

ADVERTISING MANAGEMENT

Chapter 5

CHAPTER OVERVIEW

- Advertising management
- Advertising theory
- Relationship of advertising expenditures to success
- Choosing an advertising agency
- Advertising parameters



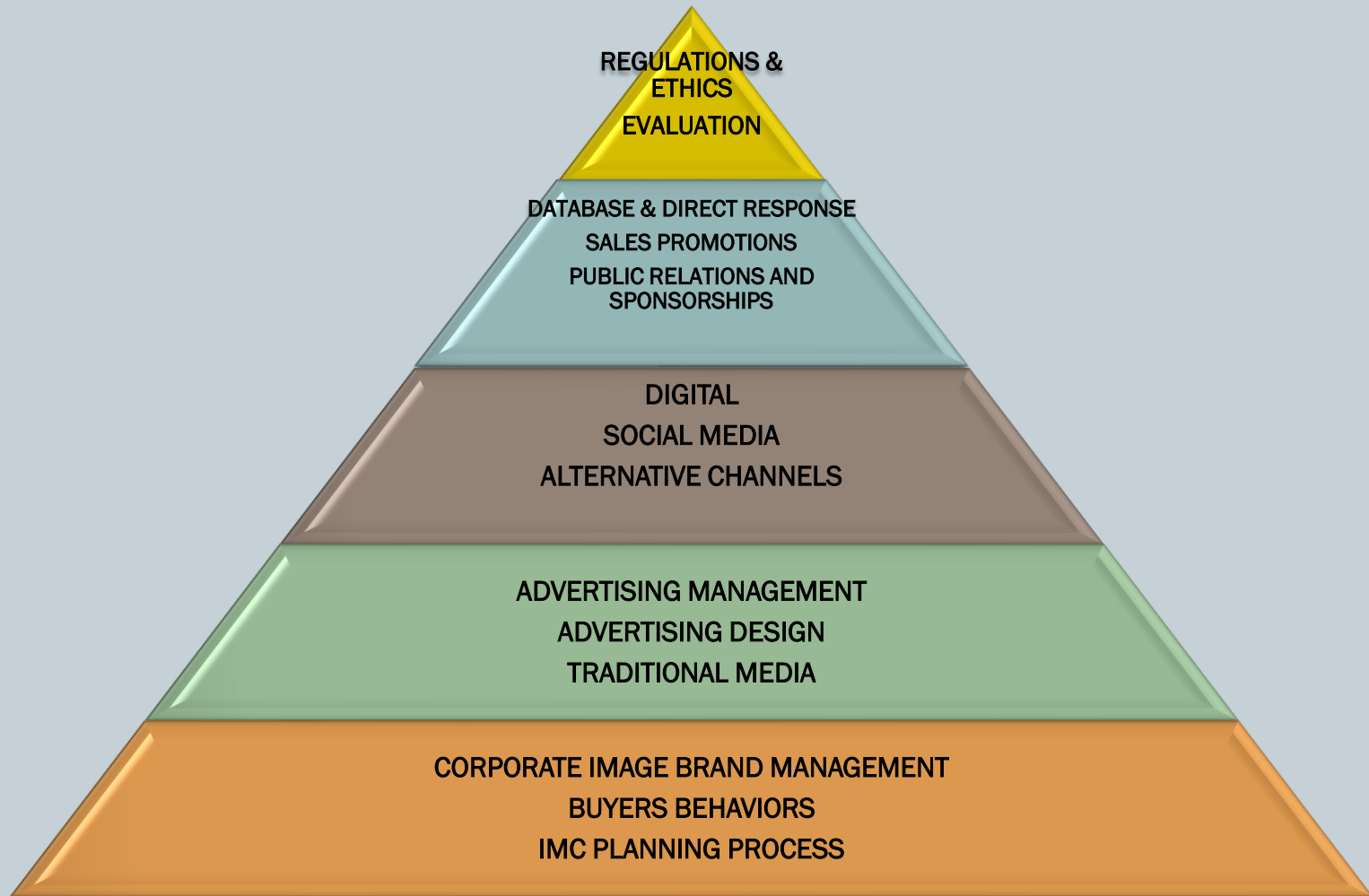
READY FOR THIS?

- The average person encounters more than 800 ads per day.
- TV, Radio, Print, Billboards, Newspapers, Direct mail, mobile, online, etc.
- Internet, texting, social networks, on hold messaging – all new
- Marketers must make medium choices



ADVERTISING MANAGEMENT

5-4



ADVERTISING MANAGEMENT

- Advertising management
 - Developing message theme
 - Leverage point
 - Appeal
 - Executional framework



TO BE EFFECTIVE, AN AD....



Be noticed



Be remembered



Message should incite
some type of action

Purchase
Shift in brand loyalty
Affinity (I want to have a relationship with you)
Buy again



REMEMBERED



INCITE SOME TYPE OF ACTION



#LaborDayWeekend
#ThistleDrinks #HappyHour
#FreshPressed
#SummerCocktails
#CocktailRecipes #OrganicDrinks
#KeepItLocal #PressedJuice
#EndlessSummer #EatWell
#DrinkWell

4w Reply



tr0yb Uhhhhhmmazing 🍷



4w 1 like Reply



ginarachelledesign Colorful!! ❤️



4w 1 like Reply



82 likes

AUGUST 28

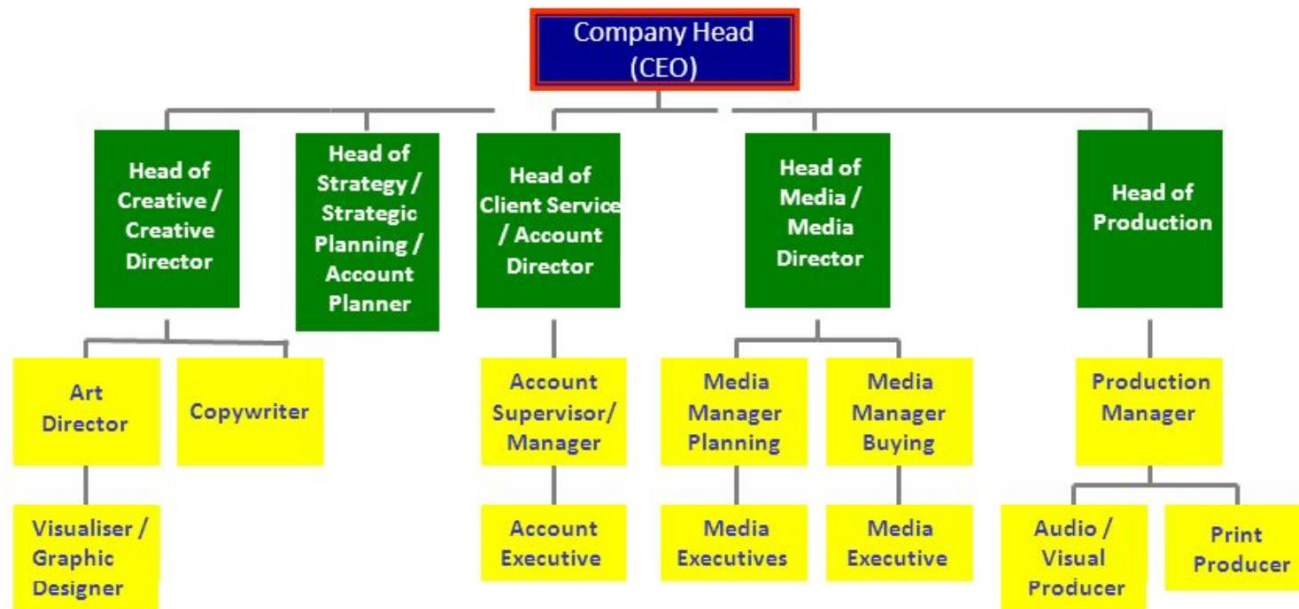
Add a comment...

Post

ADVERTISING AGENCY

5-10

Advertising Agency Structure / Organization Chart



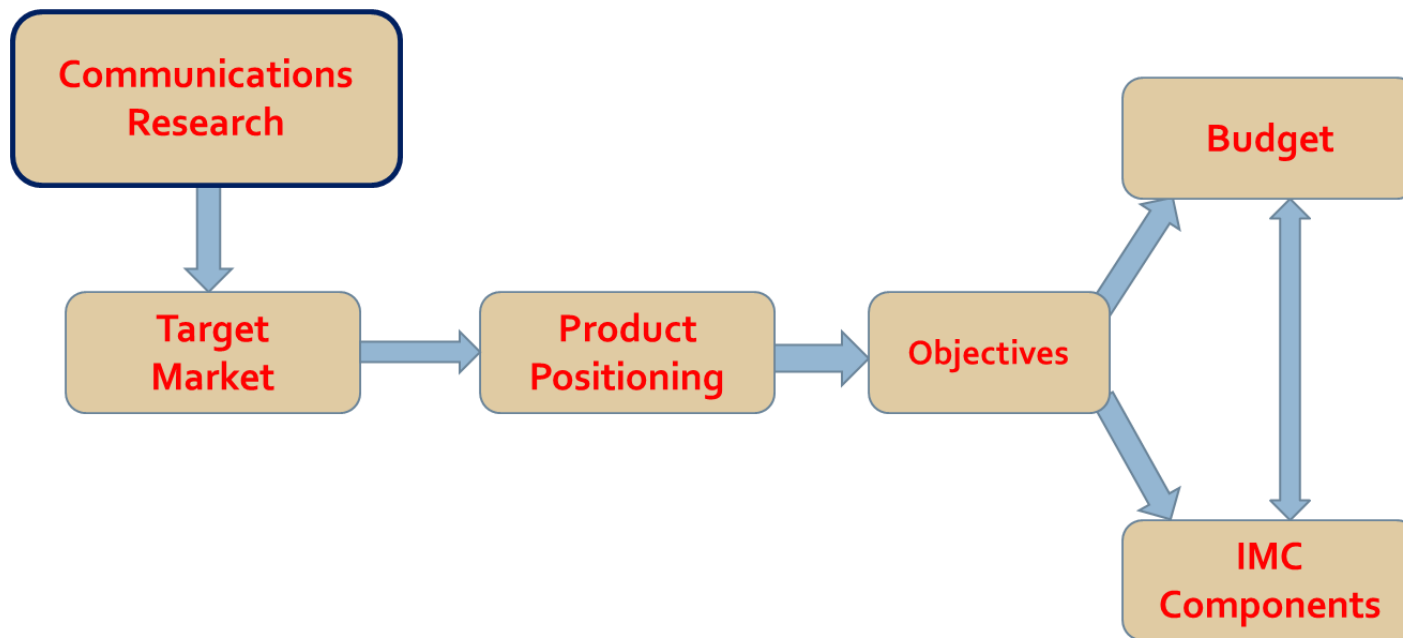
LAYS POTATO CHIPS

Lay's is introducing eight new flavors of potato chips inspired by food from different regions of the country. The flavors are being released one at a time.

Here's the list of new flavors:

- Cajun Spice
- Chile Con Queso
- Chesapeake Bay Crab Spice
- Deep Dish Pizza
- Fried Pickles with Ranch
- New England Lobster Roll
- Pimento Cheese
- Thai Sweet Chili





PLANNING PROCESS

In developing an advertisement for a promotional campaign, two theoretical approaches

1. The hierarchy of effects model
2. A means-ends theory

**ADVERTISING
THEORY**

HIERARCHY OF EFFECTS THEORY

- A model of how advertising influences a consumer's decision to purchase or not purchase a product or service.
- Represents the progression of learning and decision-making consumer experiences as a result of advertising.
- Used to set up a structured series of advertising message objectives for a particular product, to build upon each successive objective until a sale is ultimately made.
- The model suggests that a consumer or a business buyer moves through a series of six sequential steps when being convinced to make a purchase:

Awareness.

Knowledge.

Liking.

Preference.

Conviction.

The actual
purchase.

HIERARCHY OF EFFECTS MODEL

Steps are sequential

Consumers spend time at each step

Brand loyalty involves all six steps

Similar to attitude formation

Cognitive → affective → conative

Cognitive – awareness, knowledge

Affective – liking, preference, conviction

Conative – actual purchase

BACK IN CHAPTER 3: ATTITUDES

Three Parts of the Mind

Cognitive

Thinking

IQ
Skills
Reason
Knowledge
Experience
Education



Conative
Doing

Drive
Necessity
Innate Force

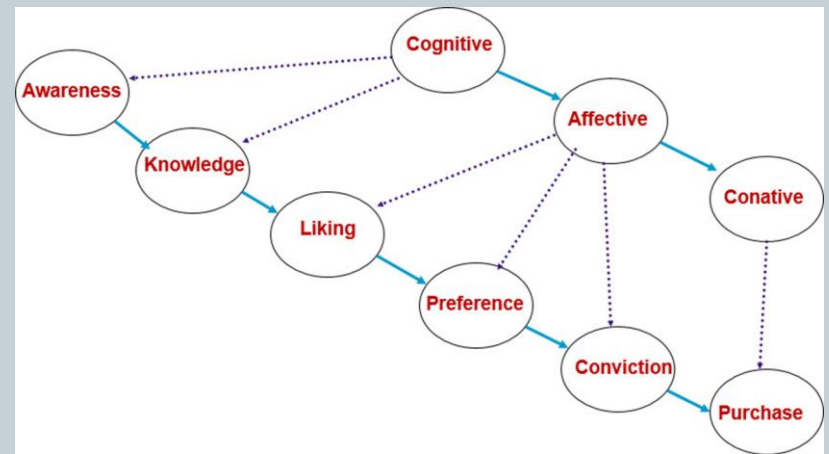
Instinct
Mental Energy
Talents

Affective

Feeling

Desires
Motivation
Attitudes
Preferences
Emotions
Values

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Awareness.

Knowledge.

Liking.

Preference.

Conviction.

The actual
purchase.

WANTED:

A COMMITMENT TO
CONSTANTLY PUSH YOURSELF
AND THOSE BY YOUR SIDE.

Awareness.

Knowledge.

Liking.

Preference.

Conviction.

The actual
purchase.

THERE ARE NO FEMALE MARINES. ONLY MARINES.

Honor. Courage. Commitment. It takes much more than physical strength to become a United States Marine. But those who prove themselves worthy of carrying the title and the values of the Corps will be changed forever.

MARINES.COM
1-800-MARINES



MARINES
THE FEW. THE PROUD.

WANTED:

LEADERSHIP THAT INSPIRES
MARINES UNDER YOUR COMMAND,
AND AMERICANS EVERYWHERE.

THERE ARE NO FEMALE MARINES. ONLY MARINES.

True strength lies not in self but in unity. As a recruit, you'll be pushed to your physical and mental limits. Only together, can you find what it takes to complete the journey and earn your place among an elite few.

MARINES.COM
1-800-MARINES



MARINES
THE FEW. THE PROUD.

Awareness.

Knowledge.

Liking.

Preference.

Conviction.

The actual purchase.

10



INTRODUCING THE NEW BREED

Presenting a whole New Breed of Mustang for '79. Dramatic new sports car styling gives this Mustang one of the most efficient aerodynamic designs of any car now built in America. Mustang's precise handling helps it flatten corners. Choose from four engines: a standard 2.3 liter overhead cam, one option of V-6, V-8 ... even a Turbocharged Mustang. And with all this, Mustang is still sticker priced to help you bring one home in 2 or 4 door models. Capture one at your Ford Dealer now.

FORD MUSTANG
FORD DIVISION 

FORD MUSTANG '79



Market conditions vary. Good advice doesn't.

Sure, it's a little crazy out there right now. But as a Schwab client, you can get a complimentary, one-on-one consultation to see if your portfolio is balanced and reflects your financial goals. Letting you rest easier, even with the market's current conditions.

We'll help you ride out the rough times.

Complimentary, one-on-one portfolio review and online checkup tool help you feel more confident your portfolio is on track.

Or get an actively managed portfolio with a balance of stocks, bonds and cash that matches your needs.

TALK TO CHUCK

Let us help you through this:
1-800-4SCHWAB/SCHWAB.COM

charles SCHWAB

© 2008 Charles Schwab & Co., Inc. All rights reserved. SIPC. Securities in your account protected up to \$500,000. For details, please see www.sipc.org. 01108 47201 ADP00005



12:47 PM
Tweet

WP Warby Parker @WarbyParker

Grab a new fall read and Downing in English Oak—a go-to pair of sunglasses for any season. Buy now from this tweet!



Downing in English Oak
\$95.00 • Warby Parker

9/14/15, 1:12 PM

Buy

Reply to Warby Parker

Home Notifications Messages Me

IN DESIGNING ADS, IT IS IMPORTANT TO REMEMBER PEOPLE HAVE VALUES, AND MUCH OF THEIR CONSUMPTION BEHAVIOR IS MOTIVATED BY A DESIRE TO FULFILL THESE VALUES IN THEIR LIVES.

- Pleasure
- Salvation
- Security
- Self-fulfillment
- Self-respect
- Sense of belonging
- Social acceptance
- Wisdom
- Comfortable life
- Equality
- Excitement
- Freedom
- Fun, exciting life
- Happiness
- Inner peace
- Mature love
- Personal accomplishment

2. MEANS-END THEORY

Suggests the promotions contains a message (mean) that leads the consumer to a desired end state.

- End States are personal values

People buy features that bring them benefits that get them closer to valued end state.

- Consumer viewing the ad will reach one of the desired end state

MEANS END THEORY

■ Drinking Milk....



■ Desired End State ...



MEANS-END THEORY

■ Investing in the future....



■ Will Lead to....

Take control of your future

- SIPP and SSAS solutions
- Commercial Property specialists
- Solicitors Panel (NEW)
- Adviser website (NEW)
- SIPP fee calculator (NEW)
- Open market approach
- BDM and Sales Technical Support



**SELF INVESTED PENSIONS
FROM INVESTACC**

Supporting Financial Advisers with our dedicated Business Development Team – contact us on 01228 538 988

InvestACC
PENSION
ADMINISTRATION LTD

InvestACC Pension Administration Limited is authorised and regulated by the Financial Conduct Authority
InvestACC Pension Administration Limited is registered in England and Wales. Company number 108090
InvestACC Pension Trustees Limited is registered in England and Wales. Company number 2875992

WINNER
Moneyfacts Award 2016
Best SIPP Provider

WINNER
Moneyfacts Award 2016
Best SSAS Provider

WINNER
Moneyfacts Award 2016
Best Open Market Approach

FINALIST
Moneyfacts Award 2016
Best Pension Service

www.investaccpensions.co.uk

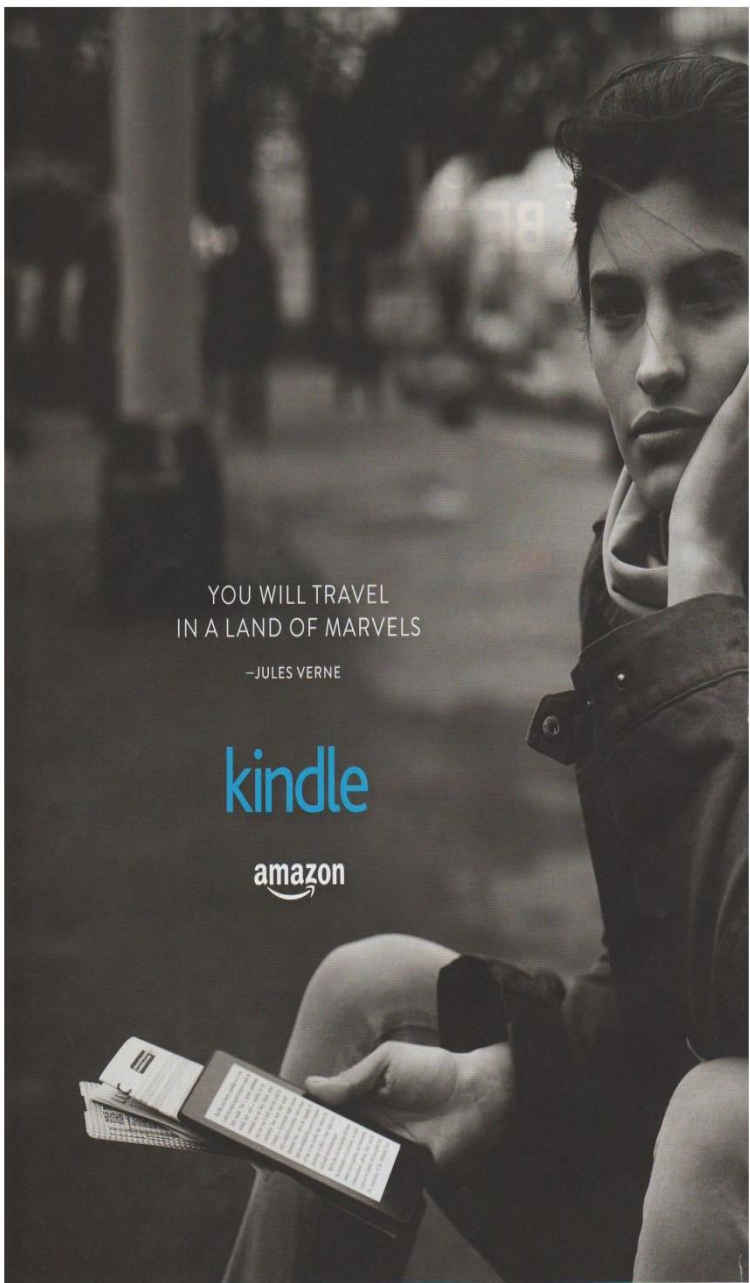
MEANS-END THEORY

■ Wearing Gucci....



■ Desired End State....





YOU WILL TRAVEL
IN A LAND OF MARVELS

—JULES VERNE

kindle

amazon



YOU WILL
TRAVEL IN A LAND
OF MARVELS.

—JULES VERNE

INTRODUCING

kindle voyage

BRILLIANTLY CRISP DISPLAY • REMARKABLY THIN DESIGN
EFFORTLESS PAGE TURNING • LIGHT THAT ADJUSTS WITH YOU

amazon

kindle for kids bundle

It's not screen time—
it's book time



Means-End Conceptualization of Components of Advertising

MECCAS

5 Elements should be used in creating ads:

- Product attributes
- Consumer benefits
- Leverage points
- Personal values
- Executional framework

MEANS END CHAIN

Attributes

What is the product?

Benefits

What does the product deliver to the consumer?

Values

What does the product aid the consumer in doing?

FIGURE 5.3 MEANS-END CHAIN FOR MILK





- When we look at this ad, we are moved through **five** elements
- **Product attribute**: hydration
- **Consumer Benefit** being strong and healthy if you drink water
- **Leverage point** is the connection between the benefit of health and the personal value of feeling wise.
- **Personal value** obtained from staying hydrated is feeling **wise** for drinking smartwater.
- **Executional Framework** - Jennifer's looks & body reminds the viewer of the healthy aspects of drinking water
 - In this case working out to stay young and fit.

kindle for kids bundle

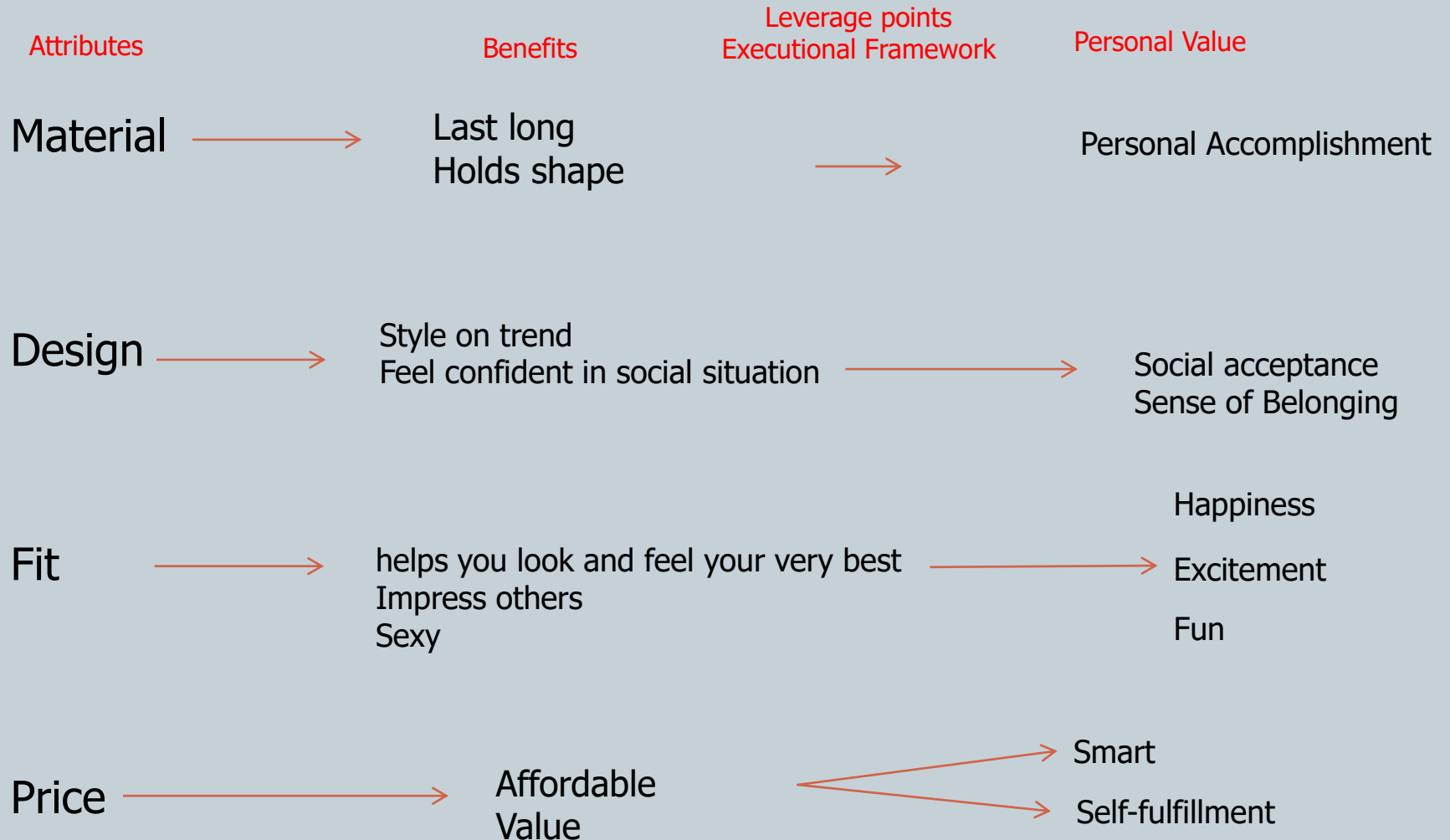
It's not screen time—
it's book time



What are the five elements that move us through his ad?

- What is the product attribute?
- Consumer benefit?
- Leverage point?
- Personal value obtained?
- Executional framework?

MEANS-END CHAIN FOR BATHING SUITS



now **playing**
everywhere

dangerous...
dynamic...

Jantzen **"curvallure"**

nothing like Jantzen "curvallure" has happened to you before. It's the magic you've been wanting to make you look wonderful, feel wonderful in a swim suit...an exclusive new Jantzen technique for creating lovely curves and planes in all the right places. This suit is Lastex-powered faille loaded with "curvallure" from the top of its heart-shaped neckline to the cuffs of its pant-legs 16.95.

Jantzen
best of all swim suits

famous Jantzen racer,
Lastex faille 4.95

nothing does as much for a girl as a Jantzen


Blac Chyna 🤔
57m ago from Camera Roll



FASHIONNOVA

© Blac Chyna Instagram Story



 *Bellissima* swimwear represents the luxurious lifestyle and culture from the California Riviera. Our designs reflect unique styling for the sophisticated woman and are crafted of exquisite European fabrics and impeccably fit to exude femininity and luxury.

Be Luxe! Be Beautiful! Bellissima!

Joyce Amato, Founder

www.bellissimaswimwear.com

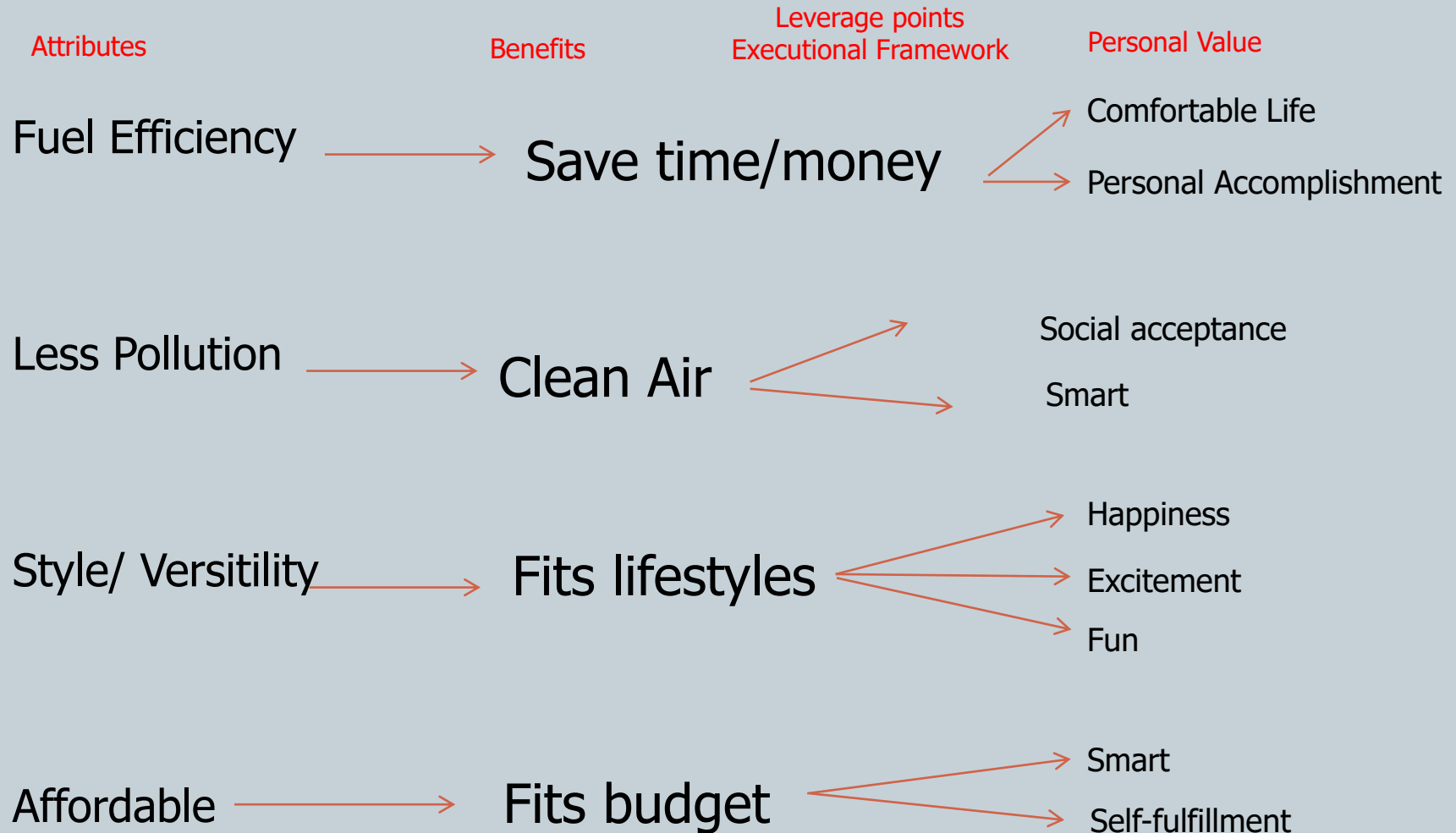
PO Box 915 Corona del Mar CA 92625

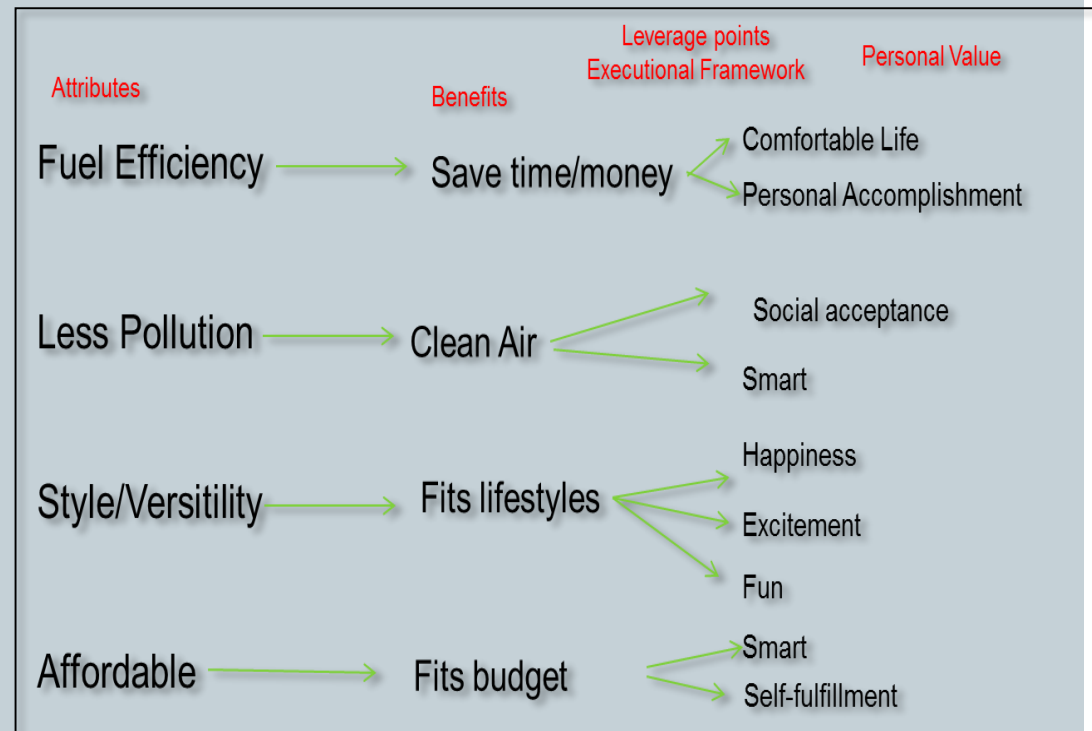
949 600 4101

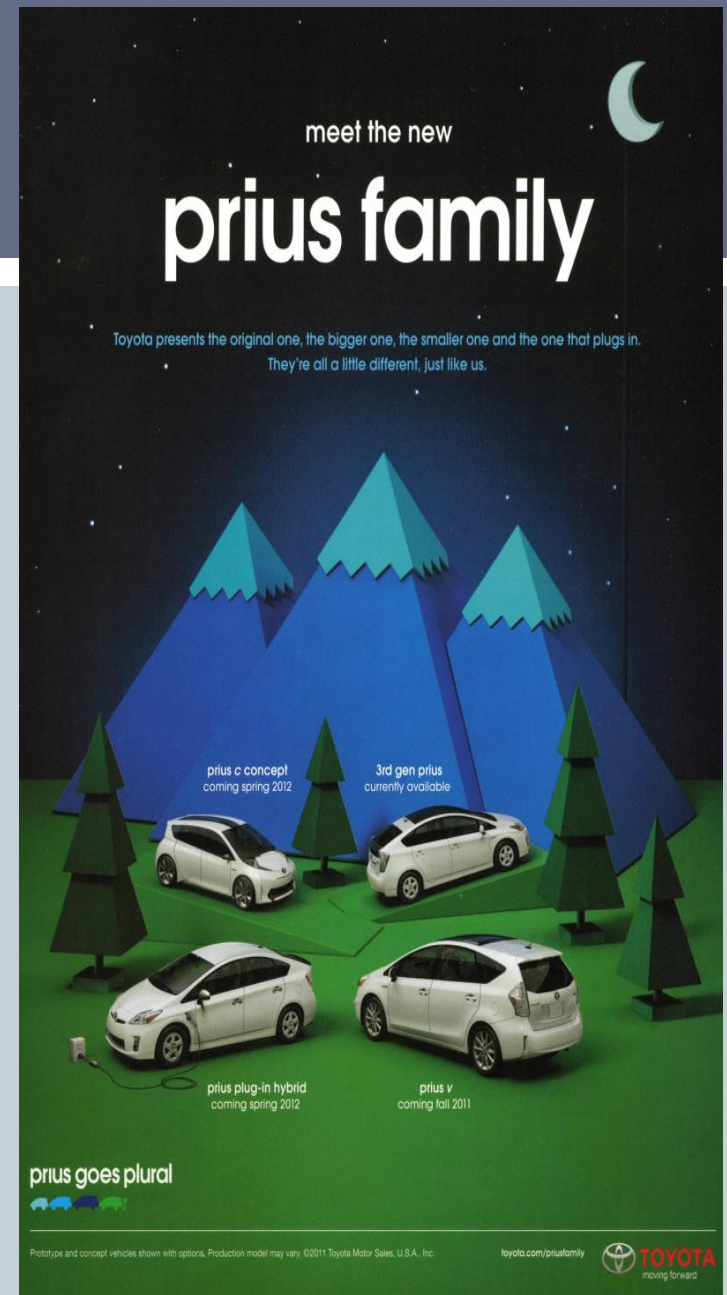
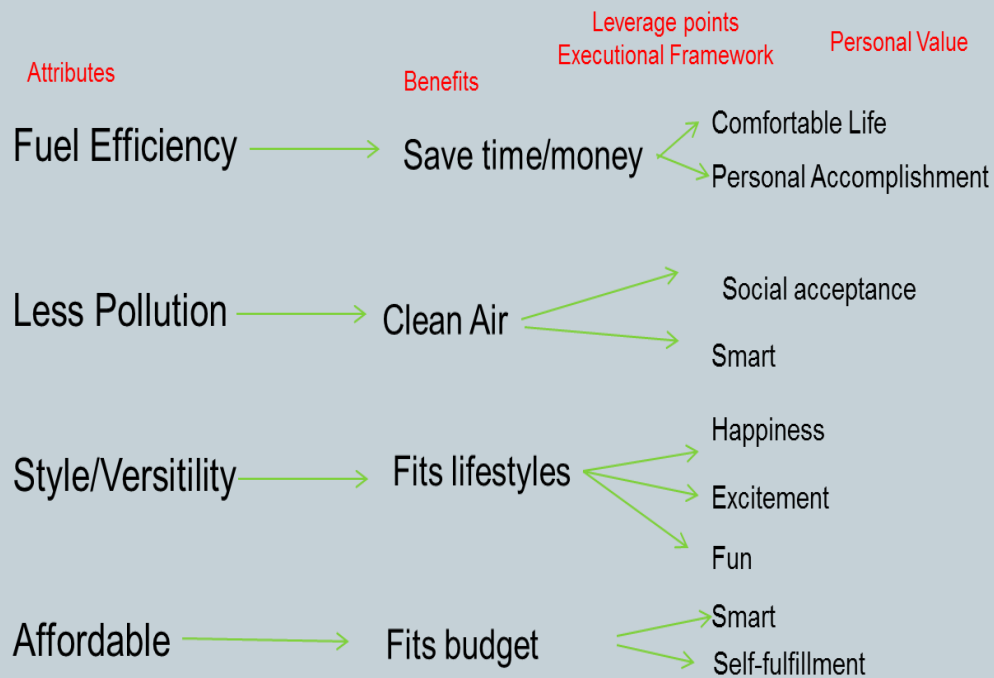


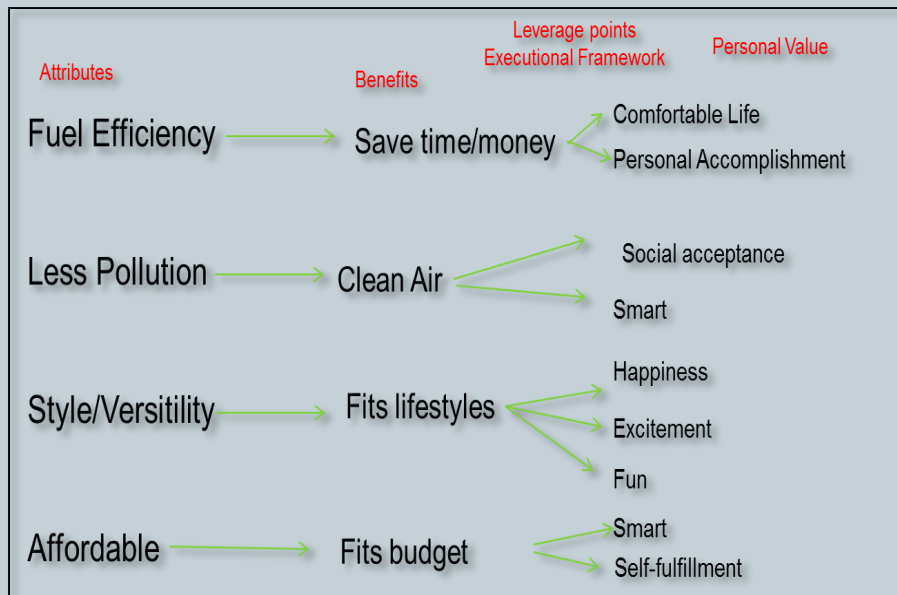
© swim

MEANS-END CHAIN FOR TOYOTA PRIUS CAR









BURN RUBBER WITHOUT BURNING GAS

With less emissions & up to 95 MPG,
green means go!



 TOYOTA

Copyright © 2012

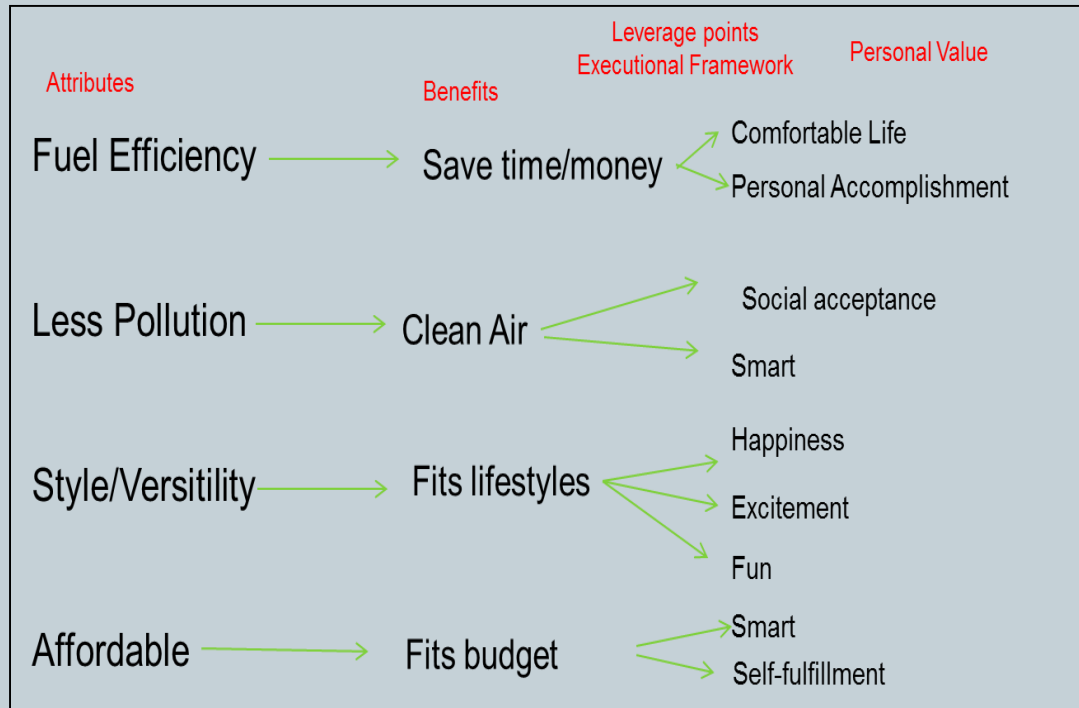
make them envy with green.

Introducing the Prius Plug-In, the most advanced Prius yet. Proven hybrid technology meets a 62-mile, all-electric mode. Emissions lower. MPG's rise. Joneses covet.

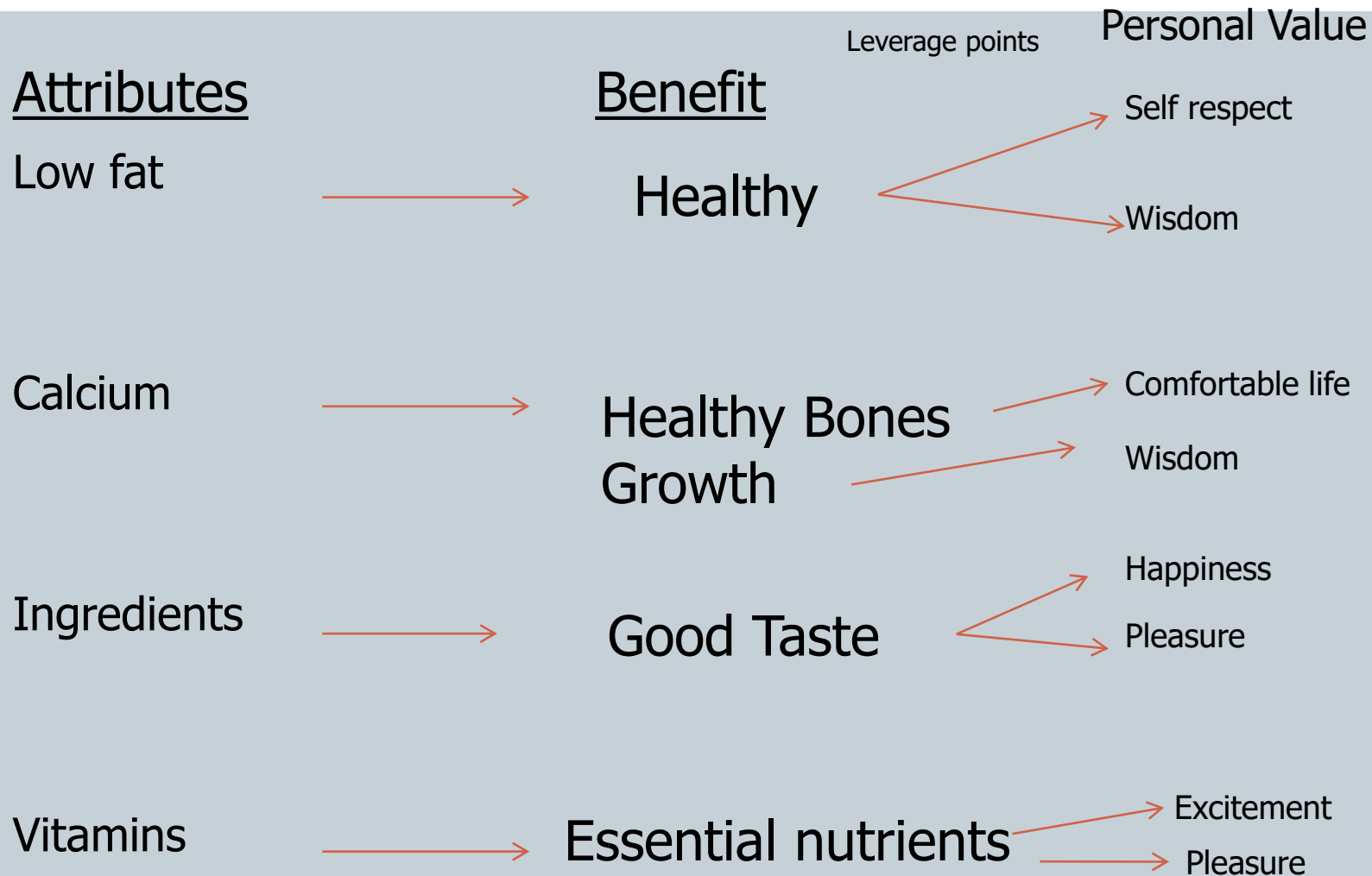


toyota.com

Prototype and concept vehicles shown with options. Production model may vary. ©2012 Toyota Motor Sales, U.S.A., Inc.



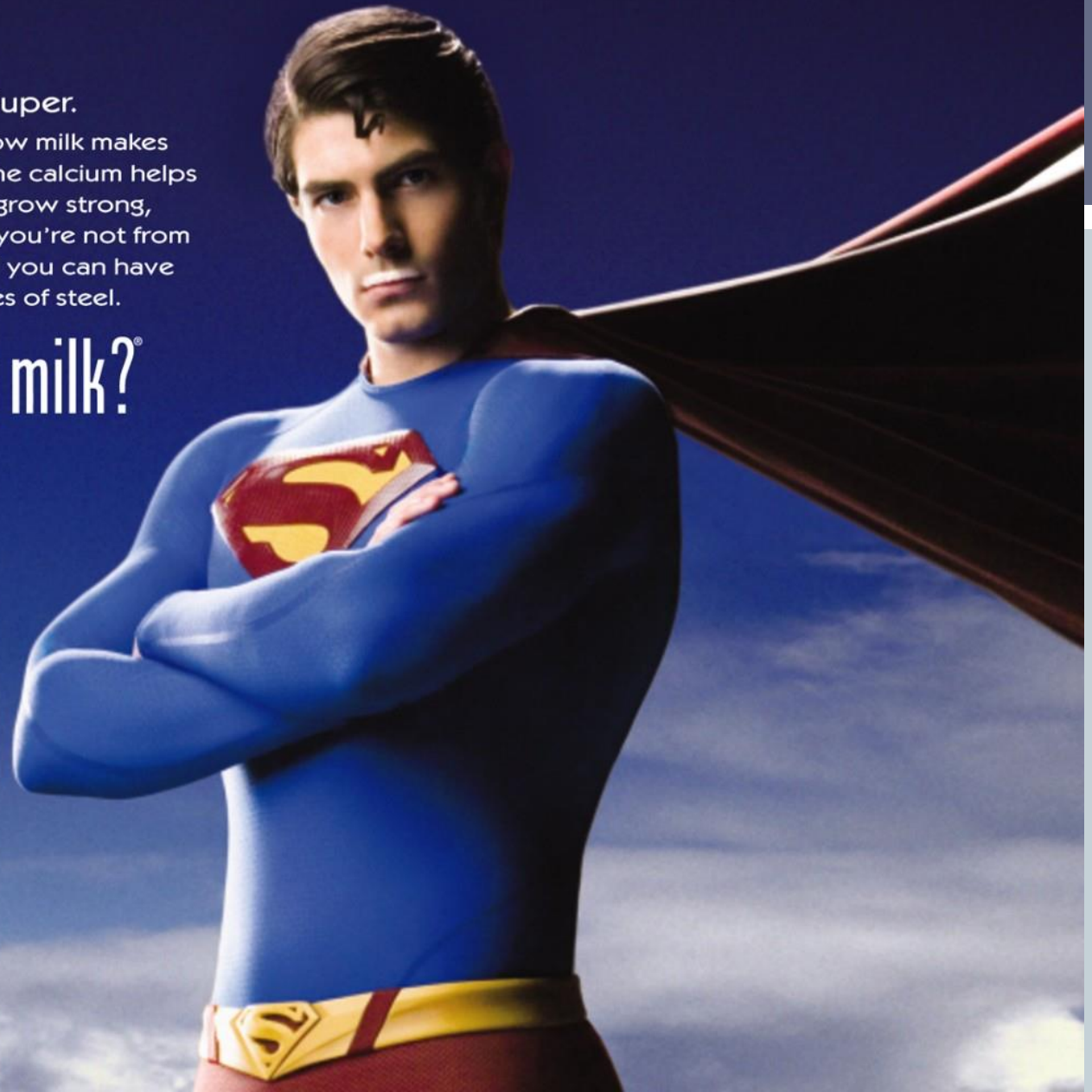
MEANS-END CHAIN FOR MILK



Super.

That's how milk makes
you feel. The calcium helps
bones grow strong,
so even if you're not from
Krypton™ you can have
bones of steel.

got milk?®





<u>Attributes</u>	<u>Benefits</u>	<u>Personal Values</u>
Low fat	→ Healthy	→ Self-respect → Wisdom
Calcium	→ Healthy bones	→ Comfortable life → Wisdom
Ingredients	→ Good taste	→ Pleasure → Happiness
Vitamins	→ Enhanced sexual ability	→ Excitement → Fun → Pleasure

HOW CAN LEVERAGE POINTS AND TAG LINES HELP ADS?

- A leverage point is the feature of the ad that leads the viewer to transform the advertising message into a personal value.
- To construct a quality leverage point, the creative must be able to build a pathway that connects a product benefit with the potential buyer's value system.
- Creatives spend considerable amounts of time designing ads with powerful leverage points.



VERBAL AND VISUAL ELEMENTS

- Balance between visual and verbal
- Visual processing
 - Easier to recall
 - Stored both as pictures and words
 - Concrete vs. abstract
- Radio visual imagery
- Visual esperanto
- International ads
- B-to-B advertisements



TAGLINES

- A tagline is something that is memorable and identifies the uniqueness of a brand or that conveys some type of special meaning.



TAGLINES



Key phrase in an advertisement



Memorable



Identify uniqueness or special meaning



Provide consistency



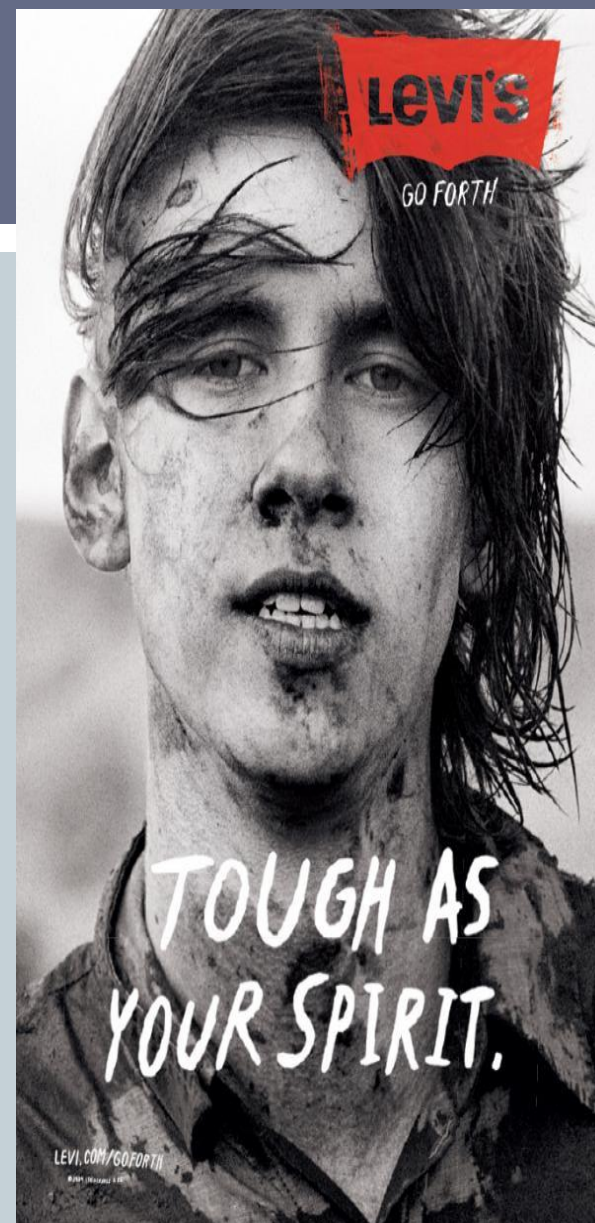
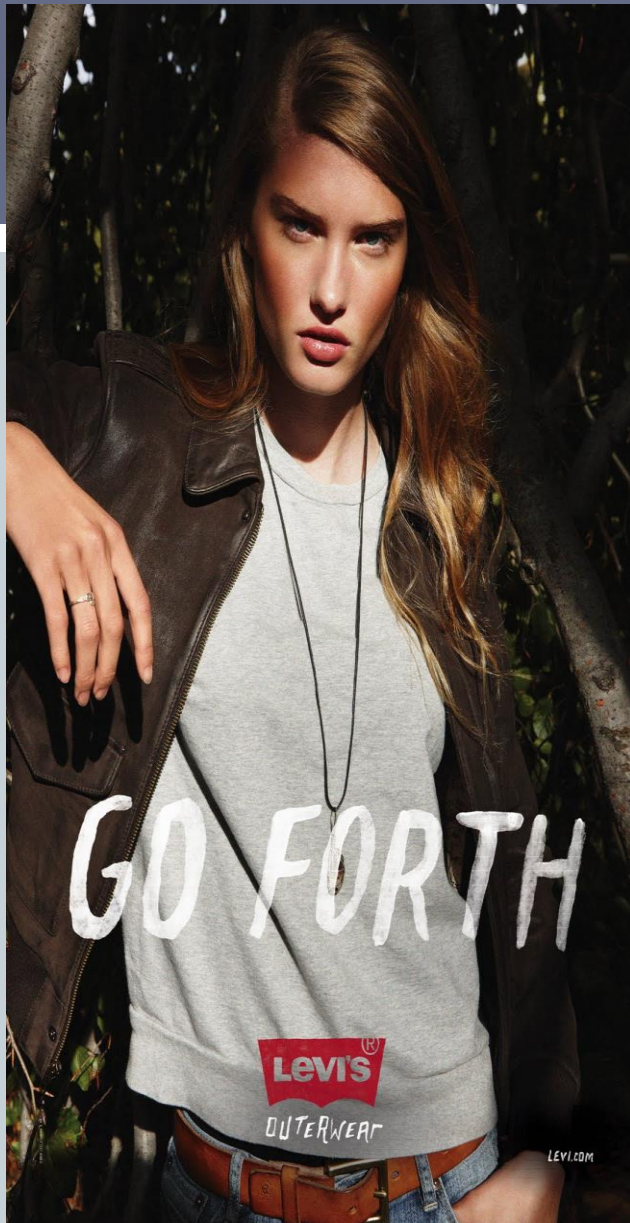
Taglines identified with specific brands



Catchy taglines transcend campaigns



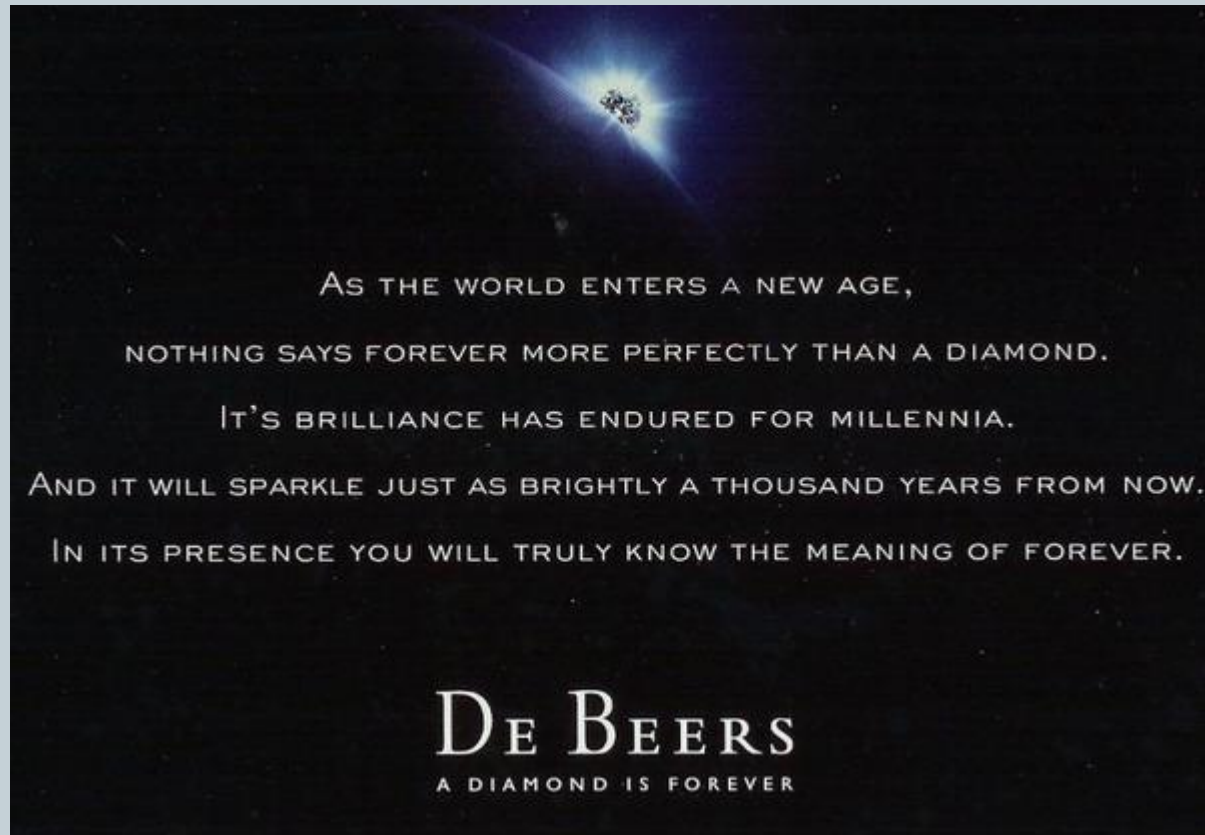
Developing new taglines is challenging





“Obey your thirst.”

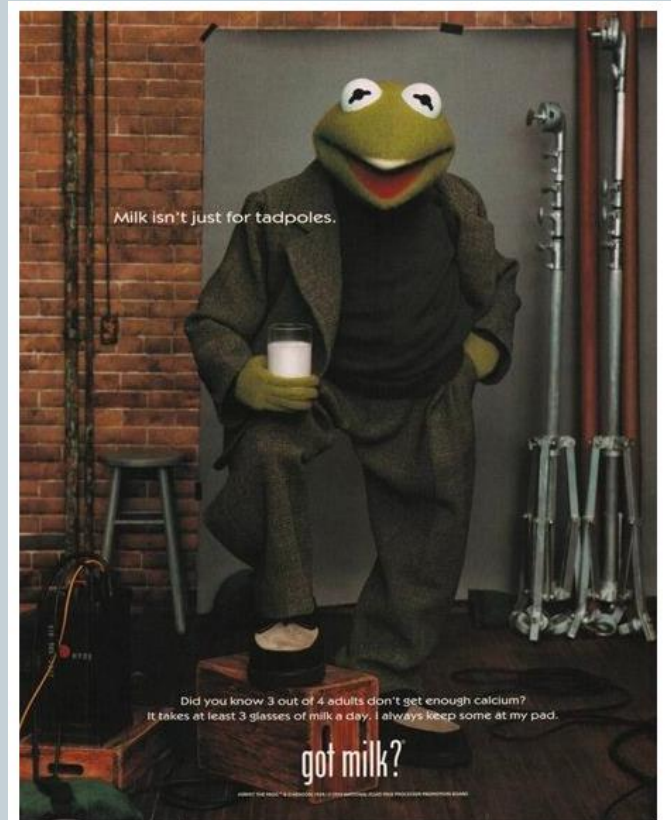
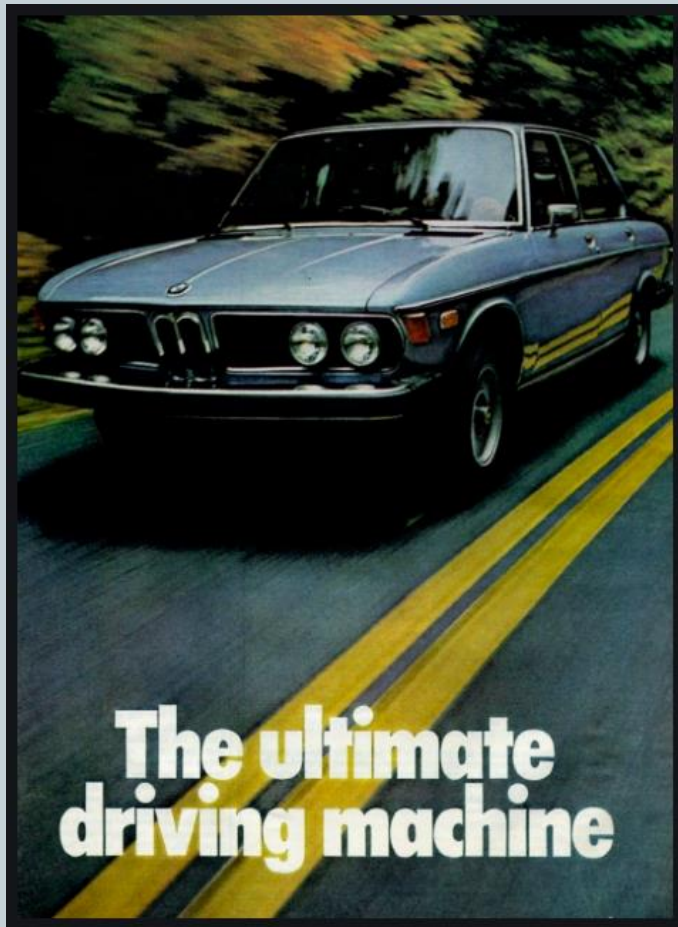
eXamples.com





JUST DO IT.





NIKE

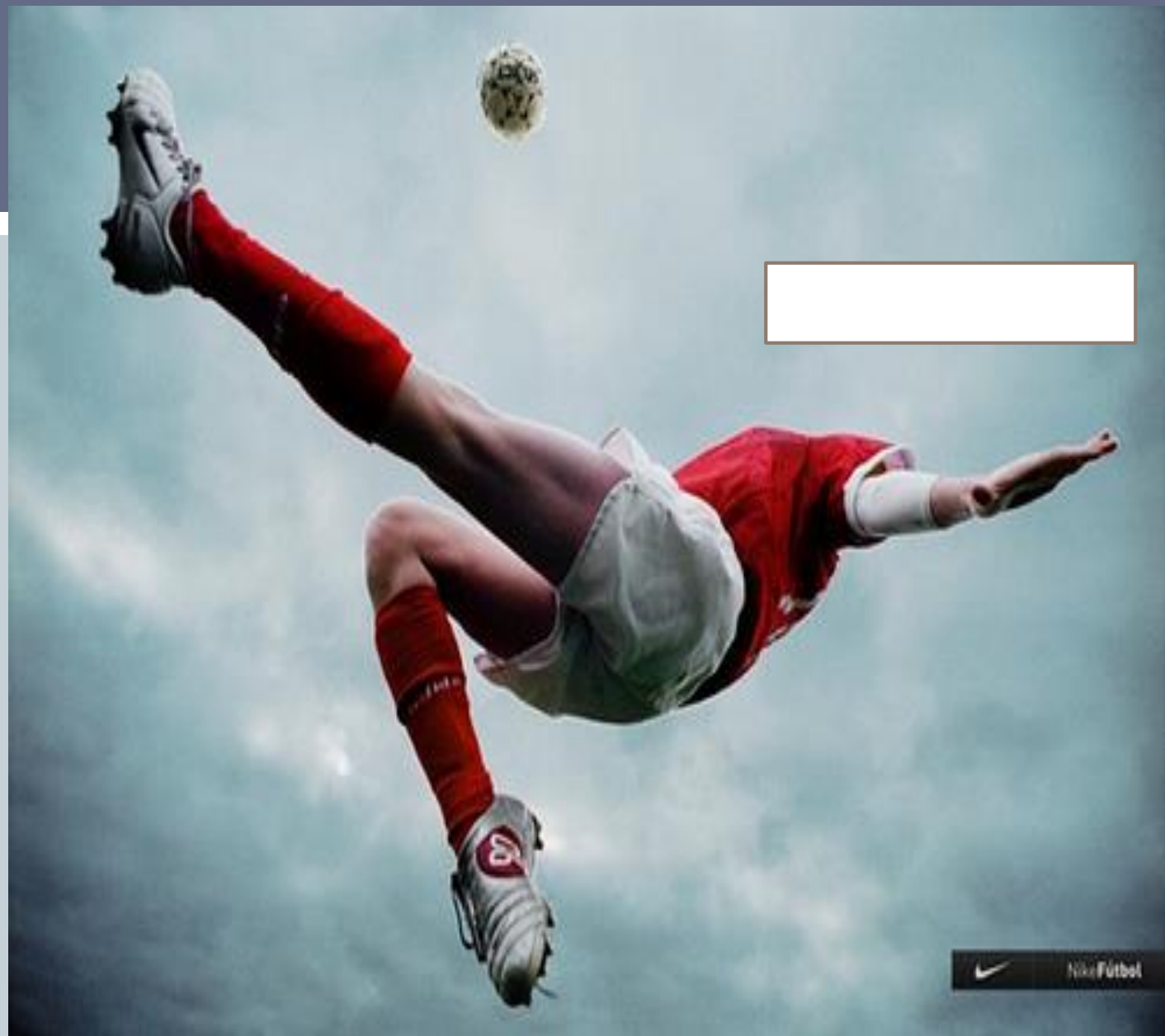


JUST DO IT

NIKE REALY TOUGH



JUST DO IT





TRUE DIVERS DON'T NEED WATER.



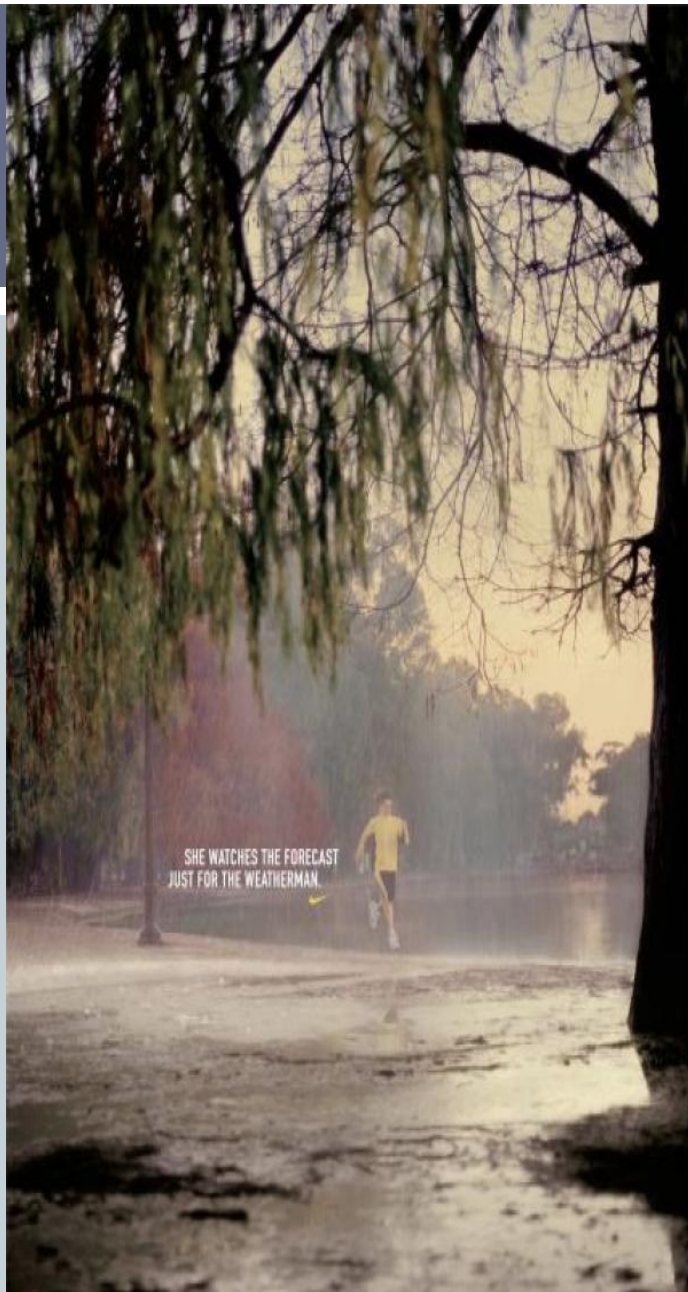
Nike Fútbol



just do it. **run** 

my sport is your sport's
punishment.


nikerunning.com



THE WORLD

Nike

FIRE THE SHERPAS.



*Mountain Guides looking for work as a result of the Air Max Pro please apply at The Department of Big Funny Hats, the Himalayas.

WHAT ROLE DOES VERBAL AND VISUAL ELEMENTS PLAY IN ADVERTISEMENTS?

A key decision made by the creative determines the degree of emphasis given to the visual elements of the ad versus the verbal elements.



Combining visual with verbal elements can cause a message to be dual-coded and more easily remembered.



Visual images:

Often lead to more favorable attitudes toward both the advertisement and the brand

Tend to be more easily remembered than verbal copy

Are stored in the brain both as pictures and words

Range from very concrete and realistic to very abstract

Works in over 200 countries, like China.



 The best coverage of any carrier worldwide.

For more information click att.com/wirelessinternational

Works in over 200 countries, like Japan.



 The best coverage of any carrier worldwide.

For more information click att.com/wirelessinternational

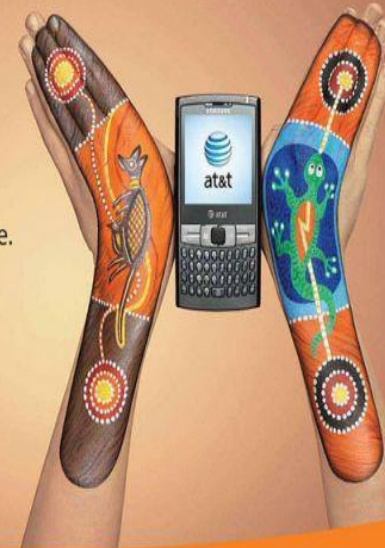
Works in over 200 countries, like India.



 The best coverage of any carrier worldwide.

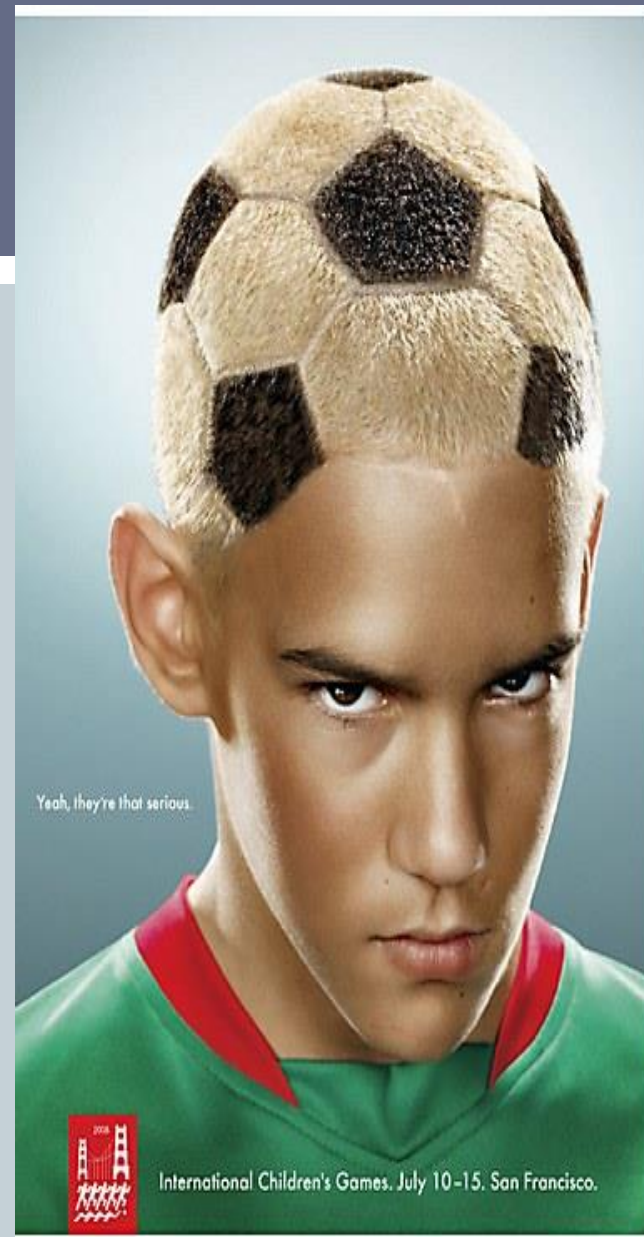
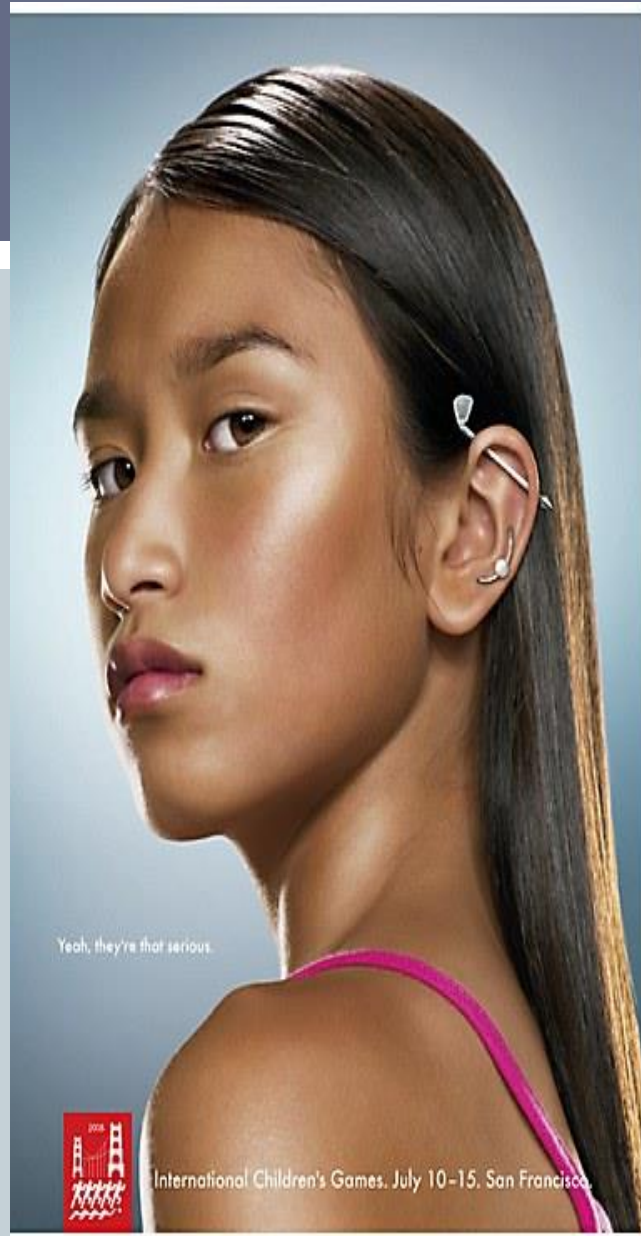
For more information click att.com/wirelessinternational

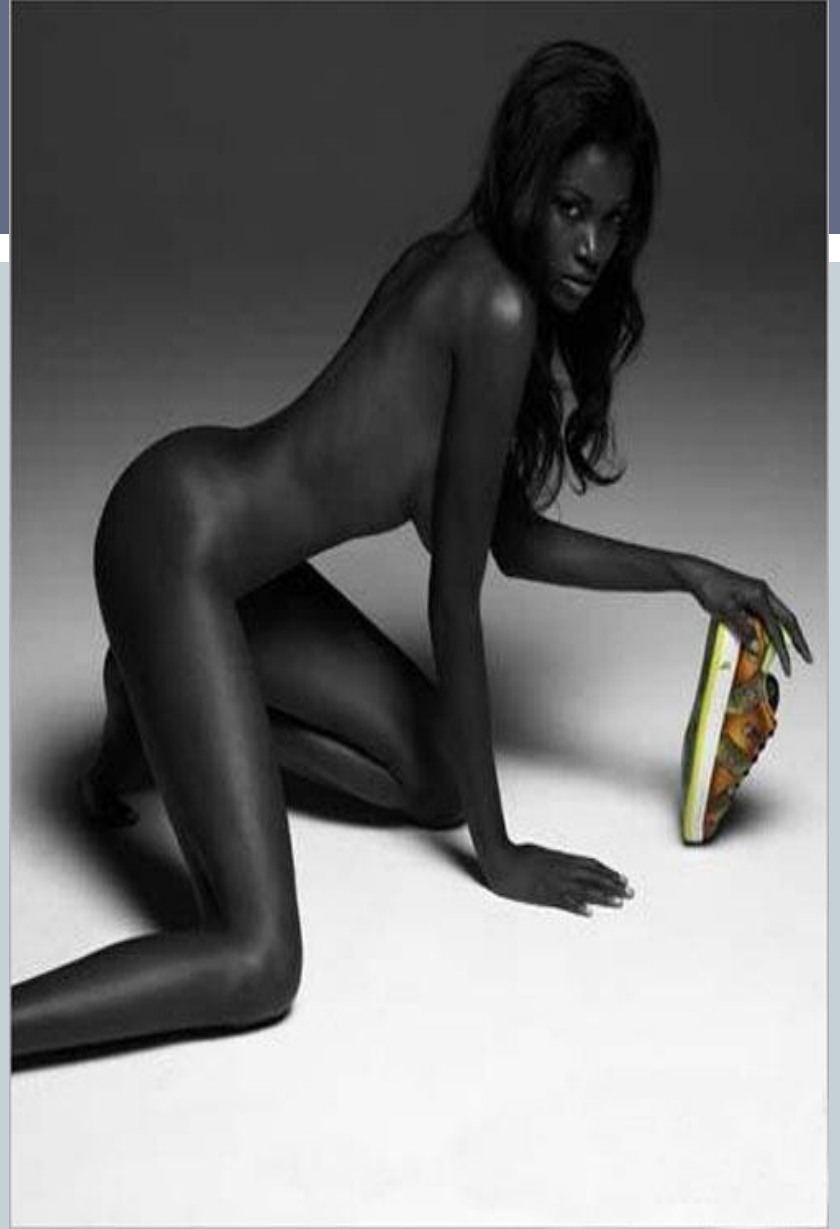
Best coverage worldwide.



 More phones that work in more than 200 countries, like Australia.

att.com/global







Establishing the Communication Budget

- Budgets based on
 - communication objectives
 - marketing objectives
- Budgets vary from consumer to B-to-B markets
- Unrealistic assumption to assume direct relationship between advertising and sales
 - For example: increasing your advertising budget will not automatically increase sales by 25%

FACTORS IMPACTING RELATIONSHIP BETWEEN PROMOTIONS AND SALES

- **Threshold effects** are present at the point where the advertising or communications begins to affect consumer responses in a positive direction.
- **Carryover effects** refer to an ads message being remembered or carried over to the time when the product is needed and the consumer is thinking about the purchase.
- **Wear-out effects** happen when an ad or message becomes old and stale and the consumer no longer pays attention to it.
- **Decay effects** occur when a company quits advertising and the brand name begins to fade in people's memories.

TYPES OF BUDGETS

■ Percentage of Sales

- Sales of current year, or next year
- Simple

■ Meet the competition

- Seeks to prevent market share loss
- Highly competitive markets
- Dollars may not be spent efficiently

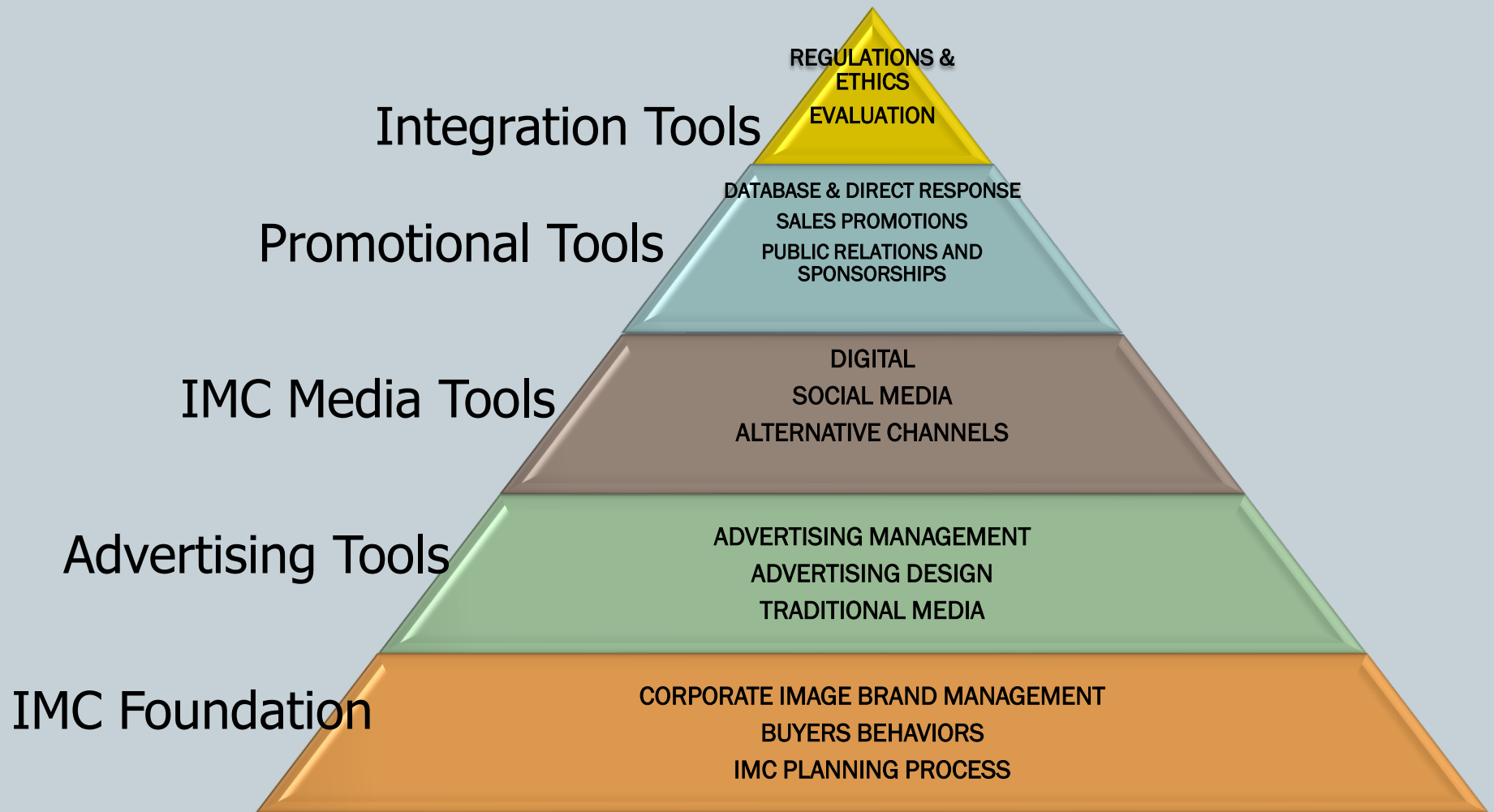
■ What we can afford

- Set after all other items budgeted
- No understanding importance of marketing

■ Objective and task

- Budgets determined by objectives
- Best method of budgeting
- Used by 50% of firms

OVERVIEW OF INTEGRATING MARKETING COMMUNICATIONS



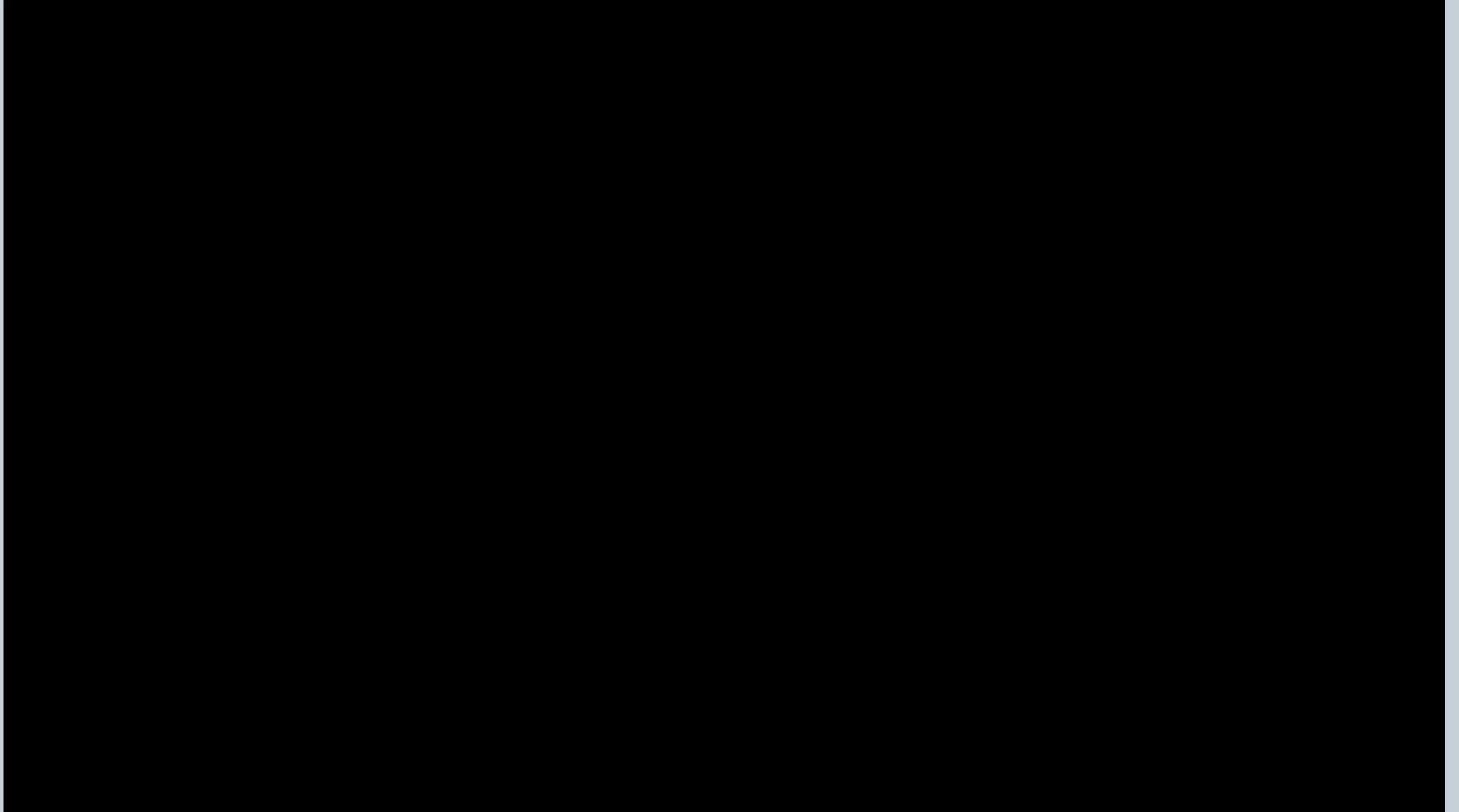
SELECTING AND ADVERTISING AGENCY



ADVERTISING AGENCIES

- Consult and give advice on how to develop target markets
- Direct on how to project a strong company image and theme
- Assist in selecting company logos and slogans
- Preparation of advertisements
- Planning and purchasing media time and space

INTERNSHIPS



IN-HOUSE OR ADVERTISING AGENCY DECISION CRITERIA

- The size of the account
- The media budget
- Objectivity
- Product complexity
- Creative ability

BANANA REPUBLIC, GAP, OLD NAVY



A CASE FOR IN-HOUSE AGENCY

- Team membership
 - Member of the home team
 - Work on business day and night
- Continuity
 - In-house stay around longer
 - Access to big ideas
 - They are there everyday
 - First line of information



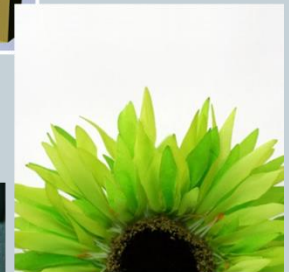
ADVANTAGES OF IN-HOUSE VERSUS OUTSIDE AGENCY

Advantages of In-House

- Lower costs
- Consistent brand message
- Better understanding of product and mission
- Faster ad production
- Works closer with CEO
- Lower turnover rate in the creative team

Advantages of Outside Agency

- Reduce costs
- Greater expertise
- Outsider's perspective
- Access to top talent



CROWD SOURCING

- New alternative
- Outsource creative
 - Unilever
 - Doritos
- Overall cost not lower
- Advantages
 - Consumers involved
 - Generate buzz



CHOOSING AN AGENCY

Choosing the advertising agency that best suits a company requires careful planning

1. Set goals
2. Select process and criteria
3. Screen initial list of applicants
4. Reduce list to two or three viable agencies
5. Request creative pitch



EVALUATION CRITERIA

SELECTING ADVERTISING AGENCY

- ✓ Size of agency
- ✓ Relevant experience in the industry
- ✓ No conflicts of interest
- ✓ Creative reputation
- ✓ Product capabilities
- ✓ Media purchasing capabilities
- ✓ Other services available
- ✓ Client retention rates
- ✓ Personal chemistry

CREATIVE PITCH



2 to 3 finalists



Formal presentation → shootout



Specific problem/situation



Expensive for agencies

REFERENCE CHECK OF FINAL 2 OR 3

Agency's client retention

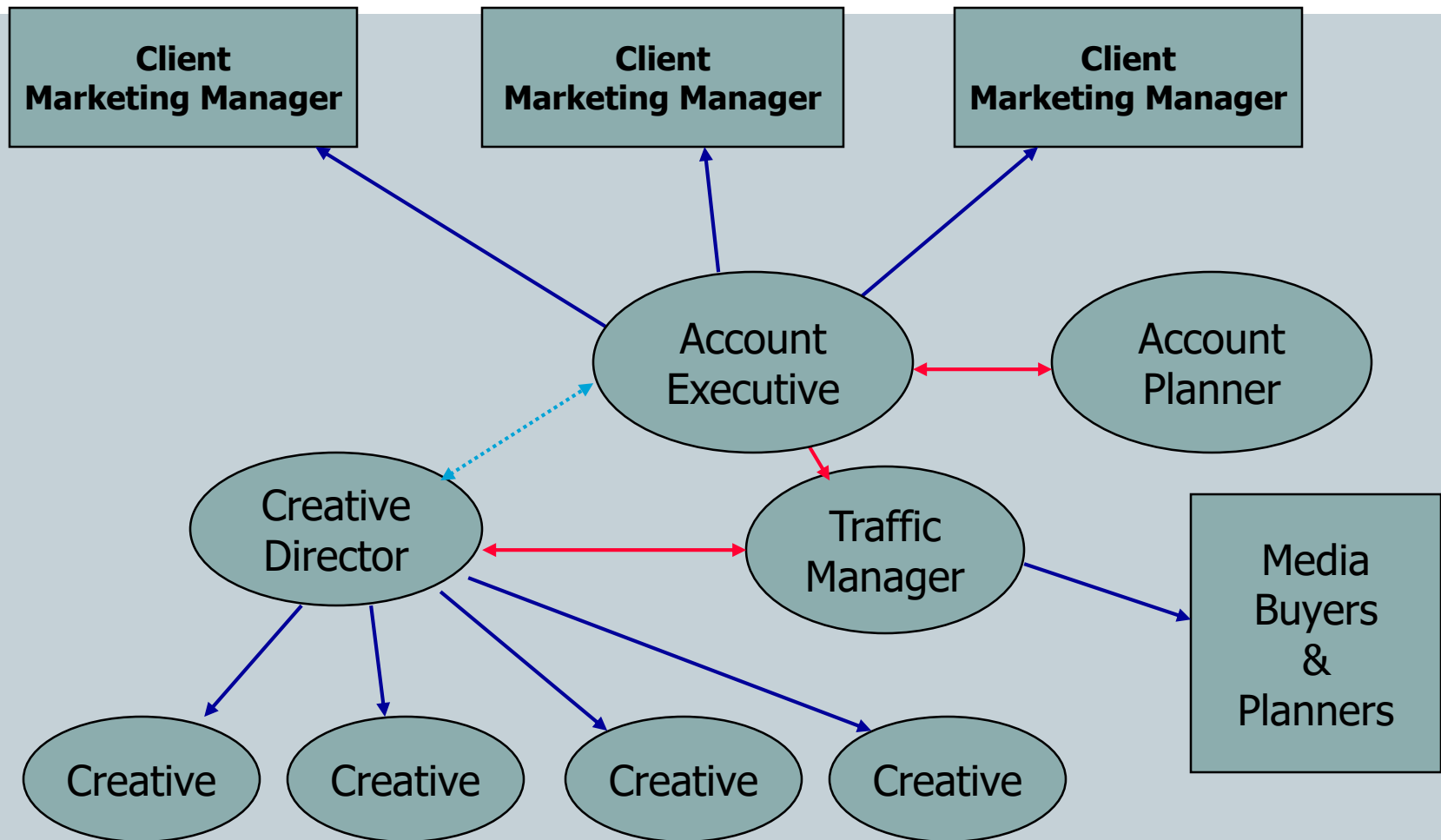
Calling firms that are working with the agency

Talk to media agents who sell media time to understand how they buy media

ONCE AN AGENCY IS SELECTED...



KEY ADVERTISING PERSONNEL



KEY ADVERTISING PERSONNEL

Account Executives

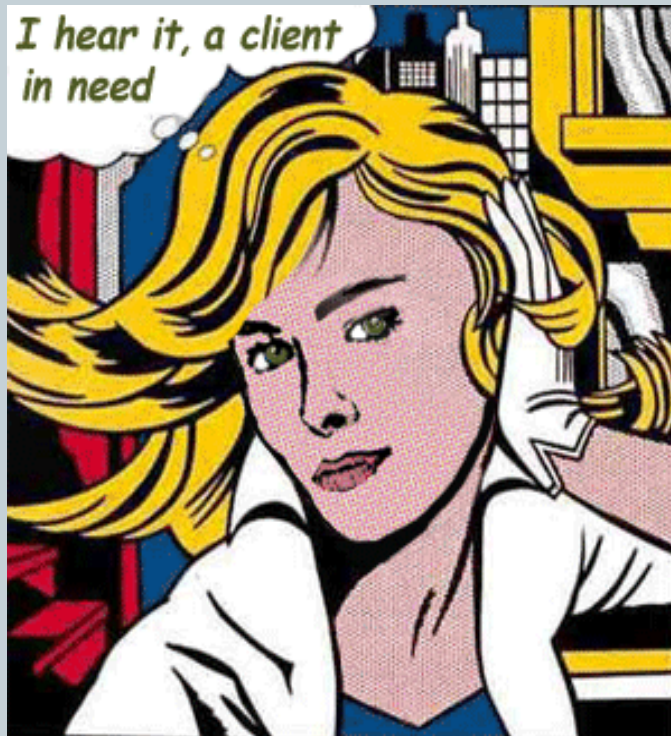
Creatives

Traffic managers

Media planners

Media buyers

ACCOUNT EXECUTIVE



- Go between
- Soliciting the account
- Finalizing details of the contract
- Selecting the creative team
- Makes sure everything is on strategy

CREATIVES



- Develop and produce advertisements.
- Work long hours and work under enormous pressures
- Design ads that are effective and which produce results.

TRAFFIC MANAGERS



- Regulates the flow of work in the agency.
- Increases efficiency and profitability
- Large agencies may have a traffic department of five or more employees.
- Make sure legal has seen all copy, design, print and media.

MEDIA PLANNER



- Selects media for advertisement placement
- Work with advertising budgets
- Recommends the best possible use of various media platforms available to advertisers.
- Their roles may include analyzing target audiences, keeping abreast of media developments, reading market trends and understanding motivations of consumers (often including psychology and neuroscience).

MEDIA BUYER



- Purchase media space or time
- Their mission is to find a combination of so the client can communicate the message in the most effective manner possible at the minimum cost.

ADVERTISING CAMPAIGN PARAMETERS

- Joint effort of account executive, creative, account planner, and media planner
- Working together
- Produce campaigns that stand out among the competing messages

ADVERTISING GOALS

- To build brand image
 - Top of mind
 - First choice
- Provide information
- Persuade
- Support other marketing efforts
- Encourage action

MEDIA SELECTION

- Understanding of media usage habits of target market and then matching that information with the profile of each mediums audience

Media channel	Format	February				March				April					May	
		5	12	19	26	5	12	19	26	2	9	16	23	30	4	14
TV																
Motivational/Registration	60"/40"/20"															
Talking to Scotland - Editorial Platform	12 trans a week															
Radio																
Registration (Target under registered)	40"/20"															
Motivational/Registration	20"															
Leaflet support/Last minute call to action	20"/40"															
Editorial Platform	60"															
Press																
Launch	Full page / 30x5															
Registration	Full page / 30x5															
Leaflet support	25x4 / Platforms															
Last minute call to action	Full page / 30x5															
Local Press	Full pages															
BME Press	Full pages															
National & Regional reminder	Full pages															
Editorial Platforms																
Outdoor																
Research																

■ end

CREATIVE BRIEF

- The objective
- The target audience
- The message theme
- The support
- The constraints

CREATIVE BRIEF


PROJECT CREATIVE BRIEF

PURPOSE: This is our springboard into the creative process. This internal communication clarifies direction, outlines the target market, the key message and the desired results. We will use this form to make sure that we are both focused and on the same page. We will refer back to it often during the creative process so please take your time to think through the questions and answer as accurately as possible. That said, please keep your answers brief. Hence the term "Creative Brief".

Once established, we go full-throttle with the creative process and start conceptualizing ideas. (Based on the scope of the project we will establish a timeline for approvals) We continue to hone our creative thought until it is a compelling and effective design solution for your business.

This form is part of our proven methodology. We follow this process no matter what the project, the medium or the challenge. Adhering to this process is what equips us to produce award winning, effective and consistent work for you our client.

glitschka studios
1976 Fitzpatrick Ave SE
SALEM, OREGON 97306
ph. 971.223.6143
fx. 503.585.8190
von@glitschka.com
www.glitschka.com



NAME: _____ SIGNATURE: _____ DATE: _____

1	PROJECT VOICE WHAT DO YOU WANT THIS TO SAY ABOUT YOU? _____ _____	7
2	COLOR PREFERENCES WHAT IS YOUR FAVORITE COLOR? _____ LEAST FAVORITE COLOR AND WHY? _____	8
3	PRINT VEHICLE WHAT WOULD YOU LIKE TO PRODUCE? (CHECK ALL THAT INTEREST YOU) <input type="checkbox"/> LOGO / IDENTITY PIECES <input type="checkbox"/> ADVERTISEMENT <input type="checkbox"/> MARKETING MATERIAL <input type="checkbox"/> BROCHURE <input type="checkbox"/> P.D.P. DISPLAY <input type="checkbox"/> SALES MATERIAL <input type="checkbox"/> DIRECT MAIL <input type="checkbox"/> POSTER <input type="checkbox"/> OTHER _____	9
4	GAUGING PERCEPTION NAME A LOGO YOU LIKE. EXPLAIN WHY. _____ _____	10
5	KEYWORDS WHAT KEYWORDS BEST DESCRIBE YOUR BUSINESS <input type="checkbox"/> DEPENDABLE <input type="checkbox"/> ESTABLISHED <input type="checkbox"/> ENTHUSIASTIC <input type="checkbox"/> FUN <input type="checkbox"/> PRECISION <input type="checkbox"/> PROGRESSIVE <input type="checkbox"/> EASY <input type="checkbox"/> UNIQUE <input type="checkbox"/> SERIOUS <input type="checkbox"/> ORIGINAL <input type="checkbox"/> TRADITIONAL <input type="checkbox"/> STRONG <input type="checkbox"/> INTEGRITY <input type="checkbox"/> HI-TECH <input type="checkbox"/> MAINSTREAM	11
6	ADDITIONAL INPUT ANY OTHER THOUGHTS? _____ _____	12

WHO ARE YOU?
WHAT IS YOUR SERVICE OR PRODUCT?

YOUR OBJECTIVES
WHERE DO YOU WANT TO GO?

DESIRED RESULTS & VISION
HOW WOULD YOU LIKE TO BE PERCEIVED?

TARGET MARKET
WHO IS YOUR AUDIENCE? DEMOGRAPHIC?

COMPETITION
WHO IS YOUR PRIMARY COMPETITOR?

SUCCESS CRITERIA
DEFINE HOW YOU WILL JUDGE A SUCCESSFUL PROJECT?

- Document prepared by client and account management for creative team
- Creatives take the information and develop ads that convey the desired message
- Garbage in/garbage out
- All creatives use the main objective to begin work