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Advertising & IMC

Principles and Practice

TENTH EDITION

Sandra Moriarty
Nancy Mitchell
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The Tenth Edition is dedicated to all the students who have inspired us with their questions and ideas and all the colleagues who have challenged us with new thoughts and new findings. Most of all we dedicate this book to all our many contributors—the students, graduates, professors, and professionals who have contributed their thoughts, creative work, and professional experience to this edition.

Sandra Moriarty and Nancy Mitchell

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Preface

The Power of Liking

You know what—and who—you like. And your likes ripple through your friendship circles as you influence and are influenced by people you know and respect. That’s what research in 2013 found about the practice of “liking” something on Facebook and other social media. A positive comment or action feeds on itself and sets off a cycle of friendly responses as it spins through a network of communication.

Why is that important to advertising and brand communication? It’s because these “likes” may echo and amplify thoughts and feelings about brands and organizations as well as people and events.

Commercial communication has changed radically in the 21st century, moving from marketer-driven and product-focused brand messages to social media strategies that aim to inspire positive comments about brands and the organizations behind them. In this new world, the snowball effect of liking may spread the word about a brand faster and farther than traditional advertising—and with greater impact.

But liking is just the social face of emotion. On a deeper level, savvy marketers would like customers to fall in love with their brands.

That’s the focus of a 2013 book called *Loveworks: How the World’s Top Marketers Make Emotional Connections to Win in the Marketplace* by Brian Sheehan, one of this book’s contributors. He’s also a Syracuse University professor who spent 25 years working for Saatchi & Saatchi and its agencies in Japan, Australia, and Los Angeles. Based on a previous book called *Lovemarks* by Saatchi’s CEO Kevin Roberts, Professor Sheehan’s *Loveworks* uses case studies to prove that brands that engage consumer’s deepest emotions are the ones that work—the brands that win in the marketplace.

For example, the idea that responses to communication are driven by emotion is demonstrated in the “Blood Relations” campaign by the Saatchi agency in Tel Aviv that showed Israelis and Palestinians giving blood together. The effort was sponsored by the Parents Circle Families Forum (both Israeli and Palestinian families whose relatives had been wounded or killed in the conflict) and the Peres Centre for Peace. The simplicity of the symbolism of “blood relations” and the imagery of blood donors sitting side by side was supported by the slogan “Could you hurt someone who has your blood running through their veins?” The “Blood Relations” videos led to an avalanche of coverage both in Israel and internationally on NBC, BBC, and Reuters, generating comments in blogs as well as other news publications and radio stations. The effort won the United Nations Gold Award and five Gold Lions at Cannes in 2012, but it also moved a few survivors and combatants to see each other in a more positive way.

That’s why this textbook, *Advertising & IMC: Principles & Practice*, is dedicated not only to explaining advertising and other areas of brand communication—such as public relations, direct marketing, and sales promotion—but also to make you think about what works in commercial communication.

We’ll look at the basic principles and best practices in an industry that is undergoing radical change—old media are shape-shifting, and new media are emerging and merging with old media. The practice of brand communication faces new and exciting challenges in an interactive age where consumers are more in charge—actively selecting and designing their own media worlds and engaging with their friends in new forms of social media.

This 10th edition reflects these changes as it challenges its readers to assume control not only of their media choices but also of their bigger role as consumers and creators of products, ideas, and media.

What's New in the 10th Edition

1. **Liking, Loving, and Loyalty** In recognition of the importance of brand liking, the 10th edition of *Advertising & IMC: Principles & Practice* focuses throughout on emotion-driven strategies that have relevance to consumers and that create feelings of liking for a brand or organization. It also focuses on brand relationship strategies that move consumers from targets to partners, moving away from one-way communication to interactive and experiential brand communication.
2. **The New Media World** The media world has changed so dramatically in the first decade of the 21st century that the old media categories we have used in the past, such as print or broadcast, are no longer valid. Media distinctions have blurred and expanded to include media other than advertising. Furthermore, consumers now exert more control over media selection as their role as consumers of media has expanded. This has driven the biggest change in the 10th edition, which is a total rewrite of the four chapters in Part 4.

The media industry has a new concept that describes this broader and more interactive media world—POE, which stands for Paid, Owned, and Earned. With the guidance of the media experts on our Advisory Board, we have restructured the four media chapters in Part 4 around these concepts. We've also included Interactive as a defining media concept. In other words, we are now approaching media not in terms of the form (print or broadcast) but rather as functions—particularly how media function in consumers lives where they seek out entertainment, social connections, and information. This approach is discussed in Chapter 11 as part of the overview of the changes in the media marketplace. Here is how this totally rewritten presentation of the media world is presented in Chapters 12, 13, and 14:

- **Paid Media** This category includes traditional advertising, which relies on the purchase of time and space from other media owners, as well as new media used to deliver advertising messages, such as cell phones, video games, and online ads. This is the focus of the new Chapter 12.
- **Owned Media** The first part of Chapter 13 looks at media owned and controlled by the organization, such as corporate public relations materials, as well as media used in retail promotions and branded media, which are often used by consumers to engage in positive, entertaining experiences.
- **Interactive Owned Media** Also in Chapter 13, we consider corporate interactive media (such as websites, Facebook, and Twitter pages), direct-response media, personal contact media and experiences (sales and customer service), and mobile marketing platforms. Although owned by the organization, consumers use them to gain information and participate in entertainment and social activities.
- **Earned Interactive Media** The earned category has traditionally been the province of public relations, particularly through publicity and mentions in the news media. In addition, this discussion of earned media has been broadened in Chapter 13 to include word of mouth (such as referrals) and brand mentions in social media, such as Facebook and Twitter. The focus is on buzz—people talking about things that interest them, including brands.
- **Multiplatform Brand Communication Strategies** Chapter 13 concludes with a discussion of new practices, such as mobile marketing, viral marketing, and social media marketing, that call for new approaches to platform integration as these new media forms overlap and, it is hoped, reinforce one another.
- **Media Planning and Negotiation** Chapter 14 continues to provide a review of the media planning and buying functions; however, the buying operation is reframed to emphasize the important role of negotiation. In addition, this chapter is expanded to include the complexities of managing multimedia and multiplatform programs.

3. **More In-Depth IMC Focus** The title of this book was modified in the ninth edition to recognize the importance of integrated marketing communication (IMC) practices, many of which have been important in this book since its first edition. In the 10th edition, a number of other changes have been made to better align the content with an IMC philosophy:
 - **More on Promotional Writing** Chapter 9 was rewritten to include writing for all the areas of brand communication. So, instead of a focus on only advertising copywriting, writing for all areas of brand communication is discussed.
 - **Broader Review of Media** Similar to the advertising copywriting change in Chapter 9, media from all IMC disciplines and functions are discussed in the four media chapters in Part 4.
 - **Principles of IMC** A set of IMC principles was developed in the ninth edition. Instead of appearing throughout the book, as they did in ninth edition, in the 10th edition these principles have been grouped to form a more comprehensive presentation of the basic IMC concepts in Chapter 18. This is a wrap-up technique to pull the IMC discussion together into a more coherent conclusion about the essential IMC concepts and the principles on which they are based.
 - **IMC Campaign Discussion as Summary** Discussions about campaign planning were sprinkled through a number of chapters in the ninth edition. In the 10th edition, campaign planning is developed more comprehensively in Chapter 18 as a way to summarize the principles and practices discussed in the previous chapters.
 - **IMC Management** Chapter 18 concludes by making a distinction between the practice of IMC campaigns, which by their nature are more short term, and the management of IMC programs, which involves setting the direction and philosophy of an IMC operation for the long term.
4. **New Evaluation Chapter (and Author)** Chapter 19 introduces Regina Lewis, a member of the book's Advisory Board, as the author of the final chapter in the book, which wraps up the discussion of effectiveness and the evaluation of brand communication efforts. An expert in consumer insight, Professor Lewis has directed marketing communication research and evaluation programs for Dunkin' Brands and the Intercontinental Hotels Group. She uses her broad experience to shape our discussion of the critical area of evaluation and wrap up the discussion of effectiveness, which continues to be a central theme of *Advertising & IMC: Principles & Practice*.
5. **New Examples of Award-Winning Brand Communication Campaigns** Part of the added value of this textbook lies in the cohesive story that it tells about effective brand communication. This is particularly important as students face a radically changing and complex media environment. New and updated case studies open each chapter in the 10th edition to illustrate basic principles and best practices and show students how professionals design and execute effective strategies that work.
6. **New Faces, New Cases, New Brands** Throughout the book new stories have been added to update the discussions and illustrate the many changes in this new marketing communication environment.
 - In the 10th edition two new members of the Advisory Board have been involved not only with personal interviews and writing boxes, but also with critiquing and making suggestions about changing content and, in some cases, changing the organizational structure of the book.
 - We have seven new Ad Stars whose work and thoughts we feature, as well as eight new Pros and Profs who have written boxes about their research, professional work, and other projects.
 - All but two of the opening stories are new or have been completely rewritten. We also have five new part-ending cases.
 - We have a major new case adapted from the AAF National Student Advertising Competition in the Appendix with application and reflection questions at the end of every chapter.
 - With a total of 33 new or completely rewritten boxes, almost every chapter has new featured stories to support and further explain concepts in the text.
7. **Contributions from Experts around the World** Preparing students to become effective brand communicators requires a broad knowledge about many subjects in

a dramatically changing media environment. This edition expands the number of contributions from experts across the globe, exposing students to a vast array of contemporary thinking about current issues. These pieces are designed to pique readers' interest about exciting new possibilities related to brand communication and challenge students to think critically in their quest to apply enduring principles and develop effective practices.

The Central Themes

Although the introduction to this preface highlighted changes, the important thing in a textbook project of this size and scale is that there are central threads that weave key ideas across the chapters and throughout the book. So let's consider the foundation themes that make this book different from other introductory textbooks in advertising and marketing communication.

Brand Communication and IMC

This book started out many years ago as an introductory advertising textbook; however, it has always had an IMC slant with coverage of other marketing communication areas. Over the years, the scope of advertising has changed. Now we use the phrase *brand communication* (or *marketing communication*) because what used to be known as *advertising* has expanded beyond the familiar ads in print media and commercials on radio and television.

Electronic and social media have opened up new ways to communicate online with consumers about a brand. Alternative and nontraditional forms, such as *guerilla marketing*, which reaches people in surprising ways in unexpected places, have opened up new opportunities to engage people with brand messages through memorable experiences.

Creating buzz and dialogue have replaced the old practice of targeting messages at consumers. A new goal is to enlist word-of-mouth conversations to reinforce and extend the power of the more traditional marketing communication forms.

This wider view of *advertising* includes an array of communication tools used by a variety of organizations—nonprofit as well as for-profit—promoting consumer as well as business-to-business products and services. We mention public relations, direct marketing, and sales promotion, but those are just a few of the tools in the brand communication tool kit.

We will describe the use of these various forms of brand communication as IMC, which refers to the strategic use of multiple forms of communication to engage different types of consumers who have an interest in or a connection to a brand. The title of this book changed in the previous edition to recognize the importance of IMC in modern brand communication.

Effectiveness

During a Super Bowl some years ago, an ad for Anheuser-Busch called “Applause” showed people in an airport spontaneously applauding a group of American troops returning home. Even the audience watching from their living rooms were inclined to join in with applause as part of this graceful display of respect and appreciation. It was touching and memorable, and it might have nudged a few viewers to think well of Anheuser-Busch.

But was it an effective ad? What was it trying to accomplish? Did the viewers remember it as an Anheuser-Busch ad, and, if so, did it affect their opinions of that company and its brands?

What is effective? Is it marketing communication that gets talked about? Is it a message like the Anheuser-Busch commercial that touches your emotions and inspires you to applaud? What, exactly, does it mean to say that a brand message “works”?

Our answer is that brand communication is effective if it creates a desired response in the audience. A brand message *that works* is one that affects people; it gets results that can be measured.

Effective messages move people to like, love, laugh, dance, squirm in their seats, or even shed tears. But they can also cause you to stop and watch or even to stop and

think. Commercial communication can't make you do something you don't want to do, but it can inspire you to read about a new product or remember a favorite brand when you're walking down the aisle in a supermarket.

This book uses the *Facets Model of Advertising Effects* to better explain brand communication strategies, consumer responses, and effectiveness. The facets model is like a diamond or a crystal whose surfaces represent the different types of responses generated by a brand message. This model and the ideas it represents are used throughout the book to help explain such things as how objectives are decided on, what strategies deliver what kind of effects, and how an advertisement and other forms of marketing communication are evaluated based on their objectives.

That's why this textbook is dedicated not only to explaining advertising and other areas of brand communication—such as public relations, direct marketing, and sales promotion—but also to make you think about what works in all commercial communication efforts.

Enduring Principles and Best Practices

To help you better understand how effective communication is created, this text-

book will highlight the principles and practices of the industry. Marketing communication messages are part inspiration and part hard work, but they are also a product of clear and logical thinking. In most cases, consumers have little idea what the objectives are because that information generally isn't made public—and you sometimes can't tell from the communication itself. But think about the “Applause” ad. From what we've told you, what do you think the ad's objectives are? To sell beer? To get viewers to run out and buy the brand? Actually, the ad seems to be a bit removed from a straight sales pitch.

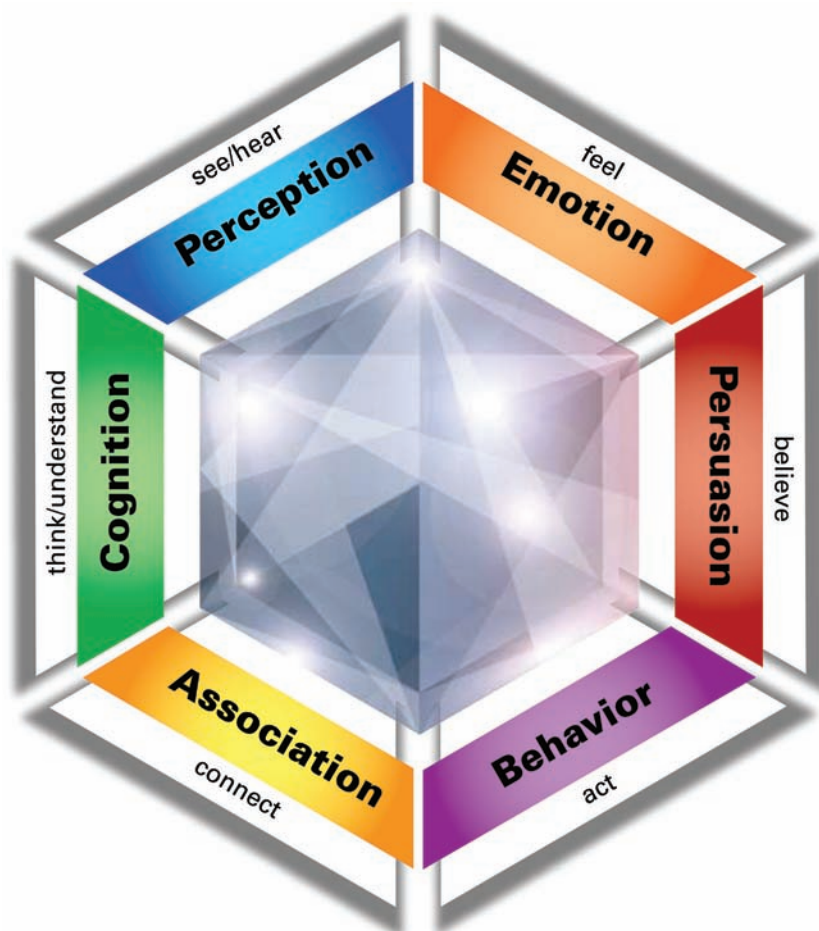
An educated guess—and that's what you will be better able to make after reading this book—is that perhaps its objective is simply to make people feel good, to see the goodness in a simple patriotic gesture—and, ultimately, to associate that feeling of goodness and warmth with the brand. Does it work? How did you feel when you read over the description of the ad?

This book presents both principles and practices of effective brand communication. You will find principles in the margins of the text in every chapter. In addition, boxes and other features elaborate on both the principles and the practices related to the topic of each chapter.

In this 10th edition, we take you behind the scenes of many award-winning campaigns, such as the Aflac, Altoids, Geico, and McDonald's campaigns, to uncover the hard work and explain the objectives, the inspiration, and the creative ideas behind some great campaigns. You will see how the ideas come together; you will live through the decision making, and you will understand the risks the message creators faced.

We also have contributions from highly experienced professionals as well as our Ad Stars—graduates from advertising and marketing communication programs around the

The Facets Model of Effects



country who were nominated by their professors to be featured in this book. We showcase their work throughout the book. They also have written “Inside Stories” that explain strategies and what they have learned on the job as well as “A Day in the Life” features that provide insight into various career opportunities in marketing communication.

The Proof It Works

Advertisers and marketers want proof that their marketing communication is effective and efficient. Likewise, you should want proof about the value of your textbooks. You will learn in this book that all advertising claims need to be supported. That’s why we make the claim—and, yes, this is an advertisement—that *Advertising & IMC: Principles & Practice* is the book to read to learn about effective brand communication. We are making a bold claim, but here is how we back it up.

Advertising & IMC: Principles & Practice is time-tested. That’s why it has continued as one of the market leaders for more than 25 years. It continues to be in touch with the most current practices in the industry, but it also presents the fundamental principles in ways that will give you a competitive edge. That’s why students keep this textbook on their shelves as an important reference book as they move through their major. One thing we hear from our young professional Ad Stars is that they continue to rely on this book as they make their transition to professional life, and you can find it on many of their office shelves as well. The principles in this book are enduring, and your understanding of the practices of the field can jump-start your career.

Teaching Aids for Instructors on the Instructor Resource Center

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The following supplements are available to adopting instructors (for detailed descriptions, please visit Instructor Resource Center or at MyMarketingLab:

- **Instructor’s Manual** This downloadable instructor’s manual includes chapter-by-chapter summaries, learning objectives, extended examples and class exercises, teaching outlines incorporating key terms and definitions, teaching tips, topics for class discussion, and solutions to review questions and problems in the book. This manual is available for download by visiting www.pearsonhighered.com/irc.
- **Test Item File** This downloadable Test Item File contains over 2,000 questions, including multiple-choice, true/false, and essay-type questions. Each question is followed by the correct answer, the learning objective it ties to, the AACSB category (when applicable), the question type (concept, application, critical thinking, or synthesis), and a difficulty rating.
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- **TestGen** Pearson Education’s test-generating software is available from www.pearsonhighered.com/irc. The software is PC/Mac compatible and preloaded with all of the Test

Item File questions. You can manually or randomly view test questions and drag and drop to create a test. You can add or modify test-bank questions as needed.

- **Video Library** Videos illustrating the most important subject topics are available in: **MyMarketingLab** Available for instructors and students, providing around-the-clock instant access to videos and corresponding assessment and simulations for Pearson textbooks.

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