

Index

- 360 degree marketing, 255
- acceleration effect, 295
- account planners, 36–7
 - as brand custodians, 36
 - briefing, 162
 - role, 36, 56, 162, 163
- A–C–V. *see* attributes, consequence, values
- ad diagnostics. *see* diagnostic measures
- ad evaluation. *see* evaluation
- ad pretesting. *see* pretesting
- adaptive selling, 261
- advergames, 140–2
- advertisements
 - benefit prompts, 153–6
 - conveyors, 153
 - discount, 148
 - headlines, deviant, 155
 - persuasive, 149
 - picture superiority effect, 192
 - promotional, 148
 - remote verbal conveyor, 155
 - ‘straight’, 332
 - see also* banner ads
- advertising, 15, 112
 - advocacy, 247
 - banner, 112–13
 - benefit prompts, 157
 - comparative, 70, 71
 - effective frequency, 97–101, 103
 - effective reach, 100
 - Ehrenbergian view, 93
 - elasticity, 104, 219
 - frequency, 98–101
 - advertising-to-sales response, 101–5
 - ‘one exposure’ effect, 104
 - purpose, 11, 91–3, 342
 - reach, 98–101
 - recency planning, 105–6
 - resonance, 156
 - rules of, 69
 - sound effects, 122
 - weak theory of, 93
 - see also* banner ads; search advertising
- agenda setting, 255–6
- ambush marketing, 248–9
- ASQ. *see* questionnaires, attribution style
- attributes, consequence, values (A–C–V), 69–70
- audience duplication, 109
- audience measurement
 - people meters, 122
- audience penetration, 112
- banner ads
 - animation, 186
 - banner blindness, 186
 - effectiveness, 191
 - formats, 134
 - penetration, 111
 - YouTube, 137
- behaviour
 - causal attribution, 282–5
 - expectancy-value model, 268
 - learned helplessness, 283
 - optimistic thinking, 282, 283
 - paradox of choice, 41
 - pessimistic thinking, 282, 283, 284
 - stockpiling, 295
 - zipping, 122
 - see also* ethnography
- behavioural targeting, 294
- billboards, 130–1
 - controversy, 130
 - duration, 130
 - moving cut-outs, 130
- bloggers, 226
- blogs, 136–7
 - fake (‘flogs’), 226
- brainstorming, 175–7
 - downward social matching, 176
- evaluation anxiety, 176
- interaction rules, 176
- production blocking, 176
- social loafing, 176
- suboptimal, 176
- brand attitude, 3
- brand awareness, 15, 70, 118, 125, 190, 320, 327
 - assessment, 249, 320
 - billboards, 130
 - definition, 255
 - importance, 202
 - key index, 327
 - premiums, 300
 - viral marketing, 221
 - viral viewing, 222
- brand building, importance, 344
- brand communities
 - shared consciousness, 215
- brand differentiation, 11, 64
- brand distribution, 2
- brand equity, 78–82
 - and advertising, 138
 - brand preference, 82
 - brand stature, 81–3
 - brand strength, 81–3
 - consumer-based, 80–1
 - and corporate reputation, 346–7
 - financial, 78–9
 - future growth
 - valuation, 79
 - price elasticity, 80
 - and price promotions, 138
 - revenue premium, 80
 - and social media, 138
- brand evangelists, 214, 226
- brand image, 71–2
 - POPscan, 305
 - premiums, 304
 - product placement, 125
- brand messages, 12

- brand names, 67–8
- brand parity, 11
- brand personality, 71–2
 - dimensions, 71–2
 - see also* brand image
- brand positioning, 345–6
 - 7-Up, 60
 - A–C–V, 69–70
 - brand image, 71–2
 - brand names, 67–8
 - celebrity endorsements, 71–2
 - colour, 68–9
 - competitors, 70–1
 - country of origin, 73–4
 - cultural icons, 73–4
 - definition, 61
 - frame of reference, 77–8
 - logos, 67–8
 - occasions, 75–6
 - packaging, 68–9
 - perceptual maps, 61–2
 - point of difference, 77–8
 - point of parity, 77–8
 - pre-emptive, 70
 - price, 74–5
 - principles, 61–3
 - product usage, 75–6
 - quality, 74–5
 - region of origin, 73–4
 - reputation cues, 72–3
 - status, 74–5
 - strategic issues, 63–6
 - tactics, 66–76
 - user imagery, 72
 - websites, 68–9
- brand preference, 82, 202
 - coupons, use of, 298
 - premiums, 304
- brand prominence, 191
 - primacy effect, 191
 - recency effect, 191
- brand repositioning, 76–7
 - intermediate steps, 77
 - mergers and acquisitions, 77
- brand salience, 255
- brand stature, 345
- brand strength, 345
- BrandAsset® Valuator, 81–2
- branded-house architecture, 250
- branded messages
 - delivery, 158
- budgeting
 - advertising-to-sales response, 101–6
 - experimentation, 107
 - frequency vs continuous schedules, 106–7
 - media strategy, 107–10
 - objective and task method, 94–5
 - objectives assessment, 93–4
 - post-buy evaluation, 107
 - reach, 97–101
 - scale effects, 107
 - and share of market, 176–9, 95–7
 - and share of voice, 95
 - weight, 97–101
- buzz, 207
 - amplifying, 218
 - drip-feeding news, 255
- campaign evaluation
 - pre-post difference measures, 323
- campaign planning, 14–17
 - business issues, 14
 - communication channels, 16
 - communication mix, 16
 - communication objectives, 15
 - consumer insight, 15
 - creative idea, 16
 - evaluation, 17–17
 - execution, 16
 - launch, 16, 17
 - pretesting, 16
 - testing phase, 182
- campaign tracking, 323–8
 - continuous tracking, 324–6
 - cross-media effects, 332
 - external validity, 326
 - framework, 327
 - unforeseen benefits, 332
- campaigns
 - accountability, 344
- catalogues, 292
- cause related marketing, 245–7
- celebrity endorsements, 71–2, 193–9
 - challenges, 196
 - choice of celebrity, 199–9
 - cost, 196
 - major issues, 197
- match-up hypothesis, 195–7
- negative associations, 196
- source effectiveness theory, 193–4
- symbolic meaning transfer theory, 195
- chat rooms
 - monitoring, 137
 - sponsored, 136
- cinemas, 124–6
- cognitive dissonance, 277
- cognitive processing theory, 204
- cognitive response, 203
- cognitive–affective–conative sequence, 200
- cognitive-processing (CP) models, 203–5
- communication attrition, 12–14
- communication barriers, 339–41
 - brand parity, 11–12
 - clutter, 10–11
 - consumer apathy, 11
 - noise, 10–11
 - weak creative strategy, 12
- communication disciplines, 5–6
- communication mix, 341
- communications
 - theoretical framework, 8–10
- compliance tactics
 - authority, 272–3
 - commitment, 273–4
 - consistency, 273–4
 - influence of, 272
 - likeability, 274–9
 - reciprocity, 274
 - scarcity, 272
 - social proof, 273
- concept testing, 315
- consultative selling, 261
- consumer attitudes, 41
 - introspection problem, 42
 - mere exposure effects, 275
 - racial stereotypes, 42
 - repressed level, 42
- consumer inhibitions
 - overcoming, 23–4, 25–6
- consumer insights, 32–3
 - focus groups, 53
 - psychoanalytical interpretations, 33
 - reliability, 52–3
 - sources, 37–8
 - validity, 52–3

- consumer promotions
 - bonus packs, 301
 - congruency of benefits, 304–5
 - contests, 301
 - coupons, 298–9
 - freemiums, 301
 - games, 301
 - loyalty programs, 302–3
 - negative promotions, 303
 - positive promotions, 303–4
 - premiums, 300–1
 - price-off, 299–300
 - rebates, 301–2
 - refunds, 301–2
 - sampling, 300
 - sweepstakes, 301
 - types, 298–303
 - VIP programs, 302–3
- convergent thinking, 163, 165
- copy testing, 314
- corporate reputation
 - advocacy advertising, 247
 - altruism, 246–7
 - attributes, 243
 - cause-related marketing, 245–7
 - corporate image, 243–5
 - corporate social responsibility, 245–7
 - tracking, 253
- corporate social responsibility
 - altruism, 246–7
 - initiatives, 245
 - personal identification, 247
 - reputation, 247
- cost per rating point, 123–4
- cost per target audience rating
 - point, 123–4
- creative brief, 161–3
- creative concepts, 109
 - effectiveness, 110
- creative development research
 - definition, 35
 - Polaroid, 34
 - Unilever, 33–4
- creative frame, 163, 173, 316
- creative ideas
 - execution, 180–4
 - theme variation, 182
- creative integration, 6–7, 125
- creativity
 - and advertising, 151–2
 - aspects of, 151
- benefit prompts, 157
- commercial imperative, 158
- creative brief, 161–3
- creative integration, 159–61
- ideation, 163–73
- importance, 341–3
- remote associate thinking, 152–6
- remote associative matching, 152–6
- remote verbal conveyor, 155
- risks, 156
- secondary activations, 156
- creativity barriers
 - group level, 175–7
 - individual, 174–5
 - organisation level, 177
- crisis communication, 250–2
 - guidelines, 251–2
- cross-media synergy analysis, 332
- customer relationship
 - management, 289
- customers, classification of, 114
- DAGMAR. *see* Defining Advertising Goals for Measured Advertising Results
- data
 - single source, 104
- decision to purchase, 21–2
- Defining Advertising Goals for Measured Advertising Results, 91–3
- deprivation studies, 44
- diagnostic measures, 327, 328–31
 - ad recall, 328–9
 - ad recognition, 329–30
 - brand awareness, 328
 - brand considerations, 328
 - image tracking, 330–30
 - message take-out, 330–30
 - personal characteristics, 331
 - purchase intentions, 328
- differential effect, 80–1
- digital media, 131–42
 - advergates, 140–2
 - applications
 - Kraft Foods iFood Assistant, 139
 - banner ads, 134
 - blogs, 136–7
- chat rooms, 136–7
- display ads, 134
- email, 138
- e-zines, 138
- interactivity, 132
- mobile telephony, 138–40
- online advertisements, 135–6
- podcasts, 136–7
- websites, 131–2
 - see also* search advertising; social media; viral marketing
- direct mail, 291–2
- direct marketing, 287–95
 - adjustable, 290
 - brand equity, 295
 - catalogues, 292
 - customer databases, 289
 - delivery modes, 291
 - direct mail, 291–2
 - email, 292–3
 - magazines, 294
 - newspapers, 294
 - profitable offers, 289–90
 - radio, 293–4
 - social media, 294
 - telemarketing, 293
 - television, 293
 - testable, 291
 - two-step approach, 288
 - websites, 294
- directional advertising, 129
- directories, 129
- display ads
 - Facebook, 230
 - Google, 230
- display allowance, 298
- divergent thinking, 163, 165, 175
- dual coding, 192
- dual-motive dual-processing, 205, 317
- Edelman, Daniel, 238
- emotional resonance, 188
- emotional trajectories, 223
- endorsement
 - third-party endorsement effect, 236
- endorsements, 188–9
 - see also* celebrity endorsements
- ethics, 281, 349
- ethnography
 - accompanied shopping, 43
 - approaches, 42

- ethnography (cont.)
 - cost, 43
 - deprivation studies, 44
 - emic approach, 43
 - etic approach, 42
 - Kraft Foods, 43
 - means-end laddering, 44–6
 - mechanical observations, 43
- evaluation
 - concept exploration, 314–16
 - copy testing, 314
 - subjective evaluation, 316–19
- evaluative conditioning, 345
- evocative cues, 185
- executional tactics, 184–93
 - ad placement, 185–6
 - arguments, 190
 - attention, 184–6
 - audio-visual synchronisation, 191
 - brand prominence, 191
 - comparison, 188
 - convenience, 187
 - demonstration, 187
 - dis-habituation, 185
 - editing, 191
 - endorsements, 188–9
 - evocative cues, 185
 - exposure, 190
 - fear, 189
 - headlines, 192–3
 - humour, 186
 - imagery, 192
 - jingles, 190
 - length, 190
 - music, 190
 - on-screen spokespeople, 191
 - problem solution, 187
 - real news, 187–8
 - sexual imagery, 187
 - silence, 190
 - slice-of-life, 188
 - sound effects, 190
 - stimuli, 185
 - subtitles, 191
- extra share of voice, 150
- Facebook
 - display ads, 230
 - sponsored stories, 220
- Fishbein–Ajzen formula, 85, 267, 268
- fluency, 174
- foot-in-the-door, 273
- Foote, Cone & Belding model, 201–2
- frequency vs continuous schedules, 106–7
- Gestalt selling, 271
- gross rating point (GRP), 98–100
- Gruen Planet*, 150
- halo effect, 194
- harmony, 7
- headlines
 - catchiness, 240
 - hyperbole, 349
 - and imagery, 192–3
 - Janusian, 169
 - readability, 192–3
 - search for, 154
 - sensational, 236
- hierarchy of effects (HOE) model, 13–14, 91, 200–1
- house-of-brands architecture, 251
- humour, 186
- ideation, 163–73
 - amazing facts, 165–6
 - bisociation, 168–9
 - exaggerations, 170–1
 - input, 165
 - quantity, 167–8
 - rhetorical techniques, 169–70
 - truisms, 166–8
 - visual twist, 171–3
- incentives, personal, 298
- influence
 - direct, 347–8
 - indirect, 348–9
- information flow, 209–11
 - multi-step flow, 210
 - one-step, 209
 - two-step, 210–10
- ink blot tests, 47
- integrated marketing
 - communications, 4–5
 - implementation, 27–9
- interactivity, 132
- television (iTV), 132
- internet advertising, 186
 - see also* banner ads; social media
- jingles, 122, 189–190
- junk mail, 291–2
- klitchniks, 187
- likeability, 274–9
 - attractiveness, 276–6
 - compliments, 276–7
 - familiarity, 275–5
 - similarity, 277–9
- logos, 67–8
 - elements, 67–8
- magazines, 127–8
- marcoms campaigns
 - business-to-business, 14
 - processing framework, 8
- marcoms managers
 - public relations, 235
 - sales promotion, 311
- marcoms programs, 2
 - communication barriers, 11
- market research
 - dominant paradigm, 32
 - prelaunch, 278
- marketing
 - focus, 235
- marketing, permission-based, 293
- marketing-oriented public relations, 235
- mass media, 118
- means-end laddering, 44–6
 - cost, 45
 - surface-attribute answers, 45
- media, traditional. *see* traditional media
- media dollar, importance of, 339–41
- media integration, 6–7, 6, 25
- media-mix optimisation
 - software, 203, 109
- media multiplier effect, 6
- media strategy
 - creative concepts, 109
 - duration, 109–10
 - frequency, 109–10
 - impact, 109
 - media vehicles, 108–9
 - target audience, 108
- media vehicles, 108, 119
- merchandising agreements, 297
- mergers and acquisitions, 77

- mimicry, 278–70
- mobile telephony, 138–40
- multi-attribute reframing, 267, 268
- multimedia integration, 175
- newspapers
 - advantages, 126
 - audience measuring, 127
 - classified ads, 126
 - direct marketing, 294
 - display ads, 126
 - free-standing inserts, 127, 294
 - geographic flexibility, 126
 - headlines, 169
 - life span, 126
 - readership, 127
 - supplements, 127
- online advertisements, 135–6
 - classifieds, 135
- opportunity to see (OTS) 97, 100, 103, 113
 - gross impression, 121
 - television, 121
- Ostrow's approach, 102
- out-of-home media, 129–31
 - billboards, 130–1
 - posters, 131
- packaging, 68–9
- PACT. *see* Positioning Advertising Copytesting
- personal selling, 261
 - basic rules, 261
 - compliance tactics, 271–9
 - first presentation, 264–4
 - follow up, 266
 - Gestalt, 271
 - goal setting, 261–2
 - high-involvement selling steps, 261–6
 - 'hot buttons', 269
 - improved value selling, 269–71
 - initial contact, 263–3
 - lead identification, 263
 - multi-attribute reframing, 267–8
 - objection handling, 264–5, 266–9
 - presentation, 266–9
 - sale closure, 265–6
 - sales agent's role, 268
- trustworthiness, 279–80
- persuasion styles, 317
- Plan–Execute–Evaluate–Learn (PEEL) cycle, Positioning Advertising Copytesting, 320–2
- posters, 131
- pretesting, 319–22
 - copytesting, 319
 - electroencephalography, 335
 - eye-tracking, 336
 - facial coding, 335–6
 - facial electromyography, 335–6
 - functional magnetic resonance imaging, 335
 - galvanic skin response (GSR), 335
 - PACT, 320–2
 - pretesting broadcast ads, 319–20
 - psychophysiological methods, 333, 335–7
 - starch methodology, 322–3
- pricing, 2
 - price elasticity, 80
- primacy effects, 186
- print media, 126–9
 - decline of, 254
- product-benefit approach, 271
- promotions
 - negative, 303
 - positive, 303–4
- public relations
 - advantages, 235–6
 - definition, 235
 - disadvantages, 236–7
 - functions, 234
 - information sources, 237
 - marketing-oriented, 4, 11, 238
 - newsworthy stories, 239–40
 - quotable stories, 239–40
 - Richard Branson's strategy, 240–3
 - stakeholders, 235
 - symbiotic relationship, 237–9
- publicity, 238
- purchasing, 2–3
- purchasing decisions, 298
- push and pull strategy, 333
- QR codes, 138–40, 141
 - examples, 140
- qualitative research, 38–9
 - association techniques, 47–9
 - completion, 49–50
 - metaphor, 48–9
 - obituary, 49
 - speech bubble completion, 47–8
 - word and picture associations, 47
 - choice ordering technique, 52
 - Coca-Cola, 39–40
 - construction techniques, 50
 - projective questioning, 50
 - emphasis, 343
 - expressive technique, 51
 - motivation research, 46
 - multi-method projective technique, 52
 - nature, 52
 - Nescafé, 50–1
 - projective techniques, 47–6
 - shopping lists, 50–1
 - consumer responses, 51
 - value of, 316
- quantitative advertising
 - pretesting criticisms, 322
- quantitative research, 38–9
- questioning techniques, 42
- questionnaires
 - attribution style questionnaire, 283
 - self-report, weaknesses, 334–5
- Quick Response codes. *see* QR codes
- radio, 122–4
 - direct marketing, 293–4
 - time slots, 137–43
- re-buy, 261
- recency–frequency–monetary value, 290
- recency planning, 105–6
 - propinquity, 105
- remote associate thinking, 152–6
 - structural representation, 152
- remote associative matching, 152, 153
- repositioning. *see* brand repositioning

- return on investment, 145, 217
- rhetorical techniques, 169–70
- Richard Branson
 - publicity strategy, 240–3
- ROI. *see* return on investment
- Rossiter-Percy-Bellman model, 103, 202–3
- sales closure, 265–6
- sales objectives, 93–4
- sales promotion
 - advertising, 306
- sales promotions, 295, 306–7
- sales revenue
 - factors affecting, 114
- sales-to-advertising response, 107
- search advertising, 132–4
 - see also* search engine optimisation
- search engine optimisation, 134, 229
- search engines, 129, 133, 134
- self-liquidating, 300
- semantic categories, 175
- sets, evoked, 327
- share of market
 - budgeting, 95–7
 - memory interference, 95
 - use, 96
- share of voice
 - budgeting, 95–7
 - eSOV, 96
 - memory interference, 95
 - use, 96
- ‘sleepier effect’, 132, 70
- slogans, 68, 167–8
- social commerce
 - group purchasing sites, 228
 - how-to guides, 228
 - leveraging, 229
 - product page discussion, 228
 - project journals, 228
 - shopper show-and-tell, 228
- social influence, 216–17
 - Social Influence Marketing score, 218
 - tactics, 11
- social media, 136, 137, 209
 - ad placement, 217
 - behavioural targeting, 217
 - buzz, 218
 - collaboration, 216
 - communities versus customers, 217–18
 - connectivity, 215–16
 - content creation, 216
 - conversations, 216
 - Facebook, 220
 - influence on behaviour, 211–15
 - Old Spice campaign, 218
 - six degrees of separation, 211–12
 - use by women, 213
 - visibility, 218
 - see also* Twitter; YouTube
- social validation, 273
- sound effects, 190
- sound symbolism, 67
- sponsorship, 247–8, 250
 - ambush marketing, 248–9
 - promotional value, 248–8
 - sponsor evaluation, 249
- strategic planners, 162
- target audience rating point (TARP), 98, 124
- target audiences, 108
 - buying behaviour, 18
 - gaining attention of, 8
 - habits of, 11
 - primary, 26
 - size, 19–20
- telemarketing, 293
- television
 - advantages, 118
 - audience measuring, 120
 - blipverts, 120
 - clutter, 119
 - cost, 119
 - direct marketing, 293
 - impressions, 121
 - interactive, 132
 - opportunity to, 121
 - people meters, 122
 - time-shifting, 121
- three-hit theory, 101
- trade allowances, 296–7
- trade incentives, 297–8
- trade promotions, 295–303, 333
 - display allowance, 298
 - personal incentives, 298
 - trade allowance, 296–7
 - trade incentives, 297–8
 - types, 296–8
- traditional media, 118–31
 - billboards, 130–1
 - cinemas, 124–6
 - directories, 129
 - magazines, 127–8
 - newspapers, 126–7
 - out-of-home, 129–31
 - posters, 131
 - print, 126–9
 - radio, 122–4
 - television, 118–22
- trustworthiness, 279–80
- Twitter, 137
- unique selling proposition (USP), 12, 69
 - profit impact of market strategy, 84
- user-generated content, 136, 216
- user imagery, 72
- USP. *see* unique selling proposition
- viral marketing, 135–6, 150, 207, 221–2
 - preconditions, 222–7
 - affiliate programs, 226
 - agents, 226
 - arousal, 223–4
 - bloggers, 226
 - brand evangelists, 226
 - celebrity, 224–5
 - communication collateral factors, 223–5
 - compatibility, 222
 - distinctive, 224–5
 - enjoyment, 224–5
 - free gifts, 225
 - interesting, 225
 - involvement, 224–5
 - joy, 223–4
 - observability, 222
 - passive broadcast, 226–7
 - positivity, 224
 - product seeding, 225
 - referral, 226
 - simple, 222
 - surprise, 223–4
 - trialability, 222
 - useful, 225
- viral messages, 212
- viral viewing, 218–21

websites, 68–9, 131–2	word of mouth, 207, 218–21	Yellow Pages, 129,
direct marketing, 294	monitoring, 218	143–5
micro-websites, 131–2	propagation of, 226	YouTube, 231
usage, 132	word of mouth, electronic, 218	video viewing, 231
WOM. <i>see</i> word of mouth	word of mouth, non-incentivised,	Zaltman Metaphor Elicitation
‘word of mouse’. <i>see</i> word of	227–9	Technique, 52
mouth, electronic	social commerce, 228–9	