Exam 2: Chapter 5, 6, 7

Know:

Message theme

Appeal

Steps in an advertising management system

Advertising’s importance in the consumer market

Why hire a full-service agency

Request for an agency pitch is occurs when

How do you judge an agency’s creative reputation?

Personal chemistry – is it important in selecting an agency

Account Executive

Traffic

Creative

Communication Market Analysis

Top of mind brand

Goals of advertisement: build brand, inform, persuade, purchase

Media campaign schedules: continuous, flight, pulse

Creative brief questions (see handout)

Hierarchy of effects model

Means end chain

Leverage point

Appeals: fear, humor, sex, emotions, scarcity (which one is most popular)

Humorous ads (goal)

Subliminal advertising

Music does what in an ad

Best media for rational appeal

What appeal best for creating brand loyalty?

Message theme delivery

Cognitive, Affective, Conative

Message strategies: Generic, preemptive, hyperbole, comparative

Trigger impulse buys – best message strategy

Executional framework: Slice of life, testimonial, fantasy, informative, dramatization, testimonial

Goals of advertising