# General class notes

* Two essay exams: BRING A GREEN BOOK!
  + Essay exam 1: MARCH 3 - THREE/FOUR things about something in class
  + Essay exam 2 (FINAL): what did you learn in class this semester; not less than FOUR things, not more than TEN things
* Group Project: focus is on writing a creative brief; prerequisite research, competition, swot analysis, what is the problem you’re trying to solve, what are the mandatories, other considerations
  + You are not writing the creative but providing the information for others to write the creative
* Dates:
  + March 3: exam 1 first half of class, Group check-in second half of class
  + March 24: spring break
  + April 7: group project the entire night
  + April 21: sign up for trial group presentation; two groups max

# Group project

* Account planner: responsible for creating the strategy, never the creative (i.e. does not create any tag lines)
* Project Goal: make a creative brief
  + What problem are you solving
  + What’s the objective, has to be measurable
  + Come up with the creative platform
* Target: demographic, psychographic

# Guest speakers

## Matt Rogers: Out-of-home Billboard guy

* Out door/out of home media; i.e. billboards; is usually the last planned media buy
* People see about 79 out of home ads, i.e. bus shelters, billboards, etc., in an urban setting
* Out of home ads started with automobiles
* Times square is the epicenter of out of home ads
* An ad 12 by 16 inches at 35 feet away equals a billboard at 70 miles per hour in a car
* Cutouts: billboards that go beyond the frame
* Atomic prop: a 3d prop attached to a billboard
* Copy: the text in the ad
* Showing: the # of signs you are going to buy, each sign equates to a predetermined gross rating point
* Price: scarcity, traffic, and demand determine price
* Digital boards sell to 8 advertisers per minute
* Day part: what part of the day, e.g. breakfast, lunch, afternoon, etc.
* Station domination: one brand wraps an ad around an entire fixture, e.g. an escalator
* MAG: minimum acceptable guarantee; the minimum $ a publisher has to pay for leasing space in an airport to sell to an advertiser; this must be paid in full before the publisher gets to keep any money from the advertiser
* 3 companies own 87% of out of home advertising space
* 4 second freeze: out of home ads have to be frozen for 4 seconds before changing, i.e. no animation

# Chapter 1: The world of Advertising

## Class Notes

* Advertising is all about telling a story to persuade people to do what you want them to do
  + Don’t confuse the entertainment value with the advertising story
  + Well targeted ads are good and not annoying
* Creative brief: how do you support the one message
* Trade channel advertising: how do you market to your vertical (category)
* Local ad: prince point/product driven; e.g. a local product only sold in northern California/in a single city
  + Use objects that are known locally
* National ad: for products sold in the entire nation
* International ad: for specific cultures
* Global ad: translates universally
* IBP: integrated brand promotions: i.e. integrated marketing; using all marketing tactics (e.g. social, billboards, advertising, etc.) to achieve the objective; all should tell the same story
* Creative Objective: increase sales, stop the decline of sales, etc., has to be measurable and within a certain time frame
* Same store sales: the sales year after year in the same time frame
* Just because someone likes/hates an Ad does not make it effective

## Chapter 1 PowerPoint

* Old vs new media
  + New media does not change the purpose of advertising and IBP
  + Advertising and IBP purpose is to build brands; still, 8/10 new brands/products fail
* Advertising criteria/requirements
  + Communication must be paid for
  + Communication must be delivered through mass media
  + Communication must be attempting to persuade
* IBP: integrated brand promotions: is a process; uses a wide range of tools, e.g. advertising, direct marketing, personal selling, etc.
* The process of using a wide range of promotional tools, working together to create widespread brand exposure
* Audiences advertising: household consumers, business organizations, the trade channel, professionals, government
* Geographic audiences for advertising: global, international, national, regional, local
* Advertising is a business process
  + The role of advertising in the marketing mix
  + Advertising in brand management
  + Advertising in market segmentation, differentiation, and positioning
  + Advertising in revenue and profit generation
* The marketing mix: product, promotion, price, distribution
* Role of advertising in brand management: information and persuasion; introduce new brands and brand extensions; build and maintain loyalty and brand equity; create an image/meaning
* Segmentation can be heterogeneous / homogeneous / somewhere in between
* Differentiation: brand can be perceived as different/unique
* Advertising role in contributing to revenue and profit
  + Brand loyalty leads to inelasticity of demand; i.e. demand is less sensitive to price changes
  + Economies of scale: higher volume results in lower unit cost, leading to higher profit
  + Both revenue and profit are enhanced
* Types of advertising
  + Primary demand stimulation: entire product category
  + Selective demand stimulation: brands within a product category
  + Direct response advertising: encourages immediate action by consumer
  + Delayed response advertising: brand image development
  + Corporate advertising: promote the firm, not the brands

# Chapter 2

## Class Notes

* Brands are not what they seem: zappos is not an online shoe retailer, they are a service company; virgin America is not an airline, they are a fun in the sky firm; GE is not a manufacturer, they are an imagination company; Starbucks is not a coffee company, they are a third place environment
* Trade resellers: a company that doesn’t own the product they sell
* The role of the brand/advertiser before the agency gets involved; the brand’s value, brand positioning, objectives, target markets, internal roles & responsibilities (for accountability)
* Types of advertising agencies
  + Full service: project management research, creative development, media planning and media buying
  + Creative boutique: strategic planning and creative development
  + Digital interactive: online and social media

## Chapter 2 PowerPoint

* Trends affecting the advertising and promotion industry
  + Consumer control: social media, blogs DVRs
  + Media proliferation, consolidation, and Multiplatform media organizations
* Scope of the advertising industry
  + US ad spend: greater than 300 billion
  + Worldwide ad spend: greater than 600 billion
* Structure of the advertising and promotion industry
  + Advertisers > advertising and promotion agencies > external facilitators > media organizations > target audiences
* Types of advertisers
  + Manufacturers and service firms: proctor & gamble, Verizon
  + Trade resellers: sears, McDonalds
  + Government: federal, state, local
  + Social/not for profit Orgs: united Way, nature conservancy
* Advertising in IBP:
  + Describe the value the firm’s brand provides
  + Describe the brand’s positioning the market
  + Describe the firm’s objectives for the brand
  + Identify the target markets that are most likely to respond favorable to the brand
* Types of agencies
  + Advertising agencies: full-service, creative boutique; digital/interactive; in house; media specialists
  + Promotion agencies: direct marketing/database; sales promotion; event planning; design firms; public relations firms
* Types of agency professionals: account planners; marketing specialists; media buyers art directors; graphic designers; PR specialists; creative directors; copywriters; direct marketing specialists; sales promotion; event planners; web developers; social media experts
* Integrated marketing communications
  + IMC: all marketing tools work from the same set of terms and definitions
* Brand experience: is more than the product/service, it is every way you can interact with that product/service
* One thing: in the mind of your team and consumers, you are one thing
  + Organizes the brand around a single principle and serves as a filter for driving business
  + Enhances creativity and creates brand equity
* Brand equity: the measurable value derived from marketing, strategy, and management efforts attributable to a brand
* IMC: integrated marketing communications; to bring all the parts of a brands communications together to create a unified message
* Cross functional teams: establishes teams to accomplish a specific task and disband when a goal is accomplished
  + Criteria for membership: control//own a critical skill/knowledge
* Team + advisory cross function team
  + Project team: the people; frequent meetings
  + Advisory council: large enough to represent all key stakeholders; provides information back to operations/functions
* Team approach
  + Benefits: input from all stakeholders; builds consensus and buy-in; identify problems early
  + Risks: can be slower due to scheduling; too much talk & little action
  + Suggestions: always begin with data/analytics; keep communication high; use mutually agreed upon metrics

# Chapter 3 PPT

* Rise of advertising
  + Rise of capitalism: competition for resources (capital) stimulating demand for goods and services
  + Industrial revolution: mass production of goods needed demand stimulation
  + The emergence of modern branding: branding emerges to control the channel
  + Rise of modern mass media: democratization of goods
* Evolution of advertising in the US
  + Pre-industrialization era (pre 1800): handbills and newsbooks appear; early ads resembled today’s classifieds
  + The era of industrialization (1800-1875): dailies grow in popularity; railroads spread the word; advertising was considered an embarrassment by some
  + P.T. Barnum Era (1885-1918): the consumer culture dawns; advertising becomes an industry
  + The 1920s (1918-1929): advertising finds fame and glamour; ads play on social anxieties; segmentation begins by social class
  + The depression era (1929-1941) depression was brutal on families; big business is vilified; advertising turns to harsh, anxiety creating ads; radio emerges as a new medium
  + WW2 and the fifties (1941-1960): products linked with patriotism; fascination with science; subliminal advertising scare hits
  + Peace, love and the creative revolution (1960-1972): creatives gain control; advertising emerges as an icon of a culture fascinated with consumption
  + The 1970s (1973-1980): women and minorities adopt new roles; hedonistic values emerge; regulation and oversight take hold – FTC and NARB become active
  + The designer Era (1980-1992): conservative politics rule; rapid-paced MTV editing becomes ad style; late night infomercial is born
  + The E-Revolution begins (1993-2000): stage 1 of the web revolution: with mixed results; problems wit new media applications disappoint many advertisers; advertisers believed digital media would revolution measurement (id dint yet); centers of advertising power move West
  + Consumer empowerment, branded entertainment, the great recession (2000-present): phase 2 of the e-ad-revolution (web 2.0/3.0) has been much more successful than phase 1 in the last 199s; consumer control emerges in this era; consumers begin cocreating ads defined as Consumer Generated Content (CGC); cultural contradiction, social disruptions and identity issues emerge;
* The great Recession
  + More pressure on brands & brand advertising: consumers trading down in brand shopping (private label/retailer brands; consumers are renting/sharing more (cars, dvds, recreation equipment); consumers are shopping less with more purpose
* Branded Entertainment:
  + the blending of advertising and integrated brand promotion with entertainment programming
  + brand placement key tactics are used here
  + some films, television, programs, and video games are considered hour-long promotions
* The value of history
  + Advertising is still a paid attempt to persuade
  + Advertising will still contribute to revenue and profit growth and nurture brand success
  + Big firms still spend billions on traditional media
  + Technology has changed the way people shop and the way they seek out and control information

# Integrated Marketing Communications: IMC

* Brand experience: is more than the product/service itself; its every way you can interact with that product/service
* Brand equity: is the measurable value derived from marketing, strategy and management efforts attributable to a brand
  + Enables buying decisions; builds customer loyalty; protects market share; helps command higher pricing; creates halo effect; assists in business expansion; receive more trade support; increase company market value
* Brand positioning is:
  + Real; standing for one thing; the art of sacrifice; being & doing different; focused; actionable; internal language
* IMC: to bring al the parts of a brands communications together to create a unified message
* Hyper competition: more difficult to be seen or heard

# Creative Brief Sections

## Group Project

* Group Project: focus is on writing a creative brief; prerequisite research, competition, swot analysis, what is the problem you’re trying to solve, what are the mandatories, other considerations
  + You are not writing the creative but providing the information for others to write the creative

## Fandor

* Background/ overview: whats the big picture? Whats going on in the market; anything the client should be made aware of; any opportunities/problems in the market
  + Introduce the project to the creative team
  + What I the ad talking to? What is the one main thing we want to say?
* Objective & purpose: a concise statement of the effect the ad should have on consumers’ typically expressed as an action, and focused on what the ad should make them think, feel, or do
* Target Audience
  + Who are we talking to? The more precise and detailed the better; go beyond age and sec to describe demographics and psychographics; explain how the audience currently thinks, feels and behaves in relation to the product category, the clients brand, and the client’s specific product/service
* Whats the single most important thing to say?
  + Whats the single most persuasive or most compelling statement we can make to achieve the objective
  + This should be a simple sentence
* What are the supporting rational and emotional reasons to believe and buy
  + Explain why the consumer should believe what we say, and why they should buy
  + Include all major copy points, in order of relative importance to the consumer
* What else will assist creative development
  + Include consumer insights, a description of the brand personality, positioning tag lines, creative thought starts, terms of the direct response offer, result expectations, and mandatory elements such as logo and web address
* Requirements/mandatories: what are the things that have to be done, no questions asked
* Schedule: what do we need from the creative team & when do we need it
  + Provide all details on media, size and color: for both the initial concepts and finished art