

Chapter 17 - Advertising, Public Relations, and Direct Response

1. What is the term for any form of impersonal, sponsor-paid, one-way mass communication?

- a. publicity
- b. advertising
- c. public relations
- d. direct marketing

ANSWER: b

2. Procter & Gamble's marketing efforts for its L'Oreal Men Expert Hydra Sensitive shaving gel product includes television commercials, billboards, magazine inserts, and radio spots. What are all these activities associated with?

- a. advertising
- b. publicity
- c. sales promotions
- d. direct marketing

ANSWER: a

3. Why do many brands with a large market share spend proportionally less on advertising compared to brands with small market share?

- a. Beyond a certain volume of promotion, diminishing returns set in.
- b. There is no minimum level of exposure for advertising to have an effect on sales.
- c. Advertising will not stimulate economic growth for the industry.
- d. The firms with large market share do not understand the advertising-to-sales relationship.

ANSWER: a

4. People who drink Coca-Cola are extremely loyal to this product. Which of the following statements best describes how increased advertising of Coca-Cola would affect brand loyal users of Coca-Cola?

- a. The advertising would have no effect because loyal users of Coca-Cola have a neutral frame of reference.
- b. The advertising could encourage loyal Coca-Cola users to try other brands.
- c. The advertising could create a positive frame of reference for loyal Coca-Cola users.
- d. The advertising could cause loyal Coca-Cola users to buy more.

ANSWER: d

5. The advertising response function helps marketers to do which of the following?

- a. Create ads that will be noticed by consumers each time the ad runs.
- b. Use their advertising budgets wisely.
- c. Calculate the break-even points for each product being advertised.
- d. Determine the reach and frequency of specific media.

ANSWER: b

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6. Why do companies with new brands that have a small market share tend to spend proportionately more for advertising and sales promotions compared to those with a large market share for existing products?
- a. to increase new customer loyalty
 - b. to create the appropriate level of institutional advertising
 - c. to achieve a certain minimum level of exposure to measurably affect purchase habits
 - d. to prevent product cannibalization

ANSWER: c

7. When Gillette introduced its Venus razor for women, it spent several million dollars on advertising and other promotions and successfully boosted its market share. As an advertising consultant, what would you advise that Gillette do in terms of its advertising budget?
- a. Double its advertising budget in order to double its market share.
 - b. Maintain the current advertising budget and continue to focus on brand awareness and market share gains.
 - c. Shift the budget dollars from advertising to sales promotion and personal selling due to a change in the product life-cycle stage.
 - d. Focus on maintaining market share and spend proportionately less on advertising because additional expenditures would reap diminishing benefits.

ANSWER: d

8. How does advertising affect consumers?
- a. It changes cultural practices and conventions.
 - b. It changes strongly held values.
 - c. It changes young people's views.
 - d. It changes negative attitudes to positive ones.

ANSWER: d

9. Procter & Gamble has run ads that promote its Children's Safe Drinking Water program in which it shows its employees teaching people around the world how to purify their water. The program was instituted because 5,000 children die every day from diseases caused by unsafe water. These ads are examples of which type of advertising?
- a. product
 - b. institutional
 - c. pioneering
 - d. comparative

ANSWER: b

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10. During the recession that started in 2008, companies such as Ford Motor Company produced television commercials that promoted the image of the company itself but did not promote a specific vehicle. What type of advertising was this?
- a. publicity
 - b. institutional
 - c. pioneering
 - d. image

ANSWER: b

11. DuPont has an advertisement that shows police officers describing how they were shot at close range in the line of duty. The advertisement explains that the lives of these public servants were saved by Kevlar bullet-proof vests and that Kevlar was invented by DuPont. Which type of advertising is being used?
- a. attribute
 - b. image
 - c. pioneering
 - d. institutional

ANSWER: d

12. Clothing retailer Lululemon often has displays in their front window that try to raise awareness on specific issues such as the dangers of HIV/AIDS. Which form of institutional advertising is?
- a. advocacy
 - b. persuasive
 - c. issue
 - d. comparative

ANSWER: a

13. When Coca-Cola was accused of deliberately trying to poison consumers in India by selling them soft drinks allegedly containing 27 times the maximum amount of pesticide that is permissible, Coke ran ads in national newspapers describing how much care it takes to guarantee the safety of the products it produces. What were these ads examples of?
- a. advocacy advertising
 - b. selective advertising
 - c. product advertising
 - d. image advertising

ANSWER: a

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14. General Motors runs magazine advertisements that encourage the purchase of Cadillac automobiles. Which type of advertising is being used?
- a. pioneering advertising
 - b. circumstantial advertising
 - c. product advertising
 - d. comparative advertising

ANSWER: c

15. Unlike advertising that establishes or maintains a company's identity, which type of advertising touts the benefits of a specific good or service?
- a. selective advertising
 - b. advocacy advertising
 - c. image advertising
 - d. product advertising

ANSWER: d

16. When launching the iPhone 6, Apple used advertising via television and the web to stimulate demand for its new cell phone. What type of advertising is this?
- a. comparative advertising
 - b. innovative advertising
 - c. image advertising
 - d. pioneering advertising

ANSWER: d

17. Instead of sending artfully arranged flower bouquets, an entrepreneur has developed fresh fruit bouquets and is marketing them under the name Edible Arrangements. The premium fruit is cut to mimic flowers and is arranged in a basket. One of the problems is convincing people that it is an attractive way to show how you feel about someone. Which type of advertising is Edible Arrangements using to promote its fruit bouquets?
- a. pioneering advertising
 - b. innovative advertising
 - c. introductory advertising
 - d. start-up advertising

ANSWER: a

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18. Cranium, a toy company, has recently introduced Giggle Gear, a toy designed to let kids' imaginations run wild. With the face and headpieces that make up Giggle Gear, kids can change themselves into aliens, fairies, bugs, and robots. Which type of advertising should be used to promote this new toy?

- a. pioneering advertising
- b. innovative advertising
- c. promotional advertising
- d. start-up advertising

ANSWER: a

19. The goal of one type of advertising is to influence demand for a specific brand of good or service. Such advertising is less informational and more emotional; the emphasis is on brand name, recall, and favourable attitude toward the brand. What is the type of advertising being described?

- a. pioneering advertising
- b. objective-specific advertising
- c. competitive advertising
- d. comparative advertising

ANSWER: c

20. Procter & Gamble's ads for Head & Shoulders Intensive Solutions system designed to treat the symptoms of dandruff that emphasize the brand name and how effectively it heals the scalp. In addition, the ads demonstrate how easy it is to use the system, which looks complicated but isn't. Which type of advertising is this?

- a. comparative advertising
- b. pioneering advertising
- c. institutional advertising
- d. competitive advertising

ANSWER: d

21. Pepsi Cola often directly compares itself positively against Coca Cola in its advertising. What kind of advertising is this?

- a. contrasting advertising
- b. comparative advertising
- c. pioneering advertising
- d. differentiatational advertising

ANSWER: b

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22. Frito-Lay has run television and print commercials in which it shows that consumers prefer Frito's Stax Crisps to Procter & Gamble's Pringles. Which type of advertising is this?
- a. competitive advertising
 - b. institutional advertising
 - c. comparative advertising
 - d. pioneering advertising

ANSWER: c

23. Which of the following statements best describes comparative advertising?
- a. Comparative advertising is highly effective in Arabic countries.
 - b. Comparative advertising is often used for new products.
 - c. Comparative advertising is often used for products experiencing strong growth.
 - d. Comparative advertising is highly regulated and is illegal in certain countries.

ANSWER: d

24. Around election time every year, we see ads on television claiming that one party is superior to another in terms of experience, capability, and/or ethics. Sometimes opponents are named and even vilified in these types of ads. What are they?
- a. cooperative ads
 - b. advocacy ads
 - c. comparative ads
 - d. image ads

ANSWER: c

25. Which of the following best describes an advertising campaign?
- a. finishes with more money being spent than planned for
 - b. extends for a defined period of time
 - c. continues for the life of the product
 - d. starts with determining which media will be used

ANSWER: b

26. What is the first step in the advertising campaign decision process?
- a. to make media decisions
 - b. to evaluate the campaign
 - c. to determine campaign objectives
 - d. to make creative decisions

ANSWER: c

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27. What is the term for a specific communication task that a campaign should accomplish for a specified target audience during a specified period of time?
- a. advertising objective
 - b. marketing mix
 - c. media objective
 - d. promotional mix

ANSWER: a

28. What is one method used for setting advertising objectives?
- a. objective and task
 - b. the DAGMAR approach
 - c. percentage of sales
 - d. contribution margin

ANSWER: b

29. What is DAGMAR an acronym for?
- a. defining and achieving goals means advertising reach
 - b. designing advertising with market research
 - c. defining advertising goals for measured advertising results
 - d. developing aggressive growth markets and revenues

ANSWER: c

30. When a conservative insurance company hired Campbell & Cook advertising agency to launch a new advertising campaign, what would have been the agency's first step?
- a. to determine that the goal of the ads was to emphasize the bank's customer service
 - b. to set its marketing budget
 - c. to decide what executional style to use in the ads
 - d. to hire a spokesperson

ANSWER: a

31. The UPS Store's advertising campaign tells consumers that when it comes to mailing packages, "The UPS Store can pack it, track it, and guarantee it." What is the advertising focusing on?
- a. production verification
 - b. production implementation
 - c. creation of product loyalty
 - d. product benefit

ANSWER: d

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32. A newspaper ad for General Mills cereal highlights its Box Top Redemption program in which General Mills donates cash to schools when the schools redeem box tops from General Mills cereal. What does this ad focus on?
- a. a product attribute
 - b. a product mission
 - c. creation of product loyalty
 - d. a product benefit

ANSWER: d

33. The ad described Mott's Healthy Harvest brand fruit sauces as containing no artificial sweetener and half the calories of Mott's original applesauce. What is this ad emphasizing?
- a. a product attribute
 - b. a product mission
 - c. a loyalty reward
 - d. a product benefit

ANSWER: a

34. The ad campaign for EnviroKidz organic animal cookies states that the cookies are gluten-free. What does this advertising highlight?
- a. a product attribute
 - b. the creation of brand loyalty
 - c. a product benefit
 - d. a loyalty reward

ANSWER: a

35. In advertising, the goal is to sell the product's benefits, not which of the following?
- a. attributes
 - b. appeals
 - c. traits
 - d. virtues

ANSWER: a

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36. You are the advertising campaign manager for Health Express, a fast-food restaurant that caters to the health conscious. Which of the following messages would NOT be effective in communicating product benefits?
- a. Health Express allows you to eat a quick, nutritious meal.
 - b. Health Express has hamburgers made from lean buffalo meat.
 - c. Eating at Health Express will make you healthier.
 - d. Even your children will love Health Express's baked fries.

ANSWER: b

37. When making creative decisions for the advertising campaign, which of the following might the advertising manager NOT consider?
- a. identification of the product's benefits
 - b. the selection of advertising objectives
 - c. the selection of a unique selling proposition
 - d. the advertising message

ANSWER: b

38. Which of the following identifies a reason for a person to buy a product?
- a. an advertising profile
 - b. an advertising format
 - c. an advertising execution
 - d. an advertising appeal

ANSWER: d

39. Which of the following statements best describes the development of an advertising campaign?
- a. Advertisers use DAGMAR to determine the product's appeal.
 - b. The last stage in the process is to execute the message.
 - c. The product's unique selling proposition is identified early so that advertising objectives can be efficiently set.
 - d. Evaluating results of an advertising campaign helps marketers to adjust objectives for future campaigns.

ANSWER: d

40. An effective advertising appeal must meet certain criteria. Which of the following is one of these criteria?
- a. creating aspirational brands
 - b. creating a positive impression
 - c. increasing familiarization with services
 - d. creating point of parity with competition appeals

ANSWER: b

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41. The ad for Xerox colour copiers told readers that Xerox's ability to print brilliant colours was due to "30 years of experience and a commitment to meeting the colour needs of every kind of business." What does this phrase represent for the Xerox colour copier?
- a. its unique selling proposition
 - b. its advertising objective
 - c. its media profile
 - d. its basis for product identification

ANSWER: a

42. The slogan for an ad campaign used by Microsoft Office was "The 'I'm tied to my desk' era is over." What does this slogan describe?
- a. the software's unique selling proposition
 - b. the software's advertising objective
 - c. the software's basis for lifestyle strategy
 - d. the software's basis for comparative advertising

ANSWER: a

43. What will the dominant advertising appeal selected for the campaign become?
- a. the advertising objective
 - b. the unique selling proposition
 - c. the media profile
 - d. the decision factor in media selection

ANSWER: b

44. The ads for Tilex Mould & Mildew cleaner show the product being applied to a mildewed bathroom shower and the mildew disappearing. Which type of executional style do these ads use?
- a. demonstration
 - b. scientific
 - c. mood or image
 - d. lifestyle

ANSWER: a

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45. The ad for Mott's applesauce cups describes how the product provides 100 percent of your daily vitamin C in every cup. What kind of an advertising appeal is this ad using?
- a. environmental consciousness
 - b. health
 - c. profit
 - d. admiration

ANSWER: b

46. Powerade relies on the slogan "The Complete Sports Drink" for its Ion-4 beverage. What kind of an advertising appeal is this ad using?
- a. mood
 - b. vanity and egotism
 - c. health
 - d. convenience

ANSWER: c

47. An ad for MasterCard offered 0 percent interest on any balance transferred from another card by September 1, as well as no annual fee. What kind of an advertising appeal is this ad using?
- a. environmental consciousness
 - b. health
 - c. profit
 - d. admiration

ANSWER: c

48. An ad for Crystal Geyser bottled water shows why and how the bottler supports reforestation. What kind of an advertising appeal is this ad using?
- a. environmental consciousness
 - b. concern
 - c. health
 - d. profit

ANSWER: a

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49. An ad for Toyota explains how consumers can reduce pollution by purchasing the Camry Hybrid, which creates fewer smog-forming emissions than other car models. What kind of advertising appeal is this ad using?
- a. environmental consciousness
 - b. concern
 - c. health
 - d. admiration

ANSWER: a

50. An ad for Kraft Easy Mac, six microwavable snack packets of macaroni and cheese, asks, “Need a snack?” and responds, “Snack the Mac.” What kind of an advertising appeal is this ad using?
- a. convenience
 - b. taste
 - c. health
 - d. admiration

ANSWER: a

51. A magazine ad for Baker’s chocolate shows a picture of a luscious chocolate cookie and is headlined, “Love cleverly disguised as chocolate.” Which executional style is being used in this ad?
- a. demonstration
 - b. fantasy
 - c. testimonial
 - d. humorous

ANSWER: d

52. Ads for General Foods International Coffees all feature the slogan, “It stirs the soul.” Given this information and the fact that the ads feature flowers, soft lights, and romantic settings, which type of executional style are these ads using?
- a. demonstration
 - b. spokesperson
 - c. scientific
 - d. mood

ANSWER: d

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53. In an advertisement for Dow bathroom cleaner, animated, talking scrubbing bubbles are used to show how hard the bubbles work to clean. The lively scrubbing bubbles appear in all advertisements for this product and are shown on the packaging. Which type of executional style are these ads using?

- a. spokesperson
- b. lifestyle
- c. slice-of-life
- d. product symbol

ANSWER: d

54. In an advertisement for Planters peanuts and trail mix, a peanut wearing a top hat called Mr. Peanut represents the product quality. Mr. Peanut appears in all of the advertisements for Planters. Which type of executional style is this ad using?

- a. product symbol
- b. lifestyle
- c. spokesperson
- d. fantasy

ANSWER: a

55. An ad for the General Electric Advantium microwave shows people rushing from one place to another and has the headline, "If your life moves this fast, maybe your oven should too." According to the ad, even though there never seems to be enough time to cook, this microwave will help you prepare home-cooked meals. Which type of executional style is this ad using?

- a. humorous
- b. lifestyle
- c. mood
- d. demonstration

ANSWER: b

56. Which of the following describes the way an advertisement portrays its information?

- a. message execution
- b. appeal formation
- c. focus selection
- d. benefit determination

ANSWER: a

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57. A bank ad shows a woman who has just filled her bird feeder, only to have squirrels steal the feed. The theme of the ad is that many investment banks can be like squirrels, eager to dip into a customer's funds instead of providing good service. Which executional style is being used in this ad?

- a. demonstration
- b. slice-of-life
- c. fantasy
- d. testimonial

ANSWER: b

58. A magazine ad for Bosch appliances shows a father cuddling his young daughter who is giggling. Which executional style is being used in this ad?

- a. slice-of-life
- b. fantasy
- c. mood or image
- d. testimonial

ANSWER: a

59. Ads for M&M candy that prominently feature the M&M candies in real-life situations are using which type of appeal?

- a. slice-of-life
- b. fun and pleasure
- c. demonstration
- d. spokesperson

ANSWER: a

60. An ad for Deli brand cheese shows someone's hands building a sandwich using generous portions of Deli cheese. Which executional style is being used in this ad?

- a. demonstration
- b. testimonial
- c. fantasy
- d. mood or image

ANSWER: a

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61. Creative work in an advertising campaign cannot be completed without knowing which message channel will be used to convey the message to the target market. What is the message channel?
- a. the medium
 - b. the product network
 - c. the attribute
 - d. the appeal

ANSWER: a

62. What is the series of decisions advertisers make regarding the selection and use of media that will optimally and cost-effectively communicate the message to the target audience?
- a. promotional implementation
 - b. marketing mix planning
 - c. media planning
 - d. media targeted selection

ANSWER: c

63. Which of the following statements best describes the selection of media for advertising?
- a. Creative planning for an ad that goes on a billboard is the same as the planning for an ad that runs on television.
 - b. The media selection is typically unrelated to the advertising objectives.
 - c. The appeal and executional style of the ad strongly affect the media selection.
 - d. Creative work is finished before the media are selected.

ANSWER: c

64. Which type of advertising has the advantages of being both timely and geographically flexible?
- a. television
 - b. newspaper
 - c. outdoor
 - d. catalogue

ANSWER: b

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65. An ad for Levi's jeans contained information about The Bay department stores where the jeans could be purchased. This ad was most likely an example of which type of advertising?

- a. comparative
- b. institutional
- c. cooperative
- d. strategic

ANSWER: c

66. Imagine that Samsung pays a percentage of the advertising cost for an ad that Best Buy places for a Samsung product. What type of arrangement is this?

- a. advocacy
- b. comparative
- c. institutional
- d. cooperative

ANSWER: d

67. According to the text what is one reason that a retailer might avoid the use of newspaper advertising?

- a. absence of geographic selectivity
- b. short lead time
- c. little demographic selectivity
- d. high individual market coverage

ANSWER: c

68. Which advertising has as one of its main advantages its extreme market selectivity?

- a. newspaper
- b. magazine
- c. radio
- d. outdoor

ANSWER: b

69. Which of the following is NOT an advantage offered by radio to its advertisers?

- a. billions of listeners
- b. relatively low cost
- c. targeting power
- d. timelines and geographic flexibility

ANSWER: a

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70. Which of the following is one of the advantages of television advertising?

- a. short life of message
- b. long lead time
- c. commercial clutter
- d. ability to reach wide and diverse audience

ANSWER: d

71. Commercials for the Slap Chop, Bowflex, and ShamWow are usually around 30 minutes long and resemble TV talk shows. What category do these advertisements fall under?

- a. an infomercial
- b. an extended sales pitch
- c. a mega-mercial
- d. a prolonged advertisement

ANSWER: a

72. The Flowbee hair cutting vacuum cleaner attachment is shown during a half-hour television spot. The product is demonstrated on volunteer studio audience members, testimonials are given by Flowbee owners, and viewers are encouraged to order the product through a toll-free telephone number. Which form of advertising is the Flowbee using?

- a. the mega-mercial
- b. the ad expander
- c. the infomercial
- d. the extended sales pitch

ANSWER: c

73. Which of the following is NOT a factor that influences media selection?

- a. audience selectivity
- b. cost per contact
- c. use of cooperative advertising
- d. reach

ANSWER: c

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74. Which of the following defines outdoor advertising?
- a. a medium that is often used to sell specialty products.
 - b. a flexible low-cost medium that can take many forms.
 - c. a high-cost medium that is used best for expensive products.
 - d. a tool used to reach a narrow, selective target market.

ANSWER: b

75. Samuel Cabot Inc., a manufacturer of premium-grade wood stains, wants to spend its promotional budget on advertisements that will have a long life span so the ad will be around when the homeowner needs such a product. Which type of advertising should it use?
- a. newspaper
 - b. television
 - c. magazine
 - d. creative

ANSWER: c

76. Prices on items sold by supermarkets change frequently, and supermarkets often offer special sales to match or beat the prices of their competitors. Therefore, what is a major consideration when a supermarket selects an advertising vehicle?
- a. audience duplication
 - b. noise level
 - c. cost per contact
 - d. flexibility

ANSWER: d

77. After a visit to Athens, the International Olympic Committee representative said, "If you look around Athens, it is one of the most visually polluted cities in terms of outdoor advertising in all of Europe." In terms of media selection, what does this mean about outdoor advertising in Athens?
- a. It has minimum reach.
 - b. It has no geographic selectivity.
 - c. It has limited flexibility.
 - d. It has high noise levels.

ANSWER: d

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78. Billboard advertisements often have to compete for a driver's attention with traffic, passengers, radio, or other billboards. According to the text how would billboard advertising be described?
- a. as lacking any geographic selectivity
 - b. as the most flexible advertising medium
 - c. as having a high noise level
 - d. as being a great channel for informative ads

ANSWER: c

79. Which of the following is a qualitative factor that should be present during media selection?
- a. how well the program is liked by potential consumers
 - b. the kind of noise filtration system used by the network
 - c. the clarity of the picture
 - d. whether the medium is satellite- or cable-based

ANSWER: a

80. Like Coca-Cola, Pepsi-Cola was charged with selling soft drinks that had a high level of pesticides in India. A newspaper article on why Pepsi-Cola promoted an Indian-born manager to the job of chief executive officer is an example of which of the following?
- a. a sales promotion
 - b. direct marketing communications
 - c. newspaper advertising
 - d. publicity

ANSWER: d

81. Which of the following statements best describes Internet advertising?
- a. It is easy to measure ad effectiveness with this medium.
 - b. It is a medium to which all consumers have access.
 - c. It is the fastest growing of all the advertising media.
 - d. There is a long lead time required for creating Internet ads.

ANSWER: c

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82. The Canadian Armed Forces created a video game called *Canada's Army* to boost its recruiting efforts. What is the game an example of?
- a. a videomercial
 - b. advergaming
 - c. a relationship tool
 - d. an infomercial

ANSWER: b

83. Miller Brewing Company hired Red Sky Interactive to design an entertaining online game that would convey the brand essentials of its Miller Lite beer while appealing to its target demographic. The result: the "Miller Lite Virtual Racing League" (VRL), an online stock car racing game that allows users to customize their vehicles, compete for sponsorship money, and run their team against those of friends. What did Miller use to reach its target market?
- a. an infomercial
 - b. a videomercial
 - c. advergaming
 - d. an interconnect

ANSWER: c

84. A candy manufacturer estimates the product's new advertising campaign will reach 1,750,000 people and will cost \$400,000 if the company uses radio and newspaper, and \$6.5 million if it uses television. What does the company's decision seem to rest on?
- a. flexibility
 - b. cost per contact
 - c. noise level
 - d. life span

ANSWER: b

85. Which of the following measures the number of different target consumers who are exposed to a commercial at least once?
- a. noise level
 - b. frequency
 - c. reach
 - d. cost per contact

ANSWER: c

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86. Which of the following is a measure of the number of times an individual is exposed to a brand message and determines the intensity of a specific medium's coverage?
- a. synchronization
 - b. reach
 - c. cost per contact
 - d. frequency

ANSWER: d

87. What is the term for a medium's ability to reach a precisely defined market?
- a. its audience selectivity
 - b. its geographic selectivity
 - c. its noise filtering ability
 - d. its reach ability

ANSWER: a

88. Media vehicles such as *Time* and *Macleans* magazines appeal to a wide cross-section of the population. In contrast, what do *Skiing* and *Fitness* magazines have high levels of?
- a. longevity
 - b. audience selectivity
 - c. geographic selectivity
 - d. flexibility

ANSWER: b

89. Which of the following is NOT used as a basis for making media mix decisions?
- a. media schedule
 - b. cost per thousand
 - c. frequency
 - d. audience selectivity

ANSWER: a

90. Which type of media schedule do products in the latter stages of the product life cycle, which are advertised on a reminder basis, use?
- a. intermittent
 - b. bursting
 - c. continuous
 - d. trailing

ANSWER: c

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91. With which media schedule may an advertiser schedule the ads heavily every other month to achieve a greater impact with an increased frequency and reach at those times?
- a. intermittent
 - b. flighted
 - c. periodic
 - d. alternating

ANSWER: b

92. Which media schedule combines continuous scheduling throughout the year with a flighted schedule during the best sales periods?
- a. pulsing
 - b. bursting
 - c. unremitting
 - d. vibrating

ANSWER: a

93. Which of the following products is most likely to use a pulsing media schedule?
- a. romance novels
 - b. gasoline
 - c. band instruments
 - d. ceiling fans

ANSWER: c

94. Which of the following products is most likely to have a seasonal media schedule?
- a. aromatherapy candles
 - b. masking tape
 - c. charcoal
 - d. soft drinks

ANSWER: c

95. Joban Rai decided to place adverts for his new fashion line in mens' fashion magazine GQ every month for three months prior to London fashion week. Which of the following designates these decisions?
- a. advertising plan
 - b. media schedule
 - c. promotion strategy
 - d. ad outline

ANSWER: b

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96. Meek's Hunting Emporium is a retail store that carries all the products hunters need or think they need. It has set up an advertising plan that allows it to advertise every day prior to the opening of quail-, deer-, and turkey-hunting seasons on four local radio stations, as well as in the local newspapers. What is this an example of?
- a. a message execution plan
 - b. a reach program
 - c. a media schedule
 - d. a frequency timetable

ANSWER: c

97. Canadian 67 Sublime beer uses reminder advertising that runs steadily all year. Which type of media schedule is this an example of?
- a. seasonal
 - b. pulsed
 - c. flighted
 - d. continuous

ANSWER: d

98. Knight's Dinner Theatre runs ads in the entertainment section of the local newspaper every first weekend of each month. Which type of scheduling plan is this?
- a. flighted
 - b. continuous
 - c. bursting
 - d. seasonal

ANSWER: a

99. Mother Goose is the name of a retail store that caters to preteens. It advertises regularly both on radio and in the daily newspaper. The month prior to the beginning of each new school year, the store buys extra advertising space and time. Which type of scheduling plan is this?
- a. continuous
 - b. replication
 - c. interval
 - d. pulsing

ANSWER: d

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100. Products such as surfboards, swimsuits, lawn mowers, allergy medication, and flower seeds are most likely to be advertised with which type of media schedule?
- a. flighted
 - b. pulsing
 - c. seasonal
 - d. consecutive

ANSWER: c

101. What is the term for the promotional mix element that evaluates public attitudes, identifies issues that may elicit public concern, and executes programs to gain public understanding and acceptance?
- a. advertising
 - b. mass communications
 - c. public relations
 - d. sales promotion

ANSWER: c

102. A news story on the arrest of the chairman of Shanghai Electric Company for “violating certain rules and regulations of the Chinese Communist Party” is an example of which of the following?
- a. a sales promotion
 - b. free advertising
 - c. newspaper advertising
 - d. publicity

ANSWER: d

103. What did recent accusations of steroid usage lodged against the alleged winner of the Tour de France create for the bicycle race?
- a. numerous sales promotion opportunities
 - b. free positive advertising
 - c. personal selling opportunities
 - d. a great deal of publicity

ANSWER: d

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104. When Sara Lee developed crustless bread, what did the company probably plan to rely on to gain exposure for the bread and to explain how the convenience of the product justifies its higher price?
- a. sales promotion
 - b. personal selling
 - c. advertising
 - d. publicity

ANSWER: d

105. Ford Motor Company is allying itself with *American Idol* winner Kelly Clarkson's newest concert tour. Ford is gambling that its target market will react positively to its brand being associated with the tour. What would Ford's and Kelly Clarkson's relationship be categorized as?
- a. product placement
 - b. publicity
 - c. crisis management
 - d. sponsorship

ANSWER: d

106. *Stormbreaker*, a spy movie, details the story of Alex Rider who, after the death of his uncle, is recruited as an MI6 spy. Armed with a special set of gadgets, Rider's mission is to save millions of lives. In James Bond fashion, the Cross pen serves as one of the key gadgets in the film. The maker of Cross pens paid to have its pen featured in this movie. What is this an example of?
- a. advertising
 - b. a sales promotion
 - c. paid-for public relations
 - d. product placement

ANSWER: d

107. On an episode of *ER*, one of the doctors asked a nurse for a Nitrolingual Pumpspray, which is used for acute relief of chest pain caused by angina. The free appearance of the product on the show gave its small manufacturer some needed publicity. What did this positive publicity result from?
- a. product placement
 - b. show sponsorship
 - c. product promotion
 - d. two-way communication

ANSWER: a

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108. Companies that show support for recycling efforts and other examples of green marketing through advertising are engaged in which of the following?
- a. event publicity
 - b. public relations profiling
 - c. sponsorship
 - d. advocacy

ANSWER: c

109. “Change Your Clock, Change Your Battery” was the name of an ad campaign jointly sponsored by Energizer and the International Association of Fire Chiefs. It was designed to encourage consumers to change the batteries in their smoke detectors when they reset their clocks due to daylight savings time changes. What did Energizer use?
- a. advocacy publicity
 - b. lobbying
 - c. product placement
 - d. cause-related marketing

ANSWER: d

110. What do public relations specialists use to handle the effects of unfavourable publicity?
- a. media planning
 - b. crisis management
 - c. message power
 - d. communication narrowcasting

ANSWER: b

111. A newspaper article revealed that hazardous wastes buried in an on-site landfill at a paper manufacturer were leaking into the local water supply. Even though the company quickly stopped the leak and paid for an additional water purification system for the town, it still received some very negative publicity. What should the company have done?
- a. begun a pulsing advertising campaign
 - b. implemented its crisis management plan
 - c. used an ad campaign based on a fear appeal
 - d. ignored the publicity and assumed it would go away

ANSWER: b

112. “Many a small thing has been made large by the right kind of advertising.”
- a. True
 - b. False

ANSWER: True

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113. The goal of advertising is to change people's values.

- a. True
- b. False

ANSWER: False

114. A small high-tech company has just launched a new writing pen that has a memory, much like a small computer. The advertising campaign focuses on the innovativeness of the new product. This is an example of pioneering advertising.

- a. True
- b. False

ANSWER: True

115. The advertisements for Torengo chips show how packages of the leading brand of tortilla chips (Tostitos from Frito-Lay) contain broken chips, whereas all Torengo chips are uniform in size and shape. These ads are examples of contrasting advertising because they are showing how Torengo chips are superior to Tostitos.

- a. True
- b. False

ANSWER: False

116. The DAGMAR approach is one of the best methods for determining the most effective media schedules.

- a. True
- b. False

ANSWER: False

117. A print ad depicts a picture of a frozen dessert accompanied by information about the dessert: "Two servings, only 300 calories per serving, no cholesterol, and 100 percent of the recommended daily amount of vitamins and minerals." This is an example of an advertisement selling the product's benefits.

- a. True
- b. False

ANSWER: False

118. An insurance company's advertisement poses the question, "Will your family survive if you die uninsured?" This is an example of a health appeal.

- a. True
- b. False

ANSWER: False

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119. There are many snack foods for children, but only Nature's Path makes an organic snack designed for a child's palate. The product's unique selling proposition is that it is completely organic.

- a. True
- b. False

ANSWER: True

120. Nabisco developed a "Stuck in the Middle" ad campaign for its Oreo cookies, which showed animated Oreos singing on a crowded bus. This is an example of a fun and pleasure appeal.

- a. True
- b. False

ANSWER: False

121. Injecting humour into an advertisement is a popular and effective style.

- a. True
- b. False

ANSWER: True

122. Testing of an ad's effectiveness is only done after the campaign.

- a. True
- b. False

ANSWER: False

123. Programmatic buying assesses the impact of the creative on the achievement of objectives.

- a. True
- b. False

ANSWER: False

124. In 2016, Canadian advertising expenditures totalled just under \$11.6 billion, a decrease of 1.4 percent.

- a. True
- b. False

ANSWER: False

125. Digital media are evolving to meet new consumer trends and to respond to the amount of data made possible by technology.

- a. True
- b. False

ANSWER: True

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126. A costume rental company runs newspaper advertisements only the week before holidays, such as Christmas and Halloween. This is an example of a flighted schedule.

- a. True
- b. False

ANSWER: False

127. Publicity consists of programs developed by a company to capitalize on the factors that will enhance the firm's image and minimize those that generate negative images.

- a. True
- b. False

ANSWER: False

128. The sponsorship of a racing team in the Tour de France bicycle race is an example of a public relations activity.

- a. True
- b. False

ANSWER: True

129. Crisis management is the coordinated effort to handle the effects of unfavourable publicity or an unexpected event.

- a. True
- b. False

ANSWER: True

130. Crisis management should begin before a crisis occurs.

- a. True
- b. False

ANSWER: True

131. The advantage of direct mail is that it is mailed to the consumer.

- a. True
- b. False

ANSWER: True

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132. Discuss how advertising and market share work together? Give examples to prove your points.

ANSWER: On the global stage the most valuable brand is Google at \$109.5 billion followed by Apple at \$107.1 billion. In Canada, Tim Hortons remains in the top ten most valuable brands along with the top four banks (RBC, TD, Scotiabank, and BMO). Interestingly, all these brands have been built over many years using strong advertising and marketing communications investments. Scotiabank's strong cultural sponsorship and relationship with Cineplex and the joint Scene loyalty program have no doubt helped to increase its brand value, while Tim Hortons' iconic Canadian advertising and product innovations are solid investments. In 2017 Apple's global value declined in the face of intense competition, while Google experienced 24 percent growth, largely on the use of digital platforms versus traditional advertising and marketing investments. Today's advertising dollars for successful brands are spent on maintaining brand awareness and market share. The challenge for marketers has always been to determine the most appropriate advertising budget. As a percentage of sales, established brands like Tim Hortons generally spend proportionally less on advertising than new brands, but whether you are marketing an established product or a new product, marketers must be aware of the phenomenon of the **advertising response function**. The advertising response function helps marketers establish the most effective dollar amount to spend on advertising. The advertising response function demonstrates that there exists a diminishing return from advertising spending. That is, sales or market share tend to level off or begin to decrease no matter how much is spent on advertising. Marketers need to measure the incremental value of spending additional money on advertising versus sales increase to ensure the greatest return on investment.

133. Discuss how advertising affects the everyday life of consumers. Include a discussion of how frequently consumers are exposed to ads, how ads affect attitudes and values, how ads reinforce brand loyalty, and how ads influence the way consumers rank brand attributes.

ANSWER: Advertising affects consumers' lives and influences purchase situations because consumers are exposed to hundreds of ad messages daily. Although advertising cannot affect culturally rooted values, advertising can change attitudes, and a positive attitude can lead to brand loyalty. Advertising can also affect the way consumers perceive brand attributes by providing attribute and benefit information to consumers. Consumers then make purchase choices according to the promoted attribute.

134. Name and briefly define the two major types of advertising.

ANSWER: Institutional advertising is used when the goal of the campaign is to build up the image of the company. Institutional advertising promotes the corporation as a whole and is designed to establish, change, or maintain the corporation's identity. Advocacy advertising is a special form of institutional advertising that allows corporations to express viewpoints on controversial issues.

Product advertising touts the benefits of a specific product or service. Product advertising can take three forms: pioneer advertising, competitive advertising, and comparative advertising.

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135. What is institutional advertising? How does advocacy advertising differ from institutional advertising?

ANSWER: Institutional advertising is used when the goal of the campaign is to build up the image of the company, rather than promote a specific product. Advocacy advertising is a special form of institutional advertising that allows corporations to express viewpoints on controversial issues. Most advocacy campaigns react to criticism or media attacks. Other campaigns may attempt to ward off impending regulatory threats, damaging legislation, or an unfavourable outcome in a lawsuit.

136. Name and briefly define three forms of product advertising.

ANSWER: Product advertising touts the benefits of a specific product or service. It is used if the advertiser wishes to enhance the sales of a specific product, brand, or service. Product advertising can take three forms: pioneer advertising, competitive advertising, and comparative advertising:

1. *Pioneer advertising* is intended to stimulate primary demand for a new product or product category. It is used during the introductory stage of the product life cycle to offer information about the benefits of the product class.
2. *Competitive advertising* is used to influence demand for a specific brand of a good or service. This advertising emphasizes the building of brand name recall and favourable brand attitudes. This type of advertising is often used during the growth and maturity stages of the product life cycle.
3. *Comparative advertising* compares two or more specifically named or shown competing brands on one or more specific product attributes.

137. How does competitive advertising differ from comparative advertising?

ANSWER: Competitive advertising is used to influence demand for a specific brand of a good or service as is comparative advertising. Competitive advertising emphasizes the building of brand-name recall and favourable brand attitudes. This type of advertising is often necessary during the growth stage of the product life cycle, when competitive entry eliminates the need to stimulate product category demand. This type of advertising stresses subtle differences between brands, such as target market or price.

Comparative advertising compares two or more specifically named or shown competing brands on one or more specific product attributes. Advertisers may make taste, price, and preference claims specifically at the expense of the competing brand. Products experiencing sluggish growth or entering the marketplace against strong competitors are likely to use comparative advertising.

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138. Your company has decided to become the North American producer of Chocomel, a Dutch soft drink that tastes like chocolate mousse. It is made from partially creamed milk, sugar, cocoa, and stabilizers. The price for one glass bottle will be \$1.99. You are responsible for developing several advertisements for Chocomel. Name six common advertising appeals. For each appeal, give an example of a Chocomel advertisement message using that appeal.

ANSWER:

- *Profit*: The higher than ordinary price of Chocomel will allow the distributor to recoup its expenses more quickly.
- *Concern for health*: Chocomel is a fun way to get the calcium the body needs.
- *Love/romance*: Chocomel—is it an aphrodisiac?
- *Fear*: When all your friends are talking about this wonderful new drink, will you be part of the in-crowd who have enjoyed a cold bottle of Chocomel?
- *Admiration*: An attractive celebrity spokesperson could promote Chocomel.
- *Convenience*: Chocomel is ready to drink right out of the bottle.
- *Fun and pleasure*: A bottle of Chocomel will make any event fun.
- *Vanity and egotism*: Only the truly innovative will be able to appreciate the exquisite taste of Chocomel.
- *Environmental consciousness*: Chocomel comes in a recyclable bottle.

Of course, students will have other ideas about advertising appeals.

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139. Eighty percent of all pregnant women suffer from morning sickness. In a large majority of women, the morning sickness is reduced by ginger. Your company has developed Gin-Gins, an all-natural hard candy made from real ginger. You are responsible for developing advertisements for Gin-Gins. Name six common advertising executional styles. Then briefly describe how you would design six different Gin-Gins advertisements (one for each executional style you have listed).

ANSWER:

Slice-of-life: Two newly pregnant professional women are trying to work—one has morning sickness and the other does not because she has Gin-Gins.

Lifestyle: The ad could show how important Gin-Gins is for someone who wants to continue working and playing during her pregnancy.

Spokesperson/testimonial: A pregnant celebrity could endorse Gin-Gins.

Fantasy: This ad could build a fantasy for mothers-to-be. Their baby is born and is an immediate genius, making a million dollars before she is six.

Humour: Famous female comedians could talk about how awful their morning sickness was and wish that Gin-Gins had been invented when they needed it.

Real or animated product symbols: Through animation, this ad could show how Gin-Gins settle a raging stomach.

Mood or image: This ad would build a mood or image around Gin-Gins—mothers can enjoy the pregnancy when they are not sick.

Demonstration: The ad could show women enjoying the taste of Gin-Gins and the feeling of good health it gives them.

Musical: The benefits of Gin-Gins could be demonstrated through a lullaby-based video.

Scientific evidence: Research or scientific evidence could be used to demonstrate how Gin-Gins relieve morning sickness.

Of course, students will likely come up with other executional techniques.

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140. Describe the two traditional print media vehicles.

ANSWER: • *Newspapers* are generally a mass-market medium. The largest source of newspaper ad revenue stems from the local retail sector through cooperative advertising between retailers and manufacturers. Advantages include (1) geographic selectivity and flexibility, (2) short-term advertiser commitments, (3) news value and immediacy, (4) advertising permanence, (5) stable readership, (6) high individual market coverage, (7) co-op and local tie-in availability, and (8) short lead time. Disadvantages include (1) little demographic selectivity, (2) limited colour capabilities, (3) low pass-along rate, (4) may be expensive, and (5) noise from competing ads and news stories.

• *Magazine* advertising has increased in recent years because of segmented niche marketing. Advantages include (1) good colour reproduction, (2) message longevity, (3) demographic selectivity, (4) regional and local market selectivity, (5) long life, and (6) high pass-along rate. Disadvantages include (1) long-term advertiser commitments, (2) slow audience buildup, (3) limited demonstration capacity, (4) lack of urgency, (5) long lead times, and (6) high total cost.

141. Name five major advertising media. List two advantages and two disadvantages associated with the use of each of these media.

ANSWER: • *Television:* Advantages include (1) wide reach, (2) creative demonstration opportunities, (3) immediate messages, and (4) entertainment carryover. Disadvantages include (1) little demographic selectivity, (2) short message life, (3) consumer scepticism toward claims, and (4) high cost.

• *Radio:* Advantages include (1) low cost, (2) high frequency, (3) immediate messages, (4) short-notice rescheduling, (5) stable audience, (6) portable medium, (7) short-term advertiser commitments, (8) entertainment carryover, (9) audience selectivity, (10) geographical selectivity, and (11) low production costs. Disadvantages include (1) no visuals, (2) short message life, (3) background sound, and (4) commercial clutter.

• *Magazines:* Advantages include (1) good colour reproduction, (2) message longevity, (3) demographic selectivity, (4) regional and local market selectivity, (5) long life, and (6) high pass-along rate. Disadvantages include (1) long-term advertiser commitments, (2) slow audience buildup, (3) limited demonstration capacity, (4) lack of urgency, and (5) long lead time.

• *Newspapers:* Advantages include (1) geographic selectivity and flexibility, (2) short-term advertiser commitments, (3) news value and immediacy, (4) advertising permanence, (5) stable readership, (6) high individual market coverage, (7) co-op and local tie-in availability, and (8) short lead time. Disadvantages include (1) little demographic selectivity, (2) limited colour capabilities, (3) low pass-along rate, (4) may be expensive, and (5) noise from competing ads and news stories.

• *Outdoor media:* Advantages include (1) repetition, (2) moderate cost, and (3) flexibility. Disadvantages include (1) short message, (2) lack of demographic selectivity, and (3) high noise.

• *Internet:* Advantages include (1) ability to reach a narrow target audience, (2) relatively short lead time required for creating Web-based advertising, and (3) moderate costs. Disadvantages include (1) difficult to measure ad effectiveness and return on investment, (2) ad exposure relies on “click-throughs” from banner ads, and (3) not all consumers have access to the Internet.

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142. Compare and contrast radio and television as media vehicles.

ANSWER:

- *Radio* is a medium that lends itself well to cooperative advertising. Local advertising accounts for more than 75 percent of radio ad volume. Advantages include (1) low cost, (2) high frequency, (3) immediate message, (4) short-notice rescheduling, (5) stable audience, (6) portable medium, (7) short-term advertiser commitments, (8) entertainment carryover, (9) audience selectivity, (10) geographical selectivity, and (11) low production costs. Disadvantages include (1) no visuals, (2) short message life, (3) background sound, and (4) commercial clutter.
- *Television* can be divided into two basic types: network television (CTV, Global), and independent stations. Advantages of television include (1) wide reach, (2) creative demonstration opportunities, (3) immediate messages, and (4) entertainment carryover. Disadvantages include (1) little demographic selectivity, (2) short message life, (3) consumer scepticism toward claims, and (4) high cost.

143. Your company has decided to become the North American producer of Darrell Lea's Original Soft Licorice, an Australian candy that tastes like licorice and yet is easy to chew. You have been hired to take over the outdoor advertising campaign for the new candy. Describe outdoor advertising and the various forms of outdoor media that you could use in your campaign. With which advantages and disadvantages should you be concerned?

ANSWER: Outdoor advertising is a flexible, low-cost-per-contact medium that may take a variety of forms. Examples include billboards, skywriting, bus shelters, taxicabs, giant inflatables, construction site fences, mini-billboards in malls, lighted moving signs in bus terminals and airports, and ads painted on the sides of cars and trucks. Outdoor advertising reaches a broad and diverse market. Therefore, it is ideal for promoting convenience products like candy bars. Advantages include (1) repetition, (2) moderate cost, and (3) flexibility. Disadvantages include (1) short message, (2) lack of demographic selectivity, and (3) high noise.

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144. There are several criteria used in selecting media in an advertising campaign. Name and briefly discuss the impact of five of these criteria used to select media.

ANSWER:

- *Cost per contact* is the cost of reaching one member of the target market. Lower cost per contact may be appealing to advertisers, but total cost should be considered as well.
- *Reach* is the number of different target consumers who are exposed to a commercial at least once during a specific period, usually a month.
- *Frequency* is the number of times an individual is exposed to a message in a given period.
- *Media selection* is a matching process whereby the medium is matched to the target market. Different target markets are exposed and pay attention to different media. Even when market profiles match media profiles, other factors such as reach and noise must be considered.
- *Audience selectivity* is the medium's ability to reach a precisely defined market. Some media vehicles such as newspapers and television appeal to a wide cross-section of the population. Other media can be chosen to reach very specific groups.
- *Flexibility* is how adaptable the medium is to changes. Magazines, for example, have poor flexibility as they require ad copy months before publication. Radio allows an ad to be changed in one day.
- *Noise level* is the extent to which the target audience is distracted. Billboards may have high noise level, due to driver distraction, whereas direct mail has low noise level.
- *Life span* is how long the advertising message lasts. A radio or television commercial lasts only for the duration the commercial is aired, whereas a magazine ad may be viewed several times by several people.

145. List and briefly describe the three basic types of media scheduling. Give an example of a product that would be likely to use each of these types of scheduling.

ANSWER: (1) A continuous media schedule allows the advertising to run throughout the advertising period. Examples include milk, computers, mobile telephones, soft drinks, bar soap, and detergent. (2) A flighted media schedule means the advertiser schedules ads heavily every other month or every two weeks to achieve a greater impact with an increased frequency and reach at those times. Examples include new movies and department store sales. (3) A seasonal media schedule is for products that are used more during certain times of the year. Examples include sun block, skis, wood-burning stoves, wood for wood-burning stoves, and holiday decorations.

146. What is public relations? What is publicity?

ANSWER: Public relations is the promotional element that evaluates public attitudes, identifies policies and procedures of the organization, and executes programs to earn public understanding and acceptance. Public relations is a vital link in a progressive company's marketing communications mix. The outcome of public relations is publicity—the effort to receive media attention. Public relations and publicity may serve to boost new product introduction, and position or reposition mature products. The two terms are often confused, but publicity is simply one of several public relations tools.

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147. Why does Scotiabank sponsor the Scotiabank Giller Prize?

ANSWER: The company is engaged in event sponsorship. Public relations managers use events that are sufficiently newsworthy to achieve press coverage. The sponsorship of these events is used to reinforce brand identification.

148. List and briefly describe four functions commonly performed by public relations departments.

ANSWER:

- *Press relations:* Placing newsworthy information in the news media to attract attention to a person, product, or service.
- *Product publicity:* Publicizing specific goods or services.
- *Corporate communications:* Creating internal and external communications to promote a positive image of the firm or institution.
- *Public affairs:* Building and maintaining national or local community relations.
- *Lobbying:* Dealing with legislators and government officials to promote or defeat legislation and regulation.
- *Employee and investor relations:* Maintaining positive relationships with employees, shareholders, and others in the financial community.
- *Crisis management:* Responding to unfavourable publicity or a negative event.

149. The Sisters of Charity Hospital in Ottawa received a spate of negative publicity when one of its staff was accused and found guilty of sexually molesting a patient. As the director of public relations for the nonprofit hospital, describe the public relations tool you would use to counter this negative publicity.

ANSWER: Crisis management is the key to countering most negative publicity. Crisis management is the coordinated effort to handle the effects of unfavourable publicity, ensuring fast and accurate communications in times of emergency. To be effective, the crisis management plan must exist before the disaster occurs.

150. List and briefly describe the three tools of direct-response communication.

ANSWER:

- *Crisis management* is a coordinated effort to handle all the effects of either unfavourable publicity or an unexpected unfavourable event.
- *Direct-response broadcast* is advertising that uses television or radio and includes a direct call to action asking the consumer to respond immediately.
- *Direct-response television (DRTV)* is advertising that appears on television and encourages viewers to respond immediately.