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Advertising

and Integrated Marketing
Communications

WILLIAM F. ARENS • MICHAEL F. WEIGOLD

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fifteenth edition

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Michael F. Weigold





CONTEMPORARY ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS, FIFTEENTH EDITION

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To Debbie

My partner in everything
MFW

the preface

What's New?

As with every communications discipline, digital media are disrupters in the advertising world. The 15th edition of *Contemporary Advertising and Integrated Marketing Communications* incorporates many changes designed to ensure it is relevant and essential for your students.

We provide a chapter-by-chapter breakdown of what is new for our returning adopters later in this introduction. But here we introduce our biggest changes to the book: the addition of significantly more information about digital media throughout the text, and the a fuller realization of the book itself as a digital product, incorporating McGraw-Hill's latest digital learning technologies such as LearnSmart and Connect.

In our last edition we introduced the topic of social media. The wisdom of that decision has become more clear with time as Facebook, Twitter, Instagram, and Snapchat are major ad platforms. Digital interactive advertising expenditures already exceed those of newspapers and magazines combined. Moreover, Internet budgets are growing at a far greater pace than other media. Within the category of digital interactive, social media, mobile and search are growing at far faster rates than other forms (banner ads, e-mail, etc.). If expenditures are a sign of importance, then social media is significant today, and will be more so tomorrow.

Perhaps most importantly, generalizations concerning effective use of other media types do not always hold for social media. It really is a new way of engaging consumers. This is a point we stress in our new opening vignette on Shakira's amazing World Cup viral video. In fact, many of the vignettes have been updated or completely rewritten to continue the fresh approach students and instructors have always valued in the book. We believe that your students will have a better sense of the value, and the challenge, of social media by giving it its own coverage. We are proud to be the first advertising and IMC text to cover social media this way.

The IMC concept remains front and center in this edition. As with other texts, changing the focus from advertising to IMC has been a gradual evolution, until now. Our adopters tell us that the broader focus is the one they prefer, and we endorse that perspective. What does this mean for you and your students? It means we encourage message creators to begin with an audience and message in mind rather than a media platform. It means solving communications problems rather than working through advertising tactics. It means stressing relationship development rather than executing a sale. Advertising remains a uniquely powerful way to address brand messaging, but not the only way, and sometimes not the best way. We've ensured the text will continue to help you guide your students toward an audience-focused approach to brand communications. We think this reflects how companies think about their messaging, and how you think about the topics your course should cover.

McGraw-Hill's Connect and LearnSmart technologies, for educators who've not used them in the past, are amazing online platforms for enriching your students' learning. Created by the authors of the text, Connect and LearnSmart bring advertising and IMC practice alive and help reinforce key learning objectives from the text. Instructors can assign students a variety of exercises that include case studies, video cases, and concept reinforcement. The experience is completely customizable, so that instructors can use as much or as little of the Connect content as they wish. The exercises can be done strictly for student study or set up as online homework. Instructors can even add their own exercises to the ones created by the authors.

Best of all, both technologies scale easily to the size of your class. One of us (Weigold) regularly teaches advertising and IMC to over 200 students a semester. Reaching large numbers of students in an engaging and exciting way has never been easier. We think that you and your students will love having these resources.

As always, we want to know what you think. Drop us a line about what you like and don't like. Write Mike at mweigold@gmail.com, I'd love to hear from you. Also follow the text on Facebook (McGraw-Hill Contemporary Advertising) to get regular resources, updates, news items, and news relevant for your students and your course.

The Audience for This Book

Every one of us exists as a member of the target audience for thousands of brands. That alone would make the study of advertising and IMC worthwhile. In addition, at some point in their lives, most people will probably become creators of advertising—whether they design a flier for a school car wash, write a classified ad for a garage sale, post a YouTube message advocating for a cause or idea, create a LinkedIn profile for professional advancement, or develop a whole campaign for some business, charitable event, or political cause.

That makes the study of IMC and advertising more important today than ever before, not only for students of business or journalism—who may be contemplating a career in the field—but also for students of sociology, psychology, political science, economics, history, language, science, or the arts. Many of these people will create some form of advertising; all will be lifetime consumers of it.

The study of IMC gives students, regardless of their major field of study, valuable tools to use in any subsequent profession. It teaches them to think and plan strategically; gather and analyze research data; compute and evaluate alternative courses of action; cooperate with a team in developing creative solutions; analyze competitive proposals; understand why people behave the way they do; express themselves and their ideas with clarity and simplicity; defend their point of view with others; appreciate and assess the quality of different creative endeavors; and use powerful ideas to speak with knowledge, confidence, and conviction.

In addition, students of business, journalism, and communications gain several specific benefits. The study of IMC can help students to

- Understand the real economic, social, and cultural role of advertising and, conversely, the impact of a society's values on advertising.
- Realize how advertising supports journalism and relates to the whole field of communications.
- Appreciate the global effect of IMC on business, industry, and national economies.
- Comprehend the strategic function of IMC within the broader context of business and marketing.
- Evaluate and even apply the impressive artistic creativity and technical expertise required in IMC.
- Discover what people in advertising and related disciplines do, how they do it, and what the expanding career opportunities in these fields now offer.

Student-Oriented Features for the Twenty-First Century

Our mission in *Contemporary Advertising and Integrated Marketing Communications* continues to be presenting advertising as it is actually practiced. Now, as we introduce the 15th edition, our purpose remains the same. We also believe advertising and IMC should be taught in an intelligible manner and lively style relevant to college and university students of the 21st century.

Award-Winning Graphic Design

Among the many benefits this text brings to instructors and students of IMC are an elegant feel and award-winning graphic design—an important feature for a book that professes to educate students about the aesthetics of advertising design and production. The open, airy look contributes to learning by making the text material colorful, inviting, and accessible to students. Throughout the book, chapter overviews, chapter learning objectives, and key terms printed in boldface type all work together to make the text material as reader-friendly as possible.

Chapter-Opening Vignettes

To capture and hold student interest, each chapter begins with a story. Each vignette depicts an actual situation that illustrates a basic concept. Wherever possible, the opening story is then woven throughout the chapter to demonstrate how textbook concepts actually come to life in real-world situations. For example, throughout Chapter 1, we examine how Activia responded to changes in the practice of global IMC with an innovative music viral. In Chapter 4, the story of McDonald's advertising is complemented with numerous examples that range from global to local. In Chapter 7 we examine the actual media plan of an organization dedicated to eradicating HIV. And in Chapter 16 we look at how social media helped grow donations at one nonprofit nearly 1000 percent. The integration continues in Connect, where the opening vignettes are featured in many of the video cases.

Extensive Illustration Program

The best way to teach is to set a good example. So each of the 19 chapters features beautiful full-color illustrations of recent award-winning ads, commercials, and campaigns that demonstrate the best in the business. In fact, *Contemporary Advertising and Integrated Marketing Communications* is one of the most heavily illustrated textbooks on the market, with all the major media represented—print, electronic, digital, social, and out-of-home—in a balanced manner. We carefully selected the examples and illustrations for both their quality and their relevance to students. Nearly half of the ads are new to this edition.

Furthermore, we feature a mix of local, national, and international ads from both business-to-business and consumer campaigns. In-depth captions tell the stories behind many of the ads and explain how the ads demonstrate the concepts discussed in the text.

The book is liberally illustrated with models, charts, graphs, and tables. Some of these encapsulate useful information on advertising concepts or the advertising industry. Others depict the processes employed in account management, research, account planning, media planning, and production.

Full-Color Portfolios

In addition to the individual print ads and actual frames from TV commercials, the book contains several multipage portfolios of outstanding creative work. These include “Strategic Use of the Creative Mix,” “Outstanding Magazine Ads,” “Advertising on the Internet,” “Corporate Advertising,” and others. Accompanying captions and questions tie the ads to topics germane to the chapter in which they appear.

Ad Lab

Active participation enhances learning, so Ad Labs play a significant role in virtually every chapter. These unique sidebars to the world of advertising introduce students to topics of current interest or controversy and then involve them in the subject by posing questions that stimulate critical thinking. Some of the many topics presented in Ad Labs include government regulation, bottom-up marketing, creativity, the psychological impact of color, advertising on the Internet, “green” advertising, sales promotion, and direct-response advertising.

Ethical Issues

Students face new and challenging ethical issues, and they need to exercise even greater sensitivity than their 20th-century counterparts. Therefore, in *every* chapter of the book, we introduce a current ethical issue—to focus attention on the most critical social questions facing marketers today. These include the debate over puffery, marketing to children, comparative advertising, the targeting of ethnic minorities, consumer profiling, privacy, negative political advertising, visual and statistical manipulation, and others.

My IMC Campaign

For instructors who offer students semester-long projects as a way of getting their hands dirty, we've included this valuable resource. In each chapter students receive practical advice on developing a real campaign, culminating with tips on developing a plans book and a client presentation.

My IMC Campaign is a chapter-by-chapter guide for students enrolled in classes that involve semester-long campaign projects. From our conversations with dozens of professors, we know that semester-long projects are a major component of many advertising and IMC courses. These projects help students gain their first experience with the

practice of marketing communications. We applaud instructors who make the effort to offer their students this opportunity, and we are proud to provide a chapter-by-chapter project guide.

The My IMC Campaign feature offers students practical advice for developing their projects. The advice ranges from frameworks for developing creative strategy, media plans, and situation analyses, to practical tips on using collaborative software, developing presentations, and working in teams. We believe professors who incorporate team projects in their classes will find this new feature greatly assists their efforts to give students real-world experience in advertising.

People behind the Ads

Behind the thousands of ads we see and hear are real human beings—the writers, designers, programmers, executives, and media specialists. In the final analysis, the marketing communications industry is more than a collection of concepts, processes, and activities. It is an industry of people, some of the smartest, most creative, and most interesting people in the world. Your students will meet some of the most interesting right here, many offering insights provided uniquely for this text. The feature presents students contemporary practitioners who are already industry legends (Bogusky, Steele), enduring legends (Bernbach, Gallup, Lasker) and new individuals changing the industry every day.

Additional Learning Aids

Each chapter concludes with a summary followed by questions for review and discussion. These pedagogical aids help students review chapter contents and assimilate what they have learned. Throughout the text, key ideas and terms are highlighted with boldface type and defined when introduced. The definitions of all these terms are collected at the end of the book in a thorough and extensive glossary.

The Advertising Experience Exercises

True to the text's agency approach, the 15th edition of *Contemporary Advertising and Integrated Marketing Communications* continues hands-on application exercises that place students in the advertisers' shoes to help them see how advertising is done in the real world. Effective as outside assignments or in-class discussion starters, the Advertising Experience allows students to effectively apply their knowledge of each chapter.

Many exercises also require students to access the Web and perform research on questions relevant to the chapter topic.

This edition deepens our commitment to our IMC core. The need to consider advertising within an IMC framework is no longer debated in either industry or academia. The focus on the message receiver, as compared to the message creator, has improved the practice of marketing communications. While advertising remains an important part of the book, we give greater coverage to other promotional elements. You will find that in choosing between the words *advertising* versus *IMC*, we emphasize the former when the practices we describe are largely those of advertising agencies. When practices are used across broader or more integrated messaging platforms, we use *IMC*. Some marketers may still pine for the days of complete control over brand messages (if such days ever truly existed) but savvy organizations have embraced the new world of “conversations” with customers. In a recent *Ad Age* article, writer Jack Neff noted that “Managing a brand has always been a slightly odd concept, given that consumers are the real arbiters of brand meaning, and it's become increasingly outmoded in today's two-way world.” Neff writes that companies such as P&G and Unilever are going so far as to rename brand managers “brand advocates.”

For the Professor: The 15th Edition Has Been Strategically Revised

Our continuing goal has been to bring clarity to the often-murky subject of advertising. Our method has been to personally involve students as much as possible in the practical experiences of advertising, while simultaneously giving them a clear understanding of advertising's dynamic role in both marketing management and the human communication process. In the pursuit of this objective, we have included numerous modifications and improvements in the 15th edition of *Contemporary Advertising and Integrated Marketing Communications*.

Current and Concise

As with every new edition, our first effort was to update all statistics and tables and to document the most recent academic and professional source material to give *Contemporary Advertising and Integrated Marketing Communications* the most current and relevant compendium of academic and trade citations in the field. We've referenced important recent research on topics ranging from the effects of advertising and sales promotion on brand building to relationship marketing, integrated communications, and Internet advertising. And, where appropriate, we've redesigned the building-block models that facilitate student comprehension of the often-complex processes involved in human communication, consumer behavior, marketing research, and IMC.

In this edition we introduce a new, simpler organization scheme for the chapters. Part One, which covers chapters 1 through 4, is titled "What are Advertising and Integrated Marketing Communications?" The focus of these chapters is to introduce students to the practice of advertising and to the role advertising plays in the United States and the world. In Part Two, "Planning the Campaign," covering Chapters 5–10, we present detailed information about research and the development of strategy for markets, media, and creative. Finally, Part Three, "Executing and Evaluating the Campaign," explains how the strategic decisions of a campaign are realized in the creation of copy and art and decisions about IMC platforms, including major media. This part of the book covers Chapters 11–19. The book concludes with an epilogue, "Repositioning a Brand." Original author Bill Arens' choice of Mastercard as the subject of the book's epilog is another testament to his genius. For nearly 20 years the "Priceless" campaign has epitomized the big idea. Just before this book went to print, Mastercard collaborated with its agency on a repositioning process, keeping important elements of "Priceless" and abandoning others. The update will provide a perfect capstone for students looking to see how the processes described in the text are applied in support of a global brand.

As always, we have prudently governed the length of the text material. The illustrations, graphics, sidebar information, and overall design are all aimed at keeping the text open, airy, and inviting while sharpening *clarity*—the hallmark of *Contemporary Advertising and Integrated Marketing Communications*.

Compared to the true length of other comprehensive course books, *Contemporary Advertising and Integrated Marketing Communications* is one of the most concise texts in the field.

Fresh, Contemporary, Relevant Examples

For the 15th edition, we added many new, real-world examples, selected for their currency and their relevance to students. Likewise, many of the chapter-opening stories are new, such as the advertising success stories of Activia, Lance Armstrong, the ALS Foundation "Ice Bucket Challenge," the Banner ads for Psychopaths campaign, and the Dumb Ways to Die campaign. Others document marketing or communication misfires such as the Tiger Woods fiasco. All of the full-color portfolios have been updated, expanded, or replaced with more recent examples and all of the Ad Labs and Ethical Issues have been updated and edited for currency and accuracy.

Global Orientation Integrated Throughout

In light of the increasing globalization of business, we introduce the subject of global advertising early in the book in Chapter 4, "The Scope of Advertising: From Local to Global." We've also added more examples of international advertising throughout the book. All the international data have been extensively revised and updated to reflect the increased importance of advertising in the new economic and marketing realities of Asia, especially China, Europe, and Latin America.

CASE STUDY: Epilogue: Repositioning a Brand

So that students can see how many of the principles taught in the text come together in the real world, we have included an updated Epilogue, immediately following Chapter 19, on the complete story behind the highly successful "Priceless" branding campaign for MasterCard, created by McCann Worldwide in New York. We are greatly indebted to both McCann and MasterCard for authorizing us to share the details of this interesting, student-relevant campaign and for the tremendous assistance they gave us in the creation of this outstanding Epilogue.

Local and Business-to-Business Advertising Coverage

Throughout the book, *Contemporary Advertising and Integrated Marketing Communications* addresses the needs of both small and large consumer and business-to-business advertisers with its many examples, case histories, Ad Labs, and advertisements. Moreover, this is one of the few texts to devote adequate attention to the needs of the small retail advertiser by discussing how local advertisers can integrate their marketing communications.

Highlights of This Revision

Each chapter of *Contemporary Advertising and Integrated Marketing Communications* has been thoroughly updated to reflect the most recent trends, facts, and statistics available. We have created several new chapter-opening vignettes for this edition and have rewritten significant portions of the remaining vignettes to ensure they are up-to-date and current. As with previous editions, many of these vignettes are referenced within their corresponding chapters and in chapter-concluding review questions.

Chapters 1, “Advertising Today”

A new opening vignette helps ready students for the changes that new media and globalization are presenting to brands. It introduces a spectacular viral spot produced by Activia and featuring world star Shakira. The “Greenthreads” story that begins the chapter is refreshed to incorporate social media. The chapter has been extensively reworked to focus on defining advertising before exploring the broader dimensions of IMC.

Chapters 2, “The Big Picture: The Evolution of IMC”

This chapter has long featured Coke as a way to illustrate the history of advertising. Our discussion is updated to reflect Coke’s most recent IMC efforts including some much-discussed Super Bowl efforts. We’ve also greatly expanded our definition and discussion of branding, and the importance of brands to marketers. We’ve updated the “Global Interactive” portion of the history of advertising to review the most recent industry trends.

Chapters 3, “The Big Picture: Economic and Regulatory Aspects”

The opener is updated to include information about Lance Armstrong and his difficulties following his admission of cheating in his sport. The history timeline includes new milestones, including the founding of Google and Facebook. These developments are more fully explored in the text as well. The history discussion is also updated to include the recent economic recovery and its impact on IMC. Industry statistics are updated throughout. The discussion of tobacco now includes some of the controversy surrounding e-cigs.

Chapters 4, “The Scope of Advertising: From Local to Global”

The chapter updates the McDonald’s vignette and more information about McDonald’s global IMC campaigns are included. Our “My IMC Campaign” box helps students familiarize themselves with their semester client.

Chapters 6, “Market Segmentation and the Marketing Mix: Determinants of Advertising Strategy”

We’ve retained the spectacular “The man your man could smell like” campaign for Old Spice and referenced its lessons more often throughout the Chapter. Students love these ads, and those interested in IMC will love the impressive results of the campaign.

Demographics discussion in the chapter contains significantly more material on Millennials and Hispanics.

Chapters 7, “Research: Gathering Information for Advertising Planning”

For the second straight year Budweiser was recognized as having the best Super Bowl spot with its revisit of a lost puppy and some brave Clydesdales. The new opening vignette demonstrates how research guided the development and evaluation of such great creative work. New material examines pretesting in digital media, including discussions of Google’s Keyword Planner and Analytics. UX testing for Websites is also described.

Chapters 9, “Planning Media Strategy: Disseminating the Message”

The chapter is substantially revamped, starting with a new opener describing the media planning of Aids.gov, one of the important Federal agencies fighting against the ravages of the disease. New material discusses planning in the digital age, and introduces programmatic advertising.

Chapters 11, “Creative Execution: Art and Copy”

A new opener illustrates the power of art and copy with the story of the popular “Dumb ways to Die” and we continue to expand on execution in digital media.

Chapters 12, “Print, Electronic, and Digital Media Production”

We’ve expanded coverage of digital production which, in most cases now, represents the way even small shops produce messages.

Chapters 13, “Using Print Media”

The impact of the digital revolution has been felt in legacy media, but none more than newspapers. The new chapter opener brings that message home with telling statistics. A new People Behind the Ads star, Nancy Cardone Berger, is introduced. Berger, an advertising leader at Marie Claire, was an Ad Age Publisher of the Year in 2012.

Chapters 14, “Using Electronic Media: Television and Radio”

Even in the digital age television remains a powerful advertising medium. The text suggests ways TV complements rather than competes with social media and how it can be used to target desirable market segments. The latter point is driven home with a new People behind the Ads that describes the dynamic leadership of Univision’s Randy Falco.

Chapters 15, “Using Digital Interactive Media”

Our new opener suggests an innovative use of the lowly banner ad. Readers will find the latest statistics and updates on every aspect of digital media. In addition, almost every ad has been replaced with new examples. The “My IMC Campaign” box directs students toward effectively using online media for their clients.

Chapters 16, “Using Social Media”

The chapter has been substantially revised, beginning with a new opener about the famous “Ice Bucket Challenge,” and its remarkable impact on the fight against ALS. The vast changes in the social media world that have occurred since our last edition are captured with new material describing Pinterest, Instagram, and Snapchat. The section on social media

advertising has been broadened to include details about Facebook, Twitter, and other social media programs.

Chapters 17, “Using Out-of-Home, Exhibitive, and Supplementary Media”

The chapter has been updated to include the latest on new technologies in Out-of-Home advertising and the section on directory advertising has been eliminated.

Chapters 18, “Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion”

A new People Behind the Ads features an interview with CEO and Founder of MecLabs Flint McLaughlin. McLaughlin’s company gathers data from countless tests to improve both understanding and execution of the best ways to communicate value.

Chapters 19, “Relationship Building: Public Relations, Sponsorship, and Corporate Advertising”

An update shows how Netflix founder Reed Hasting’s proactive response to a potential crisis has created a foundation for the enormous success of the company in reorienting to the digital age.

Uses for This Text

Contemporary Advertising and Integrated Marketing Communications was written for undergraduate students in liberal arts, journalism, mass communication, and business schools. However, because of its practical, hands-on approach, depth of coverage, and marketing management emphasis, it is also widely used in independent schools, university extension courses, and courses on advertising management. The wealth of award-winning advertisements also makes it a resource guide to the best work in the field for students in art and graphic design courses and for professionals in the field.

Many of the stories, materials, and techniques included in this text come from the authors’ personal experiences in marketing communications and in higher education. Others come from the experiences of friends and colleagues in the business. We believe this book will be a valuable resource guide, not only in the study of advertising but later in the practice of it as well. In all cases, we hope readers will experience the feel and the humanness of the advertising world—whether they intend to become professionals in the business, to work with practitioners, or simply to become more sophisticated consumers.

Our goal with each new edition is to produce a finer book. We think instructors and students alike will approve of many of the changes we’ve made to this one. We would love to hear from you—what you like, what you don’t, what we should look to add in the future. E-mail Mike Weigold at mweigold@gmail.com.

Michael F. Weigold

I would like to thank all of the wonderful people at Fallon Worldwide who agreed to be interviewed for the video that accompanies this text, especially Fred Senn, Michael Buchner, Ritchie Emslie, and Joel Rodriguez. Thanks also to Rosemary Abendroth and Brenna Brellie for their incredible assistance and patience setting up our visit. I am grateful to Verchele Wiggins and Steve Ekdahl of InterContinental Hotels Group for their insightful observations about Holiday Inn Express advertising. My thanks to the video's producer and editor, Rick Armstrong, for his patience and encouragement throughout the process.

We are grateful to all of the individuals who serve as the focus of our People behind the Ads feature. I am especially grateful to Flint McLaughlin, Alex Bogusky, Ken Cervantes, Cliff Marks, Samantha Avivi, John Posey, Jon Steel, and Tere and Joe Zubi for the extra time and energy that they spent sharing their thoughts about their advertising and marketing careers.

This edition benefited from the abilities and efforts of some great people at McGraw-Hill/Irwin. Kelly I. Pekelder served as the Product Developer of the text and always works to make the product better. She is a delight to work with. The book benefited greatly from their skills. Kim Leistner, Executive Brand Manager, was our Editor and helped further the book's evolution to a complete digital learning platform for students of advertising and IMC. I am also grateful to our Marketing Manager and our Senior Project Manager. Thanks are also due to our wonderful photo researcher.

I am appreciative to my department chair, Tom Kelleher, and to my wonderful colleagues in the Department of Advertising at the University of Florida, for their support and encouragement and for making Florida a special place to work. Go Gators!

My coauthor Chris Arens brings an enormous wealth of knowledge to this book as a working professional and enormous talent as a book author. It is a privilege to work with him.

Finally, thanks to Debbie Treise for her support, encouragement, and love.

M. F. W.



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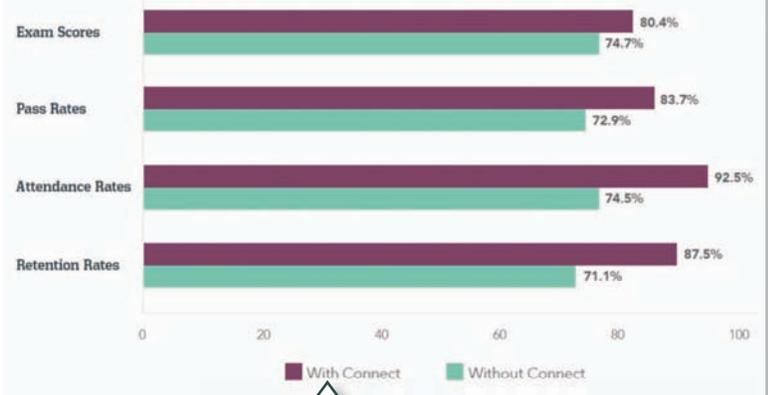
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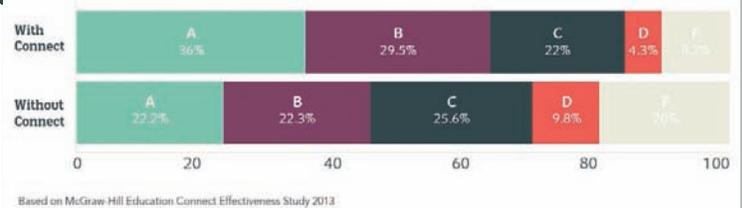
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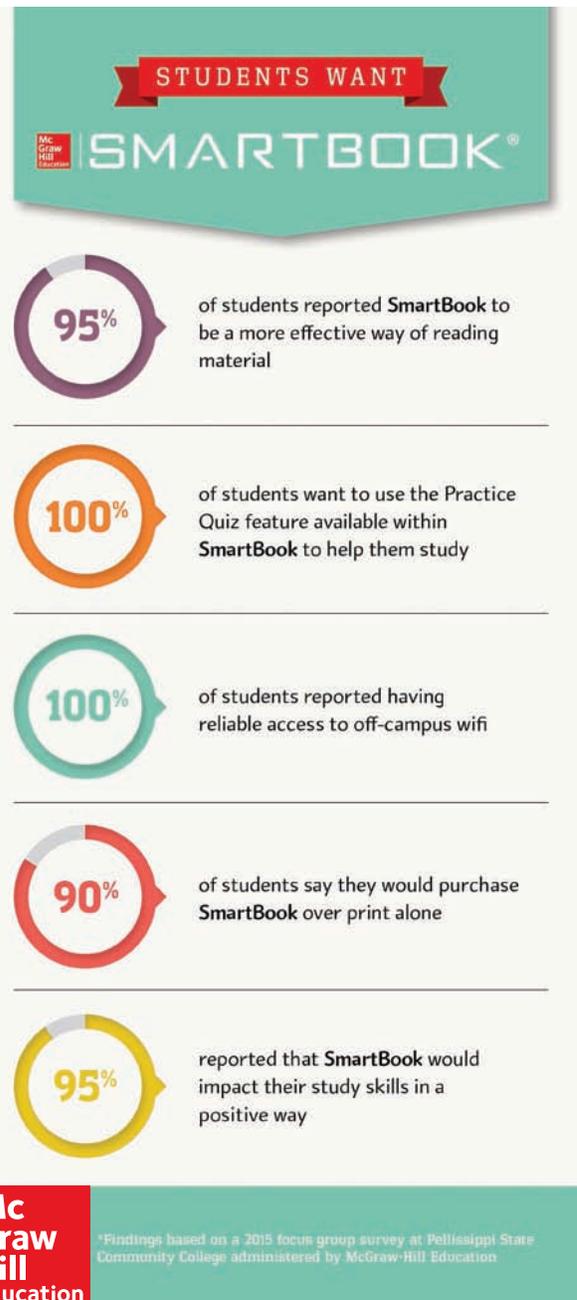
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