08/espn-and-dr-pepper-sweeten-deal-add-six-year-extension-official-sponsor-college](http://www.thedrum.com/news/2018/01/08/espn-and-dr-pepper-sweeten-deal-add-six-year-extension-official-sponsor-college).
6. Joe Flint, "CBS, Turner Strike \$8.8 Billion Deal to Televisе NCAA's March Madness through 2022," *The Wall Street Journal*, April 12, 2016, pp. B1, 4.
7. "Results of 4A's 2011 Television Production Costs Survey," American Association of Advertising Agencies, Bulletin #7480, January 22, 2013.
8. Parker Morse, "How the U.S. Hispanic Market Is Changing This Year," *Forbes.com*, January 25, 2019, [www.forbes.com/sites/forbesagencycouncil/2019/01/25/how-the-u-s-hispanic-market-](http://www.forbes.com/sites/forbesagencycouncil/2019/01/25/how-the-u-s-hispanic-market-)

is-changing-this-year/#3f12157464fc; Laurel Wentz, "Behind the Five Most Creative U.S. Hispanic Ideas," *Advertising Age*, May 1, 2013, <http://adage.com/article/hispanic-marketing/creative-u-s-hispanic-ideas/241197/>.

9. "TV Activity by Commercial Length," Television Advertising Bureau, [www.tvb.org/Public/Research/TVBasics.aspx](http://www.tvb.org/Public/Research/TVBasics.aspx).
10. Joe Mandese, "Cable, Broadcast Network Ad Clutter at or near All-Time Highs," *MediaPost*, December 7, 2018, [www.mediapost.com/publications/article/329018/cable-broadcast-network-ad-clutter-at-or-near-all.html](http://www.mediapost.com/publications/article/329018/cable-broadcast-network-ad-clutter-at-or-near-all.html).
11. Sapna Maheshwari and John Koblin, "Why Traditional TV Is in Trouble," *The New York Times*, May 13, 2018, [www.nytimes.com/2018/05/13/business/media/television-advertising.html](http://www.nytimes.com/2018/05/13/business/media/television-advertising.html).
12. "It's a Connected World, and That's a Boon for TV Viewers," *Nielsen*, June 13, 2018, [www.nielsen.com/us/en/insights/article/2018/it-s-a-connected-world-and-that-s-a-boon-for-tv-viewers/](http://www.nielsen.com/us/en/insights/article/2018/it-s-a-connected-world-and-that-s-a-boon-for-tv-viewers/).
13. John J. Cronin, "In-Home Observations of Commercial Zapping Behavior," *Journal of Current Issues and Research in Advertising* 17, no. 2 (Fall 1995), pp. 69–75.
14. Suzanne Vranica, "TiVo Serves Up Portrait of the Ad-Zappers," *The Wall Street Journal*, November 8, 2007, p. B5; Carrie Heeter and Bradley S. Greenberg, "Profiling the Zappers," *Journal of Advertising Research* 25, no. 2 (April/May 1985), pp. 9–12; Fred S. Zufryden, James H. Pedrick, and Avu Sandaralingham, "Zapping and Its Impact on Brand Purchase Behavior," *Journal of Advertising Research* 33, no. 1 (January/February 1993), pp. 58–66.
15. Lex van Meurs, "Zapp! A Study on Switching Behavior during Commercial Breaks," *Journal of Advertising Research*, January/February 1998, pp. 43–53.
16. Alan Ching Biu Tse and Rub P. W. Lee, "Zapping Behavior during Commercial Breaks," *Journal of Advertising Research* 41, no. 3 (May/June 2001), pp. 25–29.
17. Ted Johnson, "Fox, Dish Settle Lawsuit over Ad-Skipping, Other Features," *Variety*, February 11, 2016, <https://variety.com/2016/biz/news/fox-broadcasting-dish-network-autohop-1201703348/>.
18. Dan Hurwitz, "Video on Demand's Future Requires an Ad Model Built around the Experience," *Marketing Land*, February 28, 2019, <https://marketingland.com/video-on-demands-future-requires-an-ad-model-built-around-the-experience-257888>.
19. Linda F. Alwitt and Paul R. Prabhaker, "Identifying Who Dislikes Television Advertising: Not by Demographics Alone," *Journal of Advertising Research* 34, no. 6 (November/December 1994), pp. 30–42.
20. Lucy L. Henke, "Young Children's Perceptions of Cigarette Brand Advertising Symbols: Awareness, Affect, and Target Market Identification," *Journal of Advertising* 24, no. 4 (Winter 1995), pp. 13–28.
21. "Advertising Chart: How Much Millennials, Gen X, and Other Age Groups Trust TV Ads when Making a Purchase," *Marketing Sherpa*, August 22, 2017, [https://marketingsherpa.com/article/chart/do-millennials-gen-x-trust-tv-ads?\\_ga=2.89412443.1138828129.1561573138-1954659036.1561573138](https://marketingsherpa.com/article/chart/do-millennials-gen-x-trust-tv-ads?_ga=2.89412443.1138828129.1561573138-1954659036.1561573138).
22. Brian Steinberg, "How Fox Went from Small Outcast to Broadcast Powerhouse," *Advertising Age*, April 18, 2011, pp. 2–3.
23. Ricard Deitsch, "FIFA Grants Fox, Telemundo U.S. TV Rights for World Cup through 2026," *SI.com*, February 12, 2015, [www.si.com/planet-futbol/2015/02/12/fifa-fox-usa-tv-rights-world-cup-2026-telemundo](http://www.si.com/planet-futbol/2015/02/12/fifa-fox-usa-tv-rights-world-cup-2026-telemundo).
24. Bill Mann, "What's with CW? Result of Merger between WB and UPN Targets 18-and-Ups," *The Press Democrat*, December 16, 2007, p. D8.

- Brooks Barnes and Miram Jordan, "Big Four TV Networks Get a Wake-Up Call—in Spanish,"
25. *The Wall Street Journal*, May 2, 2005, pp. B1, B6.
26. Jeanine Poggi, "TV's Most Expensive Commercials For The 2019-'20 Season," *Advertising Age*, October 7, 2019, <https://adage.com/article/media/tvs-most-expensive-commercials-2019-20-season/2202481>.
27. Brian Steinberg, "TV Nets Notice Uptick in 'Just in Time' Ad Buying," *Advertising Age*, September 7, 2009, <http://adage.com/article/media/tv-networks-notice-uptick-scatter-advertising-buying/138856/>.
28. Stephen Bataglio, "TV Networks Shed Ad Time as Consumers Skip Commercials," *Los Angeles Times*, March 27, 2018, [www.latimes.com/business/hollywood/la-fi-ct-commercials-clutter-20180327-story.html](http://www.latimes.com/business/hollywood/la-fi-ct-commercials-clutter-20180327-story.html).
29. Jeanine Poggi, "Why Cable Has Become More Like Broadcast TV," *Advertising Age*, May 14, 2012, p. 16; Brian Steinberg, "Broadcast TV or Cable, It's All the Same to Consumers," *Advertising Age*, March 23, 2009, [http://adage.com/print?article\\_id=135246](http://adage.com/print?article_id=135246).
30. Chris Welch, "ESPN+ Passes 2 Million Subscribers in under a Year," *The Verge*, February 5, 2019, [www.theverge.com/2019/2/5/18212699/espn-plus-subscribers-2-million-ufc-disney-sports-streaming](http://www.theverge.com/2019/2/5/18212699/espn-plus-subscribers-2-million-ufc-disney-sports-streaming).
31. Kevin Draper and Edmund Lee, "Sinclair Buys Regional Sports Networks from Disney in \$10.6 Billion Deal," *The New York Times*, May 3, 2019, [www.nytimes.com/2019/05/03/business/media/sinclair-disney-regional-sports-networks.html](http://www.nytimes.com/2019/05/03/business/media/sinclair-disney-regional-sports-networks.html).
32. Corey Dietz, "What Is the Portable People Meter and How Does It Work?" *Lifewire*, January 5, 2018, [www.lifewire.com/what-is-the-portable-people-meter-2843405](http://www.lifewire.com/what-is-the-portable-people-meter-2843405).

33. "Encoding for Nielsen PPM Measurement of Local TV Viewing," *Nielsen News Center*, December 8, 2016, <http://sites.nielsen.com/newscenter/encoding-for-nielsens-local-out-of-home-measurement/>.
34. A. J. Frutkin, "Do Sweeps Still Matter?" *Mediaweek.com*, April 30, 2007.
35. Bennett Bennett, "The Future of Audience Measurement Is Getting Clearer, But Nielsen May Not Carry the Torch," *The Drum*, May 3, 2018, [www.lifewire.com/what-is-the-portable-people-meter-2843405](http://www.lifewire.com/what-is-the-portable-people-meter-2843405).
36. Brian Steinberg and Andrew Hampp, "Commercial Ratings? Nets Talk TiVo Instead," *Advertising Age*, June 4, 2007, pp. 1, 60.
37. Antony Young, "Shifting to C7—Ratings Would Be Good for TV and Advertisers," *Advertising Age*, May 12, 2014, p. 29.
38. Jason Lynch, "A First Look at Nielsen's Total Audience Measurement and How It Will Change the Industry," *Adweek*, October 20, 2015, [www.adweek.com/news/television/first-look-nielsen-s-total-audience-measurement-and-how-it-will-change-industry-167661](http://www.adweek.com/news/television/first-look-nielsen-s-total-audience-measurement-and-how-it-will-change-industry-167661).
39. Jason Lynch, "With Its Total Audience Measurement Rollout Delayed, Nielsen Will Share More Connected TV Data," *Adweek*, March 23, 2016, [www.adweek.com/news/television/its-total-audience-measurement-delayed-nielsen-will-share-more-connected-tv-data-170381](http://www.adweek.com/news/television/its-total-audience-measurement-delayed-nielsen-will-share-more-connected-tv-data-170381).
40. Ibid.
41. Stephen Battaglio, "Facing Pressure from Clients, Nielsen Says It Is Changing How It Measures Television Ratings," *Los Angeles Times*, August 5, 2017, [www.latimes.com/business/hollywood/la-fi-ct-nielsen-ratings-tca-20170805-story.html](http://www.latimes.com/business/hollywood/la-fi-ct-nielsen-ratings-tca-20170805-story.html).

42. “Nielsen Launches Enhanced Cross-Platform Campaign Measurement across TV and Digital Ads,” *MarketWatch*, January 7, 2019, [www.marketwatch.com/press-release/nielsen-launches-enhanced-cross-platform-campaign-measurement-across-tv-and-digital-ads-2019-01-07](http://www.marketwatch.com/press-release/nielsen-launches-enhanced-cross-platform-campaign-measurement-across-tv-and-digital-ads-2019-01-07).
43. Alex Weprin, “Nielsen Adds YouTube to Total Ad Ratings,” *MediaPost*, January 7, 2019, [www.mediapost.com/publications/article/330163/nielsen-adds-youtube-to-total-ad-ratings.html](http://www.mediapost.com/publications/article/330163/nielsen-adds-youtube-to-total-ad-ratings.html).
44. Nancy Vogt, “Audio and Podcasting Fact Sheet,” *State of the News Media 2018*, Pew Research Center, July 12, 2018, [www.journalism.org/fact-sheet/audio-and-podcasting/](http://www.journalism.org/fact-sheet/audio-and-podcasting/).
45. “Radio on Pace for Its First \$1B Digital Ad Revenue Year,” *Inside Radio*, *Radio Marketing*, February, 6, 2019, [www.insideradio.com/radio-on-pace-for-its-first-b-digital-ad-revenue/article\\_821025b8-29e4-11e9-8c9c-7b7cc0f1e935.html](http://www.insideradio.com/radio-on-pace-for-its-first-b-digital-ad-revenue/article_821025b8-29e4-11e9-8c9c-7b7cc0f1e935.html).
46. *Radio Marketing Guide* (Radio Advertising Bureau, 2010), [www.rab.com](http://www.rab.com).
47. “Jacobs Media Unveils Tech Survey 11 at Worldwide Radio Summit 2015,” *Allaccess.com*, April 23, 2015, [www.allaccess.com/net-news/archive/story/140769/jacobs-media-unveils-techsurvey-11-at-worldwide-ra](http://www.allaccess.com/net-news/archive/story/140769/jacobs-media-unveils-techsurvey-11-at-worldwide-ra).
48. Verne Gay, “Image Transfer: Radio Ads Make Aural History,” *Advertising Age*, January 24, 1985, p. 1.
49. *The Benefits of Synergy: Moving Money into Radio* (New York: Radio Ad Effectiveness Lab Inc., December 2004), [www.radioadl.com](http://www.radioadl.com).
50. Avery Abernethy, “Differences between Advertising and Program Exposure for Car Radio Listening,” *Journal of Advertising Research* 31, no. 2 (April/May 1991), pp. 33–42.
51. Martin Peers, “Radio Produces Both Gains and Skeptics,” *The Wall Street Journal*, January 1, 1999, p. B6.
52. Andrew Hampp, “Liberty Media Rides in to Rescue Sirius XM,” *Advertising Age*, February 17, 2009, <http://adage.com/article/media/liberty-media-rides-rescue-sirius-xm/134661/>.
53. Heather Green, Tom Lowry, Catherine Young, and David Kiley, “The New Radio Revolution,” *BusinessWeek*, March 14, 2005, pp. 32–35.
54. Andrew Hampp, “Contextual Radio Ads: Clear Channel’s New Pitch to National Marketers,” *Advertising Age*, January 15, 2010, <http://adage.com/article/media/radio-clear-channel-rolls-contextual-radio--advertising/141533/>.
55. David McLaughlin, “Nielsen’s \$1.26 Billion Arbitron Purchase Cleared by U.S.,” *Bloomberg Businessweek*, September 20, 2013, [www.bloomberg.com/news/2013-09-20/nielsen-s-1-26-billion-arbitron-purchase-cleared-by-u-s-.html](http://www.bloomberg.com/news/2013-09-20/nielsen-s-1-26-billion-arbitron-purchase-cleared-by-u-s-.html).
56. “Nielsen Cancels Radio Ratings in Four More Small Markets,” *Inside Radio.com*, September 13, 2018, [www.insideradio.com/free/nielsen-cancels-radio-ratings-in-four-more-small-markets/article\\_95a5f6d0-b729-11e8-abc7-17430de684ed.html](http://www.insideradio.com/free/nielsen-cancels-radio-ratings-in-four-more-small-markets/article_95a5f6d0-b729-11e8-abc7-17430de684ed.html).
57. Jon Fine, “A Better Measure of Old Media,” *BusinessWeek*, July 9, 2007, p. 20.
58. “Media Rating Council Grants Accreditation to Four Additional Arbitron Portable People Meter Markets,” *PR Newswire*, February 5, 2013, [www.prnewswire.com/news-releases/media-rating-council-grants-accreditation-to-four-additional-arbitron-portable-people-meter-markets-189901731.html](http://www.prnewswire.com/news-releases/media-rating-council-grants-accreditation-to-four-additional-arbitron-portable-people-meter-markets-189901731.html).

## Chapter 12

1. An excellent resource on the role of magazines as advertising media vehicles is the Association of Magazine Media website at [www.magazine.org/](http://www.magazine.org/); for newspapers, check the News Media Alliance at [www.newsmediaalliance.org/](http://www.newsmediaalliance.org/).

2. Herbert E. Krugman, "The Measurement of Advertising Involvement," *Public Opinion Quarterly* 30 (Winter 1966–67), pp. 583–96.
3. *Magazine Media Factbook 2019* (New York: MPA—The Association of Magazine Media), [www.magazine.org/Magazine/Research\\_and\\_Resources/MPA\\_Factbook/Magazine/Research\\_and\\_Resources\\_Pages/MPA\\_Factbook.aspx?hkey=f422c440-7e9c-48aa-876a-daba93eaadfe](http://www.magazine.org/Magazine/Research_and_Resources/MPA_Factbook/Magazine/Research_and_Resources_Pages/MPA_Factbook.aspx?hkey=f422c440-7e9c-48aa-876a-daba93eaadfe).
4. Ibid.
5. *Mr. Magazine: Launch Monitor*; 2019, [www.mrmagazine.com/](http://www.mrmagazine.com/).
6. Melynda Fuller, "Departures Teams with Audi for First Print User-Activated Ad," *MediaPost*, November 6, 2018, [www.mediapost.com/publications/article/327630/departures-teams-with-audi-for-first-print-user-.html](http://www.mediapost.com/publications/article/327630/departures-teams-with-audi-for-first-print-user-.html).
7. Brian Steinberg, "Gimmicky Magazine Inserts Aim to Grab Page Flippers," *The Wall Street Journal*, August 8, 2005, pp. B1, B2.
8. *Magazine Media Factbook 2019*.
9. Sarah Ellison, "Good Housekeeping Touts Its Test Lab to Seek New Readers' Seal of Approval," *The Wall Street Journal*, October 11, 2006, pp. B1, B4.
10. Sara Rosengren and Micael Dahlgren, "Judging a Magazine by Its Advertising," *Journal of Advertising Research* 53, no. 1 (March 2013), pp. 61–70.

---

page E-19

---

11. Steve Fajen, "Numbers Aren't Everything," *Media Decisions* 10 (June 1975), pp. 65–69.
12. *Magazine Media: MPA Factbook, 2019*.
13. "Marketing Chart: How Much Millennials, Gen X, and Other Age Groups Trust TV Ads when Making a Purchase," *Marketing Sherpa*, August 22, 2017, [www.marketingsherpa.com/article/chart/do-millennials-gen-x-trust-tv-ads](http://www.marketingsherpa.com/article/chart/do-millennials-gen-x-trust-tv-ads).
14. *Magazine Media: MPA Factbook, 2019*.
15. Jon Fine, "Audit Bureau to Change How It Counts Circulation," *Advertising Age*, July 17, 2001, <http://adage.com/article/news/audit-bureau-change-counts-circulation/30030/>.
16. "ASME Guidelines for Editors and Publishers Updated September 2013," American Society of Magazine Editors, [www.magazine.org/asme/editorial-guidelines](http://www.magazine.org/asme/editorial-guidelines).
17. Study cited in Jim Surmanek, *Media Planning: A Practical Guide* (Lincolnwood, IL: Crain Books, 1985).
18. "How Advertising Readership Is Influenced by Ad Size," Report no. 110.1, Cahnners Advertising Research, Newton, MA; "Larger Advertisements Get Higher Readership," LAP Report no. 3102, McGraw-Hill Research, New York; "Effect of Size, Color and Position on Number of Responses to Recruitment Advertising," LAP Report no. 3116, McGraw-Hill Research, New York.
19. "Almost Everything You Want to Know about Positioning in Magazines," study by Roper Starch Worldwide Inc. 1999.
20. "Readership by Advertising Unit Type," *Magazine Dimensions*, 2001, Media Dynamics Inc., [www.magazine.org/resources/fact\\_sheets/adv](http://www.magazine.org/resources/fact_sheets/adv).
21. Kali Hays, "Ad Spending Disappears as Most Magazines Continue to Fumble," *WWD.com*, August 6, 2018, <https://wwd.com/business-news/media/ad-spending-print-magazines-1202769567/>.
22. Sara Jerde, "All the Magazine Brands That Moved Away from Print This Year," *Adweek*, December 27, 2018, <https://www.adweek.com/digital/all-the-magazine-brands-that-moved-away-from-print-this-year/>.

23. Garrett Sloane, "Facebook to Publishers: We Are Not There to Save You," *Advertising Age*, February 5, 2019, <https://adage.com/article/digital/facebook-s-campbell-brown-publishers-talk/316541>.
24. Nat Ives, "Magazines to Sell Subscriptions within Facebook's News Feed," *Advertising Age*, May 12, 2010, <http://adage.com/article/media/magazines-sell-subscriptions-facebook-news-feed/143813/>.
25. Rupal Parekh, "Daily-Deal Sites Offer Dose of Growth for Magazine Circulation," *Advertising Age*, February 27, 2012, p. 17; Nat Ives, "Many Magazines That Cut Subscription Prices Lose Subscribers Anyway," *Advertising Age*, February 5, 2010, <http://adage.com/article/media/magazines-cheaper-subscriptions-win-subscribers/141945/>.
26. Jerde, "All the Magazine Brands That Moved Away from Print This Year"; Seb Joseph, "Magazine Circulation Growth Fueled by Digital Subscriptions," *The Drum*, August 13, 2015, [www.thedrum.com/news/2015/08/13/magazine-circulation-growth-fueled-digital-subscriptions](http://www.thedrum.com/news/2015/08/13/magazine-circulation-growth-fueled-digital-subscriptions).
27. Garrett Sloane, "How Publishers Are Eyeing Apple News Plus," *Advertising Age*, March 29, 2019, <https://adage.com/article/digital/apple/317181>.
28. Evan Tarantino, "What Your Digital Campaign is Missing, According to Neuroscience," *Adweek*, January 25, 2016, [www.adweek.com/sponsored/3-reasons-why-print-advertising-makes-sense-169132/](http://www.adweek.com/sponsored/3-reasons-why-print-advertising-makes-sense-169132/).
29. "State of the News Media 2016," Pew Research Center, [www.journalism.org/media-indicators/newspapers-daily-readership-by-age/](http://www.journalism.org/media-indicators/newspapers-daily-readership-by-age/).
30. William Anderson, "Student-Run Newspapers Need Our Help – And They're Asking Together for It," *The Nation*, April 25, 2018, [www.thenation.com/article/student-run-newspapers-need-our-help-and-theyre-coming-together-to-ask-for-it/](http://www.thenation.com/article/student-run-newspapers-need-our-help-and-theyre-coming-together-to-ask-for-it/).
31. Michael Barthel, "Around Half of Newspaper Readers Rely Only on Print Edition," Pew Research Center, January 6, 2016, [www.pewresearch.org/fact-tank/2016/01/06/around-half-of-newspaper-readers-rely-only-on-print-edition/](http://www.pewresearch.org/fact-tank/2016/01/06/around-half-of-newspaper-readers-rely-only-on-print-edition/).
32. Douglas McLennan and Jack Miles, "A Once Unimaginable Scenario: No More Newspapers," *The Washington Post*, March 21, 2018, [www.washingtonpost.com/news/worldpost/wp/2018/03/21/newspapers/?noredirect=on&utm\\_term=.a64fff11f63f](http://www.washingtonpost.com/news/worldpost/wp/2018/03/21/newspapers/?hpid=hp_hp-top-table-main-newspapers%3Ahomepage%2Fstory&hpid=hp_hp-top-table-main-newspapers%3Ahomepage%2Fstory&utm_term=.a64fff11f63f).
33. "Newspapers Fact Sheet: The State of the News Media 2018," Pew Research Center, June 13, 2018, [www.journalism.org/fact-sheet/newspapers/](http://www.journalism.org/fact-sheet/newspapers/).
34. "Up against the Paywall," *The Economist*, November 21, 2015, p. 62.
35. "State of the News Media 2016," PewResearchCenter, [www.journalism.org/media-indicators/newspapers-daily-readership-by-age/](http://www.journalism.org/media-indicators/newspapers-daily-readership-by-age/).
36. "Newspapers Fact Sheet: The State of the News Media 2018."
37. Julia Angwin, "Newspapers Set to Jointly Sell Ads on Web Sites," *The Wall Street Journal*, January 10, 2007, pp. A1, A8.
38. Rebecca McPheters, "Magazines and Newspapers Need to Build Better Apps," *Advertising Age*, January 13, 2012, <http://adage.com/article/media/viewpoint-magazines-newspapers-build-apps/232085/>.

## Chapter 13

1. Richard Yao, "How AR & Other AI-Driven Innovations Will Revolutionize OOH Ads," [www.medium.com](http://www.medium.com), May 17, 2018.

2. DOOH.com, 2019.
3. Product Acceptance & Research, 2007.
4. David Kaplan, "Agency Offers In-Store Insight: End-Aisles, Print Surpass TV," June 23, 2005, [www.mediapost.com](http://www.mediapost.com).
5. Point of Purchase Advertising International, 2016.
6. Outdoor Advertising Association of America, 2013.
7. City News Service, "Los Angeles May Ban Digital Billboards on Uber, Lyft and Taxi Vehicles," [www.dailynews.com](http://www.dailynews.com), February 13, 2019.
8. Outdoor Advertising Association of America, 2013.
9. Mukesh Bhargava and Naveen Donthu, "Sales Response to Outdoor Advertising," *Journal of Advertising Research* 39, no. 3 (July/August 1999).
10. Aditi Shrikant, "Why U.S. Transportation Is So Bad—and Why Americans Don't Care," September 26, 2018, [www.vox.com](http://www.vox.com).
11. Ibid.
12. Andrew Hampp, "Outdoor Ad Industry Finally Gets Its Improved Metrics," *Advertising Age*, March 30, 2010, <http://adage.com/article/media/outdoor-ad-industry-finally-improved-metrics/143049/>.
13. Promotional Products Association International, 2016.

14. Promotional Products Association International, 2019.
15. Promotional Products Association International, 2016.
16. Ibid.
17. Ibid.
18. Alissa Wilkinson, "Hollywood's Record Busting 2018 Explained," January 3, 2018, [www.vox.com](http://www.vox.com).
19. "Catch a Commercial at the Movies," October 29, 2007, [www.mediapost.com](http://www.mediapost.com).
20. Cinema Advertising Council, 2015.
21. Erik Sass, "Movie Metrics: Cinema Ads Click with Viewers," April 13, 2010, [www.mediapost.com](http://www.mediapost.com).
22. Wilkinson, "Hollywood's Record Busting 2018 Explained."
23. Hank Kim, "Regal Pre-Movie Package Boosts Recall," *Advertising Age*, June 7, 2004, p. 21.
24. Joe Mandese, "And the Winner Is . . . Cinema Ads: Brain Research Shows They're More Emotionally Engaging Than TV Spots," February 27, 2012, [www.mediapost.com](http://www.mediapost.com).
25. Sarah McBride, "Cinema Surpassed DVD Sales in 2009," January 4, 2010, <http://online.wsj.com/news/articles/SB10001424052748704789404574636531903626624>.
26. Katy Bachman, "Taco Bell Goes Cinematic with Ad Campaign," June 28, 2009, [www.mediaweek.com](http://www.mediaweek.com).
27. "Online Viewers Are More Likely Than the Typical Adult to Go to the Movies," *Adweek*, February 20, 2012, p. 17.
28. Alissa Wilkinson, "Hollywood's Record Busting 2018 Explained."
29. Simon Hudson, "From Product Placement to Branded Entertainment," June 2010, [http://hotelexecutive.com/business\\_review/4127/from-product-placement-to-branded-entertainment](http://hotelexecutive.com/business_review/4127/from-product-placement-to-branded-entertainment).
30. Michelle Castillo, "That Bucket of KFC in 'Stranger Things' Is Not a Coincidence: Why Product Placement Is Back in Vogue," May 28, 2018, [www.cnn.com](http://www.cnn.com).

31. Shahnaz Mahmud, "Branded Content, Mobile to Grow," *Adweek*, August 8, 2007.
32. Michael Belch and Cristel A. Russell, "A Managerial Investigation into the Product Placement Industry," *Journal of Advertising Research*, March 2005, pp. 73–92.
33. Emma Hall, "UK Gives Product Placement Go-Ahead for February—with Conditions," *Advertising Age*, December 21, 2010, <http://adage.com/article/global-news/product-placement-uk-start-date-official-rules/147786/>.
34. Marc Graser, "Movie Placement Creates Demand for Nonexistent Show," January 31, 2005, [www.adage.com](http://www.adage.com).
35. Brian Steinberg, "'Modern Family' Featured an iPad, but ABC Didn't Collect," *Advertising Age*, April 1, 2010, <http://adage.com/article/media/modern-family-ipad-abc-collect/143105/>.
36. Abe Sauer, "Product Placements (Including Seoul) Abound in *Avengers: Age of Ultron*," May 5, 2015, [www.brandchannel.com](http://www.brandchannel.com).
37. Angela Doland, "Jimmy Fallon's Entire Show Last Night Was a Samsung Ad: Tuesday Wake Up Call," March 26, 2019, [www.adage.com](http://www.adage.com).
38. Lauren Maffeo, "The Legal Loophole of Advergaming: How Ads Disguised as Video Games Are Impacting Today's Youth," [www.thenextweb.com](http://www.thenextweb.com), June 29, 2014.
39. Jane Weaver, "That's Entertainment," October 9, 2018, [www.nbcnews.com](http://www.nbcnews.com).
40. "VOD Ads Can Complement TV," April 26, 2016, [www.warc.com](http://www.warc.com).
41. David G. Kennedy, "Coming of Age in Consumerdom," April 1, 2004, [www.adage.com](http://www.adage.com).
42. David Kaplan, "Product Placement: Well-Placed among Consumers," March 25, 2005, [www.mediapost.com/publications/article/28530/](http://www.mediapost.com/publications/article/28530/).
43. Abe Sauer, "Marlboro Washes Up in *Jersey Shore*: Best Anti-Smoking Ad Ever?" July 19, 2011, [www.brandchannel.com](http://www.brandchannel.com).
44. Gail Schiller, "Tie-ins Often Sobering for Liquor Firms," *Hollywood Reporter*, August 1, 2005, pp. 1–3; [MarinInstitute.org](http://MarinInstitute.org), 2006.
45. Katy Bachman, "Study: Industry's Found Sneaky Way to Keep Advertising Junk Food to Kids," August 2, 2011, [www.adweek.com](http://www.adweek.com).
46. John Consoli, "80% TV Viewers Approve Product Placement," March 28, 2005, [www.insidebrandedentertainment.com](http://www.insidebrandedentertainment.com).
47. Kennedy, "Coming of Age in Consumerdom."
48. Harris Interactive, "Attitudes of US Children and Teens toward Advertising Tactics, by Age," *eMarketer*, May 2006.
49. Steve McClellan, "Branded Entertainment Finding Its Place (ment)," March 28, 2005, [www.insidebrandedentertainment.com](http://www.insidebrandedentertainment.com).
50. Belch and Russell, "A Managerial Investigation into the Product Placement Industry."
51. David Gianatasio, "Prankvertising: Are Outrageous Marketing Stunts Worth the Risks?" April 1, 2013, [www.adweek.com](http://www.adweek.com).
52. Joe Liebkind, "Shoppers Take to In-Store Video Ads," [www.venturebeat.com](http://www.venturebeat.com), April 17, 2016.

## Chapter 14

1. Direct Marketing Association, 2016.
2. *Direct Marketing Association Statistical Fact Book* (New York: Direct Marketing Association, 2015).
3. Ibid.  
Credit Card Usage and Ownership Statistics, [www.valuepenguin.com](http://www.valuepenguin.com), 2019.



5. Women's Bureau, "Quick Facts on Women in the Labor Force," [www.dol.gov](http://www.dol.gov), 2019.
6. Abby Callard, "When Manufacturers Sell Directly to Consumers Online, Retailers Benefit," June 10, 2014, [www.internetretailer.com](http://www.internetretailer.com).
7. Erik Sass, "Survey Results Make a Case for Direct Mail," *MediaPost*, June 12, 2007.
8. Sarah Nassauer, "Why You Won't Stop Getting Junk Mail," [www.wsj.com](http://www.wsj.com), January 11, 2018.
9. Ibid.
10. Heather Brown, "Are Consumer Catalogs Making a Comeback?," [www.minnesota.cbslocal.com](http://www.minnesota.cbslocal.com), November 7, 2018.
11. *Direct Marketing Association Statistical Fact Book*, 2016.
12. Juliette Kopecky, "An Investigation into the ROI of Direct Mail versus E-mail Marketing," [www.hubspot.com](http://www.hubspot.com), January 10, 2013.
13. Elaine Underwood, "Is There a Future for the TV Mail?" *Brandweek*, March 25, 1996, pp. 24–26.
14. Bill Kogan, "Why Direct Response TV Marketing Is Still Effective," [www.smartbrief.com](http://www.smartbrief.com), October 23, 2018.
15. *Direct Marketing Association Statistical Fact Book* (New York: Direct Marketing Association, 2015).
16. Marianna Morello, "Print Media + DRTV = Retail Success," *Response*, September 2002, p. 6.
17. Sheila Shayon, "QVC Acquires Zulily for \$2.4 Billion to Attract a Younger Demographic," [www.brandchannel.com](http://www.brandchannel.com), August 18, 2015.
18. Direct Selling Association, 2019.

## Chapter 15

1. Dave Chaffey, "Global Social Media Research Summary," [www.smartinsights.com](http://www.smartinsights.com), February 12, 2019.
2. Phillip Agnew, "15 Best Marketing Campaigns of 2018: Ranked by Data," [www.brandwatch.com](http://www.brandwatch.com), January 10, 2018.
3. Fareeha Ali, "US Ecommerce Sales Grow 15% in 2018," [www.digitalcommerce360.com](http://www.digitalcommerce360.com), February 28, 2019.
4. Michael Brenner, "Banner Ads Have 99 Problems, and a Click Ain't One," [www.marketinginsidergroup.com](http://www.marketinginsidergroup.com), May 21, 2018.
5. Ibid.
6. Xiang Fang, Surendra Singh, and Rohini Ahluwalia, "An Examination of Different Explanations for the Mere Exposure Effect," *Journal of Consumer Research*, June 2007.
7. Bartosz Bielecki, "Pop-Up and Pop-Under Ads Still Work: Here's How," [www.zeropark.com](http://www.zeropark.com), July 18, 2018.
8. "Consumers Unhappy with Web Site Simply Go Away," [www.mediapost.com/publications/article/33195/](http://www.mediapost.com/publications/article/33195/), August 23, 2005.
9. Barry Schwartz, "Google Warns It Will Crack Down on 'Intrusive Interstitials,'" [www.searchengineland.com](http://www.searchengineland.com), August 23, 2016.
10. Matt Southern, "Google's Share of Search Ad Market Projected to Grow to 80% by 2019," [www.searchenginejournal.com](http://www.searchenginejournal.com), March 14, 2017.

11. "State of the Industry 2016," [www.adroll.com](http://www.adroll.com), January 2016.
12. Native Advertising. [www.sharethrough.com](http://www.sharethrough.com), 2019.
13. Ian Schafer, "What Is Rich Media, Really?" [www.clickz.com/clickz/column/1692953/what-is-rich-media-really](http://www.clickz.com/clickz/column/1692953/what-is-rich-media-really), September 23, 2005.
14. Rich Media, [www.techopedia.com](http://www.techopedia.com), 2019.
15. "Dictionary and Thesaurus, Merriam-Webster," [www.merriam-webster.com](http://www.merriam-webster.com), August 10, 2016.
16. Pew Research Center, [www.pewresearch.com](http://www.pewresearch.com), February 2019.
17. "Number of Social Network Users in China 2017–2023," [www.statistica.com](http://www.statistica.com), February 2019.
18. Daniel Muntinga, "Catching COBRAS," The Foundation for Scientific Research on Commercial Communication, Amsterdam, The Netherlands, 2013.
19. Michael Steizner, "2014 Social Media Marketing Industry Report," May 2014, [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com).
20. John D. McKinnon and Danny Dougherty, "Americans Hate Social Media But Can't Give It Up, WSJ/NBC News Poll finds," [www.wsj.com](http://www.wsj.com), April 5, 2019.
21. Pew Research Center, [www.pewresearch.com](http://www.pewresearch.com), February 2019.
22. Emily Dreyfuss, "Teens Don't Use Facebook, But They Can't Escape It Either," [www.wired.com](http://www.wired.com), February 6, 2019.
23. Robert Williams, "Facebook's 2018 Ad Revenue Surges 38% to \$55b Amid Stories Ad Growth," [www.mobilemarketer.com](http://www.mobilemarketer.com), January 31, 2019.
24. Debra A. Willianson and Jasmine Enberg, "Four Takeaways from Twitter's Q4 Earnings: What Advertisers Need to Know," [www.emarketer.com](http://www.emarketer.com), February 8, 2019.
25. Garette Sloane, "Twitter's Tailored Audiences Program Gets More Targeted," [www.adweek.com](http://www.adweek.com), January 14, 2014.
26. Amy Gesenhues, "Instagram Advertisers Stay Loyal, Keep Spending More," [www.marketingland.com](http://www.marketingland.com), February 7, 2018.
27. Sam Dean, "Snap Steps Up Its Games," [www.latimes.com](http://www.latimes.com), February 2019.
28. Rich Dupre, "Impact of Snapchat Redesign Was Worse Than You Think," [www.fool.com](http://www.fool.com), May 21, 2018.
29. Salman Aslam, "Pinterest by the Numbers: Stats, Demographics and Fun Facts," [www.omnicoreagency.com](http://www.omnicoreagency.com), January 6, 2019.
30. Ibid.
31. Selina Wang and Olivia Zaleski, "Pinterest Shuns Social Media That May Help Demand for IPO," [www.bloomberg.com](http://www.bloomberg.com), April 17, 2019.
32. Josh Gallant, "48 Eye Opening Linked-in Statistics for B 2 B Marketers in 2019," [www.foundationinc.com](http://www.foundationinc.com), January 1, 2019.
33. "You Tube by the Numbers: Stats, Demographics and Fun Facts," [www.omnicore.com](http://www.omnicore.com), January 6, 2019.
34. Julia Alexander, "The Golden Age of YouTube Is Over," [www.theverge.com](http://www.theverge.com), April 5, 2019.
35. Lauren Johnson, "After 11 Years in Digital Video, YouTube Wants to Take on TV-Sized Budgets," [www.adweek.com](http://www.adweek.com), May 1, 2016.
36. Lauren Johnson, "How YouTube Beauty Star Rachel Levin Keeps 7 Million Subscribers Tuned In," [www.adweek.com](http://www.adweek.com), May 1, 2016; Smosh YouTube Stats. [www.socialblade.com](http://www.socialblade.com), September 9, 2016.
37. David Pierson, "Stars' Ads Don't Upset Youth," *Los Angeles Times*, April 1, 2016, p. C3.
38. Ronan Shields, "YouTube Unveils a Tool to Take the Pain Out of 6-Second Ad Production," [www.adweek.com](http://www.adweek.com), May 9, 2019.
39. "Podcast Advertising Set to Double," [www.warc.com](http://www.warc.com), April 25, 2019. Statista, 2019.

40. Adi Robertson, "Google Is Adding Augmented Reality to Search," [www.theverge.com](http://www.theverge.com), May 7, 2019.
42. Digital Market Outlook, [www.statistica.com](http://www.statistica.com).
43. Yoram Wurmser, "Mobile Trends," [www.emarketer.com](http://www.emarketer.com), December 6, 2018.
44. "Together, TV and Tablets Drive Brand Searches," December 6, 2012, [www.emarketer.com](http://www.emarketer.com).
45. E. J. Schultz, "Mobile Becomes Engine for Auto Marketing," [www.adage.com](http://www.adage.com), February 23, 2016.
46. Ibid.
47. "Study Claims 99 Percent of Users Ignore Sharing Buttons on Mobile," [www.zdnet.com](http://www.zdnet.com), June 11, 2015.
48. "Measurement Guidelines and Measurement Certification," 2006, [www.iab.net](http://www.iab.net).
49. Jack Neff, "Study: ROI May Be Measurable in Facebook, MySpace After All," *Advertising Age*, April 13, 2009, <http://adage.com/article/digital/study-cpg-roi-measurable-facebook-myspace/135940/>.
50. "Measurement Guidelines and Measurement Certification."
51. Steve Latham, "Why Marketers Are Not Investing Online," *MediaPost*, February 13, 2008.
52. "Brands Failing to Measure Social Results," August 12, 2012, [www.warc.com](http://www.warc.com).
53. Gavin O'Malley, "Excessive Online Ads Curbed by Metric Standard," August 16, 2012, [www.mediapost.com](http://www.mediapost.com).

## Chapter 16

1. Louis J. Haugh, "Defining and Redefining," *Advertising Age*, February 14, 1983, p. M44.
2. Wendy Goldman Getzier, "McDonald's, General Mills among *Despicable Me 2* Marketing Minions," *kidscreen*, May 21, 2013, <http://kidscreen.com/2013/05/21/mcdonalds-general-mills-among-despicable-me-2-marketing-minions/>.

---

page E-22

---

3. Scott A. Nielsen, John Quelch, and Caroline Henderson, "Consumer Promotions and the Acceleration of Product Purchases," in *Research on Sales Promotion: Collected Papers*, Katherine E. Jocz, ed. (Cambridge, MA: Marketing Science Institute, 1984).
4. J. Jeffrey Inman and Leigh McAlister, "Do Coupon Expiration Dates Affect Consumer Behavior?" *Journal of Marketing Research* 31 (August 1994), pp. 423–28.
5. Jack Myers, "Advertising, Shopper Marketing & Trade Communications Spending Data and Forecast 2000–2020," *MediaVillage*, 2019.
6. Ibid.
7. Jack Neff, "CPG Now Spends More on Digital than Traditional Ads, But Shoppers Doubt They Work," *Advertising Age*, February 23, 2017, <https://adage.com/article/cmo-strategy/study-cpg-spends-digital-traditional-advertising-combined/308077>.
8. Ellen Byron and Suzanne Vranica, "Scanners Check Out Who's Browsing," *The Wall Street Journal*, September 27, 2006, p. B2.
9. NPD Checkout, <https://www.npd.com/wps/portal/npd/us/solutions/tracking-services/checkout/>.
10. Daphne Howland, "Private Labels Outpacing National Brands," *Retail Dive*, April 23, 2019, <https://www.retaildive.com/news/private-labels-outpacing-national-brands/553227/>.

11. "Private Label and National Brands: Dialing in on Core Shoppers," The Food Institute, January 2015, [www.foodinstitute.com/images/media/iri/TTJan2015.pdf](http://www.foodinstitute.com/images/media/iri/TTJan2015.pdf).
12. Pamela N. Danziger, "How Amazon Plans to Dominate the Private Label Market," *Forbes.com*, May 6, 2018, <https://www.forbes.com/sites/pamdanziger/2018/05/06/how-amazon-plans-to-dominate-the-private-label-market/#4e11fea772d9>.
13. Sarah Nassauer, "Walmart Extends Streak of Sales Growth," *The Wall Street Journal*, May 16, 2019, <https://www.wsj.com/articles/walmart-extends-streak-of-sales-growth-11558006277>.
14. Andy Serwer, "Bruised in Bentonville," *Fortune*, April 18, 2005, pp. 84–89.
15. *IRI Market Pulse Survey*, Q3 2014 cited in "Private Label and National Brands."
16. Betsy Spethman, "Tuning in at the Shelf," *Promo 13th Annual Source Book*, 2006, pp. 22, 24.
17. Nikki Beard, "Do Consumers Really Only Value Low Price? Unfortunately, Yes," *Retail Dive*, April 26, 2017, <https://www.retaildive.com/news/do-consumers-really-only-value-low-price-unfortunately-yes/441339/>.
18. Joan Schneider and Julie Hall, "Why Most Product Launches Fail," *Harvard Business Review*, April 2011, <http://hbr.org/2011/04/why-most-product-launches-fail/>.
19. Leonard M. Lodish and Carl F. Mela, "If Brands Are Built over Years, Why Are They Managed over Quarters?" *Harvard Business Review*, 85, no. 7/8 (July/August 2007), pp. 104–12.
20. "Special 'Made in the U.S.A.' WD-40 Smart Straw Cans Celebrate Hard Work, Heritage," *WD-40 Product News and Information*, <http://wd40.com/news/in-the-news/JUN0313/>.
21. Liva LaMontagne, "MarketingSherpa Consumer Purchase Preference Survey: Why Customers Follow Brands' Social Accounts," *MarketingSherpa*, November 17, 2015, [www.marketingsherpa.com/article/chart/why-customers-follow-brands-social-accounts](http://www.marketingsherpa.com/article/chart/why-customers-follow-brands-social-accounts).
22. Matt Southern, "The Top Reasons Consumers Follow and Engage with Brands on Social Media," *Search Engine Journal*, February 12, 2019, <https://www.searchenginejournal.com/the-top-reasons-consumers-follow-and-engage-with-brands-on-social-media/293233/#close>.
23. Lodish and Mela, "If Brands Are Built over Years, Why Are They Managed over Quarters?"
24. Jennifer Reingold, "How to Fail in Business While Really, Really Trying," *Fortune*, April 7, 2014, pp. 80–90.
25. Lodish and Mela, "If Brands Are Built over Years, Why Are They Managed over Quarters?"
26. R. M. Prentice, "How to Split Your Marketing Funds between Advertising and Promotion Dollars," *Advertising Age*, January 10, 1977, pp. 41–42, 44.
27. Betsy Spethman, "Money and Power," *Brandweek*, March 15, 1993, p. 21.
28. "Miller Taste Challenge," 2005 Reggie Awards, Promotion Marketing Association, [www.baalink.org/](http://www.baalink.org/).
29. "Trial and Conversion VI: Consumers' Reactions to Samples and Demonstrations," Promotional Marketing Association Inc., 2002.
30. Natalie Zmuda, "Facebook Turns Focus Group with Splenda Product-Sampling App," *Advertising Age*, July 13, 2009, [http://adage.com/article?article\\_id=137851](http://adage.com/article?article_id=137851).
31. *NCH Year-End 2018 Coupon Facts*, NCH Marketing Services Inc., 2019.
32. Inman and McAlister, "Do Coupon Expiration Dates Affect Consumer Behavior?"
33. *Annual Topline View CPG Coupon Facts*. NCH Marketing Services, 2015.
34. "Most Effective Methods for Attributing In-Store Purchases to Mobile Ads According to US Marketers," *eMarketer*, October 16, 2016, <https://www.emarketer.com/Chart/Most-Effective-Methods-Attributing-In-Store-Purchases-Mobile-Ads-According-US-Marketers-Oct-2015-of-respondents/180691>.
35. Richard Sale, "Serving Up Sweeps," *Promo*, August 1999, pp. 70–78; "Sweepstakes Fever," *Forbes*, October 3, 1988, pp. 164–66.

36. Douglas Karr, "What Are the Most Popular Prizes for Your Promotion Giveaways?" *Marketing Tech Blog*, May 5, 2016, <https://marketingtechblog.com/popular-prizes-promotion-giveaways/>.
37. David Kiefaber, "Lay's Crowdsourced Potato-Chip Finalists: Cheesy Garlic Bread, Chicken & Waffles, Sriracha," *Adweek*, February 11, 2013, [www.adweek.com/adfreak/lays-crowdsourced-potato-chip-finalists-cheesy-garlic-bread-chicken-waffles-sriracha-147197](http://www.adweek.com/adfreak/lays-crowdsourced-potato-chip-finalists-cheesy-garlic-bread-chicken-waffles-sriracha-147197); David Kiefaber, "Sam Adams Crowdsourcing Its Next Beer," *Adweek*, January 20, 2012, [www.adweek.com/adfreak/sam-adams-crowdsourcing-its-next-beer-137619](http://www.adweek.com/adfreak/sam-adams-crowdsourcing-its-next-beer-137619).
38. Bob Woods, "Picking a Winner," *Promo*, August 1998, pp. 57–62; Richard Sale, "Sweeping the Courts," *Promo*, May 1998, pp. 148–52, 422–45; Maxine S. Lans, "Legal Hurdles Big Part of Promotions Game," *Marketing News*, October 24, 1994, pp. 15–16.
39. Normandy Madden, "KFC Gets Burned by Digital Coupon Promotion," *Advertising Age*, April 14, 2010, [http://adage.com/print?article\\_id5143283](http://adage.com/print?article_id5143283); Kate McArthur, "McSwindle," *Advertising Age*, August 27, 2002, pp. 1, 22; Betsy Spethmann, "Harrah's Coupon Error to Cost \$2.8 Billion," *promomagazine.com*, November 23, 2005; "User—Generated Content: The Good, the Bad and the Ugly," Yahoo! *Advertising Solutions*, December 19, 2011, <http://advertising.yahoo.com/blogs/advertising/user-generated-content-good-bad-ugly-193505793.html>.

40. Melanie Trottman and Ron Lieber, "Contest Winner Declines 'Free' Airline Tickets," *The Wall Street Journal*, July 6, 2005.
41. Kimberly Palmer, "Why Shoppers Love to Hate Rebates," January 18, 2008, [www.usnews.com](http://www.usnews.com).
42. Peter Tat, William A. Cunningham III, and Emin Babakus, "Consumer Perceptions of Rebates," *Journal of Advertising Research* 28, no. 4 (August/September 1988), pp. 45–50.
43. "Rebates: Get What You Deserve," *Consumer Reports*, September 2009, p. 7; Brian Grow, "The Great Rebate Runaround," *BusinessWeek*, December 5, 2005, pp. 34–37.
44. Ashley Ketner, "Millennials More Motivated by Rebates than Other Shoppers," *Intelligent Commerce*, April 2, 2019, <https://www.inmar.com/blog/promotions/2019/04/02/millennials-more-motivated-by-rebates-than-other-shoppers/>; Grow, "The Great Rebate Runaround."
45. Edward A. Blair and E. Lair Landon, "The Effects of Reference Prices in Retail Advertisements," *Journal of Marketing* 45, no. 2 (Spring 1981), pp. 61–69.
46. 2017 COLLOQUY Loyalty Census Report, *Loyalty One*, June 29, 2017, <https://www.loyalty.com/home/insights/article-details/2017-colloquy-loyalty-census-report>.
47. Suzette Parmley, "Loyalty Draws a Card," *San Diego Union-Tribune*, February 9, 2016, pp. C1, C4.
48. 2017 COLLOQUY Loyalty Census Report.
49. Kate Taylor, "Starbucks' Controversial New Rewards Program Launches Today—Here Are the Major Changes You Should Know About," *Business Insider*, April 12, 2016, [www.businessinsider.com/starbucks-rewards-makes-major-change-2016-4](http://www.businessinsider.com/starbucks-rewards-makes-major-change-2016-4).
50. Adapted from Terrence A. Shimp, *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communication*, 6th ed. (Mason, OH: South-Western, 2003), p. 524.
51. William L. Wilkie, Debra M. Desrochers, and Gregory T. Gundlach, "Marketing Research and Public Policy: The Case of Slotting Fees," *Journal of Marketing & Public Policy* 21, no. 2 (Fall 2002), pp. 275–88; Frank Green, "Battling for Shelf Control," *San Diego Union-Tribune*, November 19, 1996, pp. C1, C6, C7.

52. Warren Thayer, "When Are Slotting Fees Warranted?" *RetailWire*, May 12, 2015, [www.retailwire.com/discussion/when-are-slotting-fees-warranted/](http://www.retailwire.com/discussion/when-are-slotting-fees-warranted/).
53. "Want Shelf Space at the Supermarket? Ante Up," *BusinessWeek*, August 7, 1989, pp. 60–61.
54. Ira Teinowitz, "Senators Berate Industry Abuse of Slotting Fees," *Advertising Age*, September 20, 1999, pp. 3, 66.
55. Paul N. Bloom, Gregory T. Gundlach, and Joseph P. Cannon, "Slotting Allowances and Fees: Schools of Thought and Views of Practicing Managers," *Journal of Marketing* 64 (April 2000), pp. 92–108.
56. Brian Stoffel, "The Hidden Profit Machine for Grocery Stores," *The Motley Fool*, August 26, 2013, [www.fool.com/investing/general/2013/08/26/the-hidden-profit-machine-for-grocery-stores.aspx](http://www.fool.com/investing/general/2013/08/26/the-hidden-profit-machine-for-grocery-stores.aspx).
57. "Crunching the Numbers," *Promo*, May 1, 2001, pp. 49–50.
58. Matthew Kinsman, "No Pain, No Gain," *Promo*, January 2002, pp. 26–28.
59. Tom Steinhagen, "Space Management Shapes Up with Planograms," *Marketing News*, November 12, 1990, p. 7.
60. Srinath Gopalakrishna, Gary L. Lilien, Jerome D. Williams, and Ian K. Sequeria, "Do Trade Shows Pay Off?" *Journal of Marketing* 59 (July 1995), pp. 75–83.
61. Beth Snyder Bulik, "Inside the 'Intel Inside' Campaign," *Advertising Age*, September 21, 2009, <http://adage.com/article/news/advertising-inside-inside-intel-campaign/139128/>.
62. Stuart Elliott, "'Intel Inside' Ad Campaign Shifts Focus to the Web," *International Herald Tribune*, October 11, 2007, [www.ihl.com](http://www.ihl.com).
63. Rebecca Lieb, "Co-op Advertising: Digital's Lost Opportunity?" IAB, October 13, 2012, [www.iab.com/insights/co-op-advertising-digital-lost-opportunity-a-new-study-by-iab-local-search-association/](http://www.iab.com/insights/co-op-advertising-digital-lost-opportunity-a-new-study-by-iab-local-search-association/).
64. Jack Neff, "As Retailer Digital Exchanges Proliferate, Will They Become the New Trade Promotion?" *Advertising Age*, October 26, 2015, p. 26.
65. Jack Neff, "Axe Super Bowl Sweepstakes Offer You a Trip to Space," *Advertising Age*, January 10, 2013, <https://adage.com/article/special-report-super-bowl/axe-super-bowl-sweepstakes-offers-a-trip-space/239117>.
66. Edwin L. Artzt, "The Lifeblood of Brands," *Advertising Age*, November 4, 1991, p. 32.
67. Ana Andjelic, "Retailers: Stop Playing the Promotion Game," *Advertising Age*, November 16, 2016, <https://adage.com/article/agency-viewpoint/retailers-stop-playing-promotion-game/306795>; Lodish and Mela, "If Brands Are Built over Years, Why Are They Managed over Quarters?"; Jack Neff, "The New Brand Management," *Advertising Age*, November 8, 1999, pp. S2, S18.
68. Quote by Thomas E. Hamilton, Director of Sales Promotion Service, William Esty Advertising, cited in Felix Kessler, "The Costly Couponing Craze," *Fortune*, June 9, 1986, p. 84.
69. Priya Raghubir and Kim Corfman, "When Do Price Promotions Affect Pretrial Brand Evaluations?" *Journal of Marketing Research* 36 (May 1999), pp. 211–22.
70. Alan G. Sawyer and Peter H. Dickson, "Psychological Perspectives on Consumer Response to Sales Promotion," in *Research on Sales Promotion: Collected Papers*, Katherine E. Jocz, ed. (Cambridge, MA: Marketing Science Institute, 1984).
71. William E. Myers, "Trying to Get Out of the Discounting Box," *Adweek*, November 11, 1985, p. 2.
72. Leigh McAlister, "Managing the Dynamics of Promotional Change," in *Looking at the Retail Kaleidoscope, Forum IX* (Stamford, CT: Donnelley Marketing, April 1988).
73. "Promotions Blemish Cosmetic Industry," *Advertising Age*, May 10, 1984, pp. 22–23, 26; Cliff Edwards, "Everyone Loves a Freebie—except Dell's Rivals," *BusinessWeek*, July 22, 2002, p. 41.

74. Lauren Shepherd, "Customers Getting More Burger for the Buck," *San Diego Union-Tribune*, February 13, 2008, pp. C1, C3.
75. "Taco Bell '\$1 Cravings' Value Menu to Likely Go National," *The Huffington Post*, May 2, 2013, [www.huffingtonpost.com/2013/05/02/taco-bell-1-cravings\\_n\\_3203491.html](http://www.huffingtonpost.com/2013/05/02/taco-bell-1-cravings_n_3203491.html).

76. Nancy Luna, "McDonald's Makes Two Key Changes to Value Menu," *Nation's Restaurant News*, December 20, 2018, <https://www.nrn.com/quick-service/mcdonald-s-makes-two-key-changes-value-menu>.
77. Priya Raghubir, J. Jeffrey Inman, and Hans Grande, "The Three Faces of Consumer Promotions," *California Management Review*, (Summer 2004), pp. 23–42.

## Chapter 17

1. [www.publicrelationsnewspr.com](http://www.publicrelationsnewspr.com).
2. Scott M. Cutlip, Allen H. Center, and Glen M. Broom, *Effective Public Relations*, 11th ed. (Upper Saddle River, NJ: Prentice Hall, 2012).
3. Jonah Bloom, "The Cultural Gulf That Separates Marketing and PR," *Advertising Age*, March 11, 2007.
4. "PR News/PRSA Survey," *PR News*, May 25, 2005, p. 1.
5. William N. Curry, "PR Isn't Marketing," *Advertising Age*, December 18, 1991, p. 18.
6. Martha M. Lauzen, "Imperialism and Encroachment in Public Relations," *Public Relations Review* 17, no. 3 (Fall 1991), pp. 245–55.
7. Cutlip, Center, and Broom, *Effective Public Relations*.
8. Thomas L. Harris, "How MPR Adds Value to Integrated Marketing Communications," *Public Relations Quarterly*, Summer 1993, pp. 13–18.
9. Thomas L. Harris, "Marketing PR—The Second Century, Reputation Management," January/February 1999, [www.prcentral.com](http://www.prcentral.com).
10. Jennifer Kay and Mike Schneider, "SeaWorld Has Realized That Its Shamu Image Is No Longer Viable for the Company's Future," March 19, 2016, [www.usnews.com](http://www.usnews.com).
11. Cutlip, Center, and Broom, *Effective Public Relations*.
12. John E. Marston, *Modern Public Relations* (New York: McGraw-Hill, 1979).
13. Alison Kanski, "Pharma advertising up 14% across all media in October: Standard Media," [www.mmm-online.com](http://www.mmm-online.com), November 30, 2018.
14. Beth Snyder Bulik, "In Another Record Year for Pharma TV Ads, Spending Soars to \$3.7 Billion in 2018," January 2, 2019, [www.fiercepharma.com](http://www.fiercepharma.com).
15. Jamie Ducharme, "TV Ads for Drugs Must Now Include Prices. It's the Latest Effort to Drive Down Pharmaceutical Costs," May 9, 2019, [www.time.com](http://www.time.com).
16. "Measuring PR's Impact: The Framework for Digital PR," 2019, [www.cision.com](http://www.cision.com).
17. Stephen Sprayberry, "Measuring the Effectiveness of Your Public Relations Efforts," *PR Insights*, April 2, 2015, [www.williammills.com](http://www.williammills.com).
18. Jim Macnamara, "PR Metrics: How to Measure Public Relations and Corporate Communication," September 8, 2015, [www.researchgate.net](http://www.researchgate.net).  
Amit Jain, "Emerging Models of PR Measurement," July 16, 2014, [www.prweek.com](http://www.prweek.com).

20. Mark Weiner, "Marketing PR Revolution," *Communication World*, January/February 2005, pp. 1–5.
21. Rebekah Iliff, "Why PR Is Embracing the PESO Model," December 4, 2014, [www.themediabuy.com](http://www.themediabuy.com).
22. Leisa Goddard, "Why a Video News Release Needs to Be Part of Your PR Strategy," January 31, 2019, [www.smartcompany.com](http://www.smartcompany.com).
23. Jaye S. Niefeld, "Corporate Advertising," *Industrial Marketing*, July 1980, pp. 64–74.
24. "Naming Rights, Naming Wrongs," October 2013, [www.performanceresearch.com](http://www.performanceresearch.com).
25. Michael, "Hertz Enters NASCAR'S Top Level Series as a Car Sponsor," May 19, 2018, [www.autoslash.com](http://www.autoslash.com).
26. Wayne Friedman, "Supreme Court OKs Corporate-Sponsored Issue Ads," *MediaPost*, June 27, 2007.
27. IEG Sponsorship Report, 2019.
28. Matt Petronzio, "90% of Americans More Likely to Trust Brands That Back Social Causes," January 11, 2015, [www.mashable.com](http://www.mashable.com).
29. "Statistics Every Cause Marketer Should Know," 2016, [www.causemarketingforum.com](http://www.causemarketingforum.com).
30. Janas Sinclair and Tracy Irani, "Advocacy Advertising for Biotechnology," *Journal of Advertising*, Fall 2005, pp. 59–74.

## Chapter 18

1. "The US Top 100 Advertisers in 2018 by Expenditure," 2019, [www.adbrands.net](http://www.adbrands.net).
2. Laurie Sullivan, "Marketing Budgets Rise, Determining Multichannel ROI, Metrics Remain a Challenge," February 5, 2013, [www.mediapost.com](http://www.mediapost.com).
3. Fournaise Marketing Group, "Marketers Use 'Shocking' Metrics," September 22, 2015, [www.warc.com](http://www.warc.com).
4. Peter Minnium, "It's the Creative, Stupid: 3 Reasons Why Ad Creative Trumps Technology Every Time," February 4, 2015, [www.marketingland.com](http://www.marketingland.com).
5. Tim Nudd, "Does Sex Really Sell?" *Adweek*, October 17, 2005, pp. 14–17.
6. David A. Aaker and John G. Myers, *Advertising Management*, 3rd ed. (Englewood Cliffs, NJ: Prentice Hall, 1987), p. 474.
7. Spike Cramphorn, "What Advertising Testing Might Have Been, If We Had Only Known," *Journal of Advertising Research* 44, no. 2 (June 2004), pp. 170–80.
8. "21 Ad Agencies Endorse Copy-Testing Principles," *Marketing News* 15 (February 19, 1982), p. 1.
9. Ibid.
10. <http://measurementnow.net/principles-solution>, 2016.
11. Molly Soat, "The Case for Earlier Insights," *Marketing News*, July 2015, pp. 16–17.
12. Ye Hu, Leonard Lodish, Abba Krieger, and Babak Hayati, "An Update of Real-World TV Advertising Tests," *Journal of Advertising Research*, June 2009, pp. 201–06.
13. Steve Outing and Laura Ruel, "The Best of Eyetrack III: What We Saw When when We Looked through Their Eyes," 2004, [www.poynterextra.org](http://www.poynterextra.org).
14. "The Response Card in Magazines: To Keep It or Not to Keep It?" May 28, 2019, [www.a-i-m.com](http://www.a-i-m.com).
15. Hubert A. Zielske, "Does Day-After-Recall Penalize 'Feeling Ads'?" *Journal of Advertising Research* 22, no. 1 (1982), pp. 19–22.



16. Arthur J. Kover, "Why Copywriters Don't Like Advertising Research—and What Kind of Research Might They Accept," *Journal of Advertising Research* 36 (March/April 1996), pp. RC8–RC10; Gary Levin, "Emotion Guides BBDO's Ad Tests," *Advertising Age*, January 29, 1990, p. 12.
17. Terry Haller, "Day-after Recall to Persist Despite JWT Study; Other Criteria Looming," *Marketing News*, May 18, 1979, p. 4.
18. Joel Dubow, "Recall Revisited: Recall Redux," *Journal of Advertising Research* 34, no. 3 (May/June 1994), p. 92.
19. Ravi Chandiramani, "Reckitt Launches Debut iTV Campaign for Finish," *Marketing*, January 10, 2002, p. 9.

20. Gary Levin, "Tracing Ads' Impact," *Advertising Age*, November 12, 1990, p. 49.
21. Jeffrey L. Seglin, "The New Era of Ad Measurement," *Adweek's Marketing Week*, January 23, 1988, p. 24.
22. "Yankelovich Study Shows Advertising's Effects Vary, Depending on Category and Purchase Funnel Stage," April 16, 2009, [www.tvb.org](http://www.tvb.org).
23. "Applying Customer Analytics to Promotion Decisions," 2012, [www.sas.com](http://www.sas.com).
24. ShopperTrak.com, 2016
25. "How Print and Online Flyers Impact Consumers," November 2, 2018, [www.warc.com](http://www.warc.com).
26. Steve McClellan, "New Software to Track In-Store Radio," *Adweek*, October 10, 2005, p. 10.
27. Michel Tuan Pham, "The Evaluation of Sponsorship Effectiveness: A Model and Some Methodological Considerations," *Gestion* 2000, pp. 47–65.
28. Ibid.
29. John Nardone and Ed See, "Measure Sponsorship to Drive Sales-Shift Gears: Move beyond Perceiving Them as Mere Brand Builders and Instead Assess ROI," *Advertising Age*, March 5, 2007.
30. "Advertisers Demand More Accountability for Digital Media," Center for Media Research, February 22, 2007, pp. 1–2.
31. Isaac M. Dinner, Harald J. Van Heerde, and Scott A. Neslin, "Driving Online and Offline Sales: The Cross-Channel Effects of Traditional, Online Display, and Paid Search Advertising," *Journal of Marketing Research* 51 (October 2015), p. 527–45.
32. Marek Winearz, "The Market Contact Audit," 2010, [www.integration-imc.com](http://www.integration-imc.com).

## Chapter 19

1. Pankaj Ghemawat and Steven A. Altman, "The State of Globalization in 2019, and What It Means for Strategists," *Harvard Business Review*, February 6, 2019, <https://hbr.org/2019/02/the-state-of-globalization-in-2019-and-what-it-means-for-strategists>; Richard S. Post and Penelope N. Post, *Global Brand Integrity Management* (New York: McGraw-Hill, 2008).
2. David Kiley and Burt Helm, "The Great Trust Offensive," *BusinessWeek*, September 28, 2009, pp. 38–42.
3. Emma Hall, "As Regulation Increases, WFA Must Decide What's Worth Protecting," *Advertising Age*, March 12, 2013, <http://adage.com/article/cmo-interviews/pernod-ricard-cmo->

- riley-leads-wfa-amid-regulation-concerns/240222/.
  4. Geoff Colvin, "Indra Nooyi's Challenge," *Fortune*, June 11, 2012, pp. 149–56; Mutsa Chironga, Acha Leke, Susan Lund, and Arend van Wamelen, "Cracking the Next Growth Market: Africa," *Harvard Business Review*, May 2011, pp. 117–22.
  5. "New Working Holiday Campaign Launches," *Tourism Australia*, April 24, 2019, <http://www.tourism.australia.com/en/news-and-media/news-stories/new-working-holiday-maker-campaign-launches.html>.
  6. Hal Conick, "The West's Great Marketing Opportunity in China," *Marketing News*, June/July 2019, pp. 51–59.
  7. Thomas L. Friedman, *The World Is Flat: A Brief History of the 21st Century* (New York: Farrar, Straus and Giroux, 2005).
  8. Larissa Faw and Steve McClellan, "With Some Concerns about the Economy, Forecasters See Modest Ad Growth in 2019," *MediaPost*, December 3, 2018, <https://www.mediapost.com/publications/article/328770/with-some-concerns-about-the-economy-forecasters.html>.
  9. "5 Global Advertising Trends Every Marketer Should Watch," *Marketing Insights MGD Advertising*, July 10, 2018, <https://www.mdgadvertising.com/marketing-insights/5-global-advertising-trends-every-marketer-should-watch/>.
  10. Vern Terpstra, *International Marketing*, 4th ed. (New York: Holt, Rinehart & Winston/Dryden Press, 1987), p. 427.
  11. Rana Foroohar, "Why the Mighty BRIC Nations Have Finally Broken," *Time*, November 10, 2015, <http://time.com/4106094/goldman-sachs-brics/>.
  12. Claudia Pentead, "Emerging Lower Middle Class Fires Up Marketers in Brazil," *Advertising Age*, June 14, 2010, p. 12.
  13. Angela Doland, "The Race to Reach India's Next Billion Internet Users," *Advertising Age*, June 15, 2016, <http://adage.com/article/digital/race-reach-india-s-billion-internet-users/304467/>; "Marketers Remain Bullish on China Despite Potential for Slower Growth," *Advertising Age*, July 13, 2015, p. 8.
  14. Panos Mourdoukoutas, "India's Economy on Track to Beat China," *Forbes.com*, April 21, 2018, <https://www.forbes.com/sites/panosmourdoukoutas/2018/04/21/indias-economy-on-track-to-beat-china/#764a04045136>; Conick, "The West's Great Marketing Opportunity in China."
  15. Chris Morris, "Nike Signs Its First Esports Sponsorship Deal," *Fortune.com*, February 28, 2019, <https://fortune.com/2019/02/28/nike-league-of-legends-esports-sponsorship/>.
  16. "Have the BRICs Hit a Wall? The Next Emerging Markets," KNOWLEDGE@WHARTON, January 12, 2016, <http://knowledge.wharton.upenn.edu/article/98411/>.
  17. Noreen O'Leary, "The Rise of BRIC," *Adweek*, February 4–11, 2008, pp. 32–37, 65; Noreen O'Leary, "Bright Lights, Big Challenges," *Adweek*, January 15, 2007, 22–33.
  18. Christel Grizaut, "Think Globally, Act Locally: Marketing to a Multinational Audience," *Advertising Age*, June 28, 2019, <https://adage.com/article/industry-insights/think-globally-act-locally-marketing-multinational-audience/2180641>.
  19. George E. Belch and Michael A. Belch, "Toward Development of a Model and Scale for Assessing Consumer Receptivity to Foreign Products and Global Advertising," in *European Advances in Consumer Research* (Vol. 1), Gary J. Bamossy and W. Fred van Raaij, eds. (Provo, UT: Association for Consumer Research, 1993), pp. 52–57.
  20. Subhash Sharma, Terrence Shimp, and Jeongshin Shin, "Consumer Ethnocentrism: A Test of Antecedents and Moderators," *Journal of the Academy of Marketing Science*, Winter 1995, pp. 26–37.
- Steve Hamm, "Borders Are So 20th Century," *BusinessWeek*, September 22, 2003, pp. 68–73.

22. For an excellent discussion of various elements of Japanese culture such as language and its implications for promotion, see John F. Sherry Jr. and Eduardo G. Camargo, "May Your Life Be Marvelous: English Language Labelling and the Semiotics of Japanese Promotion," *Journal of Consumer Research* 14, no. 2 (September 1987), pp. 174–88.
23. Barbara Mueller, "Reflections on Culture: An Analysis of Japanese and American Advertising Appeals," *Journal of Advertising Research*, June/July 1987, pp. 51–59.
24. Barbara Mueller, "Standardization vs. Specialization: An Examination of Westernization in Japanese Advertising," *Journal of Advertising Research* 31, no. 1 (January/February 1992), pp. 15–24; Johny K. Johansson, "The Sense of Nonsense: Japanese TV Advertising," *Journal of Advertising* 23, no. 1 (March 1994), pp. 17–26.

---

page E-26

---

25. Michael L. Maynard and Charles R. Taylor, "Girlish Images across Cultures: Analyzing Japanese versus U.S. Seventeen Magazine Ads," *Journal of Advertising* 28, no. 1 (Spring 1999), pp. 39–49.
26. Shintaro Okazaki and Barbara Mueller, "The Impact of the Lost Decade on Advertising in Japan: A Grounded Theory Approach," *International Journal of Advertising* 30, no. 2 (December 2010), pp. 205–32.
27. Francis Hsu, *Americans and Chinese: Passage to Differences* (Honolulu: University Press of Hawaii, 1981).
28. Geoffrey A. Fowler, "China Bans Nike's LeBron Ad as Offensive to Nation's Dignity," *The Wall Street Journal*, December 7, 2004, p. B4.
29. Gerard Prendergast, Wah-Leung Cheung, and Douglas West, "How Far Is Too Far? The Antecedents of Offensive Advertising in Modern China," *Journal of Advertising Research* 48, no. 4 (December 2008), pp. 484–95.
30. Rich Thomaselli, "Will Australia's Cigarette Branding Ban Spread beyond Borders, Tobacco?" *Advertising Age*, August 19, 2012, <http://adage.com/article/news/australia-s-cigarette-brand-ban-prompt-domino-effect/236761/>.
31. "Malaysia Bans 'Sly' Tobacco Ads," *Marketing News*, September 1, 2002, p. 7.
32. Vanessa Fuhrmans, "In Europe, Prescription-Drug Ads Are Banned—and Health Costs Lower," *The Wall Street Journal*, March 15, 2002, pp. B1, B4.
33. Pritha Mitra Dasgupta, "In Absence of Any Clear Ad Rules, Liquor Companies Using Social Media to Promote Their Brands," *The Economic Times*, July 31, 2014, [http://articles.economictimes.indiatimes.com/2014-07-31/news/52285216\\_1\\_social-media-liquor-companies-liquor-products](http://articles.economictimes.indiatimes.com/2014-07-31/news/52285216_1_social-media-liquor-companies-liquor-products); Niraj Sheth, "India Liquor, Tobacco Firms Shift Tack," *The Wall Street Journal*, May 6, 2008, p. B8.
34. Jeremy Slate, "EC Lets Stand Toy Ad Ban," *Advertising Age International*, August 1999, pp. 1, 11.
35. Sam Loewenberg, "Effort in EU to Ban TV Ads Aimed at Kids Gains Steam," *Los Angeles Times*, July 9, 2001, p. C3.
36. Safran S. Al-Makaty, G. Norman van Tubergen, S. Scott Whitlow, and Douglas S. Boyd, "Attitudes toward Advertising in Islam," *Journal of Advertising Research* 36, no. 3 (May/June 1996), pp. 16–26; Marian Katz, "No Women, No Alcohol: Learn Saudi Taboos before Placing Ads," *International Advertiser*, February 1986, pp. 11–12.
37. "Misleading Advertising," *European Commission*, <http://ec.europa.eu/justice/consumer-marketing/unfair-trade/false-advertising/>; Naveen Donthu, "A Cross-Country Investigation of

- Recall of and Attitude toward Comparative Advertising,” *Journal of Advertising* 27, no. 2 (Summer 1998), pp. 111–22.
38. Dannemann Siemsen Advogados, “Comparative Advertising and Ambush Marketing on the Rise in Brazil,” *World Trademark Review*, December/January 2010, [www.worldtrademarkreview.com](http://www.worldtrademarkreview.com).
  39. J. Craig Andrews, Steven Lysonski, and Srinivas Durvasula, “Understanding Cross-Cultural Student Perceptions of Advertising in General: Implications for Advertising Educators and Practitioners,” *Journal of Advertising* 20, no. 2 (June 1991), pp. 15–28.
  40. Jonathan Cheng, “China Demands Concrete Proof of Ad Claims,” *The Wall Street Journal*, July 8, 2005, pp. B1, B4.
  41. Stephanie Thompson, “Europe Slams Icons as Food Fights Back,” *Advertising Age*, January 31, 2005, pp. 1, 38.
  42. Dipayan Ghosh, “How GDPR Will Transform Digital Marketing,” *Harvard Business Review*, May 21, 2018, <https://hbr.org/2018/05/how-gdpr-will-transform-digital-marketing>.
  43. Robert D. Buzzell, “Can You Standardize Multinational Marketing?” *Harvard Business Review*, November/December 1968, pp. 102–13; Ralph Z. Sorenson and Ulrich E. Wiechmann, “How Multinationals View Marketing,” *Harvard Business Review*, May/June 1975, p. 38.
  44. Theodore Levitt, “The Globalization of Markets,” *Harvard Business Review*, May/June 1983, pp. 92–102; Theodore Levitt, *The Marketing Imagination* (New York: Free Press, 1986).
  45. Melissa Akaka and Dana A. Alden, “Global Brand Positioning and Perceptions: International Advertising and Global Consumer Culture,” *International Journal of Advertising* 29, no. 1 (2010), pp. 37–56.
  46. Charles R. Taylor and Shintaro Okazaki, “Do Global Brands Use Similar Executional Styles across Cultures? A Comparison of U.S. and Japanese Television Advertising,” *Journal of Advertising* 44, no. 3 (2015), pp. 276–88.
  47. Maduh Agrawal, “Review of a 40-Year Debate in International Advertising,” *International Marketing Review* 12, no. 1 (1995), pp. 26–48; William L. James and John S. Hill, “International Advertising Messages, to Adapt or Not to Adapt (That Is the Question),” *Journal of Advertising Research* 31 (June/July 1991), pp. 65–71; Keith Reinhard and W. E. Phillips, “Global Marketing: Experts Look at Both Sides,” *Advertising Age*, April 15, 1988, p. 47.
  48. Jack Neff, “Gillette Signs Three Sports Giants for Global Effort,” *Advertising Age*, February 5, 2007, <http://adage.com/article/news/gillette-signs-sports-giants-global-effort/114822/>; Bernhard Warner, “IQ News: Gillette’s Mach 3 Media Heft Hits Web: European Sites Next?” *Adweek Online*, August 24, 1998.
  49. E. J. Schultz, “Doritos Launches First Global Campaign,” *Advertising Age*, March 6, 2013, <http://adage.com/article/news/doritos-launches-global-campaign/240173/>.
  50. Kevin Goldman, “Professor Who Started Debate on Global Ads Still Backs Theory,” *The Wall Street Journal*, October 13, 1992, p. B8.
  51. Anita Chang Beattie, “In Japan, Pizza Is Recast as a Meal for Special Occasions,” *Advertising Age*, April 2, 2012, p. 16.
  52. Eric White and Jeffrey A. Trachtenberg, “One Size Doesn’t Fit All,” *The Wall Street Journal*, October 1, 2003, pp. B1, B2.
  53. Criteria cited by Edward Meyer, CEO, Grey Advertising, in Rebecca Fannin, “What Agencies Really Think of Global Theory,” *Marketing & Media Decisions*, December 1984, p. 74.
  54. George Slefo, “Fitbit’s Latest Global Campaign Is All about ‘Sweat and Swagger,’” *Advertising Age*, January 7, 2016, <http://adage.com/article/cmo-strategy/fitbit-s-latest-campaign-sweat-swagger/302032/>.

55. Durairaj Maheswaran, "Country of Origin as a Stereotype: Effects on Product Evaluations," *Journal of Consumer Research*, September 1994, pp. 354–65.
56. Daniel Gross, "Yes We Can Still Market: Why U.S. Brands Remain World's Most Valuable," *The Daily Beast*, June 1, 2014, [www.thedailybeast.com/articles/2014/06/01/yes-we-can-still-market-why-u-s-brands-remain-world-s-most-valuable.html](http://www.thedailybeast.com/articles/2014/06/01/yes-we-can-still-market-why-u-s-brands-remain-world-s-most-valuable.html).
57. Paul Chao, "The Moderating Effects of Country of Assembly, Country of Parts, and Country of Design on Hybrid Product Evaluations," *Journal of Advertising* 20, no. 4 (Winter 2001), pp. 67–82.
58. Beth Snyder Bulik, "Ditch the Flags, Kids Don't Care Where You Come From," *Advertising Age*, June 4, 2007, pp. 1, 59.
59. Ibid.
60. Salah S. Hassan and Lea P. Katsansis, "Identification of Global Consumer Segments: A Behavioral Framework," *Journal of International Consumer Marketing* 3, no. 2 (1991), pp. 11–28.
61. Arundhati Parmar, "Global Youth United," *Marketing News*, October 28, 2002, pp. 1, 49; "Ready to Shop until They Drop," *BusinessWeek*, June 22, 1998, pp. 104–10; "Teens Seen as the First Truly Global Consumers," *Marketing News*, March 27, 1995, p. 9; Shawn Tully, "Teens: The Most Global Market of All," *Fortune*, May 16, 1994, pp. 90–97.
62. Jerry Wind, Stan Sthanunathan, and Rob Malcolm, "Great Advertising Is Both Local and Global," *Harvard Business Review*, March 29, 2013, <https://hbr.org/2013/03/great-advertising-is-both-local/>.
63. Ibid.
64. Nigel Hollis, *The Global Brand* (New York: Palgrave Macmillan, 2008).
65. Nigel Hollis, "Global Brands, Local Cultures," *Research World*, July/August 2009, pp. 20–24; Piet Levy, "10 Minutes with Nigel Hollis," *Marketing News*, August 30, 2009, pp. 18–19.
66. Natalie Zmuda, "Levi's Names Jaime Szulc Its First Global CMO," *Advertising Age*, August 26, 2009, <http://adage.com/article/cmo-strategy/levi-s-names-jaim-szulc-global-cmo/138659/>.
67. Normandy Madden, "Shanghai Rises as Asia's Newest Marketing Capital," *Advertising Age*, October 14, 2002, pp. 1, 13.
68. Kevin Goldman, "Global Companies Hone Agency Rosters," *The Wall Street Journal*, July 25, 1995, p. B8.
69. Patrick Coffee, "Mars Consolidates \$1.4 Billion Global Media Business with WPP's GroupM," *Adweek*, August 8, 2018, <https://www.adweek.com/agencies/mars-consolidates-1-4-billion-global-media-business-with-wpps-groupm/>.
70. Patrick Coffee, "Amazon Consolidates Its \$1 Billion-Plus Global Media Buying Business With OPG Mediabrands," *Adweek*, November 1, 2017, <https://www.adweek.com/agencies/amazon-consolidates-its-1-billion-plus-global-media-buying-business-with-ipg-mediabrands/>.
71. Goldman, "Global Companies Hone Agency Rosters."
72. "Advertising Is Indeed Going Global," *Market Europe*, October 1997, pp. 8–10.
73. Anne-Marie Crawford, "Clients and Agencies Split over Ad Superstars," *Ad Age Global* 1, no. 9 (May 2001), p. 16.
74. Katie Richards, "Put Away the Selfie Stick and Live Like a Local, Urges Airbnb's New Campaign," *Adweek*, April 19, 2016, [www.adweek.com/news/advertising-branding/put-away-selfie-stick-and-live-local-urges--airbnbs-new-campaign-170920](http://www.adweek.com/news/advertising-branding/put-away-selfie-stick-and-live-local-urges--airbnbs-new-campaign-170920).
75. Joan Voight, "Exporting Las Vegas," *Adweek*, September 3, 2007, pp. 14–15.

76. Erin White, "German Ads Get More Daring, but Some Firms Aren't Pleased," *The Wall Street Journal*, November 22, 2002, p. B6.
77. Larry Speer, "French Government Attacks 'Sexist' Ads," *Ad Age Global*, May 2001, p. 7.
78. Normandy Madden, "Looking for the Next Brazil? Try Thailand," *Advertising Age*, April 11, 2005, p. 22.
79. Stephanie King, "Indian Ads Come into Their Own," *The Wall Street Journal*, December 12, 2007, p. B4.
80. Normandy Madden, "Two Chinas," *Advertising Age*, August 16, 2004, pp. 1, 22.
81. Derek Thompson, "How the World Consumes Media," *Atlantic*, May 28, 2014, [www.theatlantic.com/business/archive/2014/05/global-mobile-media-smartphones-tv-maps/371760/](http://www.theatlantic.com/business/archive/2014/05/global-mobile-media-smartphones-tv-maps/371760/).
82. Matthew Holehouse, "More Adverts in Prime Time Shows under EU Rules Change, after Broadcasters Lose Viewers to Netflix," *The Telegraph*, May 26, 2016, [www.telegraph.co.uk/news/2016/05/25/more-adverts-in-prime-time-shows-under-eu-rules-change-after-bro/](http://www.telegraph.co.uk/news/2016/05/25/more-adverts-in-prime-time-shows-under-eu-rules-change-after-bro/).
83. Rochell Burbury, "Australia Ends Ban on Cable TV Spots," *Advertising Age International*, March 1997, p. i22.
84. Leslie Chang, "Cracking China's Huge TV Market," *The Wall Street Journal*, August 1, 2000, pp. B1, B4.
85. "To Cope with New Rules, China TV Station Holds Ad Auction Do-Over," *Advertising Age*, December 9, 2011, <http://adage.com/article/global-news/china-tv-station-holds-ad-auction-cope-rules/231492/>.
86. Jane Lanhee Lee, "TV Marketers Aim to Reap Rural China's Fertile Land," *The Wall Street Journal*, July 30, 2007, p. B2.
87. Hearst International Magazines, [www.hearst.com/magazines/hearst-magazines-international.php](http://www.hearst.com/magazines/hearst-magazines-international.php).
88. Noreen O'Leary, "The Lay of the Land," *Adweek*, February 5, 2007, pp. 14–21.
89. Kamran Kashani and John A. Quelch, "Can Sales Promotion Go Global?" *Business Horizons*, May/June 1990, pp. 37–43.
90. Lenard C. Huff and Dana L. Alden, "An Investigation of Consumer Response to Sales Promotion in Developing Markets: A Three Country Analysis," *Journal of Advertising Research* 26, no. 1 (May/June 1998), pp. 47–56.
91. "Global Consumers Go Sale Searching and Coupon Clipping," *Nielsen*, October 12, 2011, [www.nielsen.com/us/en/newswire/2011/global-consumers-go-sale-searching-and-coupon-clipping.html](http://www.nielsen.com/us/en/newswire/2011/global-consumers-go-sale-searching-and-coupon-clipping.html).
92. Douglas J. Wood and Linda A. Goldstein, "A Lawyer's Guide to Going Global," *Promo Magazine*, Special Report, August 1998, p. S11.
93. "Foreign Ads Go Further with PR," *International Advertiser*, December 1986, p. 30.
94. Loewenberg, "Effort in EU to Ban TV Ads Aimed at Kids Gains Steam."
95. Laurie Burkitt, "KFC Apologizes amid Probe," *The Wall Street Journal*, January 11, 2013, p. B7.
96. Laurie Burkitt and Julie Jargon, "China Woes Put Dent in Yum Brand," *The Wall Street Journal*, January 9, 2013, p. B3.
97. Adam Satariano, "Google Fined \$1.7 Billion by E.U. for Unfair Advertising Rules," *The New York Times*, March 20, 2019, <https://www.nytimes.com/2019/03/20/business/google-fine-advertising.html>.

98. "Internet Users in the World," *Internet World Stats: Usage and Population Statistics: March 2019*, <https://www.internetworldstats.com/stats.html>.
99. Kaveh Waddell, "Why Google Quit China—and Why It's Heading Back," *The Atlantic*, January 19, 2016, [www.theatlantic.com/technology/archive/2016/01/why-google-quit-china-and-why-its-heading-back/424482/](http://www.theatlantic.com/technology/archive/2016/01/why-google-quit-china-and-why-its-heading-back/424482/).
100. Jonathan Espinosa, "Facebook Overtakes Japanese Social Network Mixi in Japan," *Inside Facebook*, September 13, 2012, [www.insidefacebook.com/2012/09/13/facebook-overtakes-japanese-social-network-mixi-in-japan/](http://www.insidefacebook.com/2012/09/13/facebook-overtakes-japanese-social-network-mixi-in-japan/).
101. Andrew Hutchinson, "Facebook Reaches 2.38 Billion Users, Beats Revenue Estimates in Latest Update," *Social Media Today*, April 24, 2019, <https://www.socialmediatoday.com/news/facebook-reaches-238-billion-users-beats-revenue-estimates-in-latest-upda/553403/>.
102. Jessica Guynn, "Twitter Growth Grinds to a Halt," *USA Today*, February 11, 2016, <http://www.usatoday.com/story/tech/news/2016/02/10/twitter-fourth-quarter-earnings-user-decline/80178140/>.

## Chapter 20

1. Fred W. Morgan and Jeffrey J. Stoltman, "Advertising and Product Liability Litigation," *Journal of Advertising* 26, no. 2 (Summer 1997), pp. 63–75.
2. Ira Teinowitz, "Curb Proposal Raises Tobacco Marketers' Ire," *Advertising Age*, March 18, 2002, p. 70; Myron Levin, "U.S. to Pursue Lawsuit to Curb Cigarette Marketing," *Los Angeles Times*, March 12, 2002, pp. C1, C15.
3. Christine Birkner, "With the Threat of an Ad Ban Looming, Pharma Is Fighting to Repair Its Reputation," *Adweek*, March 27, 2016, [www.adweek.com/news/advertising-branding/threat-ad-ban-looming-pharma-fighting-repair-its-reputation-170409](http://www.adweek.com/news/advertising-branding/threat-ad-ban-looming-pharma-fighting-repair-its-reputation-170409).
4. Alice Z. Cuneo, "Of Contracts and Claims; Agencies Face Liability Issues," *Advertising Age*, January 31, 2000, p. 25.
5. Alice Z. Cuneo, "Can an Agency Be Guilty of Malpractice?" *Advertising Age*, January 31, 2000, pp. 24–25; Steven W. Colford and Raymond Serafin, "Scali Pays for Volvo Ad: FTC," *Advertising Age*, August 26, 1991, p. 4.
6. Priscilla A. LaBarbera, "Analyzing and Advancing the State of the Art of Advertising Self-Regulation," *Journal of Advertising* 9, no. 4 (1980), pp. 27–38.
7. Ian P. Murphy, "Competitive Spirits: Liquor Industry Turns to TV Ads," *Marketing News*, December 2, 1996, pp. 1, 17.
8. Stuart Elliott, "Facing Outcry, NBC Ends Plan to Run Liquor Ads," *The New York Times*, March 21, 2002, p. C1.9.
9. E. J. Schultz, "Hard Time: Liquor Advertising Pours into TV," *Advertising Age*, May 14, 2012, pp. 1, 41; Mike Esterl, "Liquor Ads Win Airtime," *The Wall Street Journal*, August 2, 2012, p. B6.
10. Joe Flint and Suzanne Vranica, "NFL Adds Liquor to Menu of Advertisers," *The Wall Street Journal*, June 2, 2017, <https://www.wsj.com/articles/nfl-adds-liquor-to-menu-of-advertisers-1496441710>.

11. John F. Archer, "Advertising of Professional Fees: Does the Consumer Have a Right to Know?" *South Dakota Law Review* 21 (Spring 1976), p. 330.
12. *Bates v. State Bar of Arizona*, 97 S. Ct. 2691. 45, *U.S. Law Week* 4895 (1977).
13. Charles Laughlin, "Ads on Trial," *Link*, May 1994, pp. 18–22; "Lawyers Learn the Hard Sell—and Companies Shudder," *BusinessWeek*, June 10, 1985, p. 70.
14. Bruce H. Allen, Richard A. Wright, and Louis E. Raho, "Physicians and Advertising," *Journal of Health Care Marketing* 5 (Fall 1985), pp. 39–49.
15. LaBarbera, "Analyzing and Advancing the State of the Art of Advertising Self-Regulation."
16. Jack Neff, "Household Brands Counterpunch," *Advertising Age*, November 1, 1999, p. 26.
17. Jessica E. Vascellaro, "Regulators Say Love Ain't 'Chemistry' After All," *The Wall Street Journal*, September 17, 2007, p. B5.
18. Ibid.
19. "Miller Lite Can Claim 'More Taste' than Bud and Michelob Ultra, Says NAD; Recommends Changes to Its 'Know Your Beer' Campaign," *ASRC Reviews*, The Advertising Self-Regulatory Council, December 20, 2018, <https://asrcreviews.org/miller-lite-can-claim-more-taste-than-bud-light-and-michelob-ultra-says-nad-recommends-changes-to-its-know-your-beer-campaign/>.
20. Shelly Branch, "Campbell Is in the Soup on V8 Ad," *The Wall Street Journal*, April 26, 2002, p. B4.
21. Tanzina Vega, "CoverGirl Withdraws 'Enhanced' Taylor Swift Ad," *The New York Times*, December 21, 2011, [http://mediadecoder.blogs.nytimes.com/2011/12/21/covergirl-withdraws-enhanced-taylor-swift-ad/?\\_r=0](http://mediadecoder.blogs.nytimes.com/2011/12/21/covergirl-withdraws-enhanced-taylor-swift-ad/?_r=0).
22. *NAD/CARU Case Reports, Summary of NAD/CARU/NARB/ERSP Case Work*, (National Advertising Division, Council of Better Business Bureaus), January 2019, p. 2.
23. "The Electronic Retailing Self-Regulation Program: Policy and Procedures," National Advertising Review Council, [www.narcpartners.org/ersp](http://www.narcpartners.org/ersp).
24. Dorothy Cohen, "The FTC's Advertising Substantiation Program," *Journal of Marketing* 44, no. 1 (Winter 1980), pp. 26–35.
25. Rupal Parekh, "Netanyahu, Abbas Smooch in Benetton Ad," *Advertising Age*, November 16, 2011, <http://adage.com/article/agency-news/netanyahu-abbas-smooch-latest-benetton-ad-campaign/231037/>; Eric J. Lyman, "The True Colors of Toscani," *adageglobal.com*, August 2001, [www.ericjlyman.com/adageglobal.html](http://www.ericjlyman.com/adageglobal.html).
26. Lynda M. Maddox and Eric J. Zanot, "The Suspension of the National Association of Broadcasters' Code and Its Effects on the Regulation of Advertising," *Journalism Quarterly* 61 (Summer 1984), pp. 125–30, 156.
27. Joe Mandese, "ABC Loosens Rules," *Advertising Age*, September 9, 1991, pp. 2, 8.
28. Avery M. Abernethy and Jan LeBlanc Wicks, "Self-Regulation and Television Advertising: A Replication and Extension," *Journal of Advertising Research* 41, no. 3 (May/June 2001), pp. 31–37; Eric Zanot, "Unseen but Effective Advertising Regulation: The Clearance Process," *Journal of Advertising* 14, no. 4 (1985), p. 48.
29. Joanne Voight and Wendy Melillo, "To See or Not to See?" *Adweek*, March 11, 2002, p. 30.
30. Christopher Heine, "New Facebook Policy Bans Private Gun Sales from Its Platform and Instagram," *Adweek*, January 29, 2016, [www.adweek.com/news/technology/facebook-no-longer-allowing-private-gun-sales-its-platform-169312](http://www.adweek.com/news/technology/facebook-no-longer-allowing-private-gun-sales-its-platform-169312).



31. Irina Slutsky, "Nine Things You Can't Do in Advertising If You Want to Stay on Right Side of the Law," *Advertising Age*, March 6, 2011, <http://adage.com/article/news/advertising-regulation-nad-case-rulings-remember/149226/>.
32. C. Lee Peeler, "Four Decades Later, Ad Industry's Self-Regulation Remains the Gold Standard," *Advertising Age*, March 13, 2013, <http://adage.com/article/guest-columnists/40-years-adland-s-regulation-remains-gold-standard/240245/>.
33. Steven W. Colford, "Speed Up the NAD, Industry Unit Told," *Advertising Age*, May 1, 1989, p. 3.
34. Linda Goldstein, "The NAD Sets Precedent for Others in Media, Marketing," *Advertising Age*, March 6, 2011, <http://adage.com/article/guest-columnists/nad-sets-precedent-media-marketing/149217/>.
35. "Self-Regulation of Advertising in the United States: An Assessment of the National Advertising Division," April 2015, [www.olshanlaw.com/resources-publications-Self-Regulation--Advertising-US-NAD.html](http://www.olshanlaw.com/resources-publications-Self-Regulation--Advertising-US-NAD.html).
36. Ana Radelat, "Lawyers Recommend Slew of Changes to Advertising Self-Regulation," *Advertising Age*, April 15, 2015, <http://adage.com/article/cmo-strategy/lawyers-recommend-slew-ad-regulation/298068/>.
37. *Virginia State Board of Pharmacy v. Virginia Citizens Consumer Council*, 425 U.S. 748, 96 S. Ct. 1817, 48 L. Ed. 2d 346 (1976).
38. *Bates v. State Bar of Arizona*.
39. *Central Hudson Gas & Electric v. Public Service Commission*, 447 U.S. 557, 100 S. Ct. 2343, 65 L. Ed. 2d 341 (1980).
40. *Liquormart, Inc. v. Rhode Island*, 517 U.S. 484 (1996).
41. Erik L. Collins, Lynn Zoch, and Christopher S. McDonald, "When Professional Worlds Collide: Implications of Kasky v. Nike for Corporate Reputation Management," *Public Relations Review* 30, no. 4 (November 2004), pp. 411–18; Anne Gearan, "High Court Passes Up Decision on Nike Case," *San Diego Union-Tribune*, June 27, 2003, p. C1.
42. *FTC v. Raladam Co.*, 258 U.S. 643 (1931).
43. Federal Trade Commission Improvement Act of 1980, Pub. L. No. 96–252.
44. Peter R. Darke and Robin J. Ritchie, "The Defensive Consumer: Advertising Deception, Defensive Processing, and Distrust," *Journal of Marketing Research* 44 (February 2007), 114–27.
45. Ivan L. Preston, *The Great American Blow-Up: Puffery in Advertising and Selling* (Madison: University of Wisconsin Press, 1975), p. 3.
46. Isabella C. M. Cunningham and William H. Cunningham, "Standards for Advertising Regulation," *Journal of Marketing* 41 (October 1977), pp. 91–97; Herbert J. Rotfeld and Kim B. Rotzell, "Is Advertising Puffery Believed?" *Journal of Advertising* 9, no. 3 (1980), pp. 16–20.
47. Herbert J. Rotfeld and Kim B. Rotzell, "Puffery vs. Fact Claims—Really Different?" in *Current Issues and Research in Advertising*, James H. Leigh and Claude R. Martin Jr., eds. (Ann Arbor: University of Michigan, 1981), pp. 85–104.
48. Preston, *The Great American Blow-Up*.
49. Chuck Ross, "Marketers Fend Off Shift in Rules for Ad Puffery," *Advertising Age*, February 19, 1996, p. 41.
50. Louise Kramer, "Jury Finds Papa John's Ads Misled," *Advertising Age*, November 22, 1999, <http://adage.com/article/news/jury-finds-papa-john-s-ads-misled/60251/>.
51. Apryl Duncan, "Better Pizza? Bigger Lawsuit," *About Advertising*, <http://advertising.about.com/od/foodrelatedadnews/a/papajohns.htm>.

52. Emily Bryson York, "Domino's Claims Victory with Pizza Makeover Strategy," *Advertising Age*, May 20, 2010, <http://advertising.about.com/od/foodrelatedadnews/a/papajohns.htm>.
53. Federal Trade Commission, "Policy Statement on Deception," 45 ATRR 689 (October 27, 1983), at p. 690.
54. For an excellent discussion and analysis of these three elements of deception, see Gary T. Ford and John E. Calfee, "Recent Developments in FTC Policy on Deception," *Journal of Marketing* 50, no. 3 (July 1986), pp. 86–87.
55. "FTC Gives Final Approval to Settlement with PayPal Related to Allegations Involving Its Venmo Peer-to-Peer Payment Service," *Federal Trade Commission Press Release*, May 24, 2018, <https://www.ftc.gov/news-events/press-releases/2018/05/ftc-gives-final-approval-settlement-paypal-related-allegations>.
56. Ira Teinowitz, "FTC Strives to Clarify 'Made in USA' Rules," *Advertising Age*, April 29, 1996, p. 12.
57. Kalpana Srinivasan, "FTC Spells Out Tough Standards for 'Made in USA,'" *Marketing News*, January 18, 1999, p. 18.
58. "Champagne Bureau; Ad Campaign Urges Consumers to 'Unmask the Truth' about Champagne & Wine Place Names," *Marketing Weekly News*, December 26, 2009, p. 41.
59. Cohen, "The FTC's Advertising Substantiation Program."
60. *Trade Regulation Reporter*, Par. 20,056 at 22,033, 1970–1973 Transfer Binder, Federal Trade Commission, July 1972.
61. John E. Calfee, "FTC's Hidden Weight-Loss Ad Agenda," *Advertising Age*, October 25, 1993, p. 29; Chester S. Galloway, Herbert Jack Rotfeld, and Jeff I. Richards, "Holding Media Responsible for Deceptive Weight-Loss Advertising," *West Virginia Law Review* 107, no. 2 (Winter 2005), pp. 353–84; Herbert Jack Rotfeld, "Desires versus the Reality of Self-Regulation," *The Journal of Consumer Affairs* 27, no. 2 (Winter 2003), pp. 424–27.
62. Natalie Zmuda, "Reebok Agrees to \$25M Settlement over Butt-Shaping Shoes," *Advertising Age*, September 28, 2011, [adage.com/article/news/ftc-calls-butt-shaping-shoes-bogus-reebok-stands-claims/230082](http://adage.com/article/news/ftc-calls-butt-shaping-shoes-bogus-reebok-stands-claims/230082).
63. Natalie Zmuda, "Skechers Pays \$40 Million to Settle Toning Claims FTC," *Advertising Age*, May 16, 2012, <https://adage.com/article/news/skechers-pays-40-million-settle-toning-claims/234799>.
64. Alicia Mundy, "FTC Bars Pom Juice's Health Claims," *The Wall Street Journal*, January 16, 2013, <http://online.wsj.com/article/SB10001424127887323468604578245740405648024.html>.
65. Lawrence Hurley, "U.S. Top Court Rejects POM Wonderful Appeal over Ads," *Reuters*, May 3, 2016. [www.reuters.com/article/us-usa-court-pom-idUSKCN0XT14K](http://www.reuters.com/article/us-usa-court-pom-idUSKCN0XT14K).
66. Patrick Coffee, "Volkswagen Confirms \$4.3 Billion False Advertising Settlement," *Adweek*, January 10, 2017, <https://www.adweek.com/agencyspy/volkswagen-confirms-4-3-billion-false-advertising-emissions-settlement/123676/>
67. For an excellent description of the Campbell Soup corrective advertising case, see Dick Mercer, "Tempest in a Soup Can," *Advertising Age*, October 17, 1994, pp 25, 28–29.

68. William L. Wilkie, Dennis L. McNeill, and Michael B. Mazis, "Marketing's 'Scarlet Letter': The Theory and Practice of Corrective Advertising," *Journal of Marketing* 48 (Spring 1984), pp. 11–31.

- Warner-Lambert Co. v. Federal Trade Commission*, CCH P61, 563A-D.C., August 1977 and CCH P61, 646 CA-D.C., September 1977.
69. CCH P61, 646 CA-D.C., September 1977.
  70. Ira Teinowitz, "Doan's Decision Sets Precedent for Corrective Ads," *Advertising Age*, September 4, 2000, <http://adage.com/article/news/doan-s-decision-sets-precedent-corrective-ads/57074/>.
  71. Rich Thomaselli, "What Bayer Campaign Means for Pharma Ads," *Advertising Age*, February 16, 2009, <http://adage.com/article/news/bayer--campaign-means-pharma-ads/134624/>.
  72. "Brill Tells DMA That FTC Is 'Ramping Up Enforcement,'" *Advertising Age*, March 13, 2013, <http://adage.com/article/digital/brill-tells-dma-ftc-ramping-enforcement/240330/>.
  73. Michael Bush, "Blogger Be Warned: FTC May Monitor What You Say," *Advertising Age*, April 13, 2009, <http://adage.com/article/news/bloggers-warned-ftc-monitor/135938/>.
  74. "Annual Highlights 2018," Federal Trade Commission, <https://www.ftc.gov/reports/annual-highlights-2018>.
  75. Ira Teinowitz, "Howard Stern to Abandon FM Radio," *Advertising Age*, October 6, 2004, <http://adage.com/article/media/howard-stern-abandon-fm-radio-move-sirius/41266/>; Ira Teinowitz, "Clear Channel Drops Howard Stern," *Advertising Age*, February 26, 2004, <http://adage.com/article/media/clear-channel-drops-howard-stern-fcc-indecency-fine/39530/>.
  76. Ira Teinowitz, "FCC to Probe Super Bowl Halftime Breast Incident," *Advertising Age*, February 2, 2004, <http://adage.com/article/media/fcc-probe-super-bowl-halftime-show-wardrobe-malfunction/39341/>.
  77. Ira Teinowitz and Matthew Creamer, "Fake News Videos Unmasked in FCC Crackdown," *Advertising Age*, April 18, 2005, <http://adage.com/article/news/fake-news-videos-unmasked-fcc-crackdown/102925/>.
  78. Daniel Hertzberg, "Blasting Away at Product Placement," *Bloomberg Businessweek*, October 26, 2010, p. 60.
  79. Rich Thomaselli, "Cheerios First in FDA Firing Line. Who's Next?" *Advertising Age*, May 18, 2009, [http://adage.com/print?article\\_id=136704](http://adage.com/print?article_id=136704).
  80. E. J. Schultz, "Did FDA Cross the Line in Its 2009 Cheerios-Case Finding?" *Advertising Age*, March 6, 2011, <http://adage.com/article/news/fda-cross-line-2009-cheerios-case-finding/149236/>.
  81. Sheryl Stolberg, "Clinton Imposes Wide Crackdown on Tobacco Firms," *Los Angeles Times*, August 24, 1996, pp. A1, A10.
  82. Joy Johnson Wilson, Summary of the Attorneys General Master Tobacco Settlement Agreement, National Conference of State Legislators, [www.academic.udayton.edu/health/syllabi/tobacco/summary](http://www.academic.udayton.edu/health/syllabi/tobacco/summary).
  83. Rich Thomaselli, "FDA Set to Take Control of Tobacco Regulation," *Advertising Age*, June 11, 2009, <http://adage.com/article/news/marketing-curbs-expected-fda-controls-tobacco/137253/>.
  84. "E-Cigarettes, Vapor Devices to Come under FDA Oversight," *Advertising Age*, May 5, 2016, <http://adage.com/article/media/e-cigarettes-vapor-devices-fda-oversight/303899/>.
  85. Stacy Simon, "FDA Proposes Regulations as Teen E-Cigarette Use Skyrockets 78% in 1 Year," American Cancer Society, November 21, 2018, <https://www.cancer.org/latest-news/fda-proposes-regulations-as-teen-e-cigarette-use-skyrockets-78-percent-in-1-year.html>.
  86. Sheila Kaplan, "FDA Moves to Restrict Flavored E-Cigarette Sales to Teenagers," *The New York Times*, March 13, 2019, <https://www.nytimes.com/2019/03/13/health/e-cigarettes-teenage-vaping.html>.
  87. Jisu Huh and Rita Langteau, "Presumed Influence of Direct-to-Consumer (DTC) Prescription Drug Advertising on Patients: The Physician's Perspective," *Journal of Advertising* 36, no. 3 (Fall 2007), pp. 151–72; Sejung Marina Choi and Wei-Na Lee, "Understanding the Impact of

- Direct-to-Consumer (DTC) Pharmaceutical Advertising on Patient–Physician Interaction,” *Journal of Advertising* 36, no. 3 (Fall 2007), pp. 137–49.
88. Ana Radelat, “Lawmaker Introduces Bill That Would Curb Drug Advertising,” *Advertising Age*, February 22, 2016, <https://adage.com/article/cmo-strategy/lawmaker-introduces-bill-curb-drug-advertising/302797>.
  89. Bruce Buchanan and Doron Goldman, “Us vs. Them: The Minefield of Comparative Ads,” *Harvard Business Review*, May/June 1989, pp. 38–50.
  90. Maxine Lans Retsky, “Lanham Have It: Law and Comparative Ads,” *Marketing News*, November 8, 1999, p. 16.
  91. Jeunesse M. Rutledge, “Beer Wars Are Back: What Companies Can Learn from MillerCoors Suit against Anheuser-Busch in ‘Corngate,’” *Milwaukee Business Journal*, April 17, 2019, <https://www.bizjournals.com/milwaukee/news/2019/04/17/beer-wars-are-back-what-companies-can-learn-from.html>
  92. Michael J. Barone, Randall L. Rose, Paul W. Minniard, and Kenneth C. Manning, “Enhancing the Detection of Misleading Comparative Advertising,” *Journal of Advertising Research* 39, no. 5 (September/October 1999), pp. 43–50.
  93. Steven Colford, “ABA Panel Backs FTC over States,” *Advertising Age*, April 10, 1994, p. 1.
  94. “Airborne to Pay \$23.3 Million for False Advertising,” *Natural Standard Blog*, March 21, 2008, <http://blog.naturalstandard.com/natural-standard-blog/2008/03/airborne>.
  95. George P. Slefo, “Fanduel, DraftKings to Pay \$6 Million Each amid False Advertising Claims,” *Advertising Age*, October 26, 2016, <https://adage.com/article/digital/fanduel-draftkings-agree-pay-6-million-amid-false-advertising-claims/306477>.
  96. S. J. Diamond, “New Director Putting Vigor Back into FTC,” *Los Angeles Times*, March 29, 1991, pp. D1, D4.
  97. Federal Trade Commission, “Trade Regulation Rule: Games of Chance in the Food Retailing and Gasoline Industries,” 16 CFR, Part 419 (1982).
  98. Richard Sale, “Sweeping the Courts,” *Promo*, May 1998, pp. 42–45, 148–52; Ira Teinowitz and Carol Krol, “Multiple States Scrutinize Sweepstakes Mailings,” *Advertising Age*, February 9, 1998, p. 41; Mark Pawlosky, “States Rein in Sweepstakes, Game Operators,” *The Wall Street Journal*, July 3, 1995, pp. B1, B3.
  99. Steven Winters and Joann Kohl, “Keep Your Online Sweepstakes and Contests on the Right Side of the Law,” *Advertising Age*, March 6, 2011, <http://adage.com/article/guest-columnists/online-sweepstakes-legal/149206/>.

100. Ibid.
101. Martin Beck, “Facebook Is Tearing Down the Like Gate: Are You Ready?” *Marketing Land*, November 4, 2014, <http://marketingland.com/facebook-tearing-like-gate-ready-106611>.
102. *Children Advertising Review Unit Self Regulatory Guidelines for Children’s Advertising*, Council of Better Business Bureaus, 2003, [www.caru.org/guidelines/index](http://www.caru.org/guidelines/index).
103. Federal Trade Commission, “Guides for Advertising Allowances and Other Merchandising Payments and Services,” 16 CFR, Part 240 (1983).
104. Federal Trade Commission, “Trade Regulation Rule: Use of Negative Option Plans by Sellers in Commerce,” 16 CFR, Part 42 (1982).
105. For a more thorough discussion of legal aspects of sales promotion and mail-order practices, see Dean K. Fueroghne, *Law & Advertising* (Chicago: Copy Workshop, 1995).

106. Mary Lu Carnevale, "FTC Adopts Rules to Curb Telemarketing," *The Wall Street Journal*, September 18, 1992, pp. B1, B10.
107. Ira Teinowitz, "Congress Approves National 'Do Not Call,'" *Advertising Age*, February 13, 2003, <http://adage.com/article/news/congress-approves-national-call/36837/>.
108. Kathreine Skiba, "Do Not Call Registry Rises as Robocalls Drop," AARP, December 13, 2018, <https://www.aarp.org/money/scams-fraud/info-2018/do-not-call-registry-growing.html>.
109. Ira Teinowitz, "'Do Not Call' Law Upheld as Constitutional," *Advertising Age*, February 17, 2004, <http://adage.com/article/news/call-law-upheld-constitutional/39453/>.
110. Ira Teinowitz, "'Do Not Call' Does Not Hurt Direct Marketers," *Advertising Age*, April 11, 2005, pp. 3, 95.
111. Herbert Jack Rotfeld, "Do-Not-Call as the US Government's Improvement to Telemarketing Efficiency," *Journal of Consumer Marketing* 21, no. 4 (2004), pp. 242–44.
112. Jennifer Levitz and Kelly Greene, "Marketers Use Trickery to Evade No-Call Lists," *The Wall Street Journal*, October 26, 2007, p. A1, A8.
113. Natasha Shabani, "Are You Using Sweepstakes to Skirt the Do-Not-Call List?" *Advertising Age*, April 12, 2010, <http://adage.com/article/guest-columnists/sweepstakes-skirt-call-list/143190/>.
114. Jenny Rough, "Saving Trees and Your Sanity by Managing Junk Mail," *The Examiner*, February 14, 2010, p. 31; Steven Swanson, "Up to Here in Catalogs? There Is a Solution Online," *Tribune Business News*, November 4, 2007.
115. Whitson Gordon, "How to Cut Down on Unwanted Junk Mail," *The New York Times*, March 8, 2018, <https://www.nytimes.com/2018/03/08/smarter-living/how-to-cut-down-on-unwanted-junk-mail.html>.
116. Ira Teinowitz and Jennifer Gilbert, "FTC Chairman: Stop Undisclosed Profiling on Net," *Advertising Age*, November 8, 1999, p. 2.
117. Andrea Petersen, "DoubleClick Reverses Course after Privacy Outcry," *The Wall Street Journal*, March 3, 2000, pp. B1, B6; Jennifer Gilbert and Ira Teinowitz, "Privacy Debate Continues to Rage," *Advertising Age*, February 7, 2000, pp. 44, 46.
118. "NAI Launches Privacy-Awareness Web Site," *Advertising Age*, May 28, 2001, <http://adage.com/article/news/nai-launches-privacy-awareness-website/11226/>; "Online Advertisers Launch Two Consumer Privacy Tools," *Network Advertising Initiative*, May 23, 2001, [www.networkadvertising.org/aboutnai](http://www.networkadvertising.org/aboutnai).
119. Cotton Delo, "FTC Privacy Report Urges Congress to Pass Data-Security Legislation," *Advertising Age*, March 26, 2012, <http://adage.com/article/digital/ftc-urges-congress-pass-data-security-legislation/233719/>; Larry Dobrow, "Privacy Issues Loom for Marketers," *Advertising Age*, March 13, 2006, <http://adage.com/article/100-leading-media-companies/privacy-issues-loom-companies-marketing-kids-online/107066/>.
120. Ira Teinowitz, "Why Ignoring New Voluntary FTC Privacy Guidelines Could Be Perilous," *Advertising Age*, December 28, 2007, <http://adage.com/article/digital/ignoring-voluntary-ftc-privacy-guidelines-perilous/122814/>; Betsy Spethmann, "Private Eyes," *Promo*, January 2002, pp. 37–43; "Protecting Consumers' Privacy: 2002 and Beyond," Remarks of FTC chair Timothy J. Muris at the Privacy 2001 Conference, Cleveland, Ohio, October 4, 2001, [www.ftc.gov/speeches/muris/privisp1002](http://www.ftc.gov/speeches/muris/privisp1002).
121. Kate Kaye, "Do-Not-Track Show Will Go on at W3C—for Now Group Names Two New Co-Chairs," *Advertising Age*, September 20, 2013, <http://adage.com/article/privacy-and-regulation/track-show-w3c/244285/>; Ira Teinowitz, "Consumer Groups Push Obama for 'Do Not Track' List," *Advertising Age*, December 16, 2008, <http://adage.com/article/news/consumer-groups-push-obama-track-list/133329/>.

122. Dawn Chmielewski, "How 'Do Not Track' Ended Up Going Nowhere," *recode*, January 4, 2016, <http://www.recode.net/2016/1/4/11588418/how-do-not-track-ended-up-going-nowhere>; Fred B. Campbell, "The Slow Death of 'Do Not Track,'" *The New York Times*, December 26, 2014, [www.nytimes.com/2014/12/27/opinion/the-slow-death-of-do-not-track.html](http://www.nytimes.com/2014/12/27/opinion/the-slow-death-of-do-not-track.html).
123. Bryon Acohido, "FTC Tells Twitter to Protect the Private Data of Its Users," *USA Today*, June 25, 2010, p. 3B.
124. Vindu Goel, "Facebook to Update Privacy Policy, but Adjusting Settings Is No Easier," *The New York Times: Bits*, August 29, 2013, <http://bits.blogs.nytimes.com/2013/08/29/facebook-to-update-privacy-policy-but-adjusting-settings-is-no-easier/>; Bryon Acohido, "FTC Tells Twitter to Protect the Private Data of Its Users," *USA Today*, June 25, 2010, p. 3B; Mark Zuckerberg, "Making Control Simple," *The Facebook Blog*, May 26, 2010, <http://blog.facebook.com/blog.php?post=391922327130>.
125. Stacey Higinbotham, "The FTC's Wyndham Victory Is Good for Privacy but Confusing for Business," *Fortune*, August 28, 2015, <http://fortune.com/2015/08/28/ftc-wyndham-privacy-courts/>.
126. James Heckman, "COPPA to Bring No Surprises, Hefty Violation Fines in April," *Marketing News*, January 31, 2000, p. 6.
127. Ira Teinowitz, "FTC Proposal on Kids' Privacy Raises Ire of Watchdog Groups," *Advertising Age*, March 14, 2005, <http://adage.com/article/digital/ftc-proposal-kids-privacy-raises-ire-watchdog-groups/102494/>.

---

page E-32

---

128. Kate Kaye, "In Wake of Privacy Laws, Kids' Site See Ad Revenue Plummet," *Advertising Age*, August 23, 2013, <http://adage.com/article/privacy-and-regulation/kids-sites-freaking-privacy-laws/243795/>.
129. Kate Kaye, "FTC Aims to Bring Child Privacy Law into 21st Century," *Advertising Age*, December 19, 2012, <http://adage.com/article/digital/ftc-aims-bring-child-privacy-law-21st-century/238842/>.
130. Daisuke Wakabayashi and Cecilia Kang, "FTC Said to Be Investigating YouTube over Child Privacy Claims," *The New York Times*, June 19, 2019, <https://www.nytimes.com/2019/06/19/technology/youtube-child-privacy.html>.
131. Abbey Klassen and Michael Learmonth, "What You Need to Know about the New FTC Endorsement Rules and Why," *Advertising Age*, October 12, 2009, <http://adage.com/article/digital/ftc-endorsement-rules/139595/>.
132. "FTC Issues Enforcement Policy Statement Addressing 'Native' Advertising and Deceptively Formatted Advertisements," Federal Trade Commission, December 22, 2015, <https://www.ftc.gov/public-statements/2015/12/commission-enforcement-policy-statement-deceptively-formatted>.
133. Jeremy Barr, "FTC Spells Out Its Guidelines for Native Ads," *Advertising Age*, December 22, 2015, <http://adage.com/article/media/federal-trade-commission-releases-native-ad-guidelines/301921/>.
134. Ira Teinowitz, "U.S. House Passes Anti-Spam Measure in Dawn Session," *Advertising Age*, November 23, 2003, <http://adage.com/article/digital/u-s-house-passes-anti-spam-measure-dawn-session/38896/>; Lisa Takeuchi Cullen, "Some More Spam, Please," *Time*, November 11, 2002, pp. 58–62.

- Tom Zeller Jr., "Federal Law Hasn't Curbed Junk E-mail," *San Diego Union-Tribune*, February, 1, 2005, pp. C1, C5.
136. Jesse Brody, "Terms and Conditions," *Marketing News*, November 2014, pp. 34–41.

## Chapter 21

1. Robert L. Heilbroner, "Demand for the Supply Side," *New York Review of Books* 38 (June 11, 1981), p. 40.
2. David Helm, "Advertising's Overdue Revolution," speech given to the Adweek Creative Conference, October 1, 1999.
3. Claire Atkinson, "FTC and FCC Nearing Product-Placement Decisions," *Advertising Age*, October 29, 2004, <http://adage.com/article/news/ftc-fcc-nearing-product-placement-decisions/41433/>; Daniel Eisenberg, "It's an Ad, Ad, Ad World," *Time*, September 2, 2002, pp. 38–41.
4. Eric N. Berkowitz, Roger A. Kerin, Steven W. Hartley, and William Rudelius, *Marketing*, 7th ed. (Burr Ridge, IL: Irwin/McGraw-Hill, 2003), p. 21.
5. "Binge Drinking and Alcoholism on College campuses," July 5, 2019, [www.alcohol.org](http://www.alcohol.org).
6. Editorial Board, "Dartmouth College Tackles Campus Drinking with a Ban on Hard Alcohol," January 31, 2015, [www.washingtonpost.com](http://www.washingtonpost.com); Vivian B. Faden and Marcy L. Baskin, "Evaluation of College Alcohol Policies," 2014, [www.collegedrinkingprevention.gov](http://www.collegedrinkingprevention.gov).
7. "Rules and Regulations about Marketing Alcohol," January 14, 2019, [www.alcohol.org](http://www.alcohol.org).
8. Ira Teinowitz, "Underage-Drinking Report Calls for Voluntary Alcohol Cutbacks," *Advertising Age*, March 6, 2007, <http://adage.com/article/news/underage-drinking-report-calls-voluntary-alcohol-ad-cutbacks/115414/>.
9. E. J. Schultz, "Bud Light Apologizes for Message on Its Bottle That Critics Linked to Rape Culture," April 28, 2015, [www.adage.com](http://www.adage.com).
10. "Global Trust in Advertising," 2019, [www.edelman.com](http://www.edelman.com), p. 43.
11. Gita Venkataramini Johar, "Consumer Involvement and Deception from Implied Advertising Claims," *Journal of Marketing Research* 32 (August 1995), pp. 267–79; J. Edward Russo, Barbara L. Metcalf, and Debra Stephens, "Identifying Misleading Advertising," *Journal of Consumer Research* 8 (September 1981), pp. 119–31.
12. Zach Bowman, "Hyundai, Kia Admit Exaggerated Mileage Claims, Will Compensate Owners," November 2, 2012, [www.autoblog.com](http://www.autoblog.com).
13. Danielle Ivory, "Ford Lowers Gas Mileage on 6 Models, All 2013–14s," [www.nytimes.com](http://www.nytimes.com), June 12, 2014.
14. Jack Neff, "Trojan Ads Ready for Prime Time: NBC," *Advertising Age*, May 16, 2005, p. 3.
15. Michael T. Ewing, "The Good News about Television: Attitudes Aren't Getting Worse," *Journal of Advertising Research*, March 2013, p. 89.
16. Visible Measures, "The Most Successful Sexy Ads," [www.adsoftheworld.com/blog/the\\_most\\_successful\\_sexy\\_ads](http://www.adsoftheworld.com/blog/the_most_successful_sexy_ads).
17. James B. Arndorfer, "Skey Hit the Limit with Racy Ad: Critics," *Advertising Age*, February 7, 2005, p. 6.
18. John G. Wirtz, Johnny V Sparks and Thais M. Zimbres, "The Effect of Exposure Appeals in Advertisements on Memory, Attitude and Purchase Intention: A Meta-analytic Review," *Journal of Advertising Research* 37 (2018).

19. Leanne Potts, "Retailers, Ads Bare Flesh for Bottom Line," *Albuquerque Journal*, December 20, 2002, p. D1.
20. Natalie Mortimer, "How Bennetton Moved from Shockvertising to Be Nevershocking," July 7, 2016, [www.thedrum.com](http://www.thedrum.com).
21. Simon Leggett, "Children Are Spending an Increasing Amount of Time Online, But an Increasing Number Are Feeling Lonely and Want to Unplug," *Childwise Monitor Report*, January 30, 2019.
22. Marketing to Children Overview, 2016, [www.commercialfreechildhood.org](http://www.commercialfreechildhood.org).
23. Ibid.
24. Mark J. Miller, "Camel Cigarettes under Fire for Targeting Kids—Again," May 31, 2013, [www.brandchannel.com](http://www.brandchannel.com).
25. Julia Belluz, "The Vape Company Juul Said It Doesn't Target Teens. Its Early Ads Tell a Different Story," January 25, 2019, [www.vox.com](http://www.vox.com).
26. Saba Hamedy, "Ad Overload?" *Los Angeles Times*, April 7, 2015, pp. C1, C3.
27. Merrie Brucks, Gary M. Armstrong, and Marvin E. Goldberg, "Children's Use of Cognitive Defenses against Television Advertising: A Cognitive Response Approach," *Journal of Consumer Research* 14, no. 4 (March 1988), pp. 471–82.

---

page E-33

---

28. Tamara F. Mangleburg and Terry Bristol, "Socialization and Adolescents' Skepticism toward Advertising," *Journal of Advertising* 27, no. 3 (Fall 1998), pp. 11–21.
29. Ronald Alsop, "Watchdogs Zealously Censor Advertising Targeted to Kids," *The Wall Street Journal*, September 5, 1985, p. 35.
30. *Report of the APA Task Force on Advertising and Children*, February 20, 2004, [www.apa.org](http://www.apa.org).
31. Tiffany Meyers, "Marketing to Kids Comes under Fresh Attack," *Advertising Age*, February 21, 2005, pp. S2, S8.
32. Ronald Berman, *Advertising and Social Change* (Beverly Hills, CA: Sage, 1981), p. 13.
33. Joan Voight, "The Consumer Rebellion," [www.adweek.com](http://www.adweek.com), January 10, 2000.
34. Glennisha Morgan, "Amazon Kindle Backs Gay Marriage with New Commercial," February 21, 2013, [www.huffingtonpost.com](http://www.huffingtonpost.com).
35. Stephen Fox, *The Mirror Makers: A History of American Advertising and Its Creators* (New York: Morrow, 1984), p. 330.
36. Shelby D. Hunt, "Informational vs. Persuasive Advertising: An Appraisal," *Journal of Advertising*, Summer 1976, pp. 5–8.
37. "Historical Context," *Ad Age*, February 18, 2019, [www.adage.com](http://www.adage.com).
38. Andrew Hampp, "An Ad in Which Boy Gets Girl . . . or Boy," *Advertising Age*, August 6, 2007, <http://adage.com/article/news/ad-boy-girl-boy/119705/>.
39. Lawrence C. Soley and Robert L. Craig, "Advertising Pressure on Newspapers: A Survey," *Journal of Advertising*, December 1992, pp. 1–10.
40. Mark Simon, "Mercury News Ad Dispute Cooling Off: Advertisers Return while Reporters Stew," *San Francisco Business Chronicle*, July 15, 1994, p. B1.
41. Nat Ives, "GM Ends 'L.A. Times' Boycott, Resumes Advertising," *Advertising Age*, August 2, 2005, <http://adage.com/article/media/gm-ends-l-a-times-boycott-resumes-advertising/46441/>.
42. "The Global Bottled Water Market: Expert Insights & Statistics," February 28, 2018, [www.marketresearch.com](http://www.marketresearch.com).



43. O'Connor, "How Spanx Became a Billion-Dollar Business without Advertising," *Forbes*, March 12, 2012, [www.forbes.com](http://www.forbes.com).
44. Paul W. Farris and Mark S. Albion, "The Impact of Advertising on the Price of Consumer Products," *Journal of Marketing* 74, no. 3 (Summer 1980), pp. 17–35.
45. *Ibid*, p. 30.

## Chapter 22

1. Ginger Conlon, "Cornering the Market," *Sales and Marketing Management*, March 1997, pp. 74–76.
2. Carl G. Stevens and David P. Keane, "How to Become a Better Sales Manager: Give Salespeople How to Not Rah Rah," *Marketing News*, May 30, 1980, p. 1.
3. Kevin Hoffberg and Kevin J. Corcoran, "Selling at the Speed of Change," *Customers 2000*, pp. S22–26.
4. Caroline Forsey, "The Ultimate Guide of Relationship Marketing," February 14, 2019, [www.hubspot.com](http://www.hubspot.com).
5. Sarita Harbour, "The Difference between Relationship Marketing & CRM," 2019, [www.smallbusiness.chron.com](http://www.smallbusiness.chron.com).
6. Chuck Ingram, "Blogs by Chuck Ingram," [www.tgribridge.com](http://www.tgribridge.com), November 21, 2016.
7. Bob Donath, "Move Over CRM, Marketing Automation Has Arrived," *Marketing News*, March 18, 2002, p. 6; Bob Sullivan, "Lower Cost per Sales with CRM, Mapping Software & Call Planning," [www.inddist.com](http://www.inddist.com), August 12, 2013.
8. Russ Hill, "What is the Cost of a BtoB Sales Call," [www.ultimatelead.com](http://www.ultimatelead.com), November 4, 2013.
9. Melinda Ligos, "Gimme, Gimme, Gimme," *Sales and Marketing Management*, March 2002, pp. 32–40.
10. Erin Strout, "Spy Games," *Sales & Marketing Management*, February 2002, pp. 30–33.
11. John E. Morrill, "Industrial Advertising Pays Off," *Harvard Business Review*, March/April 1970, p. 4.
12. "Salespeople Contact Fewer than Ten Percent of Decision Makers in Last Two Months," McGraw-Hill, 1987.
13. Ryan Scott, "10 Years After Hurricane Katrina, Companies Approach disaster Relief Differently," [www.causecast.com](http://www.causecast.com), August 25, 2015.
14. Steve Deist and Rick Johnson, "Developing an Effective Sales Force," *Industrial Distribution*, April 2005, p. 75.
15. "The Metrics of Bad Sales Interactions: A Sales Experience Benchmark Report," 2014, [www.demandmetrics.com](http://www.demandmetrics.com).

# Name and Company Index

In this index *f* indicates figure and *n* indicates note.

## A

Aaker, David, 58, 58n, 59, 59n, 61, 234, 234n, 601n  
*AARP, The Magazine*, 54, 404  
Abboud, Shaq, 111, 112  
ABC, 11, 354, 362, 371, 376, 412, 717  
Abercrombie & Fitch, 525, 719, 720  
Abernethy, Avery, 276n, 392, 392n  
Abramovich, Giselle, 5n  
Absolut vodka, 262  
Academy Awards, 54  
Accenture, 69, 81f, 101, 102, 175  
Ace Hardware, 57, 311  
Ace Metrix, 182, 271, 305  
Acohido, Bryon, 123n  
Acura, 465  
Acxiom, 69, 496  
*Ad Age*, 325, 711, 727  
Adams, Samuel, 182  
Ad Council, 202, 204, 292, 303  
Adidas, 3, 4, 21, 124, 148, 186, 441  
Adult Swim, 339f, 377f  
Advantage Marketing Partners, 81f  
*Advertising Age*, 4, 88, 98, 102, 121, 184, 236, 243, 267, 277, 283, 301, 317, 419, 548, 563, 571, 599, 648  
Advertising Digital Identification (Ad-Id), 506  
*Advertising Pure and Simple* (Sneiden), 262  
Advertising Research Foundation (ARF), 98, 163, 166, 225, 268–270, 330, 593  
Advertising Self-Regulatory Council (ASRC), 703, 708  
Advincula, Dorothy, 22n, 163n  
Advocare, 65

*Adweek*, 88, 98, 264, 267, 317, 342, 354, 734  
Aegis Group, 243  
A&E Network, 339*f*, 377*f*, 379  
Affectiva, 599  
Aflac Insurance, 269, 302, 320  
AGB Nielsen Media Research, 657  
AG jeans, 280  
Agnew, Phillip, 484*n*  
Agrawal, Maduh, 645*n*  
Ahluwalia, Rohini, 485*n*  
Airbnb, 88, 148, 411, 486, 654, 655  
Air Products & Chemicals, 474  
Akaka, Melissa, 644*n*  
AKQA, 101  
Alamo, 499  
Alberta Gaming and Liquor Commission, 714  
Albion, Mark S., 737*n*  
Alcon, 299  
Alden, Dana A., 644*n*, 660*n*  
Alexander, Julia, 499*n*  
Alexander, Ralph S., 17*n*  
*Alienist, The*, 379  
Ali, Fareeha, 484*n*  
Allan, David, 309*n*  
Allbirds, 4, 462  
Alliance for Audited Media (AAM), 412, 413, 426  
Allianz, 214  
Allport, Gordon W., 126*n*  
Allsop, Dee T., 150*n*  
Allstate Insurance, 128, 255, 287, 449, 499  
*Allure* magazine, 120, 402, 416  
Ally Bank, 130  
Al-Makaty, Safran S., 642*n*  
Almond Board of California, 294  
Almquist, Eric, 7*n*  
Alphabet (Google), 18*f*, 328*f*  
Alsop, Ronald, 723*n*  
Altman, Steven A., 632*n*  
Alt, Susanne, 193  
Alwitt, Linda F., 370*n*  
*Amazing Discoveries*, 469  
Amazon.com, 13*f*, 18*f*, 23–25, 55, 65, 69, 129*f*, 148, 209, 328*f*, 365*f*, 399, 428, 461, 482, 497, 498, 507, 508, 525, 704, 706  
Amazon Fire TV, 11, 361, 385

Amazon Prime, 11, 25, 69, 361, 368, 370, 375, 380  
Ambler, Tim, 168n, 171n  
AMC (cable network), 339f, 377f, 379  
American Advertising Federation (AAF), 17, 267, 716, 738  
American Airlines, 74, 537, 542  
American Association of Advertising Agencies (4As), 9, 94, 98, 121, 233, 267, 312, 330, 672, 675, 676, 725  
American Ballet Theater, 185  
American Bar Association (ABA), 671, 679, 697  
American Cancer Society, 62  
American Eurocopter, 137  
American Express Co., 18f, 178, 190, 289, 290, 327, 328f, 463, 543  
American Heroes Channel, 339f, 377f  
American Honda Motor Co., 26  
*American Horror Story*, 379  
American Marketing Association (AMA), 7  
American Media Inc., 417  
American Medical Association (AMA), 671, 693  
American Psychological Association (APA), 723  
American Public Transportation Association (APTA), 446  
American Red Cross, 7  
American Society of Magazine Editors, 414  
America's Auction Network, 471  
Ameritrade, 338  
Amway, 19, 472  
Anderson, Monica, 22n  
Anderson, William, 420n  
Andjelic, Ana, 555  
Andrews, J. C., 644n  
Angie's List, 119  
Angwin, Julia, 430n  
Anheuser-Busch InBev, 79, 88, 187–188, 202, 203, 206, 258, 280, 435, 461, 582  
Animal Planet, 297, 339f, 377f  
Apple Inc., 13f, 34, 47, 48, 86, 115, 148, 201, 258, 264, 277, 310, 312, 365f, 391, 418, 437, 451, 454, 469, 471, 489, 564, 567, 582, 632  
Apple Music, 392  
Apple News, 428  
Apple TV+, 11, 69, 361, 370, 375  
Aquafina, 304  
Arbitron, 394, 395  
*Architectural Digest*, 407  
*Architectural Forum*, 403  
Armani, 186  
Arm & Hammer, 60

Arndorfer, James B., 719n  
 Arndt, Johan, 235, 235n, 252, 252n  
 Arnold Worldwide, 287  
 Arnould, Eric J., 269n  
*Arrow*, 371  
 Arrowhead Mountain Spring Water, 200, 304, 588  
*Art of Thought, The* (Wallas), 265  
 Artzt, Edwin L., 554n  
 Ashley Madison, 43  
 Ashmore, Richard, 193n  
 Aslam, Salman, 498n  
 Aspen Marketing Services, 519  
 Asra Zeneca, 561  
 Association of National Advertisers (ANA), 78, 88, 91–94, 223, 274, 275, 330, 506, 599, 672, 675  
 Atkinson, Claire, 713n  
 Atlantic Rethink, 55  
*Atlantic, The*, 417, 488  
 ATP World Tennis Tour, 452  
 AT&T, 18f, 19, 48, 184, 187, 201, 231, 242, 258, 312, 328f, 364, 365f, 371, 374, 376, 437, 441, 495, 510  
 ATV, 310  
 Audi of America, 406  
 Audit Bureau of Circulations (ABC), 412  
 Austin, Manila S., 22n, 163n  
*Automotive News*, 403  
 Aveeno, 190  
*Avengers* (movie ), 451  
 Avis, 48  
 Avon, 19, 77, 176, 472  
 Axe Apollo, 554  
 Aylesworth, Andrew, 208n  
 Azteca, 339f

## B

Baack, Daniel W., 260n  
 BabyFirst, 339f  
 Bacardi USA, 454, 499  
 Bachman, Katy, 209n, 449n, 454n  
 Bagozzi, Richard P., 7n  
 Baker, Andrew M., 150n  
 Baker, Kristin, 178n  
 Baker, Michael J., 191n  
 Baker, Ronald, 94n

Ball, Jeffrey, 117n  
Banana Republic, 77, 468  
*Baptist Press, The*, 572  
Barbee, Brie, 311n  
Barnesandnoble.com, 65  
Barnes, Brooks, 371n  
Barnes & Noble, 213  
Barry, Thomas E., 159n, 171n, 183n  
Barthel, Michael, 422n  
Basis, Michael, 194n  
Bassett, Bryce, R., 150n  
Bataglio, Stephen, 375n  
Bath University's Institute for Policy Research, 452  
Batra, Rajeev, 166n, 168n, 282n  
Battaglio, Stephen, 385n  
BAV, 267, 268  
Baysinger, Tim, 292n  
Bazaarvoice, 22  
BBC America, 339f, 377f  
BBC World News, 339f  
BBDO Worldwide advertising, 95, 102, 268, 619  
Beachbody Company, 470  
Beard, Fred K., 98n, 170n, 206n  
Beard, Nikki, 521n  
Beattie, Anita Chang, 646n  
Beatty, Sally Goll, 80n  
*beautifulpeople.com*, 44  
Beckland, Jamie, 54n  
Beede, Park, 170n  
*Beef* magazine, 403  
Beer, Jeff, 79n  
Beirne, Mike, 243n  
Belch, George E., 168n, 639n  
Belch, Michael A., 450n, 639n  
Belluz, Julia, 721n  
Benetton, 77, 650  
Ben & Jerry, 129f, 297  
Bennett, Bennett, 383n  
Bentley, 469  
Berger, David, 346, 346n  
Berkeley Studies Media Group, 452  
Berkowitz, Eric N., 64n, 713n  
Berkshire Hathaway, 18f, 255, 328f, 365f  
Berman, Ronald, 724, 724n

Best Buy, 74, 542  
BET Her, 339f  
Better Business Bureau (BBB), 671  
*Better Homes and Gardens*, 410  
Betty Crocker, 564–566, 569  
Beyoncé, 451  
Bhargava, Mukesh, 444n  
Bielecki, Bartosz, 485n  
Big 10 Network, 377f  
*Big Bang Theory, The*, 373, 374  
Bing, 6, 11, 22, 163, 430  
Birkner, Christine, 311n  
Black Entertainment TV (BET), 339f, 377f  
Blair, Edward A., 542n  
*Blank Video Project, The*, 508  
Bleacher Report, 416  
Bloch, Nicholas, 7n  
Block, Lauren Goldberg, 203n  
*Bloomberg Businessweek*, 353, 403, 657  
Bloomberg Television, 339f, 377f, 378  
Bloomingdale's, 120, 464, 468  
Bloom, Jonah, 563n  
Bloom, Paul N., 549n  
Blue Ribbon Sports, 148  
BMRB International, 440  
BMW, 47, 49, 54, 86, 112, 124, 127, 224, 257, 273, 278, 282, 422, 449, 451, 489, 632  
BMX, 544  
Boachie, Pius, 297n  
Bodpati, A. V., 151n  
BodyArmor, 200, 201  
Body Armour sports drink, 706  
Bomkamp, Samantha, 63n

Bonoma, Thomas V., 157n  
Bon & Viv Spiked Seltzer, 202  
*bookazines*, 404  
Boomerang, 452  
Bose, 464  
Boston Beer Company, 182  
Boston Red Sox, 219  
Bounce, 339f

Bounty, 274f  
Bower, Amanda B., 194n  
Bowman, Zach, 716n  
Boyd, Douglas S., 642n  
Boyle, Matthew, 311n  
Bozzell agency, 264  
Brand Activation, 530  
*Brand Immortality* (Pringle and Field), 292  
BrandIndex, 567  
Brand Keys, 479  
Braun, 469  
Bravo, 339f, 377f  
Brenner, Michael, 485n  
Bridgestone, 176  
Brignell Joanne, 10n  
Bristol, Terry, 721n  
British Petroleum (BP), 567, 577  
Brock, T. C., 166n  
Brooks, Amber, 44  
Brown-Forman, 454  
Brown, Heather, 468n  
Brown, Randall S., 251n  
Brown, William, 224n  
Brucks, Merrie, 721n  
Bruell, Alexandra, 89n, 93n  
Buchholz, Laura, 260n  
Bucklin, R. E., 151  
Bud Light, 88, 201, 202, 205, 312, 714  
Budweiser, 184, 202, 205, 258, 309, 312  
Buell, Victor P., 76n  
Buick, 49, 62, 71  
Bulik, Beth Snyder, 552n, 571n, 647n  
Bumble Bee Seafoods, 548, 552  
Burberry, 15, 188  
Burbury, Rochell, 656n  
Bureau of Labor Statistics, 155  
Burger King, 277, 302, 503, 515, 516, 536, 555, 637  
Burke, Marian C., 168n  
Burkitt, Laurie, 661n  
Burne, Tom, 168n  
Burnett Group, 101  
Burnett, John, 289n  
Burnkrant, Robert E., 200n  
Burt's Bees, 58



Bush, Michael, 104n  
Business/Professional Advertising Association Gold Key Awards, 228  
Business Publications Audit (BPA) of Circulation, 412  
Butterball, 564  
BUXOM cosmetics, 187  
Buzzell, Robert D., 644n  
Byron, Ellen, 519n

## C

Cacioppo, John T., 168n  
Cadillac, 71, 449, 561, 729  
Calder, Bobby J., 206n  
California Avocado Commission, 60, 61  
California Beef Council, 442  
California Milk Processor Board, 145  
California State University, 471  
Callard, Abby, 464n  
Callaway Golf Company, 422  
Camargo, Eduardo G., 639n  
Cambridge Analytics, 479  
*Campaign for a Commercial-Free Childhood*, 720  
Campbell, Colin, 296n  
Campbell Soup Company, 95, 292  
Cannes International Advertising Festival, 98, 301  
Cannes Lions Awards, 98  
Cannes Lions Film Grand Prix, 301  
Cannes Lions International Festival of Creativity, 648  
Cannon, Joseph P., 549n  
Capital One Financial Corp., 18f  
Careerbuilder.com, 427  
Carfax, 119, 133  
Cargill, 500  
Carlo, Andrew M., 58n  
Carman, James M., 234n  
Carmichael Lynch agency, 363  
Cartier, 648  
Cartoon Network, 339f, 377f, 452  
Cash, Harold C., 207n  
Castillo, Michelle, 450n  
Cataquet, Harold, 95n  
CBS Network, 11, 362, 371, 376, 383  
CBS Radio, 393

CBS Sports Network, 339*f*, 377*f*  
CCTV, China, 656, 661  
Cellfire, 536  
Center, Allen H., 563*n*  
Center for Exhibition Industry Research, 550  
Center for Media Education, 470, 510  
Center for Science in the Public Interest, 671, 673  
Center for the Study of Commercialism, 470  
Center on Alcohol Marketing and Youth, 671  
Centric, 377*f*  
Cessna, 565, 566  
Chaffey, Dave, 314*n*, 480*n*  
Chahal, Mindi, 330*n*  
Chaiken, S., 183*n*  
Champion, 47  
Chandiramani, Ravi, 620*n*  
Chanel, Inc., 188, 399, 496, 651  
Chang, Leslie, 656*n*  
Channellock, 518  
Chao, Paul, 647*n*  
Charles Schwab, 338  
Charmin, 163–165, 300, 541  
Charter Communications, 18*f*, 328*f*  
*Chemical Week*, 403  
Chemistry.com, 673  
Cheng, Jonathan, 644*n*  
Chen, Hong C., 168*n*  
Chen, Jiemiao, 261*n*  
Chestnut, Robert W., 194*n*  
Cheung, Wah-Leung, 640*n*  
Chevrolet, 49, 71, 440  
Chewys, 461  
Chiat/Day agency, 597  
Chiat, Jay, 84*n*  
Chicken of the Sea, 564  
Chick-fil-A, 572  
Children's Advertising Review Unit (CARU), 672, 699  
Ching Biu Tse, Alan, 368*n*  
Chipotle, 220, 274*f*, 300, 301  
Chipotle Mexican Grill, 589  
Chiquita, 61, 355  
Chiu, H. C., 151*n*  
Chobani, 78  
Chordia, Ashish, 87*n*

Chrysler, 89, 118, 501, 502  
Chura, Hillary, 249n  
Cinema Advertising Council (CAC), 448  
Cineplex Digital Media, 435  
Citizen Watch Company, 146, 147  
Clarke, Darral G., 219n  
CleanWater.org, 588  
Clear Channel Communications, 393, 499  
Clear Channel Outdoor, 441, 443  
*Cleveland Plain Dealer*, 352  
CLIO Awards, 98  
Clurman, A., 347n  
CMT Country, 377f  
CNBC, 339f, 377f, 378  
CNET, 28  
CNN, 11, 17, 182, 339f, 377f, 379, 453  
CNN Espanol, 377f  
Coach Inc., 147, 148, 187, 189, 499  
Coca-Cola Company, 11, 13f, 35, 48, 54, 57, 88, 122, 125, 147, 148, 161, 187, 189, 201, 208, 218, 258, 304, 305, 435, 437, 451, 456, 469, 500, 637, 648–649  
Coen, Robert J., 6n  
Coffee, Patrick, 264n, 652n  
Cognizant, 81f  
Cohen, Joel B., 127n  
Cole, Catherine, 170n  
Colgate, 95, 217  
*Colgate Comedy Hour; The*, 374  
Colgate-Palmolive, 638  
Colicev, Anatoli, 37n  
College of Business Administration at San Diego State University, 569  
Colley, Russell H., 223n  
COLLOQUY, 542, 543  
Colvin, Geoff, 633n  
Comcast Corp., 18f, 328f, 365f, 378, 453  
Comcast Sports Net, 377f, 380  
Comedy Central, 339f, 377f  
Comiteau, Jennifer, 98n, 269n  
Commercial Alert, 154, 713  
*Communication Arts* magazine, 267  
Comscore, 55, 506, 598, 600  
Conde Nast, 416  
*Confessions of an Advertising Man* (Ogilvy), 280  
Conick, Hal, 633n  
Conners, Barbara, 21n

Consoli, John, 454n  
Consumer Electronics Association (CEA), 551  
Consumer Federation of America, 470  
*Consumerist*, 582  
Consumer Quest, 611  
*Consumer Reports*, 119  
Cooking Channel, 339f, 377f  
*Cooking Light*, 415  
Cooper, Carol Marie, 309n  
Coors Light, 729  
Corfman, Kim, 556n  
Cornelissen, Joep P., 10n  
Corona beer, 293, 294  
Corporate Executive Board's Advertising and Marketing Roundtable, 105  
Corstiens, Marcel, 95n  
*Cosmo Girl*, 657  
*Cosmopolitan* magazine, 353, 402, 404, 485, 657, 658  
Cosse, Thomas J., 74n  
Costco, 465, 520, 549  
Council of Better Business Bureaus, 672, 675  
Council of Better Business Bureaus's Children's Advertising Review Unit (CARU), 721  
*Country Living*, 415  
Country Music Television (CMT), 339f  
Coupon.com, 535  
Court, David, 164n  
CoverGirl, 673, 674  
Cox, Anthony D., 132n  
Cox, Dena, 132n  
COZITV, 339f  
Craigslist, 427  
Crain, Rance, 19n  
Cramphorn, Spike, 601n  
Crane, David, 346n  
Cranin, Jonathon, 263n  
Crate and Barrel, 187  
Crawford, Anne-Marie, 654n  
Crayola, 564  
*Crazy Ex-Girlfriend*, 371  
Creamer, Matthew, 330n  
*Creative Advertising* (Pricken), 303  
*Creative space* magazines, 406  
*Creative Strategy in Advertising* (Jeweler), 276  
Crest, 281  
Crissy, W. J. E., 207n

*Crocodile Dundee* (movie), 296  
Cronin, John J., 368n  
CSM Media Research, 657  
Cumulus, 393  
Cuneo, Alice Z., 84n  
Cunningham, William A., 541n  
Curry, William N., 563n  
Cutco, 472  
Cutlip, Scott M., 563n  
CW Network, 371  
C. W. Post Co., 532

## D

Dahlén, Micael, 296n, 408n  
Daimler Benz, 391  
*Dan Patrick Show, The*, 393  
Danziger, Pamela N., 520n  
Darley, William K., 260n  
DASANI, 35, 304, 305, 308, 456  
Data and Marketing Association, 462  
Davenport, J. William, 184n  
David Ogilvy Award, 268, 270  
DAVIDsTea, 588  
Davis, Brad, 76n  
Davis, Harry J., 177n  
DDB, 184  
*Dead Man Down* (movie), 456  
Deadspin, 416  
Dean, Sam, 497n  
Decision Analyst, 618  
Defy Media, 498  
Deitsch, Ricard, 371n  
Dell computers, 632  
Deloitte, 69  
Deloitte Digital, 81f, 95, 101, 102  
Delta Airlines, 88, 294, 295, 309  
Delta Faucets, 588  
DeMarco, Donna, 310n  
DeMere, Nichole, 479  
Dempsey, M., 151n  
*Dentistry Today*, 403  
Dentsu, 81

*Departures* magazine, 406  
Design.com, 485  
Deslauries, Brian C., 133n  
*Despicable Me 2* (movie), 516  
Desrochers, Debra M., 549n

Destination America, 339f  
*Details* magazine, 399  
Deutsche Telekom (T-Mobile), 18f, 328f, 365f  
*Devil Wears Prada, The*, 399  
Dewhirst, Timothy, 76n  
Dholakia, Ruby, 183n  
Diaz, Anne-Christine, 79n, 317n  
Diaz, Christine, 301n  
Dichter, Ernest, 117n  
Dickens, Charles, 69n  
Dickson, Peter H., 556n  
Dickson, Peter R., 127n  
Dick's Sporting Goods, 5  
Dietz, Corey, 383n  
Digg, 428  
DiGiorno pizza, 435  
Digital BBDO, 101  
DigitasLBi, 101  
Diners Club, 463  
Dinner, Isaac M., 627n  
Dior perfume, 64, 180  
DiPietro, Ben, 183n  
Direct Marketing Association (DMA), 330, 462  
Direct Marketing Educational Foundation (DMEF), 464  
Direct Selling Association, 472  
DirecTV, 376  
*Dirty Dancing* (movie), 287  
Discover credit, 129f  
Discovery Channel, 339f, 377f, 379  
Discovery Family, 339f  
Discovery Group, 269  
Discovery Life Channel, 339f  
Dish Network, 369, 370, 376  
Dish's Sling TV, 453  
Disney, 297, 380, 469, 500

Disney+, 361  
Disney Channel, 339*f*  
Disney Junior, 339*f*  
Disney XD, 339*f*, 377*f*  
Distilled Spirits Council of the United States (DISCUS), 670, 714  
Divol, Roxane, 163*n*  
DIY Network, 377*f*  
Dobscha, Susan, 15*n*  
Doland, Angela, 451*n*, 636*n*  
Dolce & Gabbana, 86  
Dole, 60  
Dollar Shave Club, 79, 411, 461  
Domino's Pizza, 129*f*, 198, 199  
Don Jagoda Associates, 100  
Donthu, Naveen, 150*n*, 444*n*  
Dos Equis beer, 288, 301  
Doubleclick, 314  
Dougherty, Danny, 492*n*  
Dover, Phillip A., 166*n*  
Dove soap, 54, 179  
Doyle Dane Bernbach agency, 298  
Doyle, Peter, 95*n*  
Draper, Kevin, 380*n*  
DreamWorks Animation SKG, 536  
Dreyfuss, Emily, 492*n*  
Dr. Marten's, 47  
Droga5 agency, 70, 102, 355, 451  
Dr. Pepper, 101  
Drug-Free America, 202  
*Drug Store News*, 403  
Dubow, Joel, 619*n*  
Ducharme, Jamie, 571*n*  
Dude Perfect, 192  
Duggan, Bill, 276*n*  
Duke, Lisa, 276*n*  
Du, Lisa, 12*n*  
Duncan, Thomas R., 229*n*  
Duncan, Tom, 10*n*, 28*n*  
Dunkin' Donuts, 274*f*, 499  
Dunnhumby, 505  
DuPont, 552  
Dupre, Rich, 498*n*  
Durvasula, Srinivas, 644*n*  
Dynamic Logic, 315

## E

Eagly, A., 183N  
Earth Day, 589  
Eating Well, 452  
eBay, 482, 484, 508  
E-B Display Co., 550  
Ebencamp, Becky, 219n  
*Ebony* magazine, 403  
Eddie Bauer, 468  
Edell, Julie, 168n  
Edelman, David, 163n  
Edison Research, 392  
Editorial Sounding Board (*Advertising Age*), 236  
Effie Awards, 98  
Egan, Matt, 128n  
*Eharmony*, 43  
Eileen Fisher, 14  
Eisend, Martin, 206n, 347n, 348  
Elberse, Anita, 188n  
Electronic Privacy Information Center, 441  
Electronic Retailing Association (ERA), 672, 674  
Electronic Retailing Self-Regulation Program (ERSP), 672, 674  
Elicic, Jasmina, 186n  
*EliteSingles*, 43  
*Elle*, 402, 404  
*Ellen Degeneres Show, The*, 373  
Elliott, Michael T., 208n  
Elliott, Stuart, 300n, 552n  
Ellison, Sarah, 408n  
Elzinga, Dave, 164n  
*eMarketer*, 250, 331, 497, 510, 536  
Emerson, 455  
Emirates Airlines, 190  
Emogi, 125  
Emotient, 599  
*Empire*, 371  
Empire of the Sun, 310  
Enberg, Jasmine, 6n, 495n  
Energizer Bunny, 161, 302, 565  
Engel, James F., 129n  
Enroco, Dottie, 206n  
Entertainment Television (E!), 178, 339f, 377f, 379



*Entertainment Tonight*, 373  
 Ephron, Erwin, 347, 347n, 348, 348n  
 Epsilon, 69  
 Epsilon-Conversant, 81f  
 Erdogan, B. Zafer, 191n  
 Erfgén, Carsten, 185n, 186n  
 Espinosa, Jonathan, 663n  
 ESPN, 11, 17, 88, 89, 263, 339f, 343, 361, 365, 366, 377f, 379, 380, 393, 416, 671  
 ESPN+, 11, 361, 380  
 ESPN2, 339f, 377f, 380  
 ESPN Classic, 339f  
 ESPN Deportes, 377f, 380  
 ESPNNews, 339f, 377f, 380  
 ESPN Sports Classics, 377f  
*ESPN The Magazine*, 3, 404, 416  
 ESPNU, 339f, 380  
*Esquire* magazine, 399, 404, 407, 416, 657  
 Estée Lauder, 399  
 Estrella TV, 339f  
 Ethos, 304  
 E\*Trade, 338  
 Ettenson, Richard, 170n  
 European Commission, 641, 643, 661  
 European Union, 631, 633, 641, 644, 656, 661  
 Eveready, 161  
 Everett, Peter B., 133n  
 Evian, 176, 304  
 Ewing, Michael T., 718, 718n  
 Expedia Group, 18f, 328f  
 Experian Marketing, 69, 332, 456, 466, 467  
*Experian National Consumer Study*, 332  
 Experian Simmons Market Research Bureau, 414, 445  
*Extreme Couponing*, 535

## F

Fabergé, 455  
 Facebook, 4–6, 9, 12, 13f, 16, 22–26, 30, 37, 43, 56, 69, 77, 101, 121, 125, 143, 144, 148, 151, 152, 161, 163–166, 176, 182, 192, 193, 250, 270, 271, 277, 287, 297, 303, 314, 316, 325, 327, 355, 362, 389, 399, 441, 479, 490–498, 500, 503, 505, 507f, 508, 510, 523, 528, 531, 532, 535, 539, 598, 613, 631, 642, 645, 663, 714, 729  
 FaceTime, 653  
 Fairmont Olympic Hotel, 488  
 Fajen, Steve, 408n

Fallon Worldwide, 81  
*Family Guy*, 371, 373–375  
Fang, Xiang, 485n  
Fanuele, Michael J., 93n  
Farhi, Paul, 199n  
*FarmersOnly.com*, 43  
*Farm Journal*, 402  
Farris, Paul W., 200n, 737n  
Fashion Week, NYC, 497  
*Fast Company*, 435  
*Fast Times at Ridgemont High* (movie), 221  
Faulds, David J., 12n  
Faull, Jennifer, 276n  
Fawcett, Adrienne Ward, 9n  
Faw, Larissa, 634n  
Fay, Brad, 154n  
FedEx, 112, 206, 258, 300, 305  
Felder, Leonard C., 157n  
Fiat Chrysler Automobiles, 18f, 328f  
Field, Peter, 291n, 292, 292n  
*Field & Stream*, 424  
FIFA World Cup, 371, 572, 640, 642–643  
Fiji, 304  
Fila, 47, 48  
Fine, Jon, 395n, 412n  
*Fishing World*, 424  
Fitbit, 647  
Fitzgerald, Drew, 364n  
Fitzpatrick, Molly, 190n  
Fitzsimons, Gavan J., 205, 205n  
*Flash, The*, 371  
Flickr, 441, 508f  
Flint, Joe, 366n  
Flix, 339f  
Florida Marlins, 219  
Flying Flowers, 19  
Folgers coffee, 311  
*Follow Phoenix*, 451  
Food Lion, 553  
Food Network, 339f, 377f, 378, 452  
*Food & Wine* magazine, 354  
*Food With Integrity* (Chipotle), 452  
Foote Cone & Belding, 118, 346  
Footlocker, 5

*Forbes*, 403, 417, 418  
 Forbes, Thom, 258n  
 Ford Motor Co., 18f, 88, 180, 265, 311, 328f, 365f, 374, 391, 441, 499, 500, 640, 716  
 Foroohar, Rana, 636n  
 Forrester Research, 77, 102, 104, 224, 250, 464  
*Fortune* 500, 399  
*Fortune* magazine, 399, 403, 615, 657  
 Fournaise Marketing Group, 597  
 Foursquare, 164  
 Fowler, Geoffrey A., 639n  
 Fox Business Network, 339f, 377f, 378, 380  
 Fox Networks, 11, 209, 368, 561  
*Fox News*, 561, 567, 570  
 Fox News Channel, 340f, 377f  
 Fox Soccer Plus, 377f  
 Fox Sports, 88  
 Fox Sports 1, 340f, 369, 377f  
 Fox Sports 2, 340f  
 Fox, Stephen, 725, 725n  
 Frazier, Gary L., 64n  
 Frazier, Mya, 218n  
 Freeform, 340f, 377f  
*Frenemies: The Epic Disruption of the Ad Business (and Everything Else)*, 69  
 Frenkel, Sheera, 26n  
 Freund, Jim, 15n  
 Friedman, Thomas L., 633, 633n  
 Friedman, Wayne, 209n, 249n, 586n  
 Frito-Lay, 442, 539  
 Frutkin, A. J., 383n  
 Fuhrmans, Vanessa, 641n  
 Fuller, Melynda, 406n  
 Fuse, 340f, 377f  
 FX, 340f, 369, 377f, 379  
 FX Movie Channel (FXM), 340f  
 FXX, 340f  
 FYI, 338, 340f

## G

Galavision, 338, 340f, 377f  
 Gallant, Josh, 499n  
 Gallo wine, 263  
 Gallup & Robinson Magazine Impact Research Service (MIRS), 618

Gamble, 735  
*Game of Thrones*, 88  
Game Show Network (GSN), 340*f*, 377*f*  
The Gap, 147, 463, 468  
Garfield, Bob, 12*n*, 13*n*, 258*n*  
Gatorade, 175, 185, 200, 201, 274*f*, 435  
Gay, Verne, 389*n*  
GEICO, 205, 206, 217, 255, 256, 258, 260, 287, 302, 307, 308, 312, 317, 393  
Gem Shopping Network, 471  
General Electric (GE), 19, 95, 374  
General Mills, 273, 516  
General Motors Co., 18*f*, 49, 71, 76, 102, 127, 224, 328*f*, 365*f*, 391, 451, 453, 474, 623, 632  
Georgio Armani Fragrances, 588  
Gesenhues, Amy, 497*n*  
Geskey, Ronald D., 327*n*  
Getzier, Wendy Goldman, 516*n*

GfK International, 192, 222, 223, 611  
GfK-Mediamark Research Inc. (GfK MRI), 332, 333*f*, 334*f*, 338, 339*f*, 409, 414, 425, 429, 445, 456  
Ghemawat, Pankaj, 632*n*  
Ghirardelli, 500  
Ghosh, Dipayan, 644*n*  
*ghostsingles.com*, 44  
Gianatasio, David, 456*n*  
Gifts.com, 19  
Gillette, 175, 186, 215, 274*f*, 528, 564, 732  
Girl Effect, The, 581  
*Glamour*, 415, 416  
Glassdoor.com, 427  
GMC, 71  
*Gobbles*, 402  
GoDaddy.com, 118  
Goddard, Leisa, 578*n*  
Goldberg, Marvin E., 208*n*  
Goldenberg, Stephen M., 261*n*  
Golden, Linda L., 198*n*  
Goldman, Kevin, 646*n*, 652*n*  
Goldstein, A., 661*n*  
Golf Channel, 340*f*, 377*f*  
Goodby Silverstein & Partners, 84, 266, 283  
*Good Housekeeping*, 404, 407, 408, 657

Good Housekeeping Research Institute, 408  
Goodrich, Kendall, 316n  
Google, 6, 11, 13*f*, 22–24, 37, 43, 69, 74, 121, 148, 163, 192, 193, 310, 311, 314, 332, 362, 391, 399, 430, 440, 441, 486, 487, 500, 505, 507*f*, 508, 582, 647, 653, 661  
Google AdSense, 24, 487  
Google Analytics, 37, 505  
Google Chromecast, 11, 361, 385  
Google Hangouts, 653  
Google News, 428  
Gopalakrishna, Srinath, 551  
GoPro, 151  
Gordon, Jonathon, 151n  
Gorgan, Elena, 185n  
Gorn, Gerald J., 132n, 208n, 310n  
*Gourmet* magazine, 350, 415  
*GQ* magazine, 208, 353, 407  
Graham, Megan, 88n, 95n  
Graiko, Stacy, 22n, 163n  
Gralpois, Bruno, 95n  
Grande, Hans, 557, 557n  
Grand Ogilvy Award, 271  
Graser, Marc, 451n  
Great American Country (GAC), 340*f*, 377*f*  
Greenbaum, Thomas L., 268n  
Green Bay Packers, 255  
Green, Frank, 182n  
Green, Heather, 393n  
Greenwald, A. G., 162n, 166n  
Greenwald, Anthony A., 166n  
Gregory, Sonia, 506n  
Griffin, Tom, 105n  
Griner, David, 98n  
Grizaut, Christel, 638n  
Gross, Daniel, 647n  
GroupM, 88  
Groupon, 524, 535, 558  
G&R Research and Consulting, 608  
Gucci, 62, 648  
*Guides Concerning the Use of Endorsements and Testimonials in Advertising* (FTC), 706  
Gundlach, Gregory T., 549n  
Gundlach, T., 549n  
Guynn, Jessica, 663

## H

Habitat for Humanity, 581  
Hafer, W. Keith, 306n  
Hague, Stephen, 95n  
Hall, Bruce F., 171n  
Hall, Emma, 450n, 633n  
Haller, Terry, 619n  
Halliday, Jean, 76n  
Hall, Julie, 521n  
Hallmark Channel, 340*f*, 349, 374, 377*f*  
Hallmark greeting cards, 281  
Hallmark Movies & Mysteries, 340*f*  
Hal Riney & Partners, 283  
Hamedy, Saba, 721n  
Hamilton, David P., 182n  
Hamilton, Thomas E., 555n  
Hamm, Steve, 639n  
Hampp, Andrew, 147n, 384n, 393n, 445n, 729n  
Handley, Lucy, 12n  
Hannah, Darlene B., 183n  
Happy Meals, 536  
Hargett, Thomas A., 54n  
Harris, Thomas L., 564n, 565n  
Harris, William D., 168n  
Hartley, Steven W., 64n, 228n, 713n  
*Harvard Business Review*, 251  
Harvard Business School, 176, 468  
Harvard College Consulting Group, 55  
Harvard University, 24  
Hassan, Salah S., 647n  
The Hatchery, 461  
Haugh, Louis J., 516n  
Havas Worldwide, 288  
Hawkins, Scott A., 161, 161n  
Hays, Kali, 415n  
HBO, 120, 209, 376, 453  
HD Radio, 390  
Headline News, 377*f*  
Hearst, 416  
Heat, 102  
Heilbroner, Robert L., 712n  
Heineken, 452, 715

Hein, Kenneth, 243n  
Heinz, 161, 546  
Helm, Burt, 632n  
Helm, David, 712, 712n  
Henke, Lucy L., 370n  
Herbalife, 19, 472  
Hermès, 34, 583  
Hershey, 250, 451, 529, 589  
Hertz, 48, 61  
Hewlett Packard (HP), 188  
HGTV, 11, 377*f*, 378, 452  
Hill Holliday, 95  
Hirschman, Elizabeth C., 259n  
History Channel, 340*f*, 377*f*, 379  
History En Espanol, 377*f*  
HLN, 340*f*  
H&M, 14, 186, 188  
Hoch, Stephen J., 161, 161n  
Ho, J. Y. C., 151n  
Holehouse, Matthew, 656n  
Hollis, Nigel, 650n  
Hollister, 497  
Home Depot, 54, 274*f*, 365, 366, 390, 499  
Home & Garden Television (HGTV), 340*f*  
*Home Made Simple* (P&G), 411  
Home Shopping Network (HSN), 340*f*  
Honda of America, 26, 105, 160, 224, 289, 308–310, 489, 623  
The Honest Company, 462  
Honeysuckle White, 500  
Hootsuite, 504  
Hopper HQ, 143  
Horowitz, Julia, 26n  
Hoskins, James A., 150n  
Hostelworld, 181  
Hostess, 495  
*House Beautiful* magazine, 350, 485  
*Houston Chronicle*, 423  
Houston Chronicle Media Group, 422  
Hovland, C. I., 197n  
Howard, Theresa, 302n  
Howland, Daphne, 520n  
Hoyer, Wayne D., 158n  
Hsieh, Y. C., 151n  
Hsu, Francis, 639n

Hubspot, 504  
Hudson, Simon, 450n  
*Huffington Post*, 272, 428  
Huff, Lenard C., 660n  
Huggies, 111, 112  
Hulu, 11, 120, 361, 370, 380, 479  
Hume, Scott, 9n  
Hung, Kineta, 310n  
Hunt, James B., 204n  
Hunt, Shelby D., 725n  
Hurricane Spin Mop, 470  
Hurwitz, Dan, 370n  
Hutchinson, Andrew, 663n  
Hu, Ye, 611n  
Hye Jin Yoon, 26n  
Hyundai, 77, 87, 129f, 226, 301, 309, 312, 441, 716



IBM, 19, 69, 81f, 95, 101, 102, 374, 645, 652, 653  
IFC TV, 340f  
Ignition Consulting Group, 105  
iHeartMedia, Inc., 393  
IKEA, 54, 463, 464, 489, 498, 500  
Iliff, Rebekah, 576n  
Illuminations, 468  
Indeed.com, 427  
*Industrial Engineer*, 403  
Information Resources, 611, 620  
InfoUSA, 466  
Inman, J. Jeffrey, 517n, 532, 557, 557n  
*Inside Edition*, 373  
INSP, 340f  
Instagram, 5, 6, 12, 15, 22, 26, 30, 77, 88, 101, 121, 129f, 143, 144, 151, 152, 188, 192, 193, 297, 303, 316, 327, 362, 389, 479, 496–498, 508, 523, 529, 714, 721  
*Institute of Practitioners*, 627  
Institute of Practitioners in Advertising Effectiveness Award (UK), 292  
*InStyle*, 327  
Integral Ad Science (IAS), 343  
Integration, 627  
Intel Corporation, 19, 79, 185, 441, 552  
Interactive Advertising Bureau (IAB), 267, 314–316, 318, 330, 489, 504, 505, 510, 604, 668, 675  
Interactive Market Systems (IMS), 625



International Consumer Electronics Show (CES), 551  
International House of Pancakes (IHOP), 354  
International Tennis Federation (ITF), 176  
Interpublic Group, 80, 81, 89, 653  
Intuit, 263, 279, 567  
Investigation Discovery, 340*f*  
ION, 340*f*  
IPSOS, 453  
Ipsos, 271  
Ipsos-ASI, 269, 611  
Irani, Tracy, 588, 588*n*  
IRI Market Pulse Survey, 520  
Isaac, Mike, 26*n*  
Isobar, 283  
iTV, 620  
Ives, Nat, 151*n*, 416*n*, 731*n*  
Ivory, Danielle, 716*n*  
Ivy League Magazine Network, 415

## J

Jack in the Box, 95, 530  
Jackson Hole Huckleberry, 52  
Jacksonville Jaguars, 219  
Jacoby, Jacob, 158*n*  
Jaguar, 46, 116, 466, 467, 489, 561  
Jain, Amit, 575*n*  
James, LeBron, 4  
James, Meg, 319*n*  
James, William L., 261*n*  
Jantzon, Rachelle, 194*n*  
Jaworski, Bernard J., 260*n*  
Jay Chiat Awards, 84, 85  
JCPenney Company (JPC), 59, 62, 213, 220, 364, 524, 724  
J.Crew, 14, 19  
JDate.com, 43  
Jeep, 152  
Jellison, J., 184*n*  
*Jelly* magazine, 657  
Jenny Craig, 299, 300  
*Jeopardy*, 374  
Jerde, Sara, 415*n*  
*Jersey Shore*, 454

JetBlue Airlines, 74, 129*f*, 503  
Jeweler, A. Jerome, 276, 276n  
*Jimmy Kimmel Live!*, 376  
Joe's Jeans, 652  
Johar, Gita Venkataramini, 715n  
John, Denise Lee, 274n  
John Hancock, 95  
Johnson, Bradle, 81n  
Johnson & Johnson, 15, 18*f*, 328*f*, 399  
Johnson, Lauren, 499n  
Johnson, Phil, 83n  
Johnson, Sheree, 122n, 348, 348n  
Johnson, Ted, 369n  
Joint Policy Committee on Broadcast Relations, 312  
Jolly Green Giant, 61, 300  
Jones, Charisse, 47n  
Jones, Graham Spickett, 10n  
Jones, John P., 251, 251n  
Jooyoung Kim, 26n  
Jordan, Miram, 371n  
*Journal of Advertising Research*, 325, 348  
*Journal of Marketing*, 350  
JP Morgan Chase & Co., 18*f*, 328*f*, 729  
*Judge Judy*, 373  
J. Walter Thompson Co. (WPP), 265  
J.W. Marriott Resort, 497

## K

Kalganavaman, Srivdya, 190n  
Kamp, Edward, 292n  
Kannuk, Leslie Lazar, 131n  
Kantar Media SRDS, 401–403, 405, 413, 425, 429  
Kantar Millward Brown, 271, 599, 610, 618, 619, 621, 627, 628  
Kao, Y. H., 151n  
Kaplan, David, 453n  
Kaplan Thaler Group, 81, 269  
Karmarama, 102  
Karr, Douglas, 539n  
Kashani, Kamran, 659n  
Kaslow, Scott, 260n

Katona, Z., 151n  
Katsansis, Lea P., 647n  
Katz, Marian, 642n  
Kayem Foods, 219  
Kay, Jennifer, 567n  
Kay Jewelers, 311  
KCBQ radio, 394, 395  
Keebler elves, 61, 300  
Keefe, Lisa M., 7n  
*Keeping Up with the Kardashians*, 178  
Kellaris, James J., 132n  
Keller Fay Group, 153  
Keller, Kevin Lane, 12n  
Keller, Punam Anand, 203n  
*Kelley Blue Book*, 119, 226  
Kellogg Company, 220, 281, 282, 301, 342, 442, 599, 661  
Kelman, Herbert C., 179n  
Kempf, DeAnna S., 162n  
Kennedy, David G., 453n  
Kent State University, 583  
Kentucky Fried Chicken (KFC), 87, 88, 261, 287, 288, 301, 302, 320, 321, 451  
Kerin, Roger A., 64n, 183n, 713n  
Kerr, Gayle, 170n  
Ketelaar, Paul, 296n  
Keurig, 561  
Kevlar, 552  
Kia, 77, 87, 716  
Kiefaber, David, 320n, 539n  
Kilbourne, William E., 14n  
Kiley, David, 269n, 393n, 632n  
Kim, Hank, 449n  
King, Stephane, 655n  
Kinsman, Matthew, 551n  
Kirkpatrick, David, 156n  
Kisielius, Jolita, 200n  
Kitchen, Philip J., 10n, 105n, 170n  
Kmart, 64, 213, 449, 481, 498  
Kochhar, Rakesh, 135n  
Kogan, Bill, 469n  
Kohli, Chiranjeev, 273, 273n  
Kohl's, 59, 364, 524  
Kollewe, Julia, 47n  
Koltun, Natalie, 77n  
Kopecky, Juliette, 468n

Koslow, Scott, 263n, 264n  
Kotler, Philip, 219n  
Kover, Arthur J., 261n, 264n, 277n, 619n  
Kraft Foods, 120, 300, 411, 542  
Kraft-Heinz, 71, 213  
Krashinsky, Susan, 350n  
Krieger, Abba, 611n  
Kroger Company, 435  
Krugman, Herbert E., 160n, 194n, 196n, 401n  
Kuenne, Chris, 92n  
Kuntaraporn, M., 151n  
Kurylko Diana T., 363n

## L

La Chance, C. C., 194n  
Laczniak, Russell N., 162n  
*Ladies' Home Journal*, 404  
Lamar Advertising Co., 440  
Lambesis Agency, 82, 275, 291, 302, 304  
Lammons, Bob, 82n  
LaMontagne, Liva, 523n  
Lancaster, Kent M., 252n  
Landon, E. Lair, 542n  
Land Rover, 77, 422, 488, 561  
Lands' End, 19  
Larkin, Rick, 154n  
Las Vegas Convention and Visitors Authority, 654–655  
*Late Show with Stephen Colbert, The*, 375–376  
Latham, Steve, 509n  
Lauterborn, Robert F., 63n  
Lavidge, Robert, 159n  
La-Z-Boy, 62  
*The League*, 43  
Leavitt, Clark, 162n  
Lee, Edmund, 380n  
Lee, Jane Lanhee, 657n  
Lee, M., 151n  
Lee, Rub P. W., 68n  
Lee, Yih Hwai, 261n  
Leggett, Simon, 720n  
Lenovo computers, 632  
Leo Burnett agency, 81, 95, 270, 271, 281, 282, 619

Lerner, Rebecca, 178n  
Leuthesser, Lance, 273, 273n  
Levin, Gary, 620n  
Levi Strauss & Co., 14, 128, 650, 652, 724  
Levitt, Theodore, 644n  
Levy, Doug, 13n  
Lexus, 54, 451, 452, 561, 727  
LG, 634  
Lieber, Ron, 540n  
Liebkind, Joe, 456n  
Lieb, Rebecca, 553n  
Lifetime Movies, 340f  
Lifetime Networks, 340f, 377f  
Lilien, Gary L., 551n  
Lincoln Financial, 130  
Lin, Jean, 283n  
LinkedIn, 12, 22, 37, 497, 508  
Lion of St. Mark Award, 283  
Lipman, Joanne, 120n  
Lippe, Dan, 243n  
Lippert, Barbara, 182n  
Liquidation Channel, 471  
*Liquid Luster*, 469  
Li, Tao, 10n  
Liu-Thompkins, Yuping, 151n, 152n  
Living Social, 535  
L.L.Bean, 19  
Local.com, 430  
Lodish, Leonard M., 522n, 611n  
Loewenberg, Sam, 642n  
Loews Regency, 488  
Logo TV, 340f, 377f  
Longo, Laura, 193n  
Lopez, Hernan, 315n  
L'Oréal, 18f, 58, 298, 328f, 401, 461  
*Los Angeles Magazine*, 404  
*Los Angeles Times*, 420, 424, 428  
Louis Vuitton, 34, 124, 187  
Lowe's, 498, 500  
Low, George S., 248, 249n, 252, 252n  
Lowry, Tom, 393n  
Luchs, Michael G., 14n  
Lukovitz, Karlene, 182n  
Lululemon, 4, 274

Lulus, 188  
Luna, Nancy, 557n  
Lutz, Richard J., 168n  
LVMH Moët Hennessy Louis Vuitton, 18f  
Lyft, 88, 129f, 442  
Lynch, Jason, 209n, 384n  
Lysonski, Steven, 644n

## M

Machine Perception Lab, 599  
Machinima Inc., 706  
MacInnis, Deborah J., 260n, 292n  
Mackenzie, Scott B., 168n, 260n  
Macnamara, Jim, 575n  
Macy's, 364, 497, 524, 525, 729  
Madden, Normandy, 540n, 652n, 655n, 656n  
Maddox, Kate, 91n, 306n  
Madewell, 14  
Madison Avenue, 298  
Madison, Cathy, 292n  
*Mad Men*, 70  
Maffeo, Lauren, 452n  
Maheshwari, Sapna, 367n  
Maheswaran, Durairaj, 647n  
Mahmud, Shahnaz, 450n  
Mailchimp, 496  
Major League Baseball, 371, 380  
Major League Soccer, 380  
Make-a-Wish Foundation, 297  
Malshe, Ashwin, 37n  
Manchester United, 125  
Mandell, W., 197n  
Mandese, Joe, 243n, 367n, 449n  
Mandhachitara, Rujirutana, 242n  
Mangleburg, Tamara F., 721n  
Mangold, W. Glynn, 12n  
Mann, Bill, 371n  
Manulife, 95  
Marcus Thomas, LLC, 118  
Marketing EDGE, 464  
Marketing Evaluations, Inc., 191, 194  
*Marketing News*, 267, 419

Marketing Sherpa, 523  
Markus, Hazel, 127n  
Marlboro, 95, 273, 537  
Marriott Hotel, 58  
Mars, Inc., 88, 95, 529, 599  
Marston, John E., 569n  
*Martian, The* (movie), 451  
Martin Agency, 256, 317  
Martin, Dennis, 224n  
Martin, Ingrid, 64n  
MARU/Vision Critical, 390  
Mary Kay, 19, 65, 472  
Maserati, 466  
*Masked Singer, The*, 372  
Massivemedia, 625  
MasterCard, 149, 463, 543  
Match.com, 43, 44, 673  
Mattel, 637, 721  
MAVTV, 340f  
*Maxim*, 404  
Mayer, Martin, 281n, 298n  
Maynard, Michael L., 639n  
Maytag, 281, 481  
Mazda, 101  
McAlister, Leigh, 517n, 556n  
McArthur, David N., 105n  
McBride, Sarah, 449n  
McCafe, 729  
McCann Erickson, 118  
McCaughan, Dave, 189n  
McClellan, Steve, 454n, 625n, 634n  
McColl, Rod, 170n  
McCracken, Grant, 189n  
McDonald, Ronal, 118  
McDonald's, 13f, 18f, 47, 65, 147, 148, 258, 264, 274f, 281, 292, 312, 343, 437, 442, 456, 497, 503, 556, 557, 581, 589, 632, 644, 645, 661, 721, 724, 729  
McGuire, William J., 177n, 180n, 557, 557n  
McKinnon, John D., 492n  
McKinsey, 510  
McKinsey & Company's Global Digital Marketing Strategy practice group, 163, 164  
McLaughlin, David, 394n  
McLennan, Douglas, 428  
McLuhan, Marshall, 185n  
McMahan, Harry W., 161, 161n

McPheters, Rebecca, 430n  
Media Dynamics Inc., 348  
Mediamark Research & Intelligence, LLC, 334  
Media Metrix, 506  
Meirick, Patrick, 201n  
Mela, Carl F., 522, 522n  
Melillo, Wendy, 96n  
*Men's Health*, 416  
*Men's Journal*, 416, 417  
Mercedes-Benz, 13f, 34, 46, 54, 309, 314, 315, 422, 561  
Meredith Corp., 399, 416  
Merkle Digital Bowl, 279, 496  
*Merriam-Webster* dictionary, 490  
Metacafe, 22  
Metcalf, Barbara L., 715n  
MetrixLab, 271  
MetroCards, 456  
MeTV, 340f  
Meyers, Tiffany, 723n  
Michelin tires, 62, 127, 302  
Michell, Paul, 95n  
Michelob Ultra, 202  
Microsoft, 11, 13f, 19, 95, 129f, 148, 182, 457, 469, 487, 706  
Miles, Jack, 428n  
Miller Brewing Co., 88, 89, 96, 201, 728  
MillerCoors, 51, 201–203, 258, 269, 280, 435  
Miller Lite beer, 728  
Miller, Mark J., 218n, 720n  
Milligan, Ellen, 12n  
Mills, J., 184n  
Mindshare, 88  
Minniard, Paul W., 127n  
Minnium, Peter, 599n  
Mint.com, 278  
Mirum, 101  
*Missing* (movie), 455  
Mitchell, Andrew A., 168n, 199n  
Mitra Dasgupta, Pritha, 641n  
Mitsubishi, 716  
MLB Network, 340f, 364, 377f  
Mobile Marketing Association, 325  
*Modern Family*, 354, 373, 374, 451, 454  
*Modern Healthcare*, 403  
Mohr, Jakki J., 248, 249n, 252, 252n



Mondelēz, 495  
Monster.com, 427  
*Montana Farmer Stockman*, 403

Montana Meth Project (MMP), 197, 205  
Montblanc, 9, 10  
Montgomery Ward catalogs, 461, 463  
Moore, David J., 168n  
Morales, Andrea C., 205, 205n  
Morgan, Glennisha, 724n  
Moriarty, Sandra E., 10n, 266n, 288n, 289n  
Morris, Chris, 637n  
Morrison, Maureen, 188n  
Morrison, Denise, 95n  
Morrison, Maureen, 82n, 147n, 258n  
Morris the Cat, 161  
Morse, Parker, 366n  
Mortimer, Natalie, 101n  
Mother London agency, 320  
Motion Picture Association of America, 670  
Motorola, 474  
Mountain Dew, 495, 544  
Mourdoukoutas, Panos, 636n  
The Movie Channel, 376, 453  
Mowery, Megan, 183n  
Moxie, 52  
Mr. Clean, 161, 270–272, 302  
Mr. Peanut, 61  
Mr. Whipple, 164, 301  
MSNBC, 340*f*, 377*f*  
MSW-ARS Research, 611  
MTV (Music Television), 11, 17, 62, 340*f*, 377*f*, 378, 379, 453, 671  
MTV2, 340*f*, 377*f*  
MTV Classic, 340*f*  
MTV Live, 340*f*  
Mueller, Barbara, 639n  
Mulder, Susan, 164n  
Mulhern, Frank J., 160n  
MullenLowe, 95  
Mullin, Benjamin, 365n  
Mullman, Jeremy, 280n

mun2 Television, 377*f*  
Muntinga, Daniel, 490n  
Music Choice, 340*f*  
Muzak, 456  
Myers, Jack, 518n  
Myers, John G., 282n, 601n  
Myers, William E., 556n  
MySpace, 505

## N

Nardone, John, 627n  
Nasr, Amir, 201n  
Nassauer, Sarah, 466n, 520n  
Nat Geo Wild, 340*f*  
National Advertising Division of the Council of Better Business Bureaus, 668, 672  
National Advertising Review Board (NARB), 669, 672, 674  
National Aeronautics and Space Administration (NASA), 554  
National Association of Advertisers, 454  
National Association of Attorneys General (NAAG), 697  
National Association of Broadcasters (NAB), 676  
National Basketball Association, 176  
National Collegiate Athletic Association (NCAA), 366, 441  
National Football League (NFL), 3–5, 338, 518, 581  
National Geographic Channel (NGC), 15, 72, 340*f*, 377*f*, 379, 500  
*National Geographic* magazine, 15, 657  
*National Hog Farmer*, 402  
*National Law Review*, 403  
National League Hockey, 380  
National Organization for Women (NOW), 714  
National Public Radio, 499  
National Television Household Universe (Nielsen), 363, 381  
Nationwide Insurance, 287, 309  
NBA, 5, 364  
NBATV, 340*f*  
*NBC News*, 492  
NBCSN, 377*f*  
NBC Sports Network, 340*f*  
NBC Universal, 11, 209, 354, 362, 368, 369, 371, 372, 376, 451, 717  
NCAA College Basketball, 537  
NCAA March Madness, 202  
NCH Marketing Services, 532  
*NCIS*, 17, 178, 327, 364

*Nebraska Farmer*, 403  
Neff, Jack, 12n, 23n, 64n, 74n, 76n, 94n, 95n, 97n, 100n, 507n, 518n, 553n, 554n, 645n, 717  
Neijens, Peter C., 168n, 259n  
Neiman Marcus, 59, 64, 468  
Nestlé, 18f, 74, 328f, 365f, 435, 542, 633–635, 659  
Nestlé Purina Petcare, 542  
Netflix, 11, 69, 88, 120, 129f, 209, 361, 368, 370, 375, 380, 451, 479  
New England Patriots, 88, 189  
Newman, Daniel, 21n, 29n  
New Orleans Saints, 555  
News Corp., 343, 567  
News Media Alliance (NMA), 421, 428  
*New Yorker* magazine, 276  
*New York Times*, *The*, 181, 202, 272, 355, 419, 420, 428  
New York Yankees, 111  
New Zealand Tourism Bureau, 457  
Nextel, 101  
NFL Network, 88, 340f, 364, 371, 377f  
NHL Network, 339f  
Nick at Nite, 340f, 377f  
Nickelodeon, 340f, 377f  
Nick Jr., 340f  
NicoDerm, 114  
Niederhoffer, Kate, 151n  
Niefeld, Jaye S., 580n  
Nielsen Audio, 394, 395  
Nielsen Business Media, 466  
Nielsen Catalina Solutions, 620  
Nielsen Claritas, 57  
Nielsen Company, 246, 311, 330, 361, 368, 381–385, 390, 456, 508, 615  
Nielsen Entertainment, 625  
Nielsen Media Research, 625  
Nielsen, Scott A., 517n  
Nike, 3–5, 21, 34, 47, 63, 86–88, 120, 126, 129f, 147–149, 175, 176, 185, 187, 263, 274f, 277, 305, 312, 451, 461, 496, 581, 632, 639, 647, 650, 727, 733  
Nikon, 581  
Nissan, 86, 441, 469  
Nokia, 578  
Nordstrom, 464, 468, 487, 497  
Norris, E. E., 267n  
Nudd, Tim, 184n, 601n  
Nuprin, 122



Oakes, Steve, 310, 310n  
Oakley, 187  
*Obsessive Branding Disorder (OBD)*, 124  
O'Connell, Vanessa, 258n  
O'Connor, Peter, 37n  
Ogilvy Awards, 624, 627, 629  
Ogilvy, David, 262n, 277n, 294n  
Ogilvy & Mather Germany, 258, 261, 269, 270  
Ogilvy & Mather Worldwide, 652  
OgilvyOne, 99  
Ohanian, Roobina, 179, 180n  
Okazaki, Shintaro, 639n, 645n  
Olde Brooklyn Beverage Company, 52  
Old Navy, 449, 525  
Oldsmobile, 49  
Old Spice, 88, 205, 258, 277, 305  
O'Leary, Noreen, 637n, 659n  
Olshan Frome Wolosky law, 670  
Olson, David W., 346, 346n  
Olson, Jerry C., 62n, 168n  
Olympics, 572  
Omnicom Group, 80, 81, 102, 264, 653  
Onespot, 111  
Oneupweb, 613  
Online Interest-Based Advertising Accountability Program, 672, 674  
*On the Origin of Species*, 69  
OPPO Mobile, 181  
*Oprah* Magazine, 415  
Oprah Winfrey Network (OWN), 377f  
Orbitz, 268  
O'Reilly Auto Parts, 522  
Oreo cookies, 451  
Orgullosa, 152  
Oriental Trading Company, 468  
Oscar Mayer, 213  
Oster, Eric, 320n  
Ostlund, Lyman E., 136n  
Ostrom, T. W., 166n  
Ostrow, Joseph W., 344n  
O'Toole, John, 277, 277n  
Outdoor Advertising Association of America (OAAA), 436, 445

Outing, Steve, 614n  
OWN Network, 411  
Oxygen Media LLC, 377f  
Ozanne, Lucie K., 14n

## P

Pac-12 Network, 377f  
Pacific Life, 561  
Pacifico beer, 335  
Palmer, Kimberly, 541n  
Palmolive, 217  
Pals, Heather, 170n  
Pandora, 392  
Panera, 129f, 220  
Papa John's pizza, 182, 183, 199  
*Parade* magazine, 420  
Parekh, Rupal, 77n, 95n, 147n, 283n, 320n, 416n  
*Parents* Magazine, 415  
Parker, John, 266n  
Parker, Mark, 4  
Parmar, Arundhati, 650n  
Pasquarelli, Adrienne, 12n, 77n, 79n, 148n  
Patagonia, 14, 15  
Pathak, Shareen, 189n  
Patti, Charles H., 228n  
Pauwels, Koen, 37n  
*Paws* magazine, 415  
PayPal, 24  
Pechmann, Connie, 198n  
Peckham, James O., 246, 246n  
Peers, Martin, 392n  
Pendleton, Jennifer, 258n  
Peninsula Hotel, Hong Kong, 488  
Pennzoil, 540  
Penske Media Corporation, 417  
Penteado, Claudia, 636n  
*People* magazine, 17, 178, 401, 402, 412  
PepsiCo, 47, 48, 54, 74, 88, 125, 148, 186, 189, 264, 365f, 435, 455, 456, 461, 544, 613, 633, 637, 640, 727, 735  
Pepto-Bismol, 122  
Perrin, Andrew, 22n  
Personal Creations, 19

PETA, 199, 567, 583  
Peter, J. Paul, 62n  
Petronzio, Matt, 586n  
PetSmart, 461  
Petty, Richard E., 168n, 170n  
Pew Environmental Group's Campaign for America's Wilderness, 154, 155  
Pfizer, 18f, 328f, 365f, 399, 561  
*P&G brandSAVER* FSI, 534  
Pham, Michel Tuan, 625n  
Pharmaceutical Research and Manufacturers of America (PhRMA), 670  
Philadelphia Eagles, 88  
Philip Morris, 537  
Philips, 634  
Phillips, W. E., 645n  
*Dr. Phil Show, The*, 373  
Pierson, David, 499n  
Pillsbury, 301, 542, 564  
Pillsbury Doughboy, 61, 161  
Pinehurst Golf Resort, 465  
Pinkleton, Bruce E., 201n  
Pinterest, 22, 77, 287, 479, 486, 497, 508, 654, 714  
Pirani, Joseph, 435  
Pitt, Leyland F., 296n  
*Pittsburgh Post Gazette*, 352  
Pitts, Robert, 183n  
Pixar Animation Studios, 536  
Pizza Hut, 199  
Plank, Kevin, 189n  
Plummer, Joseph T., 150n  
Pocket Hose, 470  
Poggi, Jeanine, 372n, 379n  
Point of Purchase Advertising International (POPAI), 440  
Polaroid, 47  
Polo Ralph Lauren, 187  
Porsche, 47, 176, 466  
Portland State University, 148  
Posterscope, 440  
Pottery Barn, 468  
Potts, Leanne, 719n  
Powers, Todd, 22n, 43n  
Prabhaker, Paul R., 370n  
Prada, 62, 648  
Prange, Stephanie, 156n  
Premiere Radio Networks, 393

Prendergast, Gerard, 640n  
Prentice, R. M., 526n  
Pricken, Mario, 303n  
Pringle, Hamish, 291n, 292, 292n  
PRLog, 572  
PR Newswire, 572  
Procter, 735  
Procter & Gamble (P&G), 15, 18*f*, 54, 74–76, 95, 152, 163–165, 258, 270, 292, 300, 325, 327, 328*f*, 343, 365*f*, 401, 411, 461, 499

Product Acceptance & Research, 439  
ProFlowers, 19  
Progressive Corp., 365*f*  
*Progressive Farmer*, 402  
*Progressive Grocer*, 403  
Progressive Insurance, 287, 288, 301, 304  
Promotional Products Association International, 448  
Promotion Marketing Association, 530  
Prothero, Andrea, 15n  
*Psychology and Marketing*, 124  
Publicis Groupe, 81, 88, 653  
Publicis New York, 164, 165  
Publicis Sapient, 81*f*, 101, 435  
*Public Relations News*, 562  
Public Relations Society of America (PRSA), 563  
Publishers Clearing House, 466, 469  
Purchx, 22  
Puto, Christopher P., 293, 293n  
PwC Digital Services, 69, 81*f*, 101, 102

## Q

Qualcomm, 19, 101  
*Queen of the South*, 379  
Quelch, John, 517n, 659n  
QVC home shopping, 470, 471

## R

Raab, David, 122n

Radio Advertising Bureau, 386, 389, 392  
Raghubir, Priya, 556n, 557, 557n  
Raphaelson, Joel, 294n  
Rapp, 99  
Ray, Michael L., 16n., 166n, 168n, 203n, 227n  
*Reader's Digest* magazine, 401, 404, 410, 416, 469, 657  
*Reality in Advertising* (Reeves), 279  
Reckitt Benckiser, 62, 634  
*Redbook*, 416  
Red Bull, 129f, 435, 452, 453, 483  
Reddit, 428, 582  
RedLaser, 22, 535  
*RedPlum*, 534, 535  
Reebok, 496  
Reeves, Rosser, 279, 279n  
Reidenback, Erick, 183n  
Reinartz, Werner, 258n  
Reinhard, Keith, 258n, 645n  
Reinke, Suzanne, 170n  
*Restaurant Business*, 403  
Restoration Hardware, 463  
Revana Inc., 224  
Revlon, 77, 87  
R/GA agency, 101, 292  
Richards, Katie, 654n  
Ries, Al, 58, 58n  
The Ringer, 416  
Riordan, Edward A., 263n  
Rite Aid, 528  
Rittenhouse, Lindsay, 258n  
Road Runner Sports, 468  
Robertson, Adi, 501n  
Rodgers, Everett M., 159n  
Rodriguez, Ashley, 182n  
Roku, 11, 361, 370, 385, 453  
Rolex, 63, 452, 582, 583  
*Rolling Stone* magazine, 416, 417  
Rolls Royce, 58  
Roper Starch Worldwide, 414  
Rosengren, Sara, 408n  
Ross, Chuck, 342n  
Rossiter, John R., 278n  
Rotfeld, Herbert Jack, 204n  
RRD Marketing Solutions, 81f



Rudelius, William, 64n, 713n  
Ruel, Laura, 614n  
Russell, Cristel A., 450n  
Ryan Partnership, 526

## S

S4 Capital, 213  
Saatchi & Saatchi, 71, 81, 118, 193  
Saffert, Peter, 258n  
Saint Archer Brewing Co., 51  
Saks Fifth Avenue, 64, 496  
Salesforce.com, 399  
Salveson, Melvin E., 238n  
Sampley, Kathleen, 95n  
Samsung Electronics Co., 11, 13f, 18f, 34, 47, 48, 61, 95, 186, 201, 305, 328f, 437, 451, 495, 497, 635  
Samuel Adams beer, 182, 539  
*San Diego Union Tribune*, 423, 428  
*San Francisco Examiner*, 420  
SAP, 224  
Sara Lee, 489  
Sarrazin, Hugo, 163n  
Sarvary, M., 151n  
Sass, Erik, 465n  
Sasser, Sheila L., 260n, 263n, 264n  
Satariano, Adam, 662n  
Sauer, Abe, 454n, 456n  
Sawyer, Alan G., 197n, 556n  
SB Nation, 416  
Schafer, Ian, 487n  
Scharffen Berger, 503  
Schiffman, Leon G., 131n  
Schiller, Gail, 454n  
Schiller, Shu Z., 316n  
Schmidt, Susanne, 347n, 348  
Schneider, Joan, 521n  
Schneider, Mike, 567n  
Schneier, Matthew, 189n  
Schnuer, Jenna, 77n  
Schonfeld & Associates, Inc., 240f, 241f  
Schrader, Tracy, 170n  
Schram, Wilbur, 145n  
Schultz, Don E., 9n, 10, 10n, 63n, 105n, 125n, 170n, 224n, 229n

Schultz, E. J., 96n, 98n, 258n, 504n, 646n, 714n  
Schumann, David, 170n  
Schwartz, Barry, 486n  
Scope Productions, 111  
Scott, Linda M., 310n  
Screen Actors Guild (SAG), 309  
Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA), 312  
Seagate Technology, 204  
Seagram, 620  
SeaKlear, 550  
Sears, 213, 461  
SeaWorld Entertainment, 199, 567  
Secret Weapon Marketing, 95  
Seglin, Jeffrey L., 621  
Segway, 564  
*Self* magazine, 399  
SensoMotoric Instruments, 614  
Sephora, 188, 495  
Serwer, Andy, 520n  
*Sesame Street*, 588  
Settle, Robert E., 198n  
7UP, 122  
Seven for All Mankind, 652  
*Seventeen*, 402, 415, 416  
Shady Brook Farms, 500  
Shansby, J. Gary, 59n  
*Shape* magazine, 403  
Share More Stories, 111  
Shari's Berries, 19  
Sharma, Subhash, 639n  
Shayon, Sheila, 469n  
Sheex, 561  
Shepherd, Lauren, 556n  
Sherry, John F. Jr., 639n  
Shields, Mike, 87n  
Shields, Ronan, 6n, 499n  
Shimp, Terrenc, 639n  
Shin, Jeongshin, 639n  
*Shoe Dog* (Knight), 148  
Shopper Trak, 625  
ShopRite, 553  
ShopSavvy, 22, 23, 535  
Showtime, 120, 376, 453  
Shrikant, Adit, 445n

Shutt, Brandon, 199n  
Siegel+Gale, 148  
Siemens, 581, 634  
Siemsen Advogados, Dannemann, 644n  
Siew Meng Leong, 261n  
Silk, Alvin J., 97n, 177n  
*Silver Singles and OurTime*, 43  
Simmons Market Research Bureau (SMRB), 332, 456  
Simon, Julian, 235n, 252  
Simon, Mark, 730n  
Simply Orange, 119  
*Simpsons, The*, 369, 371  
Sinclair, Janas, 588, 588n  
Singer-Vine, Jeremy, 22n, 23n  
Singh, Surendra, 295, 485n  
*singleparentmeet. com*, 44  
SiriusXM, 392  
*60 Minutes*, 343  
*Skiing* magazine, 350  
*Ski* magazine, 402, 414  
*Skin-Diver* magazine, 401  
Skype, 653  
Slate, Jeremy, 641n  
Slefo, George, 647n  
Sling TV, 11  
Sloane, Garrett, 12n, 415n, 418n, 497n  
*SmartSource*, 535  
smartwater®, 190, 304  
Smith, J. W., 347n  
Smith, Robert E., 150n, 162n, 260n, 261n  
Smits, Edith G., 168n, 259n  
Smokey the Bear, 442  
Snapchat, 6, 12, 22, 77, 101, 121, 143, 148, 149, 297, 316, 479, 496, 497, 500  
Snapdragon, 552  
Snap, Inc., 496, 497  
Snapple, 101  
Sneiden, Hank, 262n  
Snickers, 205  
Snider, Mike, 17n  
*Snowboarder*, 402  
Snyder, Jasper, 25n, 163n  
SOAPnet, 377f  
Soat, Molly, 608n  
Social Media Examiner, 492

SocialPilot, 504  
Soley, Lawrence C., 730, 730n  
Solomon, Michael R., 62n, 193n  
Soltani, Ashkan, 48n  
Solve agency, 508, 509  
Sony, 310, 375, 497, 634  
*Southern Living*, 404  
Southern, Matt, 486n  
Southwest Airlines, 74, 290, 497, 543  
SPANX, 735  
Spathmann, Betsy, 104n  
Special Olympics, 62  
Speck, Paul Surgi, 208n  
Spectrum Sports, 380  
Speedy Alka-Seltzer, 61  
Speer, Larry, 655n  
Spethmann, Betsy, 520n, 526n  
Spike TV, 377f  
Splat, 115  
Splenda, 531, 532  
SponsorMap, 626  
*Sports Afield* magazine, 208  
Sports Chalet, 525  
*Sports Illustrated* magazine, 3, 17, 320, 353, 399, 402, 404, 410  
Sports Network, 111  
Spotify, 79, 111, 112, 392, 451, 452  
Sprayberry, Stephen, 575n  
Sprint, 201, 224, 442, 623  
SRDS Consumer Media Advertising Source<sup>TM</sup>, 413  
SRDS's Radio Advertising Source, 394  
Srivastav, Taruka, 282n  
*Stainerator*, 469  
Staples, 496  
Starbucks, 23, 34, 147, 148, 274, 495  
STAR India, 658  
StarPlus India, 658  
State Farm Insurance, 255, 287, 309, 729  
Steel, Emily, 11n, 268n  
Steel, Jon, 84n, 266n  
Steinberg, Brian, 371n, 372n, 384n, 406n, 451n  
Steiner, Gary, 159n  
Steiner, Robert L., 233n  
Steinhagen, Tom, 550n  
Stein, Lindsay, 93n, 95n, 105n

Steizner, Michael, 491n  
Stella Artois, 202  
Stephens, Debra, 715n  
Stern, Barbara B., 303n  
Sternberg, Marissa, 111  
Sternthal, Brian, 183n, 200n, 203n  
Stewart, David W., 64, 64n  
Stoffel, Brian, 549n  
*Stranger Things*, 484  
Stratos space jump, 452, 453  
Strauss, Gary, 118n  
Strong, E. K., 159n  
Subaru of America Inc., 294, 296, 297, 363, 364  
Subway, 102, 188, 220, 311, 451, 573  
*Successful Farming*, 402  
*sugardaddie.com*, 44  
Sugarpova, 176  
Sullivan, Laurie, 596n  
Summer Olympics, 449  
*Sunday Night Football*, 17, 372  
*Sunset*, 404  
Sun, T., 151n  
Sun Young Le, 26n  
Super Bowl, 88, 151, 168, 202, 203, 279, 297, 300, 327, 449, 488, 498, 508, 537, 554, 555, 564, 572, 598, 615, 649  
*Supergirl*, 371  
Superstation WGN, 377f

Surfrider Foundation, 588  
Suri, Rajneesh, 273, 273n  
Surmanek, Jim, 347, 347n  
Sutherland, John, 276n  
Swain, William N., 105n  
Swan, John E., 74n  
SweetBling, 482  
Syfy Channel, 377f  
Syracuse University, 456

## T

Taco Bell, 101, 449, 557

Tacori jewelry, 275, 276  
Tag Heuer, 175, 176, 648–650  
*Tale of Two Cities* (Novel), 69  
Tannenbaum, Stanley I., 63n  
Tanner, John F. Jr, 204n  
Target, 74, 126, 489, 498  
Target Marketing/NAPCO, 616  
Tat, Peter, 541n  
Tauber, Edward M., 54n  
Taylor, Charles R., 304n, 645n  
Taylor, Kate, 543n  
TaylorMade Golf, 638, 662  
Tay, Vivienne, 9n  
TBS, 376, 377*f*, 379  
TBWA, 262  
TBWA/Chiat/ Day, 283  
TBWA/Media Arts Lab, 283  
*Teen Vogue* magazine, 399, 416  
Teinowitz, Ira, 549n, 714n  
Telecommunications Research and Action Center, 470  
Telemundo, 368, 372, 377*f*  
Television Bureau of Advertising (TVB), 621  
Tellis, G., 233n  
Tellis, K., 233n  
Telluride Ski Resort, 113  
Telstra, 343  
Tennis Channel, 364, 365, 377*f*  
Terpstra, Vern, 634n  
Tesla, 564  
*Texaco Star Theater*, 374  
Texas A&M, 192  
*Texas Monthly*, 404  
Thayer, Warren, 549n  
ThermaCare heatwraps, 279, 280  
Thielman, Sam, 208n  
*30 for 30*, 380  
*This is us*, 372  
Thøgersen, John, 14n  
Thomaselli, Rich, 641n  
Thomas, Jerry, 228n  
Thompson, Derek, 656n  
Thompson, Stephanie, 188n, 220n, 269n, 644n  
Thorbjørnsen, Helge, 296n  
3M, 465

Tide, 729  
Tiffany, 648  
Till, Brian D., 260n  
Time, Inc., 343, 620  
*Time* magazine, 17, 165, 178, 327, 351–353, 399, 402, 404, 657  
Time Warner, 328f, 453  
Tinder, 88  
Titleist, 291  
TiVO, 120  
TLC (Learning Channel), 377f  
TLC Network, 535  
T-Mobile, 201  
*TMZ* entertainment, 373  
TNS, 485  
TNT, 369, 377f, 379  
Tom's of Maine, 582  
*Tonight Show Starring Jimmy Fallon, The*, 376, 451  
Tony the Tiger, 61, 62  
Toronto International Film Festival, 581  
Tortorici, Anthony J., 11n  
Tour De France, 187  
Tourism Australia, 633  
Toy, Daniel R., 164n  
Toy Industry Association, 670  
Toyota Motor Corp., 13f, 71, 116, 184, 187, 328f, 441, 620, 639  
Trachtenberg, Jeffrey A., 646n  
Traffic Audit Bureau (TAB), 625  
*Transworld Snowboarding*, 415  
Travel Channel, 377f, 378, 452  
*Travel + Leisure* magazine, 208, 350  
Trek, 188  
Triandi, H. C., 183n  
TripAdvisor, 28  
Tropicana, 148  
Trottman, Melanie, 540n  
Trout, Jack, 58n, 281, 281n, 282  
True Religion jeans, 280, 652  
TrueView Advertising, 508  
Trump, Donald, 4  
Trusov, M., 151n  
*Truth, Lies & Advertising: The Art of Account Planning*, 266  
TruTV, 369, 377f  
Tudor, 186  
Tull, Donald S., 219n

Tupperware, 19, 65, 472  
TurboTax, 88, 263, 277–279, 567  
Turner Broadcasting, 366, 452  
Turner, Jamie, 326n  
TVGuide Channel, 377f  
24-Hour Fitness, 188  
20th Century Fox, 451  
21st Century Fox, 380  
Twitter, 4–6, 9, 12, 16, 22, 30, 101, 143, 144, 148, 151, 152, 164, 165, 182, 250, 271, 277, 314, 316, 389, 441, 495–497, 501, 507f, 508, 523, 529, 535, 561, 573, 576, 583, 586, 588, 598, 645, 663, 690, 703, 706, 707  
Ty, 564  
Tyme ATMs, 456

## U

Uber, 148, 149, 442  
UN Conference on Environment and Development, 588  
Under Armour, 4, 21, 79, 185–187, 189, 274f, 295, 461  
*Undercover Boss*, 455  
Underwood, Elaine, 469n  
UNICEF, 581  
Unilever, 74, 88, 95, 194, 258, 554, 555, 588, 633, 635, 637  
Uniqlo, 14  
United Airlines, 26, 537  
United Parcel Service (UPS), 112, 307  
United Way, 442  
Universal Pictures, 497  
University of California, Berkeley, 125  
University of California, San Diego, 599  
University of Chicago, 415  
University of Florida, 420  
University of South Carolina, 450  
University of Southern California, 188  
University of Virginia's Darden School of Business, 111  
University of Washington School of Law, 435  
Univision, 372  
Unnava, H. Rao, 200n  
Upper Deck, 175  
Urban Outfitters, 583  
UroClub, 470  
U.S. Air Force, 137, 453  
USA Network, 377f, 379  
*USA Today*, 272, 419, 657



*USA Weekend*, 420

U.S. Department of Health's Centers for Disease Control and Prevention (CDC), 717

U.S. Federal Communications Commission (FCC), 451, 499, 669, 690, 708

U.S. Federal Trade Commission (FTC), 182, 200, 280, 394, 455, 470, 489, 699, 700

*U.S. News & World Report*, 289, 404

U.S. Office of National Drug Control Policy (ONDCP), 303, 733

U.S. Postal Service, 463, 695, 700, 708

U.S. Small Business Administration, 549

U.S. Supreme Court, 679, 680

U.S. Surgeon General, 714

*Us Weekly*, 416, 417

## V

Vagnoni, Anthony, 263n, 283n

Vakratsas, Demetrios, 171n

Valentino-Devries, Jennifer, 22n, 23n

Valpak.com, 535

Van Heerde, Harald J., 627n

*Vanity Fair*, 327, 353, 452

van Meurs, Lex, 168n, 259n, 368n

Vans, 221, 222

Van'T Riet, Jonathan, 296n

van Tubergen, G. Norman, 642n

*Variety* magazine, 192

Varilux Progressive Lenses, 299

Vaughn, Richard, 162n

Verizon Communications, 18f, 48, 77, 79, 201, 231, 242, 258, 328f, 364, 365f, 376, 437

Verleun, Jeroen, 188n

Vernors, 52

Versace, 62

Vert, Inc., 443

*Veterinary Practice News*, 403

Vetvik, Ole Jorgen, 164n

VH1, 377f, 378, 379

Viacom, 371

Vice, 495

Vimeo, 22

Virgin America, 182, 495, 496

Visa, 309, 463

Vocalpoint, 152

Vodnala, Siddarth, 309n

Vogt, Christine A., 150n

Vogt, Nancy, 386n  
*Voice, The*, 17, 372, 381–383  
Voight, Joan, 78n, 96n, 655n, 724n  
Volkswagen, 58, 391, 632, 635, 716  
Volvo, 46  
Voorveld, Hilde A. M., 12n  
Voss, 304  
Vranica, Suzanne, 154n, 368n, 519n  
Vybemobile, 181

## W

Waddell, Kaveh, 662n  
Walgreens, 435, 498  
Walker, Scott, 346, 346n  
*Walking Dead, The*, 379, 489  
Wallas, Graham, 265, 265n  
Wallendorf, Melanie, 269n  
*Wall Street Journal, The*, 250, 272, 419, 428, 471, 492, 566, 571, 657  
Walmart Inc., 18f, 54, 57, 59, 64, 74, 126, 274f, 328f, 364, 435, 498, 533  
Walt Disney Co., 18f, 328f, 365f, 380, 416  
Wang, Selina, 498n  
Wang, Stephen W., 180n  
Warner Brothers, 437  
Warren, Irwin, 296n  
Warren, James, 111  
Warren Sears, 463  
Washington Nationals, 219  
*Washington Post, The*, 314, 417, 420, 428, 561  
WaterStart, 588  
Wavemaker, 355  
WD-40 Company, 63, 406, 407, 522, 546, 634, 659  
WEAF, 390  
Weather Channel, 377f  
Weaver, Jane, 453n  
Webmarketing123, 217  
Webster, Cynthia M., 186n  
Webster, Frederick E. Jr., 7n  
*Wedding Crasher, The* (movie), 454  
*Weekly Standard, The*, 415  
*Week, The* magazine, 327, 351, 353  
Weight Watchers, 180, 181  
Weilbacher, William M., 171n, 262n, 289

Weinberger, Marc G., 206n  
Weiner, Mark, 565, 576, 576n  
Welch, Chris, 380n  
Wells Fargo, 61, 128, 561  
Wells, William D., 289n, 293n  
Wendy's, 499, 515, 556  
Weprin, Alex, 385n  
West, Douglas, 640n  
Westwood One, 393  
WE tv, 377f  
WGN, 376, 377f  
WhatsApp, 24  
*Wheel of Fortune*, 374  
Whirlpool, 581, 620  
White, Eric, 646n  
White, Gordon E., 306n  
Whitler, Kimberly A., 111  
Whitlow, S. Scott, 642n  
Whole Foods, 274, 497, 549  
Wieden, Dan, 98n  
Wieden+Kennedy agency, 87–89, 96, 263, 277, 279, 283, 287, 355  
Wiesenfeld, David, 151n  
*Wikipedia*, 499  
Wikitude World Browser, 499  
Wilkie, William L., 200n, 203n, 549n  
Wilkinson, Alissa, 448n, 450n  
William, Leon, 301n  
Williams, Jessica, 151n  
Williams, Robert, 493n  
Williams, Serena, 4  
Williams, Tim, 94n, 105n  
Willianson, Debra A., 495n  
Wind, Jerry, 650n  
Winearz, Marek, 628n  
Winzenburg, Stephen, 273n  
*Wired* magazine, 44

Wirtz, John G., 719n  
WJZ, 383  
*W* magazine, 399  
Wohl, Jessica, 95n, 125n, 181n, 311n

Women Against Pornography, 714  
WomensHealth.com, 53  
*Women's Wear Daily*, 403  
*Woman's World* magazine, 402  
Wood, C., 347n  
Wood, Douglas J., 661n  
Woods, Bob, 540n  
Woodside, Arch G., 184n  
World Privacy Forum, 435  
World Series, 449  
World Tennis Association, 176  
World Trade Organization, 633, 641  
World Water Day, 588  
WPP Group, 69, 80, 81, 88, 646, 653  
Wright, Peter, 166n, 167n  
Wrigley's, 63  
Wu, Eugenia C., 205, 205n  
Wunderman Thompson, 81*f*, 99, 355  
Wurmser, Yoram, 503n  
Wu, S. Y. G., 151n

## X

*X Factor*, 495  
Xiang Fang, 295n  
Xiaojing Yang, 260n, 261n  
Xiaomi, 632, 634, 646

## Y

Yahoo!, 6, 11, 22, 163, 430, 487  
*Yankee* magazine, 404  
Yankees Entertainment, 111  
Yankelovich, 621  
Yao, Richard, 437n  
Yellow Pages, 6  
Yelp, 16, 28, 119, 492*f*, 706  
YES Network, 111  
Yes To, 302, 303  
Yingling, Cathy, 188n  
Yoo, Boonghee, 242n  
Young, Antony, 384n  
Young, Catherine, 393n

Young, James Webb, 265, 265n

Young, John, 295n

YouTube, 12, 16, 22, 30, 77, 143, 151, 164, 181, 188, 191–193, 250, 256, 297, 303, 316, 318, 327, 332, 361, 362, 380, 452, 470, 479, 497–499, 507*f*, 508, 509, 598, 613, 642, 643

YouTube TV, 11

Y&R Group, 267

Yum! Brands, Inc., 365*f*

## Z

Zaichkowsky, Judith L., 162n

Zajonc, Robert B., 126n, 295n

Zaleski, Olivia, 498n

Zappos.com, 25

Zara, 14, 583

Zeims, Dirk, 117n

Zhang, Yong, 206n

Zielske, Hubert A., 619n

Zillow, 111

Zimbres, Thais M., 719n

Zinkhan, George M., 206n

Zmuda, Natalie, 189n, 532n, 652n

*Zoosk*, 43

Zubcsek, P., 151n



501-1333

# Subject Index

In this index *f* indicates figure.

## A

- Ability, 168
- Absolute cost, 351
- Absolute Zero service, 279
- A/B testing, 270, 607–608
- Abuse, sales promotion, 555–557
- Acceleration tool, 517
- Acceptance
  - of branded entertainment, 454
  - of newspaper ads, 422–423
- Accountability, 522
- Accountability principle, of self-regulation, 675*f*
- Account executives, 82
- Account planners, 84
- Account planning, 266
- Account services, 82–83
- Account-specific marketing, 522
- Accuracy
  - direct marketing, 475
  - publicity and, 579
- Action, DAGMAR and, 223
- Active shopping, 163
- Actual state, consumer, 114
- Ad-blockers, 12
- Ad-blocking software, 120
- Ad execution–related thoughts, 167–168
- Adjacencies, 375
- Adoption model, 159
- Adoption rate

- Internet, 480–481
  - mobile devices, 504
- Ad recall, engagement and, 331*f*
- Ad-supported video on demand (VOD), 453
- Ad-to-consumer relevance, 260
- Advanced delivery systems (ADS), 376
- AD\*VANTAGE Pulse surveys, 610*f*
- Advertiser/controller
  - cons, 730–731
  - pros, 730
- Advertisers
  - IMC process and, 71
  - leading in U.S. 2015, 18*f*
  - risks of celebrity endorsements, 187–188
  - self-regulation, 669–670
- Advertiser-supported syndication, 374
- Advertising
  - awards for, 593–594
  - carryover effect, 219
  - centralized system of, 73–74
  - classifications of, 20*f*
  - client's role in, 72–80
  - comparative, 200–202
  - creating personality symbols, 287–288
  - decentralized system of, 74–77
  - direct marketing and, 464
  - effectiveness of, belief in, 233, 233*f*
  - ethics, 713–715
  - feel-good placement and, 207–208
  - GEICO, 255–256
  - global trust in, 716*f*
  - growth of promotion and, 5–6
  - as information, 738–739
  - in-house agencies and, 77–80
  - market power and, 737–738
  - message recall, 196*f*
  - mobile, 502–504
  - price and, 64
  - promotion mix and, 17–19
  - recessions and, 233*f*
  - response process and, 170–171
  - ROI on various types of, 244*f*
  - role of, 66
  - spending, 6

times for, 361–362

*See also* Digital advertising; Global advertising; International advertising; Internet advertising

*Advertising Age*, 121

Advertising agency, 71

account services, 82–83

client retention/loss evaluating, 94–98

collateral services, 103

compensation, 89–93. *See also* Agency compensation systems

consolidation of, 80–81

creative boutiques, 87

creative services, 85–86

departmental/group system, 86

digital, 101–103

direct-marketing, 99

full-service type, 82

future foundations of, 106*f*

integrated services, pros/cons, 104

international advertising and, 652–654

management/finance, 86

marketing services, 83–85

media specialist companies, 87–89

organizational systems comparison, 80*f*

public relations firms, 100

reasons to use, 81–82

sales promotion, 99–100

self-regulation and, 669–670

top U.S., 81*f*

*Advertising and Social Change* (Berman), 724

Advertising appeals

defined, 288

emotional, 291–294

global advertising and, 646–648

informational/rational, 289–291. *See also* Informational/rational appeals

international advertising and, 655

rational/emotional, combining, 294, 296–297

reminder advertising, 294

teaser advertising, 295–296

user-generated content (UGC), 296–297

Advertising associations, self-regulation and, 675, 676*f*

Advertising campaigns, 273–274

Advertising creativity, 259, 260

*See also* Creativity, advertising

Advertising execution. *See* Creative execution

Advertising manager, 73, 76



Advertising media, ROI ratings of various, 244*f*

*See also Media entries*

*Advertising Pure and Simple* (Sneiden), 262

Advertising sales relationship, share of, 247*f*

Advertising scheduling, 338, 341–342

Advertising Self-Regulatory Council (ASRC), 672, 674–675

Advertising substantiation, 685–687

Advertising-to-sales ratio, by industry, 240*f*–241*f*

Advocacy advertising, corporate, 585–586

Aerial advertising, 439

Affective stage, 159, 159*f*

Affect referral decision rule, 128

Affiliates, 371

Affirmative disclosure, 683–685

Affordable method, of budgeting, 237–238

African Americans, stereotypes, 727–729

Age

advertising messages and, 155

celebrity endorsement receptivity and, 186–187

marketing campaigns and, 191

radio formats by group, 388*f*

teenagers, global marketing and, 648, 650

*See also Demographics*

Agency compensation systems

commission system, 90–91

cost-plus agreement, 92

fee arrangement, 91–92

future of, 93

incentive-based, 92

percentage charges, 92

agency of record (AOR), 71

Age segmentation, 53–54

AIDA model of response, 159

Alcohol advertising, 670, 680, 695–696, 713

Allocation, budget. *See* Promotional budget

Alpha activity, physiological testing and, 614

Alternative delivery systems, 361–362

Alternative evaluation

criteria/consequences, 123–125

evoked set, 123

Alternative media, 436, 457

American Advertising Federation Principles and Practices for Advertising Ethics, 717*f*

Analysis

communication process, 35–36

- competitive, 46–48
- external, 34–35
- internal, 31, 34
- internal/external, 35*f*
- opportunity, 45–46

Android operation system, 23

Animatic, 272–273

Animation, advertising and, 300–301

Appeals, budget. *See* Advertising appeals

Application, positioning and, 59–60

Apps

- Bazaarvoice, 22
- Groupon, 535
- interstitial, 486
- mobile marketing and, 22–23, 503
- Nike, 4, 5
- online behavioral advertising and, 674
- Purchx, 22
- RedLaser, 22
- regulation and, 690
- Shazam (QR codes), 500
- ShopSavvy, 22–23
- uses of, 25
- virtual/augmented reality, 499–500
- YouTube for kids, 721

Arbitrary allocation, budget setting, 238

Arguments, consumer communications, 167

Art department, ad agency, 85

Artistic value, in advertising, 260

*Art of Thought, The* (Wallas), 265

Aspirational reference groups, 137

“As Seen on TV,” 469

Association of National Advertisers (ANA), 78

Associations, for self-regulatory advertising, 672–675

Association tests, 117*f*, 602*f*

Associative process, 131

Athletes, celebrity endorsements and, 185

- See also* Celebrity endorsements

Attack advertising, political, 201

Attainable objectives, 216

Attention

- movie theater advertising, 449
- nontraditional media, 457
- selectivity, television advertising and, 366

- television advertising and, 364, 367–370
- Attitudes
  - attitude change strategies, 126–127
  - ELM and, 168
  - multiattribute attitude models, 126
  - public, evaluate/determine, PR and, 567
- Attitude surveys, corporate advertising, 588–589
- Attitude toward the ad, 168
- Attorneys, advertising and, 679
- Attractiveness, of spokespeople, 183–191, 194
- Attributes, positioning and, 59
- Attribution theory, 556
- Audience
  - celebrity endorsement receptivity, 186–187
  - DAGMAR and target, 226
  - development in measures of, 383–385
  - identify target, 157–158
  - identify target, media planning, 332–336
  - international advertising, measures of, 657
  - levels of aggregation, 157*f*
  - local, information on, 382–383
  - magazine ad planning, research data, 413–414
  - magazine, total/pass-along, 412–413
  - measures of, 381–382
  - narrowcasting, cable television and, 378
  - national, information on, 382
  - Nielsen Audio, radio and, 394–395

- RADAR (radio audience measure), 395–396
- radio, limited attention, 392
- See also* Target audience
- Audience contacts, IMC and, 27–30
  - company-created, 28
  - customer-initiated, 28–29
  - intrinsic touch points, 28
  - paid/owned/earned media, 29*f*
  - unexpected touch points, 28
- Audience, for PR
  - civic/business organizations, 571
  - community members, 569
  - educators, 570–571

- employees, 569
- external, 569
- financial groups, 571
- government, 571
- internal, 568–569
- media, 570
- stakeholders/investors, 569
- suppliers/customers, 569–570
- Audio elements, of commercials, 309–311
- Augmented reality, 499–500
- Average frequency, 347–348
- Average quarter-hour (AQH) figure, 394
- Average quarter-hour rating (AQH RTG), 395
- Average quarter-hour share (AQH SHR), 395
- Awards, advertising, 593–594
- Awareness
  - DAGMAR and, 223, 226
  - Internet advertising creates, 482–483
  - nontraditional media, 457
  - trade shows and, 551

## B

- Baby boomers, 49
  - age segment, 53–54
- Background research, creative process, 266–267
- Balance-of-trade deficit, 634
- Banner ads, online, 315–316, 485
- Banner blindness, 315
- Barrier to entry, competition, 735
- Barter syndication, 374
- Bazaarvoice (app), 22
- Behavioral targeting, Internet advertising and, 487
- Behavior, consumer. *See* Consumer behavior
- Behavioristic segmentation, 56
- Behavior learning theory
  - application of shaping procedures, 134f
  - classical conditioning, 131–132
  - cognitive learning theory, 133–134
  - operant conditioning, 132–133
- BehaviorScan, 620
- Below-the-line media, 436
- Benchmark measures, 226

- Benefit segmentation, 56
- Benefits, positioning and, 59
- Better Business Bureau (BBB) National Programs, 672–675
- Bias
  - interviewers and, 617
  - in source/spokespeople, 179
  - spokesperson product promotion, 182
  - testing, 602
- Big-brand company, 213–214
- Big data, programmatic advertising and, 342–343
  - See also* Data entries
- Big idea, 257, 276, 282–283
- Billboards, digital, 440–441
  - See also* Outdoor advertising
- Billings, 80
- Blank Video Project*, 508
- Bleed pages, in magazine ads, 406
- Blimps, advertising and, 439
- Blogs, 152, 153, 182
  - advertising and, 499
  - as earned media, 30
  - endorsements and, 704–705
  - Pinterest and, 497
  - PR and, 572–573
  - product consideration/evaluation, 484
- Body copy, headlines and, 307–308
- Bonus packs, 517*f*, 541
- Bottom-of-the-funnel goal, 314
- Bottom-up budget setting *v.* top-down, 238*f*
- Boycotts, 730
- Brand Asset Valuator (BAV™), 267
- Brand battles, 304–305
- Brand-building, 12–13
- Brand community, 152
- Brand comparison, 299
- Brand competition, 46–47
- Brand conversations, WOM, 153
- Brand development index (BDI), 335, 335*f*, 336, 336*f*
- Branded entertainment
  - ad-supported VOD, 453
  - advantages/disadvantages of, 453–455
  - defining, 450
  - measures in, 455
  - product integration, 451

- product placement, 450–451
- Brand equity, 17, 34, 63
- Brand experience, sampling and, 530
- Brand identity, 12–13, 63
- Brand image, 34
  - corporate spokespeople and, 182–183
  - create, 280–281
  - creating new (Buick, GM), 49
  - Macy's, 524–525
  - programmatic advertising and, 343
  - role of, 17
- Brand image, Internet and, 15
- Branding
  - emotions, color, emojis and, 124–125
  - IMC and, 12–16
  - product planning and, 63
- Brand integrity, publicity and, 578
- Brand loyalty
  - brands with most, 129<sup>f</sup>
  - purchase decisions and, 128
- Brand management system, 74–77
- Brand manager, 74–76
- Brand proliferation, 521
- Brands
  - blogger promotions, 499
  - consumption, sales promotion and, 528
  - coupons for established, 532
  - established, display and, 546
  - global, 13<sup>f</sup>
  - globalization and, 646–648
  - Instagram use, 496
  - Internet advertising, creates strong, 483
  - trade-oriented sales promotion and, 546
- Brand-to-consumer
  - bonds, MPR and, 564
  - relevance, 260
- Brand usage, 56
- BrandVoice, 417
- Broadcast ads, pretesting, 610–615
  - AD\*VANTAGE Pulse surveys, 610<sup>f</sup>
  - on-air tests, 611
  - physiological measures, 611–615. *See also* Physiological measures, pretesting
  - theater testing, 610–611
- Broadcast commercials, posttesting, 618–622

- comprehensive measures, 619
- day-after recall tests, 618–619
- diagnostics, 619
- persuasive measures, 619
- single-source tracking studies, 620–621
- test marketing, 619–620
- tracking studies, 620–621

Broadcast media

- clutter and, 208–209
- as nonpersonal channel, 150
- See also* Media entries

Buddhism, 655

Budget

- determine promotional, 36
- digital media and, 213
- message effectiveness and, 601
- sales promotion and, 553
- See also* Promotional budget; Spending

Bud Light's campaign, 202–203

Build-up approaches, to budget setting, 245–248

Bundles of attributes, 124

Bureau of Alcohol, Tobacco, Firearms and Explosives (AFT), 695–696

Burger King, 515–516

*Burke Day-After Recall* test, 618

Businesses, self-regulation, advertising and, 671–672

Business organizations, as PR audience, 571

Business publications magazines, 403

Business-to-business (B2B) advertising, 19, 20*f*, 300, 472

Business-to-consumer, 472

Bus shelter advertising, 444

Buying allowances, 547–548

Buying procedures, radio advertising, 391

Buying radio time, 393

- audience information, 394–396
- local, 393
- network, 393
- spot, 393
- time classifications, 393–394

Buying television time

- network advertising, 371–372
- participations, 375
- sponsorships and, 374–375
- spot and local advertising, 373
- spot announcements, 375

- syndication and, 373–374
- time periods/programs, selecting, 375–376, 376*f*
- Buy-one-get-one-free offers, 521
- Buzz marketing, 150, 153, 154
  - Internet advertising and, 484

## C

- Cable television, 361–362, 376–380
  - advantages of advertising on, 378–379
  - advertising on, 378
  - future of, 379–380
  - growth of, 376, 378
  - limitations of, 379
  - major networks, 377*f*
  - See also* Television advertising
- Campaign theme, 273
- Cannabis, 694–695
- CAN-SPAM Act, 699, 705
- Captivity, of television advertising, 364
- Card-based shopper loyalty, 542–543
- Carryover effect, 219
- Catalog shopping
  - “As Seen on TV,” 469
  - as direct marketing, 468
- Category development index (CDI), 335–336, 336*f*
- Category management system, 74
- Category manager, 74
- CATV (community antenna television), 376
- Cause-related marketing/advertising, 586
- Cease-and-desist order (FTC), 687–688
- Celebrity endorsements
  - choosing endorser, 191–196
  - decorative/likability, in choosing, 193–195
  - likability, 185
  - meaning/effectiveness of, 189–191
  - meaning movement and, 189*f*
  - overexposure, 186
  - overshadowing product, 185–186
  - return on investment, 188–189
  - risk of, to advertisers, 187–188
  - target audience receptivity, 186–187
  - testimonial advertising, 299



- YouTubers, as celebrities, 192–193
- See also* Endorsements
- Celebrity overshadowing, 185–186
- Central Hudson Gas & Electric Corp. v. New York Public Service Commission*, 680
- Central Hudson Test, 680
- Centralization, international advertising and, 651
- Centralized system, of advertising, 80*f*
  - administration/execution, 73
  - departmental coordination, 73
  - outside agency/services coordination, 73–74
- Central route to persuasion, 168
- Change strategies, attitude, 126–127
- Channel factors
  - alternative mass media effects, 207
  - clutter, 208–209
  - context/environment, effects of, 207–208
  - information processing rates, 207
  - personal v. nonpersonal, 206–207
- Channel/presentation, persuasion matrix, 177–178
- Channels of communication, 149–150
- Charmin brand, 164–165
- Chat rooms, 153
- Chief executive officer, 77, 182–183
- Chief marketing officer (CMO), 77
- Children
  - advertising to, 641–642, 677*f*, 690, 720–723
  - online marketing to, regulations, 703–704
  - Parents’ Bill of Rights (Commercial Alert), 721, 722*f*
- Children’s Advertising Review Unit, 699
- Children’s Online Privacy Protection Act, 699, 703–704
- Children’s Television Act, 690
- Cinema, ROI advertising and, 244*f*

- Circulation
  - magazine, primary/guaranteed, 411
  - newspaper, 419, 424–425, 428–429
  - verification services, 411–412
- City zone, 425
- Civic organizations, as PR audience, 571
- Classical conditioning
  - applying, 131–132

- defining, 131
- instrumental conditioning, 133*f*
- music in advertising and, 310
- process, 132*f*
- Classified advertising, 421
- Clayton Act, 680
- Click-through rates (CTRs), 314, 485, 488
- Client–agent policies, budget allocation and, 249
- Client evaluation/approval, of creative output, 317–321
- Clients
  - agencies add value to, 94*f*
  - agency relationships and, 95
  - how agencies gain, 97–98
  - IMC process and, 71
  - role, advertising/promotion, 72–80
  - why agencies lose, 95–97
- Clipping service, 242
- Clutter
  - in branded entertainment, 455
  - couponing and, 534
  - Internet/digital/social media advertising, 510
  - magazine advertising and, 410–411
  - message channel and, 208–209
  - movie theater advertising, 449
  - music in commercials and, 310
  - newspaper advertising and, 424
  - PR, avoidance and, 573
  - radio advertising and, 392–393
  - spot advertising and, 373
  - television advertising and, 367
- Coca-Cola, 648–649
- Cognitive/behavioral stage, 159, 159*f*
- Cognitive dissonance, 129
- Cognitive learning theory, 133–134
- Cognitive orientation, 131
- Cognitive response approach, communications, 166–168, 167*f*
- Cognitive stage, 159, 159*f*
- Coke, 515
- Collateral services
  - advertising agencies and, 103
  - IMC and, 71*f*, 72
- Collectivism, 639
- College newspapers, 420
- Color

- branding and, 124–125
- magazine advertising and, 405, 414–415
- newspaper advertising and, 426
- perception and, 122

Comarketing, 522

Combination rates, 427

Combination style advertising, 304–305

Commerce ads, online, 314–315

Commercial ratings (C3), 384

Commercials. *See* Television advertising

Commercial speech, 680

Commission system

- ad agency compensation, 90–91
- payment, 91*f*

Common ground, communications and, 154, 156

Communication

- ad execution thoughts, 167–168
- cognitive response approach, 166–168, 167*f*
- defining, 145
- elaboration likelihood model (ELM), 168–170
- IMC objectives, 215
- language as barrier to, 145
- mass, 158
- product/message thoughts, 166–167
- source-oriented thoughts, 167
- See also* Information

Communication Effects Pyramid, 222*f*

Communication model, 146, 146*f*

- channel, 149–150
- message, 147–148
- noise, message distortion, 156
- receiver/decoding, 154–156
- response/feedback, 156–157
- source encoding, 146–149
- viral marketing, 150–152

Communication objectives, 36

- DAGMAR goals and, 223–224
- effects pyramid, 221–222
- IMC program, setting for, 228–231
- issues in setting, 228–231
- issues with, 222–225
- marketing *v.*, 216–217
- promotional planners and, 228
- purchase funnel, 223*f*

- sales, 217–220
- traditional advertising-based view of marketing, 229*f*
- See also* DAGMAR, objective setting and
- Communication process, 35–36
- Communications Act of 1934, 691
- Communications management, IMC, 30
- Communications program develop, IMC and, 36–37
- Communications situation, 138
- Communications task, 223–224
  - See also* DAGMAR, objective setting and
- Community antenna television (CATV), 376
- Community members, as PR audience, 569
- Company-created touch points, 28
- Comparative advertising, 200–202, 299, 642
- Comparison, media costs and, 351–353
- Competition
  - advertising effects on, 735–736
  - in branded entertainment, 455
  - in magazine advertising, 410–411
  - sales promotion growth and, 522
- Competitive advantage, 47
- Competitive advantage appeals, 290
- Competitive analysis, 46–48
- Competitive parity method, of budget setting
  - competitor outlay, 243*f*
  - defining, 242
  - return on investment (ROI) method, 243–244
  - top-down budgeting methods, 243
- Competitor advertising spending, 243*f*
- Competitor, positioning by, 61
- Compliance, 195
- Comprehension
  - DAGMAR and, 223
  - reaction tests and, 602*f*, 606
- Comprehensive measures, broadcast commercials and, 619
- Computer simulation models, of budget setting, 247–248
- Concave-downward function model, 235
- Concentrated marketing, 58
- Concept tests, 602*f*, 604–605
- Conclusion drawing, message structure, 197
- Conditioned response, 131
- Conditioned stimulus, 131
- Condoms, 717–718
- Confessions of an Advertising Man* (Ogilvy), 280

- Confucianism, 639
- Consent order (FTC), 687
- Consequences, of advertising, 124
- Consolidation, of advertising agencies, 80–81
- Consumer
  - complaints, infomercials, 470
  - decision making, 163–166
  - discounts, attachment to and, 524
  - family decision making and, 138
  - limited attention of, 367–370
  - newspaper, attract/retain readers, 429–430
  - perceptions, 9, 660
  - sales promotions, 528–529
  - as self-appointed expert, 606
  - social media users, 491
- Consumer behavior
  - basic model of, 113*f*
  - cultural influences on, 134–135
  - defining, 112–113
  - family decision making, 137
  - insights, new, 139
  - methodologies, new, 138–139
  - reference groups and, 136–137
  - situational determinants, 137–138
  - social class and, 135–136
- Consumer choice, advertising effects on, 734–735
- Consumer control principle, of self-regulation, 675*f*
- Consumer decision-making process
  - alternative evaluation, 123–125
  - attitudes, 126–127
  - hierarchy of needs and, 115–116
  - information search, 118–119
  - integration process, 127–128
  - motivation marketing research, 117–118
  - perception, 119–123. *See also* Perception
  - postpurchase evaluation, 129–130
  - problem recognition, sources of, 114–115
  - psychoanalytic theory, 116–118
  - purchase decisions and, 128–129
  - variations in, 130
- Consumer franchise-building (CFB) promotions, 526–527
- Consumer funnel, 224–225
- Consumer juries, 602*f*, 606
- Consumer learning process, behavior learning theory, 131–134

- Consumer magazines, 402–403
- Consumer markets, advertising to, 20*f*
- Consumer Online Brand Related Activities-COBRAs, 491
- Consumer-oriented sales
  - coupons advantages/limitations/distribution, 532–536
  - customers, defend current, 528–529
  - IMC, brand equity and, 529
  - increasing consumption, of established brand, 528
  - sampling benefits/limitations/methods, 530–532
  - target market segment, 529
  - trial/repurchase, obtaining, 527–528
- Consumer-oriented sales promotion, 23, 517, 517*f*, 545*f*
- Consumer packaged-goods
  - couponing and, 532–536
  - sales promotions and, 518
  - sampling benefits/limitations/methods, 530–532
- Consumer-packaged goods (CPG), 163
- Consumer response hierarchies, 224
- Consumer socialization process, 721
- Consumption, sales promotion increases, 528
- Content, of message, communication, 148
- Content sponsorship, 485
- Content support, direct marketing, 475
- Contests
  - regulation of, 698–699
  - as sales promotions, 517*f*, 537–540
  - trade-oriented sales promotion, 547
- Context of message, effects of, 207–208
- Contextual advertising, 487
- Continuity, advertising scheduling, 338, 341, 341*f*
- Continuity programs, 542–543
- Continuous reinforcement schedule, 133
- Contribution margin, 233
- Control
  - field testing and, 603
  - laboratory testing and, 602
- Control, lack of
  - branded entertainment and, 455
  - publicity and, 579
- Controlled-circulation basis, 412
- Conversation starting, 152*f*
- Conviction, DAGMAR and, 223
- Cooperative advertising, 517*f*, 551–553
- Copy testing, 270, 603

Copywriters, 85, 277  
Corn syrup accusations, 202–203  
Corporate advertising  
    advantages/disadvantages, 587–588  
    advocacy/issue ads, 585–586  
    cause-related, 586  
    controversy of, 579  
    effectiveness, measuring, 588–589  
    event sponsorships, 582–585  
    image advertising, 580–582  
    objectives of, 580  
    reputation, advertising disasters and, 582–583  
    sponsorship spending by property type, 584<sup>f</sup>  
Corporate brand image, CEO spokespeople and, 182–183  
Corporate leaders, as spokespeople, 182–183  
Corporate public relations, 588–589  
Corporate reputations, 583<sup>f</sup>  
Corrective advertising, 689  
Cost  
    branded entertainment and, 454  
    couponing, 533<sup>f</sup>  
    DAGMAR and, 227–228  
    direct marketing, 474, 475  
    economic effects, 736–737  
    effectiveness measures, 596–597  
    high absolute, 454  
    of magazine advertising, 410, 414–415  
    marginal analysis and, 234

media advertising and, 17  
of media, comparison, 351–353  
movie theater advertising, 449, 450  
newspaper advertising, 426  
of nontraditional media, 457  
outdoor advertising, 444  
PR and, 573  
of primetime ads, 367  
promotional products, 447  
of radio advertising, 386  
sales promotion traps, 556  
of sweepstakes, 537–538

- of television advertising, 366
- of television commercials, 313*f*
- transit advertising, 445
- See also* Buying television time; Spending
- Cost-effectiveness, television advertising, 363–364
- Cost per order (CPO), direct marketing, 473
- Cost per ratings point (CPRP), 330, 351–352, 352*f*
- Cost per thousand (CPM), 330, 351, 353*f*
  - branded entertainment, 454
  - direct marketing, 474
  - displays/point-of-purchase, 549
  - promotional products, 447
  - television advertising, 364
  - transit advertising, 445
- Cost-plus system, of compensation, 92
- Counterarguments, consumer communications, 167
- Country-of-origin effect, 647
- Coupons, 517*f*, 520–521
  - advantages/limitations/distribution/trends, 532–536
  - costs of, 533*f*
  - expiration dates, 532–533, 535
  - extreme couponing, 535
  - freestanding inserts and, 533, 534, 624*f*
  - Groupon, 535
  - international marketing and, 660
  - Life Cereal, 538–539
  - media, distribution by, 534*f*
  - on-package, 128
  - redemption, 533
- Coverage, of advertising, 327, 363–364
- Creative Advertising* (Pricken), 303
- Creative aspects, of media strategy, 349–350
- Creative boutiques, 87
- Creative brief, 84, 274–276
- Creative execution style, 288
  - animation, 300–301
  - combination advertising, 304–305
  - comparison, 299
  - defining, 298
  - demonstration, 299
  - dramatization, 303
  - humor, 304
  - imagery, 302–303
  - personality symbols, 301–302



- scientific/technical evidence, 299
- slice of life, 300–301
- straight-sell/factual message, 298
- testimonial, 299
- Creative factors, in frequency, 349<sup>f</sup>
- Creative output, evaluation/approval of, 317–321
- Creative process
  - account planning, 266
  - background research, 266–267
  - inputs, verification/revision, 272–273
  - models of, 265
  - product-or service-specific preplanning input, 267–268
  - qualitative research input, 268–272
- Creative services, ad agency, 85–86
- Creative space buys, in magazines, 406
- Creative strategy, 36–37, 278
  - advertising campaigns, 273–274
  - big idea, 282–283
  - brand image, create, 280–281
  - challenges, 262
  - creative brief, 274–276
  - hard-sell v. creative, 263–264
  - inherent drama, 281
  - major selling idea, 276–279
  - personnel, 264–265
  - positioning, 281–282
  - risk taking, 262–263
  - slogans/taglines, creating, 273–274
  - unique selling position (USP), 279–280
- Creative Strategy in Advertising* (Jeweler), 276
- Creative tactics
  - client evaluation/approval of output, 317–321
  - online advertising, 313–317
  - in print advertising, 306–308
  - for television advertising, 308–313
  - See also specific media*
- Creativity
  - DAGMAR and, 228
  - importance of, 257–259
- Creativity, advertising and
  - defining, 259
  - determinants of, 260–262
  - effectiveness measures and, 597–598
  - international, 654–656

- Internet/digital/social media, 508
  - mobile, 503
  - perspectives on, 259–260
  - sales, impact on, 262*f*
  - television, 363
- Credibility
  - PR and, 573
  - source factor, 179
- Credit cards, direct marketing and, 463
- CRM. *See* Customer relationship management
- Crowdsource ideas, 495
- Cultural consequences, advertising, 723–724
  - African Americans/Hispanics, 727–729
  - interracial ads, 728–729
  - LGBTQ, 729
  - persuasion dichotomy, 725–726
  - women, stereotyping, 726
- Cultural meaning, celebrity endorsements, 190
- Cultural symbols, positioning and, 61–62
- Cultural values, 640
- Culture
  - consumer behavior and, 134–135
- Cume (cumulative audience), 394–395
- Customer analysis, 35*f*
- Customer-initiated touch points, 28–29
- Customer Lifetime Value (CLTV), 473
- Customer relationship management (CRM), 21
- Customers, as PR audience, 569–570
- Cyberattacks, 662

## D

- DAGMAR, objective setting and
  - assessing, 227
  - concrete measurable tests, 225–226
  - criticisms of, 227–228
  - goals of, 223–224
  - specified time period, 227
  - target audience, 226
- Daily inch rate, newspaper advertising, 352*f*
- Daily newspapers, 419
- Data
  - audience information and, 381–382

- local audience information, 382–383
- magazine ad planning, research data, 413–414
- national audience information, 382
- newspaper circulation, 424–425
- Nielsen Audio audience information, 394–395
- out of home media, measures, 446
- radio advertising, limited, 391–392
- real-time, 522
- Databases
  - customer information and, 21
  - loyalty programs and, 542–543
- Data security principle, of self-regulation, 675*f*
- Day-after recall (DAR) testing, 618–619
- Dayparts, 375
- Dealer incentives, 517*f*
- Decentralization, international advertising and, 651
- Decentralized system, of advertising, 74–77, 80*f*
- Deception, 683
- Deceptive advertising
  - corrective advertising and, 689
  - ethics and, 715–717
  - FTC and, 682–683
  - on Internet, 510, 681
  - toning shoes, 686–687
- Decision makers, 138
- Decision rules, 127–128
- Decoding, communications and, 154–156
- Defining Advertising Goals for Measured Advertising Results (DAGMAR)*, 223–224
- Demographic market, sales promotion targets, 529
- Demographics
  - age, advertising and, 155
  - Facebook advertising and, 492–495, 494*f*
  - international marketing and, 637
  - LinkedIn, 497
  - media usage, sample, 340*f*
  - Pinterest use, 497
  - race/ethnicities, subcultures and, 135
  - radio format by age group, 388*f*
  - sample data, 333*f*, 334*f*
  - social media use and, 22
  - Spanish-language programming, 372
  - where to promote?, 334–336
  - See also* Age; Baby boomers; Millennials
- Demographic segmentation, 52*f*, 53–54

- Demographic selectivity, magazines and, 404
- Demonstration, ad execution, 299
- Departmental system, ad agency, 86
- Dependent variables, persuasion matrix, 177–178
- Designated market areas (DMAs), 383, 426
- Design, of message, 148
- Diagnostics, broadcast commercials and, 619
- Differentiated marketing, 58
- Differentiation, 734
- Digital advertising
  - ad-blockers, 12
  - advantages of, 506, 508, 509
  - characteristics, 356*f*
  - creativity in, 318
  - in-house, 78–79
  - newspapers and, 428–429
  - online role, 314–315
  - self-regulation, 677
  - See also* Online advertising
- Digital age, 148–149
- Digital agencies, 101–103
- Digital and Social Media Perspective
  - academics and practitioners, physiological testing, 612–613
  - billboards, digital, 440–441
  - budget allocations, 250
  - car's display screen, 390–391
  - consultancies, ad industry, 102
  - consumer funnels, 224–225
  - creativity in digital advertising, 318
  - effectiveness measures inhibits, 598–599
  - Google, Facebook, and Amazon, 24–25
  - in-house advertising, 78–79
  - interracial ads, 728–729
  - Magazines Shutter Print Editions, 416–417
  - online advertising, testing of, 270–271
  - rules for online endorsements, FTC, 706–707
  - sassiest brand, Charmin, 164–165
  - value of newspapers, 428–429
  - YouTubers, as celebrities, 192–193
- Digital billboards, 440–441
- Digital magazines, 417–418
- Digital marketing
  - growth of, 523
  - Internet and, 21–23

- privacy regulations, 667–668
- Digital measurement, guiding principles, 604*f*
- Digital media
  - budget allocations, 213
  - car’s display screen, 390–391
  - in China, 631–632
  - consumer funnels and, 224–225
  - international marketing and, 662–663
  - Mad Men, 69–70
  - Math Men, 69–70
  - as radio competition, 392
  - testing creative work in, 270–271
- Digital out of home (DOOH) media, 438–439
- Digital video recorders (DVRs), 120, 361–362
- Direct broadcast by satellite (DBS), 658
- Direct channels, 65
- Direct comparisons, 200
- Direct headlines, 306–307
- Direct mail
  - characteristics, 356*f*
  - direct marketing, 466–467
  - regulations, 701–702
- Direct-mail sampling, 531
- Direct marketing
  - adaptation, 461–462
  - advantages/disadvantages, 473–475
  - advertising and, 464
  - broadcast media and, 469

- catalogs, 468
- defining, 462–463
- direct mail, 466–467
- direct selling, 472–473
- e-mail, 468–469
- growth of, 463
- home shopping, 470–471
- infomercials, 469–471
- Internet and, 502–503
- mailing list, 466
- measures of effectiveness, 473
- objectives, 465

- personal selling and, 464
- print media and, 471
- promotion mix and, 19–21
- public relations and, 464
- regulations, 699–702
- sales promotions and, 464–465
- sales strategy methods to generate sales, 473*f*
- strategies/media, 466–472
- support media and, 465
- telemarketing, 471–472
- TV spots, short-form programs, 469

Direct-marketing agencies, 99

Direct-response ads, 21, 244*f*

Direct-response advertising, 19, 219, 469

*See also* Direct marketing

Direct selling, 472–473

Direct-to-consumer (DTC) advertising, 669, 693, 694

Disassociate reference groups, 137

Disclosure rule

- contests/sweepstakes, 698–699
- premiums and, 699

Discretionary income, 19

Display ads, online, 315–316

Display advertising, newspaper, 420–421

Displays, sales promotions, 549–550

Dissatisfaction, consumer, 114, 129

Distasteful advertising, 717–718

Distribution

- coupons, 532, 534
- defined, 8
- marketing planning and, 64–65

Distrust, television advertising and, 370

Divergence, 260

Do-it-for-me (DIFM) market segment, 278

Do-it-yourself (DIY) market segment, 278

Do Not Call list, 472, 475, 701

Do Not Track, Internet, 703

Door-to-door sampling, 531

Dot.com bubble burst, 489

DoubleClick (Google division), 314

Dramatization advertising, 303

Dream Crazy, 3–4

Drug companies, advertising and, 679, 691–696

Dummy advertising vehicles, 602*f*

Duplicated reach, 344

## E

Earned media, 30, 166

E-commerce

- international marketing and, 662

- Internet creation of, 484

Economic development, international marketing and, 659–660

Economic effects of advertising

- competition, 735–736

- consumer choice, 734–735

- costs/prices, 736–737

- information, advertising equals, 738–739

- market power, 737–738

- positive, 739*f*

- ten schools of thought on role, 737*f*

Economic environment, international advertising, 635–637

Economic infrastructure, 635

Economies of scale

- advertising effects and, 735

- budget allocation and, 251–252

Economy, global, 634

Editorial platforms, of magazines, 415–416

Educational programming, 379

Education, conclusion drawing and, 197

Education principle, of self-regulation, 675*f*

Educators, as PR audience, 570–571

Effectiveness, measuring, 331

- contests/sweepstakes, 539–540

- corporate advertising, 588–589

- direct marketing, 474

- good tests, essentials, 623–624

- IMC program elements, 627–628

- lack of trust, 598–599

- nontraditional media, 625

- physiological testing and, 612–613

- for PR, 574–576

- publicity, 579

- reasons for, 595–596 (*See also* Measures, effectiveness)

- refunds/rebates, 540–541

- sales promotions, 624–625

- sponsorships, 625–627

*See also* Feedback

Effective reach, 346–348

Efficiency

- advertising, 596
- of radio advertising, 386

Efficiency spots, news/sports programing, 343*f*

80–20 rule, 56

Elaboration, in advertising, 260

Elaboration likelihood model of persuasion, 168–170

Electrodermal response (EDR) measures, 611–612

Electroencephalographic (EEG) measures, 614–615

E-mail, 153

- cost of direct marketing and, 474
- direct mail and, 466–467
- as direct marketing, 468–469

Emojis, branding and, 124–125

Emotional appeals, 291–294

- bases for, 291*f*
- combine with rational, 294, 296–297
- global advertising and, 647
- image advertising and, 293
- international advertising and, 655
- movie theater advertising and, 449
- television commercials and, 311–312
- transformational ads, 292–293

Emotional intelligence, 292

Emotions

- branding and, 124–125
- creative advertising and, 263
- facial recognition and, 599
- message and, 602

Employees, as PR audience, 569

Encoding, 147

Encoding errors, 156

Endorsements

- expertise and, 179
- infomercials, 469–471
- international, 180–181
- online, regulations, 704–705
- rules for, 706–707
- testimonial advertising, 299

*See also* Celebrity endorsements

Endorsements, celebrity

- international, 180–181



- likability factors and, 185–191
- Engagement
  - ad recall and, 331*f*
  - magazine ads, consumers and, 408–409
  - reader, newspapers, 422–423
- Environment
  - community, PR and, 569
  - corporate PR and, 588–589
  - message context and, 207–208
- Environmental marketing, regulations, 690
- Ethical criticism, advertising
  - children, advertising to, 720–723
  - untruthful/deceptive, 715–717
- Ethical Perspective
  - cannabis, 694–695
  - corporate public relations, water, 588–589
  - native advertising, 488–489
  - risky strategy, 732–733
- Ethics
  - advertising/promotional, 713–715
  - American Advertising Federation Principles and Practices for Advertising Ethics, 717*f*
  - corporate advertising and, 587
- Ethnicity
  - advertising markets and, 366
  - radio advertising and, 387
  - stereotypes and, 727–729
  - subcultures and, 135
- Ethnocentrism, 639
- Ethnographic research, 269
- Evaluation criteria, 123–125
- Event marketing, 517*f*
- Event sampling, 531
- Event sponsorship, 543–544, 582–585, 627*f*
- Evoked set, alternative evaluation and, 123
- Exchange, 7
- Exclusives, PR and, 572
- Execution styles. *See* Creative execution style
- Expertise, source credibility and, 179–180
- Exposure
  - branded entertainment and, 453
  - effectiveness of, 625–626
  - Internet/digital/social media, 508–509
  - total, 347*f*
- External analysis, 34–35, 35*f*

- External audience, for PR, 569
- External factors, 334
- Externally paced, information processing, 207
- External search, 119
- Extreme couponing, 535
- Extreme sports, event sponsorship, 543–544
- Eye Movement Research, 614<sup>f</sup>
- Eye tracking, 599, 609
- Eyetracking Web Usability* (Nielsen & Pernice), 613

## F

- Facebook, 492–495, 667, 668
- Face-to-face, 26, 117<sup>f</sup>, 150, 153, 158
- Facial recognition, 599
- Factual message, 298
- Failure fees, 549
- False advertising
  - consumer protection and, 680
  - ethics and, 715–717
- False claiming, recognition method and, 617
- Familiarity, source attractiveness, 183
- Family decision making
  - consumer behavior and, 137
  - roles in, 138<sup>f</sup>
- Family members, as personal channels, 150
- Family Smoking Prevention and Control Act, 692
- Farmer publications, magazines, 402–403
- Favorable price appeal, 290
- Fear appeals
  - about, 202
  - operation of, 202–205
  - protection motivation model and, 204
- Fear level, message acceptance and, 204<sup>f</sup>
- Feature appeals, 289
- Federal advertising regulations
  - advertising substantiation, 685–687
  - affirmative disclosure, 683–685
  - deceptive, 682–683
  - FDA, 691–696
  - Federal Communications Commission (FCC), 690–691
  - Federal Trade Commission, (FTC), 680, 681
  - First Amendment and, 679–680

- FTC, deceptive cases and, 687–689
- history of, 680–681
- Internet and, 702–707
- Lanham Act, 696
- online endorsements/native ads, 704–705
- sales promotions, 698–702
- spamming, CAN-SPAM Act, 705
- unfairness, 681–682
- U.S. Postal Service, 695
- See also* Regulations; Organizational index *individual agencies*
- Federal Communications Commission (FCC), 690–691
- Federal Trade Commission (FTC), 680, 681
  - advertising substantiation, 685–687
  - affirmative disclosure, 683–685
  - complaint procedure, 688<sup>f</sup>
  - consent/cease-and-desist orders, 687–688
  - corrective advertising, 689
  - deceptive advertising, 682–683
  - developments, 690
  - Internet advertising, 702–707
  - online endorsements, rules for, 706–707
  - sales promotions regulations, 698–702
  - unfairness, 681–682
  - See also* Federal advertising regulations; Organization index
- Federal Trade Commission Act, 680–681, 697, 702
- Fee–commission combination, 91–92

- Feedback
  - apps and, 22
  - audience, 158
  - concept testing and, 605
  - direct marketing, 474
  - focus groups and, 268–269
  - message receiver, 156–157
  - reviews, Yelp, 28
  - sampling and, 532
  - See also* Effectiveness, measuring; Measures
- Feel-good programming, 207–208
- Field of experience, communications and, 154–156
- Field tests, 602<sup>f</sup>, 603
- Financial audit, 94

- Financial groups, as PR audience, 571
- Financial support, corporate advertising and, 581
- Firearms, advertising and, 677, 695–696
- First Amendment, advertising, 201, 441, 671, 679–680, 689, 700
- First cover, magazine ad, 414
- First-run syndicated programs, 373
- Fitness industry, advertising substantiation and, 686
- Fixed-fee method, of compensation, 91
- Fixed transaction, 486
- Flat rates, 426
- Fleeting message, television advertising and, 366–367
- Flesch formula, 609
- Flesch Kincaid Reading Ease Score, 609
- Flexibility
  - in advertising, 260
  - factors in media strategy, 350–351
  - geographic, outdoor advertising and, 444
  - in magazine advertising options, 405–407
  - newspaper advertising, 422
  - promotional products, 446
  - of radio advertising, 387, 389
  - spot and local advertising, 373
  - television advertising, 364–366
- Flighting, advertising scheduling, 341, 341*f*
- fMRI, neuromarketing and, 612, 615
- Focus groups, 117*f*, 268–269, 589
  - weakness of, 605*f*
- Food and Drug Administration
  - advertising regulations and, 691–696
  - cannabis, 694–695
- Food industry, FDA, advertising restrictions and, 692–696
- Foreign-language newspapers, 420
- 44 Liquormart, Inc. v. Rhode Island*, 680
- Four Ps of marketing, 8
- Fox News*, 561
- Fragmentation, radio advertising and, 390–391
- Freedom of speech. *See* First Amendment, advertising
- Free goods, 548
- Freestanding insert (FSI), 533, 534, 534*f*, 624*f*
- Frequency
  - of association, 131
  - branded entertainment, 453
  - direct marketing, 474
  - promotional products, 447

- transit advertising, 445
- Frequency, of advertising, 343*f*, 344
  - average, 347–348
  - effects of reach and, 346*f*
  - factors in determining levels of, 349*f*
  - limited, magazine ads, 410
  - outdoor, 444
- Frequency, of exposure, media vehicles, 327
- Frequency program, 542–543
- Fry Graph Readability, 609
- FSI. *See* Freestanding insert
- FTC v. Raladam Co.*, 680
- Full-service agency, 82, 83*f*
  - account services, 82–83
  - departmental/group system of, 86
  - management/finance, 86
  - marketing services, 83–85
  - organizational chart, 83*f*
- Functional consequences, 124
- Fundraising, nonprofits, Internet and, 501

## G

- Gallup and Robinson's Impact System, 608*f*
- Galvanic skin response (GSR), physiological testing and, 611–612
- Game, 538
- Gas station pump ads, 456
- Gatefold ads, in magazines, 406
- Gender
  - ethics, advertising and, 713–715
  - stereotypes, 725–726
- General advertising, 420–421
- General advertising rates, 426
- General Data Protection Regulation (GDPR), 667
- General preplanning input, 267
- Generation Z, 55, 192–193
- Geographic coverage
  - cable television and, 379
  - Facebook advertising and, 492–495, 494*f*
  - media planning, 338
  - radio/digital media, 392
  - sweeps periods, 383
- Geographic flexibility, outdoor advertising and, 444

- Geographic markets, sales promotions target, 529
- Geographic segmentation, 51–53
- Geographic selectivity
  - magazine advertising and, 404
  - newspapers, 419–420, 422
  - television advertising and, 366
- GfK International purchase funnel, 222, 223*f*
- Gift-with-purchase promotions, 556
- Gillette, 732–733
- Global advertising
  - advantages of, 645–646
  - localized v., 644–650
  - problems with, 646
- Global brands, best, 13*f*
- Global consumer culture theory (GCCT), 644
- Global economy, 634, 636
- Globalization, when appropriate?, 646–650
- Global marketing
  - advantages of, 645–646
  - similarity, source, 183
  - spending, 6
- Global Perspective
  - celebrity endorsements, abroad, 180–181
  - FIFA World Cup, Qatar, 642–643
- Global positioning satellite (GPS), 443
- Global products, local message, 650
- Global Technology Adoption Index (GTAI), 576
- Global Trust in Advertising, 716*f*
- Goodwill, promotional products, 447
- Google, 667, 668
- Government regulations, international advertising, 640–641
- Gratitude Passion Index, 626*f*
- Great Recession, 15
- Gross domestic product (GDP), 638
- Gross ratings points (GPRs), reach and, 344–346
- Group, as audience, 158
- Group influence, consumer behavior, 137
- Group selling, 473*f*
- Group system, ad agency, 86
- GSR/EDR activity, 612
- Guaranteed circulation, 411
- Guerrilla marketing
  - nontraditional advertising, 455–456
  - ROI on, 244*f*

## H

Halo effect, 607

Hard-sell v. creative, 263–264

#Hashtags

- BuickHappiness, 49

- evade, 495

- MeToo, 711–712

- OpenToTry, 441

- PutYourHeartToPaper, 281

- SonyLove, 496

Headlines

- body copy, 307–308

- creative, print advertising and, 306–308

- direct/indirect, 306–307

- subheads, 307

Health care publications, magazines, 403

Health-related advertising, 717–718

Hemispheric lateralization, physiological testing and, 614–615

Heuristics, 127

Hidden persuaders, 123

Hierarchy of effects model, 159, 226

Hierarchy of needs, 115–116

High-definition televisions (HDTVs), 362

Highway Beautification Act of 1965, 438

Hispanics, stereotypes, 727–729

Home shopping, 470–471

Hopper HQ, 143

Horizontal cooperative advertising, 551

Households using television (HUT), 381–382

HTML coding, 486

Human interest stories, 656

Humor

- appeals of, 205–206

- as creative execution style, 304

- international advertising and, 655

- persuasion matrix, 177

## I

Ideal state, consumer, 114

Identification, source attractiveness, 183

Image

- direct marketing and, 473–474
- Internet advertising and, 483
- outdoor advertising, issues with, 444
- PR building, 574
- promotional products, 447
- reputation, clients and, 98

Image advertising

- brand image, 280–281
- corporate, 579–582
- defining, 293
- financial support, generate, 581
- positioning ads, 580
- recruiting, 581
- sponsorships, 580–581

Image appeals, 647

Imagery advertising, 302–303

Image transfer, 389

IMC Perspective

- Beer Wars, 202–203
- creative powerhouse, Wieden+Kennedy, 88–89
- digital advertising, 120–121
- discounts, 524–525
- infomercials, 470–471
- Life Cereal, 538–539
- Love Campaign, 296–297
- media plans, best, 354–355
- reputation, advertising disasters and, 582–583
- smart management/lemmings, 508
- television networks, number of commercials, 368–369
- Tiger and Maria rebuild, images, 175–176

IMC. *See* Integrated marketing communications (IMC)

Imitation, 202

Impact, television advertising and, 363

Incentive-based system, of compensation, 92

Incentives, trade-oriented sales promotion, 547

Independent variables, persuasion matrix, 177–178

In-depth interviews, 117*f*

Index number, 332

Indirect channels, 65

Indirect headlines, 307

Individualism, 639

Individuals, as audience, 158

Individual selling, 473*f*

Industrialized nations, 635



Influencer, 138, 143–144, 565  
Infomercials, as direct marketing, 469–471  
Information  
    advertising as, 738–739  
    digital/Internet/social media, 506, 508  
    Internet disseminates, 483  
    *See also* Communication  
Informational/rational appeals  
    competitive advantage, 290  
    favorable price, 290  
    feature, 289  
    news, 290  
    product/service popularity, 290–291  
Information processing rates, 207  
Information provider, 138  
Information search, 118–119  
Information selection, 120–121  
Ingredient-sponsored cooperative advertising, 552  
Inherent drama, 281  
In-house advertising agencies, 77–80, 80*f*  
Initiator, 138  
Innovation adoption model, 159

Inquiry tests, 602*f*, 615–616  
Inserts  
    freestanding, 533, 534, 534*f*, 624*f*  
    newspaper advertising, 421  
Inside cards, transit advertising, 442  
Inside-out planning, 229  
Instant messages, 153  
In-store media, 440, 625  
In-store sampling, 531  
Instrumental conditioning, 133*f*  
Integrated marketing communications (IMC)  
    audience contacts and, 27–30  
    brand equity and, 529  
    branding and, 12–16  
    budget allocations to, 249  
    communications program, 36–37  
    contemporary perspective, 10  
    critics of, 10

- direct marketing role in, 464–465
- effectiveness measures, 627–628
- evolution/growth of, 8–10
- Google, Facebook, and Amazon, 24–25
- growth/importance of, 11–12
- internal/external analysis, 31, 34–35
- Internet and, 484
- Internet/digital/social media advertising, 509
- mobile advertising and, 503
- objectives, 217
- objective setting for, 228–231
- planning model, 32<sup>f</sup>
- process participants, 71–72
- promotional planning. *See* Promotional planning
- promotion mix and, 16–27
- radio advertising and, 389
- sales promotion and, 553–555
- target audience and, 5
- touch points, control v. impact, 29
- Web 2.0, media types, 489–500
- word of mouth and, 153–154

Integrated marketing communications (IMC) services

- agency v. client, responsibility, 105
- future of, 105–106
- pros/cons of, 104

Integration, movie theater advertising and, 449

Integration process, consumer decision making, 127–128

Interactive advertising

- characteristics, 356<sup>f</sup>
- Internet/digital/social media, 506

Interactive Advertising Bureau (IAB), 668

Interactive media, 21

Interconnects, 378

Interest-Based Advertising Accountability Program, 703

Interest, Internet advertising creates, 483

Intermittent reinforcement schedule, 133

Internal analysis, 31, 34, 35<sup>f</sup>

Internal audience, for PR, 568–569

Internal factors, 334

Internalization, 179

Internal search, 119

International advertising

- advantages of, 645–646
- agency selection, and criteria for, 652–654

- bans/restrictions on types of, 641–642
- centralized organization, 651
- Coca-Cola, 648–649
- combination organization, 651–652
- creative decision making, 654–656
- decentralized organization, 651
- global v. localized, 644–650
- government regulations and, 640–641
- international media, 657–658
- local media, 657
- media selection for, 656–658
- offensive, 639
- problems with, 646
- sales promotion and, 634–635
- time-period restrictions, 656
- top 10 spenders in, 635<sup>f</sup>

International endorsements, 180–181

International marketing

- advantages of, 645–646
- in China, 631–632
- cultural environment, 638–640
- demographic environment, 637
- digital/social media and, 662–663
- economic environment, 635–637
- forces in, 636<sup>f</sup>
- Internet, worldwide growth of and, 662
- public relations and, 661–662
- sales promotion, 659–661

International markets, 632–634

International media, international advertising and, 657–658

Internet

- advertising on, 313–317
- brand image and, 15
- catalogs and, 468
- as channel of communication, 150
- children, marketing to, 703–704
- coupon distribution and, 535
- as direct-mail threat, 466–467
- direct marketing and, 21, 502–503
- direct-response advertising and, 219
- Do Not Track, 703
- e-commerce and, 484
- e-mail, direct marketing and, 468–469
- IMC and, 484

- international market, growth of and, 662
- marketing, digital and, 21–23
- online behavioral advertising (OBA), 672, 674
- online endorsements/native ads, regulations, 704–705
- online endorsers, 182
- personal selling on, 500–501
- PR and, 572
- privacy on, 510, 690
- public relations on, 501–502
- regulations, CAN-SPAM Act and, 699
- regulations, privacy/security, 702–703
- ROI advertising, 244*f*
- sampling and, 531
- search engines and, 22
- spamming, CAN-SPAM Act, 705
- sweepstakes and, 539
- WOM communication and, 153

#### Internet advertising

- ad-blockers, 12
- adoption rate of, 480–481
- advantages of, 506, 508, 509
- banners, 485
- behavioral targeting, 487
- buzz generation and, 484
- consideration/evaluation, 484
- contextual ads, 487
- disadvantages of, 510–511
- image creation and, 483
- interest generation, 483
- interstitial and, 486
- new media, types of, 490*f*
- objectives of, 481–484
- paid searches, 486
- pop-up/pop-under, 485
- rich media commercials, 488
- sales promotion, 500
- search engines and, 6
- social media and, 489–500
- sponsorships, 485
- trial products and, 483–484
- Web 1.0 and, 484–489
- Web 2.0 and, 489–500

*See also* Online advertising; Social media advertising

Internet metrics, 504

- specific measures of, 504–505
  - traditional, 505–506
- Internet protocol (IP), 487
- Internet sources, product information, 119
- Interracial ads, 728–729
- Interstitial apps, Internet advertising, 486
- Interviews, PR and, 572
- Intrinsic touch points, 28
- Introductory allowances, 548–549
- Inventory, build, 546–547
- Investors, as PR audience, 569
- Irritation
  - movie theater advertising and, 450
  - nontraditional media and, 457
- Islam, advertising and, 640
- Issue ads, advocacy advertising, 585–586

## J

- Jargon, 177
- Jingles, music in commercials and, 311
- Journal of Advertising Research (JAR)*, 348, 611
- Journal of Consumer Research*, 485
- Journal of Marketing*, 350
- Junk mail, 473–474
- Juul, 585, 721

## K

- Key benefit claim, 277–278
- Kiosks, 484
- Kudos: authority, 152<sup>f</sup>
- Kudos: cool hunting, 152<sup>f</sup>

## L

- Laboratory tests, 602
- Language
  - brand community and, 152
  - as communication barrier, 145
  - foreign, newspapers and, 420
  - government regulations on foreign, 641

- international advertising, 634, 638
- jargon, 177
- radio advertising and, 389
- television programming in various, 372
- transit advertising and, 442
- Lanham Act, federal advertising regulations, 696
- Lawyers, advertising and, 673
- Layouts, 85, 308
- Lead card, 701
- Leader boards ads, 485
- Lead generation
  - direct marketing, 475
  - PR and, 574
- Lead time, promotional products, 448
- Legal professionals, advertising and, 671
- Life span, short, of newspaper ads, 424
- Lifestyle segmentation, 54–55
- Likability, source attractiveness, 183, 185
  - See also* Celebrity endorsements
- Limited appeal, branded entertainment, 454
- Limited-time offers, 517
- Linear TV, 384
- Liquor advertising, 641, 670, 676, 714
- Load-to-card (L2C), 536
- Local advertising, 373, 420
- Local advertising rates, newspaper, 426
- Localized advertising strategy, 654
- Local media, international advertising and, 657
- Local radio, buying time on, 393
- Logos, 148–149
- Lottery, 698
- Low-involvement hierarchy, 160–161
- Loyalty programs, 517*f*, 542–543
- Luxury products, 648

## M

- Made in USA, 684
- Madison Avenue* (Mayer), 298
- Magazine advertising
  - audience information/research for, 413–414
  - bleed pages, 406
  - business publications, 403

- characteristics, 356*f*
- circulation management and, 416–418
- circulation, primary/guaranteed, 411
- circulation verification services, 411–412
- clutter/competition and, 410–411
- color in, 414–415
- consumer, 402–403
- costs, 410
- creative space buys, 406
- demographic selectivity, 404
- digital, 417–418
- editorial platforms of, 415–416
- farmer publications, 402–403
- future of, 415–418
- gatefold ads, 406
- geographic selectivity, 405
- inserts/scratch-and-sniff, 406
- limited reach/frequency, 410
- long lead time of, 410
- native advertising and, 417
- permanence of, 407
- pop-ups, 406
- prestige and, 407–408
- purchasing, costs elements of, 414–415
- readership, total/pass-along, 412–413
- receptivity/engagement, consumer, 408–409
- reproduction quality of, 405
- role of, 401
- selectivity of, 403–405
- self-regulation, 676
- services/split runs/personalized ads, 409
- Magazine networks, 415
- Mailing lists, 466
- Mail-in premiums, 536
- Major selling idea
  - develop, 277–278
  - search for, 276–279
- Mall intercepts, research, 605
- Management, 562
- Managerial silos, 588

- Marcom manager controls, 73, 76
- Marginal analysis, 233–234
- Market Contact Audit (MCA), 627
- Market-driven companies, 7
- Marketer-controlled (commercial) sources, of information, 119
- Marketer-induced problem recognition, 114–115
- Marketers, social media use of, 492, 493*f*
- Marketing
  - concentrated, 58
  - defined, 7
  - differentiated, 58
  - digital/Internet, 21–23
  - direct, promotion mix and, 19–21
  - global spending on, 6
  - influencer, 143–144
  - social media campaigns, 152
  - undifferentiated, 57
  - See also* Global marketing; International marketing; Mobile marketing
- Marketing and Promotions Process Model, 45*f*
- Marketing channels, 64–65
- Marketing communications
  - IMC and, 8–16
  - traditional advertising-based view of, 229*f*
  - See also* Integrated marketing communications (IMC)
- Marketing communications manager, 73
- Marketing coverage possibilities, 338*f*
- Marketing factors, in frequency, 349*f*
- Marketing mix
  - defining, 8
  - modeling, PR and, 576
- Marketing objectives, 36
- Marketing objectives v. communication, 216–217
- Marketing planning program
  - distribution channels, 64–65
  - price decisions, 64
  - product decisions, 62–63
  - promotional strategies, push/pull, 65
  - repositioning, 62
- Marketing plan review, IMC and, 31–33
- Marketing public relations (MPR), 564–566
  - advantages/disadvantages, 565, 566*f*
  - companies use, 566*f*
  - functions, 564–566
  - See also* Public relations (PR)



- Marketing research methods, 117*f*
- Marketing strategy plan
  - competitive analysis, 46–48
  - opportunity analysis, 45–46
  - target market selection, 48–49
- Market maturity, 660
- Market niches, 158
- Market opportunities, 45–46
- Market penetration, newspaper ads and, 421
- Market positioning, 58–59
- Market potential, 332, 336*f*
- Market power, 737–738
- Markets
  - identifying, 50–51
  - international, importance of, 632–634
- Market segmentation, 51–57
  - bases for, 52*f*
  - behavioristic, 56
  - benefit, 56
  - demographic, 53–54
  - geographic, 51–53
  - process, PRIZM Social Groups, 56–57*f*
  - psychographic, 54–55
- Market segments, 45, 158
  - do-it-for-me (DIFM), 278
  - do-it-yourself (DIY), 278
  - how many to enter?, 57–58
  - potential, 58
- Market size/potential/share, budget allocation and, 249, 251
- Martin Agency, 255–256
- Mass communication, 158
- Mass markets, 158
- Mass media, 149–150
  - alternative, effects of in advertising, 11, 207
- Master recording, 310
- Master Settlement Agreement, 692
- Material changes principle, of self-regulation, 675*f*
- Materialism, advertising encourages, 724–725
- Materiality, 683
- McDonald's, 515
- Meaning transfer model, 189*f*
- Measurable tests, DAGMAR and, 225–226
- Measures
  - in branded entertainment, 455

- of corporate advertising effectiveness, 588–589
- of direct marketing effectiveness, 473
- EDR, physiological testing and, 611–612
- EEG, physiological testing and, 614–615
- effectiveness inhibits, lack of trust, 598–599
- of Internet advertising, 504–506 (*See also* Internet metrics)
- Internet metrics, 504–506
- nonverbal, of print message testing, 610
- outdoor advertising, 444
- out of home media, 446
- of PR effectiveness, 574–576
- promotional products, 448
- of publicity effectiveness, 579
- RADAR, radio audience, 395–396
- of radio audience, 394–396
- reliable, international advertising and, 657
- of social media applications, 507*f*
- of television audience, 383–385
- See also* Feedback

#### Measures, effectiveness

- campaign effectiveness, creativity and, 600*f*
- cons of, 596–600
- current method issues, 622–623
- IMC program elements, 627–628
- lack of trust, 598–599
- nontraditional media, 625
- pros of, 595–596
- research and, 600–601 (*See also* Research, message effectiveness and)
- sales promotions, 624–625
- sponsorships, 625–627
- tracking studies, 621*f*
- See also* Testing process

#### Measures, of IMC objectives, 216

#### Media

- advertiser controller argument, pros/cons, 730–731
- characteristics, matching to market, 354–356*f*
- compensation, 90
- content analysis, PR and, 576
- department, of ad agency, 84–85
- direct marketing, strategies and, 466–472 (*See also* Direct marketing)
- factors in frequency levels, 349*f*
- international advertising, selection of, 656–658
- paid/owned/earned media, 29*f*
- as PR audience, 570

- ROI ratings of types of, 244*f*
- self-regulation by, 675–678
- See also* Mass media; Print media
- Media specialist companies, 87–89
- Media mix, 337
- Media objectives, 327
  - frequency, determine effective, 348
  - planning, 331–336. *See also* Media planning
  - reach, determine effective, 346–348
- Media organizations, IMC and, 71, 71*f*
- Media planning
  - about, 326–327
  - best, awards for, 354–355
  - brand development index (BDI), 335, 335*f*, 336, 336*f*
  - category development index (CDI), 335–336, 336*f*
  - defining, 327
  - developing, activities involved in, 329*f*, 331*f*
  - effectiveness, difficulty measuring, 331
  - evaluation/follow-up, 354–355
  - inconsistent terminologies, 330
  - insufficient information, 329–330
  - internal/external factors and, 334
  - market potential, using CDI/BDI to determine, 336*f*
  - media plan, 327–328
  - media strategies. *See* Media strategies
  - national advertisers ranked by total spending, 328*f*
  - objectives, establishing, 336–337
  - promote, where to?, 334–336
  - sample demographic data, 333*f*, 334*f*
  - survey of buying power index, 335
  - sweeps periods, 330
  - target market, identify, 332–336
  - time pressures, 330
- Media strategies, 36, 327, 601
  - costs of, determine relative, 351–353
  - creative aspects, 349–350
  - demographics, sample media usage, 340*f*
  - efficiency spots, news/sports programming, 343*f*
  - flexibility, factors in effective and, 350–351
  - frequency levels, 343*f*, 344, 349*f*
  - geographic coverage, 338
  - gross ratings points (GPRs), 344–346
  - market, matching media to, 354–356*f*
  - media mix, 337

- mood, creating, 350
- reach, 342–344, 345*f*
- recency planning, 348
- scheduling, 338, 341–342
- scheduling methods, 341*f*
- target market coverage, 337–338

Media vehicle, 327, 337

Medium, advertising, 327

Meenasian, Sam, 479

Mental imagery, radio advertising and, 389

Mere exposure effect, 295

Message

- characteristics, viral marketing, 151, 152
- communication model and, 147–148
- distortion, noise, 156
- humor, persuasion matrix, 177
- recall, 196*f*
- sidedness, 198–199
- tailoring, 506
- variables, research effectiveness, 600–601

Message appeals

- comparative advertising, 200–202
- defining, 200
- fear/operation of appeals of, 202–205
- humor, 205–206

Message factors

- appeals, 200–206
- in frequency levels, 349*f*
- structure, 196–200

Message structure

- conclusion drawing, 197
- defining, 196
- order of presentation, 196–197
- refutation, 199
- sidedness, 198–199
- verbal v. visual, 199–200

Message/yielding, persuasion matrix, 178

Micro-bloggers, 144

Micromarketing, 11

Millennials

- age segment, 53–54
- brand images and, 49
- generation Z, 55
- Kraft Heinz brands, 213

- smartphones and, 24
- vloggers, 498
- Youtube personalities, 192–193
- MillerCoors battle, 202–203
- Mirror Makers, The: A History of American Advertising and Its Creators* (Fox), 725
- Misleading omission, 683
- Misredemption, coupons, 533
- Misrepresentation, 683
- Mnemonics, 122
- Mobile advertising
  - disadvantages of, 503–504
  - growth of, 502
  - IMC and, 503
- Mobile billboards, 439
- Mobile coupons, 503
- Mobile interstitial, 486
- Mobile marketing
  - apps and, 22–23
  - consumption and, 22
  - shift to, smartphones and, 6
- Mobile media, funnels, 224–225
- Mock magazine test, 608
- Mommy bloggers, 499
- Mood
  - media and, 350
  - message and, 602
  - transit advertising ad, 445
- Motivation research
  - consumer behavior, 117
  - problems/contributions of, 117–118
- Motivations
  - elaboration model and, 168
  - spokespeople and, 179
- Motivations, consumer
  - hierarchy of needs, 115–116
  - psychoanalytic theory, 116–117
  - videos, social sharing of, 152<sup>f</sup>

Movies, theater advertising, advantages/disadvantages and, 448–450

MPR. *See* Marketing public relations

Multiattribute attitude models, 126

Multinational corporations, 632–634  
    *See also* Global and International entries  
Multiproduct firms, 76  
Multitasking television viewers, 156*f*  
Music  
    in commercials, 309–311  
    jingles, 311  
    marketing and, 132, 178  
Musical composition, 310  
Mystery ads, 295

## N

Narrowcasting, 378  
National advertising, 20*f*, 420–421  
National Advertising Review Board (NARB), 672  
National Association of Attorneys General (NAAG), 697  
National Do Not Call Registry, 700–701  
National newspapers, 419  
National spot advertising, 373  
Native advertising, 314, 487–489  
    magazines and, 417  
    regulations, 704–705  
Near field communication, 500  
Needledrop, 309–310  
Needs  
    consumer, 114  
    hierarchy of, 115–116  
Negative evaluation, 370  
Negative placements, 455  
Negative publicity, 26  
Negotiated commission, 91  
Network radio, buying time on, 393  
Networks  
    magazine, 415  
    newspaper, 430  
Neuroscience, 599, 615  
New advertising, 9  
*New Media Study*, 332  
New media, Web 2.0 and, 489–500  
New products, problem recognition and, 115  
News appeals, 290  
Newspaper advertising

- characteristics of, 356*f*
- circulation and, 428–429
- circulation/audience information, 425–426
- classifieds, 421
- clutter and, 424
- college, 420
- competition of, 427–428
- daily editions, 419
- daily inch rate, 352
- display, 420–421
- flexibility of, 422
- freestanding inserts and, 533, 534, 534*f*
- future of, 427–430
- geographic selectivity, 422
- market penetration, 421
- national, 419
- online delivery/multiple platforms, 430
- poor reproduction quality, 423–424
- purchasing, general/local rates, 426
- rate structures, 426–427
- reader involvement/acceptance, 422–423
- readers, attract/retain, 429–430
- selectivity, lack of, 424
- self-regulation, 676
- services offered for, 423
- short life span of, 424
- special ads/inserts, 421
- special audience/foreign language, 419–420
- supplements, 420
- weekly, 419

Newspaper networks, 430

Nielsen Audio audience information, 394–395

Nielsen households, 385

Nielsen Station Index (NSI), 383

Nike, 733

Nike shoes and apparel, 3–5

Noise, message distortion, 156

Nonfranchise-building (non-FB) promotions, 527

Nonmeasured media, 436

Nonorganic (paid) search results, 486

Nonpersonal

- channels, of communication, 149–150
- nature, of advertising, 17, 19

Nonprofit organizations

- Internet fundraising and, 501
- marketing and, 7
- Nonrepetitive person-to-person selling, 472
- Nontraditional media, 436
  - alternative types of, advantages/disadvantages, 457
  - effectiveness of, 625
- Nontraditional support media
  - branded entertainment, 450–457. *See also* Branded entertainment
  - guerrilla marketing, 455–456
- Nonverbal measures, of print message testing, 610
- Novelty-seeking behavior, 115

## O

- Objective and task method, of budget setting, 245–246
- Objectives
  - determine achievement of, 597–598
  - direct marketing, 465
  - of Internet advertising, 481–484
  - for media planning, 336–337
- Objectives, for IMC
  - communications, 215. *See also* Communications objectives
  - results, measures of, 216
- Objectivity, testing and, 607
- Obscenity, regulations and, 691
- Offensive advertising, 717–720
- Off-invoice allowance, 547–548
- Off-network syndication, 373
- Omnichannel retailing, 21
- On-air tests, 602*f*, 606, 611
- One-day sales, 524
- One-sided message, 198
- One-step approach, direct marketing, 466
- Online advertising
  - creativity in, 318
  - digital ads, role of, 314–315
  - display/banner, 315–316
  - programmatic advertising, 342–343
  - video, 316–317

*See also* Internet entries; Social media; Social media advertising
- Online behavioral advertising (OBA), 672, 674
- Online dating industry, 43–44
- Online endorsements, regulations, 704–705



- Online endorsements, rules for, 706–707
- Online newspapers, 430
- Online search, 24
- Online theater testing, 602*f*
- On-package sampling, 531
- OOH. *See* Out of home advertising
- Open-ended advertisements, 197
- Open-rate structure, 426
- Operant conditioning, 132–133
- Operating systems, Android, 23
- Opinion seeking, 152*f*
- Opportunity analysis, 45–46
- Orchestration, 9
- Order of merit testing, 607
- Order of presentation, message structure, 196–197
- Organic search results, 486
- Organizational characteristics, budget allocation and, 252
- Organization, of full-service agency, 83*f*
- Originality, in advertising, 260
- Outdoor advertising
  - advantages/disadvantages, 444–445
  - characteristics of, 356*f*
  - out of home media, formats, 437*f*
  - product categories/revenue, 437*f*
  - ROI on, 244*f*
  - See also* Out of home (OOH) advertising
- Out of home (OOH) advertising
  - aerial advertising, 439
  - defining, 436
  - digital out of home (DOOH) media, 438–439
  - formats, outdoor advertising and, 437*f*
  - in-store media, 440
  - measures of, 446
  - mobile billboards, 439
  - outdoor, advantages/disadvantages, 444–445
  - out of home displays, 442*f*
  - place-based out of home, 439
  - product categories/revenue of, 437*f*
  - transit advertising, 442–444. *See also* Transit advertising
- Out of stock, 114
- Outside-in planning, 229
- Outside posters, transit advertising, 442–443
- Overexposure, celebrity endorsements, 186
- Owned media, 30, 166

## P

- Package design, physiological testing and, 612
- Packaged goods. *See* Consumer packaged-goods
- Packaging
  - PlantBottle®, 304–305, 308
  - product planning and, 63
  - purchase decisions and, 128
- Paid media, 29–30, 166
- Paid search, 22
- Paired comparison methods, testing, 607
- Parents' Bill of Rights (Commercial Alert), 721, 722*f*
- Parking lot ads, 456
- Partial reinforcement schedule, 133
- Participations, buying television advertising, 375
- Party plan/group selling, 473*f*
- Pass-along benefits, 153
- Pass-along rate, 353
- Pass-along readership, 412
- Passive learning, 160
- Passive shopping, 163
- Pattern advertising, 650
- Payout plan, 246–247
- Pay-per-click advertising, 486
- People meter, 382
- Pepsi, 515
- Perceived concern, 195
- Perceived control, 195
- Perceived scrutiny, 195
- Perceived value, 736
- Percentage charges, 92–93
- Percentage of sales, computing, 239*f*
- Percentage-of-sales method, budget setting, 238–241
- Perception
  - selecting information, 120–121
  - selective, 121
  - sensation and, 119–120
  - subliminal, 122–123
- Performer Q Study, 194*f*
- Peripheral route to persuasion, 169–170
- Permanence, of magazine advertising, 407
- Personal channels, of communication, 150
- Personal experience, 119

- Personal hygiene products, 717
- Personality symbol advertising, 287–288, 301–302
- Personalization, direct marketing, 474
- Personal-oriented messaging, 497
- Personal products, advertising, 718
- Personal selling
  - direct marketing and, 464
  - Internet and, 500–501
  - promotion mix and, 26–27
- Personal sources, product information, 119
- Personal v. nonpersonal channels, 206–207
- Person-to-person, 26
- Person-to-person selling, 473*f*
- Persuasion dichotomy, 725
- Persuasion, elaboration likelihood model of, 169*f*
- Persuasion, fear appeals and, 203–205
- Persuasion matrix, 177*f*, 178
- Persuasive advertising, social consequences, 725
- Persuasive measures, broadcast commercials and, 619
- Pharmaceutical industry, 571, 679
  - direct-to consumer advertising and, 669
  - FDA, advertising regulations and, 691
- Photo-sharing social networks
  - Instagram, 496
  - Pinterest, 497
  - Snapchat, 496–497
- Physiological measures, 602*f*, 611–615
  - brain waves, EEG measures, 614–615
  - eye tracking, 612–614
  - galvanic skin response (GSR), 611–612
  - pupil dilation, 611
- Place (distribution), 8
- Place-based media, 456
- Place-based out of home media, 439
  - aerial advertising, 439
  - mobile billboards, 439

Planning

- public relations, 568
- for television commercials, 311–313
- See also* Media planning; Promotional planning

- Planograms, 550
- Platform advertising, transit, 443
- Podcasts, advertising and, 499
- Point-of-purchase displays, 517*f*, 549–550
- Political advertising, as comparative, 201
- Pool-outs, message appeal, 206
- Popularity appeal, 290–291
- Pop-under ads, Internet advertising, 485, 510
- Pop-up ads
  - Internet, 510
  - Internet advertising, 485–486
  - in magazines, 406
- Pop-up blockers, 486
- Portable People Meter (PPM), 383, 395
- Portfolio tests, 602*f*, 608
- Positioning, 58–59
  - corporate advertising and, 580, 587
  - magazine ads and, 414
- Positioning Advertising Copy Testing (PACT), 603*f*, 622–623
- Positioning strategy
  - attributes/benefits, 59
  - by competitor, 61
  - creative process and, 281–282
  - by cultural symbols, 61–62
  - price/quality, 59
  - product class, 60–61
  - product user, 61
  - use/application, 59–60
- Positron emission tomography (PET), 615
- Postproduction, television ad, 313
- Postpurchase evaluation, 129–130
- Posttesting, 601, 602
- Posttests, of print ads, 615–618
  - inquiry tests, 615–616
  - recall, 618
  - recognition tests, 616–618
- Preferred position rate, 426
- Premiums, 517*f*, 699
  - free, 536–537
  - self-liquidating, 537
- Preprinted inserts, newspaper ads, 421
- Preproduction, television ad, 313
- Pre-roll advertising, 510
- Pre-rolls, online commercials, 488

- Prescription drugs, advertising, 679, 691
- Presentations, 97–98
- Press conferences, PR and, 572
- Press releases, PR and, 572
- Prestige, magazine ads and, 407–408
- Pretesting
  - broadcast ads, 610–615
  - creative messages, 601–602
  - online advertising, 270–271
  - print messages, 608–610
- Price
  - advertising/promotion and, 64
  - defined, 8
  - economic effects of advertising on, 736–737
  - positioning and, 59
- Price-off deals, 517, 517*f*, 521, 541–542
- Pricing, market planning and, 64
- Primacy effect, 196
- Primary circulation, 411
- Primary v. selective-demand advertising, 20*f*
- Prime-time advertising, costs, 367
- Print advertising
  - freestanding inserts, effectiveness, 624*f*
  - international advertising and, 657
  - magazines and, 399–400
  - posttests of, 615–618
  - self-regulation, 676
- Print advertising, creative tactics
  - headlines, 306–308
  - layout, 308
  - visual elements, 308
- Printers Ink* statutes, state advertising, 697
- Print media
  - as direct marketing, 471
  - as nonpersonal channel, 150
  - ROI advertising and, 244*f*
- Print messages, pretesting and, 608–610
  - Ipsos-ASI Next\*Connect, 609
  - Link, 610
  - nonverbal measures, 610
  - portfolio tests, 608
  - PTG (PreTestingGroup), 609
  - readability tests, 609
- Print vehicle, 327

Print *versus* online flyers, 625

## Privacy

- advertising, 690

- Children's Online Privacy Protection Act, 699

- eye tracking and, 612

- on Internet, 510

- regulations, Internet and, 702–703

PRIZM (Nielsen), 54, 474, 531

Proactiv, 470–471

Problem detection, 267

Problem recognition, sources of, 114–115

Problem-solving advertising, 300

## Product

- celebrity endorsement, overshadow, 185–186, 193

- defending at risk, MPR, 565

- defined, 8, 62

- marketing PR functions and, 564

Product class, positioning and, 60–61

Product integration, branded entertainment, 451

Production department, ad agency, 86

Production, of television commercials, 311–313

Product manager, 74, 75

Product-or service-specific preplanning input, 267–268

## Product placement

- as branded entertainment, 450–451

- negative, in branded entertainment, 455

- ROI on, 244*f*

Product Placement/Commercial Cost Ratio, 455

Product planning, 62–63

- branding, 63

- packaging and, 63

Product/service popularity appeals, 290–291

Product symbolism, 62

Professional advertising, 20*f*

Professional publications, magazines, 403

Programmatic advertising, 342–343

Programmatic buying, 87

Program rating, 344, 381

Progressive Insurance, 287

Projective techniques, 117*f*

## Promotion, 16

- client's role in, 72–80

- defined, 8

- growth of advertising and, 5–6

- price and, 64
- role of, 66
- where to advertise?, 335–336*f*

#### Promotional allowances, 548

#### Promotional budget, 23–24, 249

- advertising-to-sales ratio, by industry, 240*f*–241*f*
- Aegis-Rated ROI of various methods of, 244*f*
- affordable method of setting, 237–238
- allocating to IMC elements, 249–250
- arbitrary allocation, 238
- build-up approaches to, 245–248
- client–agent policies, allocation and, 249
- competitive parity method, 241–243
- economies of scale, 251–252
- establishing, 231, 233
- example of promotional elements, 232*f*
- factors influencing, 236*f*–237*f*
- how budgets are set, 248*f*
- investments pay off in later years, 242*f*
- marginal analysis, 233–234
- market size/potential/share, allocation and, 249, 251
- objective and task method of, 245–246
- organizational characteristics, allocation and, 252
- payout planning, 246–247
- percentage of sales, computing, 239*f*
- percentage-of-sales method, 238–241
- quantitative models/computer simulation models, 247–248
- sales response models, 235–236
- share of voice (SOV) spending and, 251*f*
- summary of models, 248–249
- theoretical issues in budget setting, 233–236
- top-down approaches to, 237, 238*f*
- top-down v. bottom up, 238*f*

#### Promotional mix

- advertising, 17–19
- defining, 16–17
- digital/Internet marketing, 21–23
- direct marketing, 19–21
- paid/owned/earned, 29–30
- personal selling, 26–27
- publicity and, 24–26
- public relations and, 26
- sales promotion, 23–24

#### Promotional planning

- budget determination, 36
- communication process, analysis, 35–36
- external analysis, 34–35
- IMC objectives for, 215
- IMC program, develop, 36–37
- internal analysis, 31, 34
- marketing plan review, 31–33
- monitor/evaluate/control, 37
- objectives, improving use of in, 228
- persuasion matrix and, 177–178. *See also* Persuasion matrix
- where to promote?, 334–336
- Promotional products marketing
  - advantages/disadvantages, 446–448
  - defined, 446
  - measurement in, 448
  - specialty items by product category, 447f
- Promotional pull strategy, 65
- Promotional push strategy, 65
- Promotion ethics, 713–715
- Promotion mix, PR and, 564
- Protection motivation model, fear appeals and, 204
- Protestant ethic, 724
- Proximity, movie theater advertising and, 449
- PR. *See* Public relations
- Psychoanalytic theory
  - consumer needs, 116–117
  - problems/contributions of, 117–118
- Psychographic market, sales promotion targets, 529
- Psychographic segmentation, 54–55
- Psychosocial consequences, 125
- Publicity
  - advantages/disadvantages, 578–579
  - control/dissemination of, 577–578
  - defining, 576
  - measures of effectiveness, 579
  - negative, 577–578
  - power of, 577
  - promotion mix and, 24–26
- Public reaction, branded entertainment and, 455
- Public relations (PR), 5
  - advantages/disadvantages, 573–574
  - clients and, 98
  - corporate advertising and, 587
  - corporate. *See* Corporate public relations



- defining, 9, 562–563
- direct marketing and, 464
- functions of marketing, 564–566
- international marketing and, 661–662
- Internet and, 501–502
- measures of effectiveness, 574–576
- promotion mix and, 26, 564
- ROI advertising and, 244*f*
- role of, 563–564
- See also* Marketing public relations (MPR)
- Public relations (PR) firms, 100
- Public relations (PR) process
  - community involvement, 572
  - exclusives, 572
  - Internet and, 572
  - interviews, 572
  - plan, establish, 568
  - press release/conferences, 572
  - public attitudes, evaluate/determine, 567
  - social networks/blogs, 572–573
  - target/relevant audience, 568–571. *See also* Audience, for PR
- Public service announcement (PSA), 17, 208, 442
- Public sources, of information, 119
- Puffery, deceptive advertising, 682
- Pulsing, advertising scheduling, 341–342, 341*f*
- Pupil dilation, physiological testing and, 611
- Pupillometrics, 611
- Purchase cycle, 530
- Purchase decision, 128–129
- Purchase funnel, GfK International, 222, 223*f*
- Purchase funnel metaphor, 159
- Purchase intention, 128
- Purchase situation, 138
- Purchase-with-purchase promotions, 556
- Purchasing agent, 138
- Purchx (app), 22
- Push money (pm), 547
- P90X, 470

- Qualitative audit, 94
- Qualitative media effect, 207–208
- Qualitative research input
  - ethnographic, 269
  - focus groups, 268–269
- Quality
  - movie theater advertising and, 449
  - positioning and, 59
- Quantifiable objectives, 216
- Quantitative benchmarks, 226–227
- Quantitative models, of budget setting, 247–248

## R

- Race
  - stereotypes and, 727–729
  - subcultures and, 135
- Radio advertising
  - audience attention limited, 392
  - buying advertising time, 393. *See also* Buying radio time
  - characteristics of, 356*f*
  - clutter and, 392–393
  - cost/efficiency of, 386
  - dayparts for, 394*f*
  - difficult buying procedures, 391
  - digital media competition, 392
  - FCC and, 690–691
  - flexibility, 387, 389
  - formats by age group, 388*f*
  - fragmentation and, 390–391
  - as in-store media, 625
  - integrated marketing, 389
  - limitations, creative, 390
  - mental imagery and, 389
  - Nielsen Audio, audience information, 394–395
  - RADAR audience measure, 395–396
  - reach of, 385–386
  - receptivity, 386–387
  - research data, limited, 391–392
  - ROI advertising and, 244*f*
  - selectivity, 387
  - self-regulation, 676
- Radio Market Report (Nielsen), 394–395

- Random information catching, 160
- Ratings point, 381
- Rational appeals
  - emotional appeals and, 294, 296–297
  - international advertising and, 655
- Reach, of advertising
  - defined, 327
  - direct marketing, 473–474
  - effectiveness, 346–348
  - estimated, for TRPs, 345*f*
  - frequency objectives and, 344–345
  - gross ratings points (GPRs) and, 344–346
  - how much necessary?, 342–344
  - limited, of magazine ads, 410
  - PR and, 574
  - promotional products, 448
  - radio, 385–386
  - total exposure v. effective, 347*f*
  - transit, 445
- Readability tests, 602*f*, 609
- Reader response cards, 616*f*
- Readership, total/pass-along, magazine, 412–413
- Readers per copy, 353
- Read-most scores, magazine ads, 415
- Realism, laboratory testing and, 603
- Realistic objectives, 216
- Real-time data, 522
- Reasonable consumer, 683
- Rebate, 517*f*, 540–541
- Recall rate
  - branded entertainment, 454
  - Internet metric, 505
  - promotional products, 447
- Recall tests, 602*f*, 618–619
- Receiver
  - communications and, 154–156
  - comprehension, persuasion matrix, 177
  - source power and, 195–196
  - target audience, identify, 157–158
- Recency, 348
- Recency effect, 196
- Recency planning, 348
- Receptivity
  - consumer, magazine ads, 408–409

- of radio advertising, 386–387
- Recession, advertising in, 233*f*
- Recognition method, 616
- Recognition tests, 602*f*, 616–618
- Recruiting, corporate advertising, 581
- Rectangle banner ads, 485
- Redemption rates
  - FSI insert coupons, 534
  - low/misredemption and, 533
  - self-liquidating premiums, 537
- RedLaser (app), 22
- Reference groups, consumer behavior and, 136–137
- Referrals, 97
- Refunds, 517*f*, 540–541
- Refutational appeal, 199
- Refutation, message structure, 199
- Regional sports networks (RSNs), 380
- Regulations
  - bypassing, branded entertainment and, 454
  - contests/sweepstakes, 698–699
  - direct marketing, 699–702
  - federal, 679–696
  - Federal Trade Commission Act, 680–681
  - government, 640–641
  - international marketing and, 660–661
  - overview, 669
  - premiums, 699
  - privacy regulations, digital marketing, 667–668
  - self, 669–670
  - state, 697–698
  - trade allowances, 699
  - See also* Federal advertising regulations; Self-regulation
- Reinforcement, operant conditioning and, 132–133
- Related product purchase, 114
- Relationships, sustaining customer, 7
- Relative cost, 351
- Relevance, of advertising, 260
- Religion
  - Buddhism, 655
  - Confucianism, 639
  - Islam, 640
  - restrictions on advertising and, 644
- Reminder advertising, 123, 294
- Remnant inventory, 343

- Repetition, 131, 161
- Repetitive person-to-person selling, 472
- Repositioning, 62
- Reproduction quality
  - of magazine advertising, 405
  - of newspaper ads, 423–424
- Repurchase
  - coupons and, 532
  - sales promotions and, 527–528
- Reputation, corporate advertising disasters and, 582–583
- Research
  - background, creative process and, 266–267
  - effectiveness measures and, 597
  - eye movement, 614*f*
  - magazine ad planning data, 413–414
  - qualitative input, creative process, 268–272
  - radio advertising, limited data on, 391–392
  - sabotage, competitor, 603
- Research department, of ad agency, 83–85
- Research, message effectiveness and
  - budgeting decisions, 601
  - current method issues, 622–623
  - field tests, 602*f*, 603
  - five guiding principles of digital measurement, 604*f*
  - how to, 603–604
  - laboratory testing, 602
  - media strategies, 601
  - message variables, 600–601
  - positioning advertising copy testing (PACT), 603*f*, 622–623
  - posttesting, 601, 602
  - pretesting, 601–602
  - source factors, 600
  - testing methods, classification, 602*f*
  - testing process. *See* Testing process
  - what to test, 600–601
  - when to test, 601–602
  - where to test, 602–603
- Reseller, sales promotions and, 548*f*
- Residuals, 312
- Response advertisement, 578
- Response functions, advertising/sales, 235*f*
- Response hierarchy models
  - AIDA model, 159
  - hierarchy of effects, 159

- implications, 161–163
- innovation adoption model, 159
- issues with, DAGMAR and, 227
- low-involvement, 160–161
- response process, 159*f*
- social consumer decision-making, 163–166
- standard learning, 160
- Response, message receiver, 156–157
- Response process, advertising effects and, 170–171
- Results-Oriented-Integration, 455
- Retail advertising, 220
  - physiological testing and, 612
  - rates, newspaper, 426
- Retailers
  - brand displays and, 546
  - growth/power of, 519–520
- Retail/local advertising, 20*f*
- Retail Promotion Effectiveness solution, 624–625
- Retail trading zones, 425
- Retargeting, Internet advertising, 487
- Retention, Internet metric, 505
- Return on investment (ROI)
  - budgeting method, 243
  - celebrity endorsements and, 188–189
  - competitive parity method, 243
  - e-mail marketing and, 468
  - Internet metrics, 505
  - marketing PR and, 564
  - programmatic advertising and, 343
  - types of, 244*f*
- Revision, creative input, 272–273
- RFM analysis, direct marketing, 473
- Rich media
  - defined, 488
  - online commercials, 488
  - other forms of, 489
  - video on demand, 489
  - webisodes, 489
- Risks, in creative strategy, 262–263
- Robinson-Patman Act, 699
- ROI budgeting method, 243
- Rough tests, 602*f*, 603*f*
- Run-of-book ad, 414
- Run of paper (ROP), 426

# S

## Sales

- creativity impact on, 262*f*
- factors influencing, 218*f*
- Internet metrics, 505

## Sales objectives, 217

- DAGMAR and, 227
- issues with, 218–219
- when to use, 219–220

## Salespeople, as personal channels, 150

## Sales potential, Internet/digital/social media, 508

## Sales promotion

- abuse, 555–557
- accountability and, 522
- agencies of, shifting roles, 555*f*
- attribution theory and, 556
- bonus packs, 541
- brand loyalty, declining, 520
- brand proliferation, 521
- budget allocation, 553
- competition and, 522
- consumer franchise-building (CFB), 526–527
- consumer-oriented, 530–532, 545*f*
- contests/sweepstakes, 537–540
- cooperative advertising, 551–553
- criticism of, 523–526
- defining, 23–24
- digital marketing, 523
- direct marketing and, 464–465
- discounts, 524–525
- displays/point-of-purchase, 549–550
- economic development, 659–660
- effectiveness measures, 624–625
- event marketing, 543–544
- growth of, 518
- IMC tools/advertising coordination, 553–555
- increase in, reasons for, 518–519
- international advertising and, 634–635
- international marketing and, 659–661
- on Internet, 500
- loyalty programs, 542–543
- market maturity and, 660

media support, timing and, 554–555  
nonfranchise-building (non-FB), 527  
premiums, free/self-liquidating, 536–537

price-off deals, 541–542  
promotional sensitivity, 520–521  
refunds/rebates, 540–541  
regulations and, 660–661, 698–702  
resellers and, 548<sup>f</sup>  
retailers, growth/power of, 519–520  
sales training programs, 550  
scope/role of, 516–518  
short-term focus, 521–522  
social media, reasons to connect on, 523<sup>f</sup>  
themes/ads, coordination of, 553–554  
trade shows, 550–551  
trade structure and, 660  
trap, 556<sup>f</sup>  
types of activities, 517<sup>f</sup>

*See also* Consumer-oriented sales promotion; Trade-oriented sales promotion

Sales promotion agency, 99–100  
Sales/response advertising functions, 235<sup>f</sup>  
Sales response models, budget and, 235–236  
Sales training programs, 550  
Salient attributes, 59  
Salient beliefs, 126  
Samples, 517<sup>f</sup>  
Sampling  
    benefits/limitations/methods, 530–532  
Satellite broadcast, 361–362, 656, 658  
Satisfaction, 129  
Saturation, promotional products, 447  
ScanTrack, 625  
Scatter market, 372  
Schedules of reinforcement, 133  
Scheduling, media planning, 338, 341–342, 341<sup>f</sup>  
Scientific evidence, ad execution, 299  
Scratch-and-sniff ads, in magazines, 406  
Script, television commercial, 312  
Seamless communication, 9  
Search, 486



- Search engine optimization (SEO), 486
- Search engines
  - paid advertising and, 6
  - paid search and, 22, 486
- Second cover, magazine ad, 414
- Security, on Internet, regulations, 702–703
- Seeding strategy, 152
- Segmentation, 648, 650
  - bases for, 51–56
  - behavioristic, 56
  - benefit, 56
  - direct marketing and, 474
  - geographic, 51–53
  - headlines and, 306
  - movie theater advertising, 449
  - psychographic, 54–55
  - sales promotions and, 529
  - in target markets, 50
- Selective attention, 122
- Selective comprehension, 122, 122*f*
- Selective-demand advertising, 20*f*
- Selective exposure, 122
- Selective perception, 122
- Selective retention, 122, 122*f*
- Selectivity
  - direct marketing, 473–474
  - lack of, in newspaper advertising, 424
  - lack of, in television advertising, 366
  - of magazine advertising, 403–405
  - promotional products, 446
  - radio advertising and, 387
  - television advertising, 364–366
- Self-expression, 152*f*
- Self-liquidating premiums, 537
- Self-paced processing, 207
- Self-regulation, advertising and, 669–670
  - advertisers/agencies, 669–670
  - advertising associations, 675, 676*f*
  - appraising, 678–679
  - associations for, 672–675
  - businesses, 671–672
  - by media, 675–678
  - principles for, 675*f*
  - trade associations, 670–671

- Sender, as communication source, 146–147
- Sensation, perception and, 119–120
- Sensitive data principle, of self-regulation, 675*f*
- Sensory inputs, 120
- Services
  - global marketing and, 648
  - for newspaper advertisers, 423
  - special for magazine advertisers, 409
- Sexism, 726
- Sexual appeals, 178
  - ethical/social issues, 718–719
  - international advertising and, 655
  - shock advertising, 719–720
- Sexual orientation (LGBTQ), advertising and, 712, 729
- Sexy advertising, 711–712
- Shaping procedures, application in marketing, 134*f*
- Shared passion, 152*f*
- Share of audience, 382
- Share of Voice (SOV) effect, ad spending and, 251*f*
- Sherman Act, 680
- Shock advertising, 719–720
- Shopper Trak, 625
- Shopping modes, 163
- ShopSavvy (app), 22–23
- Short-form programs, TV spots, 469
- Short-term non-FB promotions, 526
- Short-term perspective, sales promotions, 521–522
- Short-term strategy, publicity, 576
- Side panel banner ads, 485
- Similarity, source attractiveness, 183–185
- Single-source systems, 602*f*
- Single-source tracking studies/methods, 620–621
- Situational analysis, media planning and, 331–336
  - See also* Media planning
- Situational determinants, of consumer behavior, 137–138
- Skyscraper banner ads, 485
- Sleeper effect, 183
- Slice-of-death advertising, 300
- Slice-of-life commercial, 184, 300–301
- Slogan (tagline) campaign
  - defined, 273
  - examples of effective, 274*f*
- Slotting allowances, 548–549
- Smartphones

- apps and, 5
- digital marketing and, 224
- magazine apps for, 399–400
- millennials and, 24
- mobile marketing, 6, 502. *See also* Mobile advertising
- television viewing and, 390
- SMOG Readability Formula, 609
- Social class, consumer behavior and, 135–136
- Social consequences, advertising
  - materialism, 724–725
  - summary, 732–734
  - unnecessary buying, 725–726
- Social consumer decision making, 163–166
- Social criticisms, advertising
  - children, advertising to, 720–723
  - distasteful/offensive, 717–718
  - sexual appeals, 718–719
  - shock advertising, 719–720
- Social good, 152*f*
- Social in real life, 152*f*
- Social interdependence, 639
- Social media, 22
  - ever-changing world of, 479–480
- Social media advertising
  - advantages of, 506, 508, 509
  - advertising medium and, 327
  - blogs and, 499
  - brands, use of Instagram, 496
  - car's display screen, 390–391
  - as channel of communication, 150
  - in China, 631
  - crowdsource and, 495
  - decision journey, 165*f*
  - defining, 490
  - digital signage and, 441
  - endorsements and, 704–705
  - growth of, 22
  - in-house advertising and, 78–79
  - Instagram, 496
  - international marketing and, 662–663
  - landscape, 491*f*
  - LinkedIn, 497
  - marketers use of, 492, 493*f*
  - measures of, 507*f*

- Pinterest, 497
- podcasting, 498–499
- PR and, 572
- sassiest brand, Charmin, 164–165
- Snapchat, 496–497
- source trustworthiness and, 182
- spending on, 6
- testing creative work in, 270–271
- Twitter, 495–497
- viral marketing and, 143, 150–152
- who uses and why?, 491
- word-of-mouth and, 16
- YouTube, 497–498
- Social utility, 152<sup>f</sup>
- Software, CRM programs, 21
- Solicitations, 97
- Source association, branded entertainment, 453
- Source/attention, persuasion matrix, 178
- Source attractiveness
  - defining, 183
  - likability, celebrities and, 185–189
  - similarity, applying, 184–185
- Source bolsters, 167
- Source credibility
  - CEOs as spokespeople, 182–183
  - expertise, 179–180
  - limitations of, 183
  - trustworthiness, 180–182
- Source derogations, 167
- Source encoding, communication and, 146–149
- Source factors, spokespeople
  - attractiveness, 183–191
  - attributes, 179<sup>f</sup>
  - credibility, 179–183
  - defining, 178–179
  - message effectiveness and, 600
  - source power, 195–196
- Source-oriented thoughts, 167
- Source power, spokespeople, 195–196
- Spam, 468, 705
- Spanish-language programming, 372
- Special-audience newspapers, 419–420
- Special edition magazines, 404
- Special-interest magazines, 402

Specialized marketing communication services, 71*f*, 72

Specialty advertising, 446, 447*f*

Speed, Internet/digital/social media advertising, 509

Spending

- advertising objectives and, 595

- on consumer magazines, 402

- corporate sponsorships by type, 584*f*

- global marketing, 6

- international sales promotions, 634, 635*f*

- of leading advertisers, 18*f*

- media advertising, 5–6

- national advertisers ranked by total, 328*f*

- on OOH advertising, 437*f*, 438

- social media advertising, 6

- See also* Budget

Spiffs (push-money), 547

Split runs, 409, 615

Spokespeople, 178–179

- See also* Source factors, spokespeople

Sponsored events, ROI advertising, 244*f*

Sponsorship Performance Matrix, 626*f*

Sponsorships

- corporate, 580–581

- effectiveness of, 625–627

- eight steps to measuring event, 627*f*

- Internet advertising and, 485

Sponsorships, buying advertising, 374–375

Sports, press conferences and, 572

Spot advertising, 373

Spot announcements, 375

Spot radio, buying time on, 393

S-shaped response curve, 235

Stakeholders, as PR audience, 569

Standard advertising unit (SAU), 426

Standard learning hierarchy, 160

*Starch Ad Readership Report*, 616, 617*f*

State advertising regulations, 697–698

Station advertising, transit, 443–444

Station reps, 373

Stereotypes

- African Americans/Hispanics, 727–729

- women, 726

Stimuli, marketing, 119–125

- See also* Perception

Stimulus-response orientation (S-R), 131  
Stocking allowances, 548–549  
Stopping power, celebrity endorsements, 185  
Storyboard, 85–86, 272–273, 312–313, 602  
Straight-sell, 298  
Strategic marketing plan, 45  
Street money, 548–549  
Structure, of message, 148  
Subcultures, 135

Subliminal advertising, 123  
Subliminal perception, 122–123  
Substantiation, advertising, 685–687  
Superagencies, 80  
Supermarkets, loyalty programs, 542  
Superstations, 376  
Supplements, newspapers and, 420  
Suppliers, as PR audience, 569–570  
Support advertising, 469  
Support arguments, 167  
Support media  
    defined, 436  
    direct marketing and, 465  
    privacy, 435  
    types of, 436  
    *See also* Nontraditional support media  
Supports, branded entertainment, 453  
Surrogate advertisements (India), 641  
Survey methodologies, 505  
Survey of buying power index, 335  
Survey research, PR and, 576  
Sustainability, 14  
    marketers focus on, 14–15  
    PlantBottle® and, 304–305  
Sustainable competitive advantage, 280  
Sweeps periods, 330, 383  
Sweepstakes, 517f  
    regulation of, 698–699  
    sales promotions, 537–540  
Syndicated programs, 373–374, 393  
Synthesis, in advertising, 260

## T

Tagline (slogan), 273

*See also* Slogan (tagline) campaign

Target audience

branded entertainment and, 454

corporate advertising and, 587

DAGMAR and, 226

*See also* Audience

Target CPM (TCPM), 352

Targeting behavior, on Internet, 487

Target market

coverage, media strategies, 337–340

Internet/digital/social media, 506

media planning and, 332–336

sales promotions and, 529

selection of, 48–49

Target marketing, 50

Target marketing process

identifying markets, 50–51

market segmentation, 51–57. *See also* Market segmentation

segment potential, 58

segments, number of, 57–58

Target ratings points (TRPs), 345

Taste Challenge promotion, 528

“Taste the Feeling” campaign, 648–649

Taxicabs, advertising on, 443

Teaser advertising, 295–296

Technical evidence, ad execution, 299

Technology

direct marketing growth and, 463

drives change, 21–22

effectiveness, sales promotions and, 625

print advertising, and digital, 406

television, times for, 361–362

viewing habits and, 369

Telemarketing

direct marketing and, 464, 471–472

Do Not Call list, 701

regulation and, 690

Television advertising

advantages, 363–366

audience measures, 381–385

- audio elements, 309–311
- buying, 370–376
- cable broadcasts and, 376–380
- characteristics of, 356*f*
- commercial ratings, 384
- costs of, 313*f*
- direct-response, 219, 469
- FCC and, 690–691
- infomercials, 469–471
- in-store, 625
- limitations of, 366
- local audience information, 382–383
- national audience information, 382
- planning/production of, 311–313
- pretesting commercials, 271
- ROI advertising on, 244*f*
- self-regulation, 676, 677*f*
- short-form programs, TV spots, 469
- three phases of production, 314*f*
- times for, 361–362
- top 10 broadcast network and cable advertisers, 2018, 365*f*
- total exposure v. effective, 347*f*
- video elements, 309
- viewership categories for television programs, 384*f*
- zapping to avoid, 367–368

*See also* Buying television time; Cable television; Celebrity endorsements

Television commercial, 325

Television households, 381

Television network, 371

Television networks, number of commercials, 368–369

Television Production Cost Survey, 312, 313*f*

Television viewers

- low-involvement hierarchy and, 160

- multitasking and, 156*f*

- platforms used, 384–385

Terminal posters, transit advertising, 444

Testimonial advertising, 299, 706

Testing bias, 602

Testing effectiveness, direct marketing, 474

Testing methods, classification, 602*f*

Testing process

- A/B testing, 607–608

- broadcast commercials, posttesting, 618–622

- comprehension and reaction tests, 606



- concept testing, 604–605
- consumer, as self-appointed expert, 606
- consumer juries, 606, 607*f*
- finished ads, 608–610. *See also* Pretesting
- focus groups, 605*f*
- halo effect, 607
- limited evaluation, 607
- objectives/methods/output, 608*f*
- objectivity and, 607
- order of merit/paired comparison, 607
- print ads, posttests, 615–618
- rough commercial terminology, 606*f*
- Test marketing, 619–620
- Text-only ads, 613
- Theater tests, 602*f*, 610–611
- Third cover, magazine ad, 414
- Third-world countries, 637
- Time periods
  - children, advertising to, 690
  - direct marketing, 474
  - effectiveness measures and, 599
  - exposure, branded entertainment and, 454
  - Internet/digital/social media, 509
  - mobile advertising, 503
  - publicity and, 579
  - radio, buying commercial time, 383, 394*f*
  - restrictions, international advertising and, 656
  - television, buying commercial time, 375–376, 376*f*
  - transit advertising and, 443
- Time pressures, media planning and, 330
- Tobacco advertising, 641, 669, 676, 692, 695–696
- Toll-free telephone numbers, home shopping and, 469
- Top-down approaches, to budgeting, 237, 238*f*, 243
- Top-of-the-mind awareness, 123
- Total audience, 382
  - measurement system, 383–385
  - readership, magazine, 412–413
- Total Gym, 470
- Total Use of Television (TUT), 384
- Touch points, audience contact and, 27–29
- Tracking, Internet metrics, 505
- Tracking measures, effectiveness, 626
- Tracking studies, 602*f*, 620–621, 621*f*
- Trade advertising, 20*f*, 65

- Trade allowances
  - buying, 547–548
  - defined, 547
  - promotional, 548
  - slotting/stocking, 548–549
- Trade associations, self-regulation of, 670–671
- Trade magazines, business publications, 403
- TradeMark Law Revision Act of 1988, 696
- Trade-oriented sales promotion, 23, 517*f*, 518
  - brands, support for established, 546
  - contests/incentives, 547
  - inventory, building and, 546–547
  - new product distribution, 546
  - retailers, brand displays and, 546
  - trade allowances, types of, 547–549
- Trade promotions, retailers and, 519
- Trade shows, 447, 517*f*
- Trade structure, international marketing and, 660
- Traditional support media, movie theaters, 448–450
  - See also* Out of home *entries*; Support media, traditional
- Traffic department, ad agency, 86
- Training programs, 517*f*, 550
- Transformational ads, 292–293
- Transit advertising
  - advantages/disadvantages, 445
  - defined, 441
  - inside cards, 442
  - outside posters, 442–443
  - station/platform/terminal posters, 443–444
- Transparency principle, of self-regulation, 675*f*
- Trial
  - Internet advertising stimulates, 483–484, 501
  - sales promotions and, 527–528
- Trustworthiness
  - consumer funnel, 225
  - source credibility, 180–182
  - television advertising and, 370
- Truth, Lies, & Advertising: The Art of Account Planning* (Steel), 266
- Tucker Carlson Tonight* program, 561
- TurboTax software, 567
- Two-sided message, 198–199
- Two-step approach, direct marketing, 466

## U

- Unconditioned response, 131
- Unconditioned stimulus, 131
- Undergarments, 718
- Undifferentiated marketing, 57
- Unexpected touch points, 28
- Unfair competition, 680
- Unfairness, advertising and, 681–682
- Uniform Commercial Code, 682
- Unique selling position (USP), 279–280
- Unsubstantiated claims, 681
- Untruthful advertising, 715–717
- Up-front market, 372
- Usage, 138
- Usage imagery, 302
- U.S. Constitution, 679–680
- Use, positioning by, 59–60
- User-generated content (UGC), 296–297
- User imagery, 302
- User, positioning by, 61
- U.S. Postal Services, regulations, 695

## V

- VALS, 474
- Value, 7
- Value-added customer service, MPR and, 564
- Value-based system, of compensation, 92
- Values and lifestyles (VALS), 54, 56
- Values, international marketing and, 639
- Vaping, 585, 721
- Vehicle option source effect, 601
- Verbal message v. visual, 199–200
- Verification, creative input, 272–273
- Vertical banner ads, 485
- Vertical cooperative advertising, 552
- Video
  - online advertising and, 316–317
  - social sharing motivations, 152<sup>f</sup>
  - television advertising and, 309
- Video game advertising, ROI, 244<sup>f</sup>
- Video news release (VNR), 578

Video on demand (VOD), 369, 453, 489  
Video-sharing social media, YouTube, 497–498  
Vietnam War, 583  
Viral marketing campaigns, 143, 150–152  
*Virginia State Board of Pharmacy v. Virginia Citizens Consumer Council*, 679  
Virtual reality, advertising and, 495, 499–500  
Visual appeals, global advertising, 647  
Visual elements, of print advertising, 308  
Visual image personality (VIP), 161  
Visual message v. verbal, 199–200  
Visual symbol, 148–149  
Vloggers, 498  
VOD. *See* Video on demand

## W

Wants, consumer, 114  
Warner-Lambert test, 689  
Waste coverage, 337, 444  
Wearout  
    humor appeal, 206  
    nontraditional media and, 457  
    outdoor advertising, 444  
Web 1.0, 484–489  
Web 2.0, 484  
    augmented/virtual reality, 499–500  
    Internet advertising and, 489–500  
    QR codes, 500  
    *See also* Social media advertising  
Webisodes, Internet advertising, 489  
Websites  
    alibaba.com, 662  
    amazon.com, 55, 65  
    barnesandnoble.com, 65  
    Careerbuilder.com, 427  
    chemistry.com, 673  
    Coupon.com, 535  
    cpsp.gov, 578  
    design.com, 485  
    drugfree.org, 732  
    eharmony.com, 673

forbes.com, 485  
Glassdoor.com, 427  
google.com, 332  
IAB.net, 505  
Indeed.com, 427  
influence.com, 733  
insights.com, 506  
irs.gov, 483  
iTunes.com, 484  
local.com, 430  
match.com, 673  
mint.com, 278  
Monster.com, 427  
networkadvertising.org, 703  
nikawater.org, 483  
oaa.org, 445  
pizzaturnaround.com, 199  
ppai.org, 448  
rallystl.org, 495  
redbull.com, 483  
sampleaday.com, 531, 532  
seaworldcares.com, 199  
60secondmarketer.com, 326  
sweepsadvantage.com, 540  
thearf.org, 594  
thetruth.com, 693  
turbotax.com, 279  
valpak.com, 535  
Voice123.com, 309  
Voices.com, 309  
WomensHealth.com, 53  
youtube.com, 332  
WeChat, 631  
Weekly newspapers, 419  
Weight-loss industry, 686  
*Wells Fargo*, 561  
Wheeler-Lea Amendment, 680  
Wikitude World Browser, 499  
Women, stereotypes, 726  
“Word-of-mouth” messages, 16  
Word of mouth (WOM), 150  
    IMC and, 153–154  
    as informal communication, 150  
Working media, 166

*World Is Flat, The: A Brief History of the Twenty-First Century* (Friedman), 633

## Y

Yankees, The, 111–112

Yankees Entertainment and Sports Network (YES Network), 111–112

Youth bias, 155

## Z

Zapping, 367–368

Zapping commercials, 367–368

Zeitgeist, 152<sup>f</sup>

Zero-based budgeting (ZBB), 213

Zero-based communications planning, 229

---

page S-15

---

---

page S-16

---

This International Student Edition is for use outside of the U.S.

# Advertising and Promotion

## An Integrated Marketing Communications Perspective

Mc  
Graw  
Hill

*twelfth edition*

George E. Belch | Michael A. Belch