



Brief contents

Guide d to ur	xx
Guide d to ur of the web site	xxii
Pre face	xxiii
Akno wle dge me nts	xxxi

Part 1 Introduction to marketing communications

1 Intro duc tion to m arke ting c omm unic a tio ns	4
2 Co mm unic a tio n the o ry	40
3 The m arke ting c omm unic a tio ns ind ustry	71
4 Ethic s in m arke ting c omm unic a tio ns	99

Part 2 Understanding how marketing communications works

5 Und e rsta nding ho w cu sto me rs p ro c e ss info rm a tio n	130
6 Custo mer d e c isio n-m a king	166
7 Ma rketing : re la tio nship s a nd c omm unic a tio ns	196
8 Ho w ma rketing c omm unic a tio ns mig ht wo rk	227

Part 3 Managing marketing communications

9 Inte grated m arke ting c omm unic a tio ns	256
10 Ma rketing c omm unic a tio ns: stra tegie s, ta c tic s a nd p lanning	287
11 Ma rketing c omm unic a tio ns: obje ctive s a nd p ositio ning	323
12 Br a nding a nd the role o f m arke ting c omm unic a tio ns	354
13 Ma naging co rpo rate re puta tio n: id e ntity a nd b randing	387
14 Fi na ncial resourc es fo r m arke ting c omm unic a tio ns	415
15 Eva luating m arke ting c omm unic a tio ns	442

Part 4 The tools of marketing communications

16 Ad vertising a nd stra tegy	482
17 Me ssage s, co ntent a nd c reative a pproa ches	506
18 Sa le s p rom o tio n: p rinciple s a nd tec hnique s	537
19 Pu blic re la tio ns	564
20 Sp o nso rship	599
21 Di rect m arke ting	623
22 Pe rso na l se lling	654
23 Exhib itio ns, p roduct place ment, fi eld m arke ting a nd p ackag ing	686

<i>Part 5 The media</i>	708
24 Traditional media	710
25 Digital media	736
26 Interactive marketing communications	772
27 Media planning and behaviour: delivering the message	806
<i>Part 6 Marketing communications for special audiences</i>	836
28 Marketing communications across borders	838
29 Business-to-business marketing communications	862
30 Internal marketing communications	894
Glossary	922
Author index	936
Subject index	943



Contents

Guide d to ur	xx
Guide d to ur o f the web site	xxii
P r e f a c e	xxiii
A c kno wle d g e m e n t s	xxxi

Part 1 Introduction to marketing communications 2

1 Introduction to marketing communications	4
Aims and learning objectives	4
Introduction	5
The concept of marketing as a n exchange	8
The tasks of communication in exchange transactions	9
Marketing communications and the process of exchange	12
Defining marketing communications	15
The marketing communications mix	19
The key characteristics of the communication tools	23
Effectiveness of the communication tools	24
Criteria when selecting the mix	25
Context and marketing communications	27
Communication differences	31
Summary	33
Review questions	34
MiniCase : Hadrian's Wall – marketing the Roman frontier	35
References	39
2 Communication theory	40
Aims and learning objectives	40
An introduction to the process of communication	41
A linear model of communication	41
Reams of understanding	46
Influences of the communication process	47
Word-of-mouth communications	51
Process of adoption	58
Process of diffusion	60
Interaction and interactivity in communications	62
Relational approaches to communications	63
Network approaches to communications	65
Summary	65
Review questions	66
MiniCase : Because it works!	67
References	68
3 The marketing communications industry	71
Aims and learning objectives	71
Introduction	72
Dimensions of the UK marketing communications industry	73
Structure and development of the UK marketing communications industry	74
One-stop shopping	78

Selecting an agency	81
Agency operations	83
Relationships	85
Agency remuneration	89
Agency structures and IMC	90
Summary	93
Review questions	94
MiniCase: Branding the Tasu 24/2 subnotebook	95
References	97
4 Ethics in marketing communications	99
Aims and learning objectives	99
Introduction	100
Ideas in business ethics	101
The scope of ethical issues in marketing communications	104
Marketing communications: a global liberty?	104
Advertising as mass manipulation?	105
Truth-telling	106
Vulnerable groups	111
Privacy and respect for persons	111
Taste and decency	113
Hospitality, incentives, inducements, and bribery and extortion	116
Ethical influence of supervisory and reward systems in sales management	118
Ethical decision-making models in marketing	119
Regulating marketing communications	120
Ethics and marketers	122
Summary	122
Review questions	123
Notes	124
MiniCase: Pure and Simple Fashions	124
References	126
Part 2 Understanding how marketing communications works	128
5 Understanding how customers process information	130
Aims and learning objectives	130
Introduction	131
Cognitive theory	132
Personality	133
Perception	136
Marketing and perception	139
Learning	142
Cognitive response	146
Attitudes	148
Using marketing communications to influence attitudes	151
Environmental influences on buyer information processing	156
Culture	156
Summary	160
Review questions	161
MiniCase: The lost generation?	162
References	164
6 Customer decision-making	166
Aims and learning objectives	166
Introduction	167

A general buying decision-making process	167
Types of consumer decision-making	168
Perceived risk	170
Involvement theory	173
Heroinic consumption	177
Consumer decision-making processes	178
Impact on marketing communications	181
Organisational buying decision processes	182
Unifying models of buyer decision-making	189
Summary	189
Review questions	190
MiniCase: Understanding consumers' needs	191
References	194
7 Marketing: relationships and communications	196
Aims and learning objectives	196
Introduction	197
The value concept	197
Development of relationship marketing	198
Principles of relationship marketing	202
Theoretical concepts of relationship marketing	204
Building marketing relationships	207
Relationship concepts	209
The role of marketing communications in relationships	217
Summary	220
Review questions	222
MiniCase: Reggae Reggae Sauce	222
References	224
8 How marketing communications might work	227
Aims and learning objectives	227
Introduction	228
The strategic context	228
The emergence of marketing communications	230
Role of marketing communications	233
How does marketing communications work?	235
Cognitive processing	237
Elaboration likelihood model	239
Interaction, dialogue and relationships	242
Developing significance	244
Towards a model of marketing communications	247
Summary	249
Review questions	250
MiniCase: Get on your bike!	251
References	252
Part 3 Managing marketing communications	254
9 Integrated marketing communications	256
Aims and learning objectives	256
Introduction	257
What is to be integrated?	257
The development of IMC	263
Perspectives on IMC	264
Reasons for the developing interest in IMC	267
Managing IMC	268

Media-neutral planning	272
Open planning	274
Client structures and IMC	276
Considering the IMC concept	276
An incremental approach to IMC	278
Summary	280
Reviews	282
MiniCase: IMC – rich consumer engagement	282
References	285
10 Marketing communications: strategies, tactics and planning	287
Aims and leaming objectives	287
Introduction	288
Understanding strategy	288
Market segmentation	290
Marketing communication strategy	293
The 3Ps of marketing communication strategy	295
A pull-positioning strategy	297
A push-positioning strategy	300
A profile-positioning strategy	302
Strategic balance	304
Internal strategies	305
Developing a marketing communications plan	308
The marketing communications planning framework	308
A framework for integrated marketing communications plans	309
Elements of the plan	310
Links and essential points	314
Summary	315
Reviews	317
MiniCase: Ski Rosendal	317
References	321
11 Marketing communications: objectives and positioning	323
Aims and leaming objectives	323
Introduction	324
The role of objectives in corporate strategy	324
The role of promotional objectives and plans	326
Differentiation of promotional objectives	332
The need for realism when setting promotional objectives	333
SMART objectives	335
An introduction to positioning	336
The development of the positioning concept	337
The positioning concept	338
Managing positions	340
Positioning strategies	342
Repositioning	347
Summary	348
Reviews	350
MiniCase: Unlocking the secrets of the male shopper	350
References	352
12 Branding and the role of marketing communications	354
Aims and leaming objectives	354
Introduction	355
Brand characteristics	356
Benefits of branding	359
Brand portfolios: architecture and forms	360
Brand architecture	361
The strategic role of branding	366

The role of marketing communications in branding	369
Online branding	375
Virtual brand communities	376
Brand equity	376
Summary	380
Review questions	381
MiniCase: Rebranding Greek ice-cream	382
References	385
13 Managing corporate reputation: identity and branding	387
Aims and learning objectives	387
Introduction	388
Corporate identity or corporate branding?	389
The corporate identity process	391
Corporate communications	394
Corporate image	399
Corporate reputation	400
Understanding the tasks of corporate identity	402
Strategy and corporate identity/image	403
Summary	408
Review questions	409
MiniCase: Just how branded is the NHS?	410
References	412
14 Financial resources for marketing communications	415
Aims and learning objectives	415
Introduction	416
Trends in communication expenditure	417
The role of the communication budget	419
Difficulties associated with budgeting for communications	420
Models of approach	421
Techniques and approaches	422
Competitive parity	426
Advertising-to-sales ratio	427
Share of voice	427
Proprietary brand types	430
The value of brand communications	431
Profit impact on market strategy (PIMS)	433
Which methods are most used?	434
Budgeting for the other elements of the communication mix	435
Summary	437
Review questions	439
MiniCase: Spending on breakfast cereal	439
References	441
15 Evaluating marketing communications	442
Aims and learning objectives	442
Introduction	443
The role of evaluation in planned communications	443
Pre-testing finished advertisements	448
Physiological measures	451
Post-testing	453
Others	457
Sales promotion	459
Using technology to evaluate sales promotions	460
Public relations	461
Stonership	466
Person selling	466
Measuring the fulfillment of brand promises	470

Online communications	472
Summary	474
Review questions	475
MiniCase: Measuring communication effectiveness at the Salvation Army	476
References	478
Part 4 The tools of marketing communications	480
16 Advertising and strategy	482
Aims and learning objectives	482
Introduction	483
The role of advertising	483
Emotion in advertising	486
Show strategy	487
Advertising models and concepts	490
The strong and the weaknesses of advertising	492
Using advertising strategically	495
Advertising to engage	498
Summary	500
Review questions	501
MiniCase: Tapping into a new zeitgeist	502
References	504
17 Messages, content and creative approaches	506
Aims and learning objectives	506
Introduction	507
Message source	507
Establishing credibility	507
Credibility established by a spokesperson	509
User-generated content (UGC)	512
Message framing	514
Message balance	515
Message structure	516
Message appeal	518
Copywriting messaging	524
Advertising tactics	524
Summary	529
Review questions	530
MiniCase: The Apache Motorcycle advertising campaign in India	531
References	534
18 Sales promotion: principles and techniques	537
Aims and learning objectives	537
Introduction	538
Understanding the value of sales promotions	538
The role of sales promotions	542
Sales promotion plans: the objectives	544
An overview of how sales promotions work	545
Loyalty and retention programmes	549
The strategic use of sales promotions	552
Sales promotions: methods and techniques	555
Other sales promotions devices	558
Summary	559
Review questions	560
MiniCase: Could online coupons save the High Street?	560
References	562

19 Public relations	564
Aims and lea ming objectives	564
Intro duc tion	565
Characteristics of public relations	565
Public or stake holders?	567
A framework of public relations	569
Public relations and relationship management	571
Corporate public relations and marketing public relations	572
Objectives of a public relations plan	573
Cause-related marketing	573
Public relations: methods and techniques	575
Media relations	576
Lobbying	580
Corporate advertising	580
Crisis communications	584
Intemperate	589
Integration of public relations in the communications mix	592
Summary	592
Review questions	593
MiniCase: British Airways: the world's best favourite airline?	594
References	596
20 Sponsorship	599
Aims and lea ming objectives	599
Intro duc tion	600
The growth and development of sponsorship	601
Sponsorship objectives	603
How sponsorship might work	605
Theoretical aspects of sponsorship	606
Types of sponsorship	608
Sports sponsorship	609
Programme sponsorship	610
Arts sponsorship	612
Other forms of sponsorship	614
The role of sponsorship in the communications mix	614
Summary	616
Review questions	617
MiniCase: Sponsorship and the British Superbike (BSB) Championship	618
References	621
21 Direct marketing	623
Aims and lea ming objectives	623
Intro duc tion	624
The role of direct marketing	624
Types of direct brand	627
The growth of direct marketing	630
The role of the database	632
Permission marketing	633
Direct response media	635
Integration and direct marketing	642
Supporting the sales force	644
Multichannel selling	645
Summary	648
Review questions	650
MiniCase: Covering cars with direct marketing	650
References	651

22 Personal selling	654
Aims and learning objectives	654
Introduction	655
Types of personal selling	655
The tasks of personal selling	656
The role of personal selling	657
Strengths and weaknesses of personal selling	659
When personal selling should be a major part of the communications mix	659
How personal selling works: sales processes	661
Sales force management and organization	665
Sales force size and structure	668
Sales force size and shape	671
Territory design	673
Changing channels	675
The future role of the sales force	677
The integration of personal selling with the other elements of the communications mix	679
Summary	679
Review questions	681
MiniCase : Selling the benefits of personal selling	681
References	684
23 Exhibitions, product placement, field marketing and packaging	686
Aims and learning objectives	686
Introduction	687
Trade shows and exhibitions	687
Reasons to use exhibitions	688
Exhibitions as a form of marketing communications	691
Product placement	692
Field marketing	695
Packaging	698
The communication dimensions of packaging	700
Summary	703
Review questions	704
MiniCase : Sustainability live !	704
References	706
Part 5 The media	708
24 Traditional media	710
Aims and learning objectives	710
Introduction	711
Evaluative criteria	711
Communication richness	712
Interactive properties	712
Audience profile	712
Print media	713
Broadcast media	717
Outdoor media	720
In-store media	723
Cinema	726
Ambient media	728
Direct response media	728
Integrated media	729

Summary	730
Review questions	731
MiniCase: For different types of wood	732
References	734
25 Digital media	736
Aims and learning objectives	736
Introduction	737
Key forms of digital media	737
What digital media enables users to do	745
Websites	751
Key differences between traditional and digital media	758
Future technologies and marketing communications	760
Industry issues	762
Convergence in marketing communications	762
Summary	764
Review questions	765
MiniCase: Integrating traditional and digital media	766
References	769
26 Interactive marketing communications	772
Aims and learning objectives	772
Introduction	773
Interactive online advertising	774
Interactive online sales promotions	777
Interactive online direct marketing	779
Interactive online public relations	780
Interactive online personal selling	781
Search engine marketing	782
Email marketing	785
Short message services (SMS)	787
Word-of-mouth communication	787
Viral marketing	788
Widgets	790
Web logs	791
Podcasting	793
RSS	793
Interactive online communities	794
Affiliate marketing	799
Summary	799
Review questions	801
MiniCase: How <i>Leamit</i> uses Web 2.0 to engage audiences	801
References	803
27 Media planning and behaviour: delivering the message	806
Aims and learning objectives	806
Introduction	807
Media switching behaviour	809
Vehicle selection	811
Media planning concepts	813
Media usage and attitudes	818
Planning, placing and measuring ads online	822
Media source effects	823
Summary	830
Review questions	831
MiniCase: Targeting the 'brown pound' – an untapped market	832
References	833

<i>Part 6 Marketing communications for special audiences</i>	836
28 Marketing communications across borders	838
Aims and learning objectives	838
Introduction	839
Types of cross-border organisations	839
Key variables affecting international marketing communications	840
Cross-border communication strategy	846
Tools of the international communication mix	849
International advertising agencies	853
Stages of cross-border advertising development	856
Summary	857
Review questions	858
MiniCase : Procter & Gamble and the ethnology of markets	859
References	860
29 Business-to-business marketing communications	862
Aims and learning objectives	862
Introduction	863
Networks and international relationships	864
B2b communications	867
International communication	870
Communication quality	874
eCommerce	875
The b2b communication mix	876
Tools and b2b	876
Media and b2b	879
Strategic account management	881
Summary	887
Review questions	888
MiniCase : Educating the educators about asbestos	889
References	891
30 Internal marketing communications	894
Aims and learning objectives	894
Introduction	895
Membership/non-member boundaries	895
Purpose of internal marketing and communication	896
Organisational identity	899
Brand engagement	904
Advertising and the impact on employees	905
Strategic credibility	907
Internal communications: auditing and planning	910
Summary	914
Review questions	915
MiniCase : Valuing internal communication	916
References	919
Glossary	922
Author index	936
Subject index	943