Glossary

A

A la carte – drawn from the hospitality market, the term à la carte refers to each item on a menu having a separate charge. In advertising, à la carte refers to selecting services from a range of different providers.

Above-the-line – a term used to depict the use of advertising. The line refers to the commission payable to media agencies as a form of remuneration.

Account manager – a title given to agency staff who are responsible for representing the interests of the client. They have a key representational role in the client/agency relationship and have to ensure that all those working on a client's account are fully informed, working to deadline and to budget.

Account planner – a specific role within a communications agency. Their task is to understand the client's target consumers and develop strategies for the creative and media departments. Using research data to identify ideal audiences and optimum methods of communication, account planners develop ideas to enable the creative team to produce advertising ideas that resolve defined business problems.

Adoption – the sequential process through which individuals become committed to the use of a new product. The process consists of stages, each characterised by the different elements.

Adstock – a term used to refer to the residual, yet declining, value of advertising messages through time. Also known as carryover.

Advertising – a non-personal form of communication that uses paid-for media to deliver messages to target audiences.

Advertising-to-sales ratio – the relationship between an organisation's sales and the amount it spends on advertising, expressed as a percentage. This can then be compared with the average A/S ratio for the industry.

Advocacy advertising – used to promote an organisation's socially acceptable behaviour.

Affective component – is a part of the attitude construct, and refers to the feelings held about a product, object or person. This is concerned with feelings, sentiments, moods and emotions about an object.

Affiliate marketing – refers to a network of independent web sites that act as a 'sales force' to direct interested parties to a seller's site, in return for a commission on any revenue that results from a sale.

AIDA – a hierarchy of effects model, originally used to explain the key stages of personal selling. It stands for *awareness*, *interest*, *desire* and *action* (a sale) and was used in the 1960s–80s to explain how advertising works. No longer an acceptable interpretation.

Alphabetical model – a broad advertising framework based on sequential models, used to explain how advertising works.

Ambient media – are regarded as out-of-home media that fail to fit any of the established outdoor categories.

ATR – stands for awareness–trial–reinforcement, a framework developed by Ehrenberg to explain how advertising works.

Attitudes – are predispositions, shaped through experience, through which people respond in an anticipated way to an object or situation. Attitudes consist of three components: cognitive, affective and conative. They are learned through past experiences and serve as a link between thoughts and behaviour.

Audience fragmentation – the splintering of audiences into smaller groups as a result of the increasing number of available media and leisure opportunities.

B

Banner ad – A graphic image used on web sites to advertise a product or service. Typically these measure 468 pixels wide and 60 pixels tall (i.e. 468×60).

Below-the-line – a term used to depict the various marketing communication tools that do not attract commission payments.

Biometrics – refers to technologies that measure and analyse human body characteristics, such as fingerprints, eye retinas and irises, voice patterns, facial patterns and hand measurements. Often used for authentication purposes but it also provides potential for delivering personalised marketing communication messages.

Blog – refers to the term 'web log', which is a frequently updated journal intended for general public consumption.

Bonus packs – a sales promotion technique. Packs that offer more products for the regular pack price, typically a 2-for-1 offer.

Boutiques – comparatively small firms that provide a limited range of specialist or niche services, often at premium prices. An advertising boutique may offer either creative work or research services, but not both.

Brand architecture – the structure an organisation gives to its brand portfolio.

Brand equity – a measure of the value of a brand. It is an assessment of a brand's physical assets plus a sum that represents their reputation or goodwill.

Brand extensions – a term used when a successful brand launches a new product into a new market.

Brand portfolio – a collection of brands, under the ownership of a single organisation.

Branded entertainment – a term, derived from product placement, where a brand becomes a constituent element of a film and the storyline is woven together with a brand.

Branded house – a brand architectural form which uses a single (master) brand to cover a range or series of offerings that may operate within descriptive sub-brand names.

Brands – products and services that have been given added value by marketing managers in an attempt to augment the products with values and associations that are recognised by, and are meaningful to, their customers.

Breakdown method – is a means of devising the optimum size of a salesforce. It is based on the premise that each salesperson has the same sales productivity potential per period.

Briefs – written documents used to exchange information between parties involved with the development and implementation of a campaign.

Business markets – organisations that consume products and services for use within the manufacture/production of other products or for use in their daily operations.

Business-to-business – marketing activities undertaken by one company directed at another.

Buyclasses – the different types of buying situations faced by organisations.

Buying centre see **decision-making unit**.

Buyphases – the series of sequential activities or stages through which organisations proceed when making purchasing decisions.

C

Call-to-action – that part of a marketing communication message that explicitly requests the receiver to act (or behave) in a particular way.

Careline – a telephone service that enables customers to obtain information, advice, or assistance, usually from retailers.

Cause-related marketing – the cooperation between private sector companies and charities, whereby each party enjoys the various benefits arising through cooperation with the other sector.

Channel partners – see **intermediaries**.

Channel power – the ability of one organisation to influence another channel member's opportunity to achieve their goals.

Classical conditioning – a theory of learning based around the association between a stimulus and a response, within an existing relationship.

Client brief – a document used to inform agency personnel about a client's organisation, market, operations, contacts and campaign requirements.

Co-branding – occurs when two established brands work together, either on one product or service. The principle behind co-branding is that the combined power of the two brands generates increased consumer appeal and attraction.

Cognitive component – a part of the attitude construct, this refers to the level of knowledge and beliefs held by individuals about a product and/or the beliefs about specific attributes of the offering. This represents the learning aspect of attitude formation.

Cognitive learning – a theory of learning that assumes that individuals attempt to resolve problems by processing information stored in memory, that is pertinent to each situation.

Cognitive processing – the way in which individuals transform external information into meanings or patterns of thought and how these meanings are combined to form judgements.

Cognitive theory – the belief that information is given thought, processed, transferred into meanings or patterns and then combined to form judgements about behaviour.

Collaborative exchanges – a long-term series of exchanges of money for products or services, in which the relationship between buyer and seller is of central importance.

Commitment – the desire that a relationship continues in order that a valued relationship be maintained or strengthened.

Communication – the process by which individuals share meaning.

Communication networks – the regular use of patterned flows of information.

Communication objectives – goals used to gauge the success of a communication campaign in terms of non-related sales factors. Often these include levels of awareness, perception, comprehension/knowledge, attitudes and overall degree of preference for a brand.

Communication value – the extent to which individuals perceive an organisation's communication to be of significance to them. There are four key elements that constitute communication value: the content, presentation, location and timing.

Competitive parity – occurs when an organisation deliberately spends the same amount on advertising as their competitors.

Competitor advertising – undertaken as either a response to a competitor's actions or proactively to develop market performance. There are three main forms: defensive; comparative; and endorsement advertising.

Conative component – a part of the attitude construct, this refers to an individual's disposition or intention to behave in a certain way.

Concept testing – a part of researching ad effectiveness. It involves presenting the target audience with a rough outline or storyboard that represents the intended artwork and the messages to be used.

Conclusion drawing – the level of clarity used to conclude an ad's core message. The message may be explicitly concluded or it may allow people to draw their own conclusions.

Consumer juries – a small group of representative consumers, who are asked to judge which of a series of paste-ups and rough ideas would be their choice of a final advertisement.

Consumer marketing – marketing activities undertaken directly to influence consumers, as opposed to other businesses.

Content perspective – a term related to IMC that assumes message consistency is the primary goal in order to achieve the 'one voice, one look' position. IMC works when there is a consistency throughout the various materials and messages.

Contest – a sales promotion technique that requires customers to use skill or ability to win a competition. Entry requires a proof of purchase and winners are judged against a set of predetermined criteria.

Context analysis – the first stage of the marketing communications planning process. It involves the analysis of four main areas: the customer; business; internal; and external environmental contexts.

Convenience products – non-durable goods or services, often bought with little pre-purchase thought or consideration.

Corporate communication – refers to the process that translates corporate identity into corporate image. Corporate communications consists of three main elements: symbolism; behaviour; and different forms of planned communication.

Corporate identity – the planned and unplanned formation of cues by which stakeholders can recognise and identify an organisation.

Corporate image – the perception that different audiences have of an organisation. It results from the audience's interpretation of the identity cues presented by an organisation.

Corporate objectives – the mission and the business area that the organisation believes it should be in. These are derived from the business or marketing plan.

Corporate personality – the totality of the characteristics that identify an organisation. It can be considered to be composed of two main facets: the culture and overall strategic purpose.

Corporate reputation – an individual's interpretation and reflection of the historical and accumulated impressions of previous identity cues, fashioned, in some cases, by near or actual transactional experiences.

Coupons – are a sales promotion technique. Free vouchers or certificates are distributed entitling consumers to a price reduction on a particular product. The value of the reduction or discount is set and the coupon must be presented at purchase.

CPT – is an acronym for cost-per-thousand-impressions. A unit of measure typically assigned to the cost for each 1,000 viewers (readers).

Creative briefs – used to help the creative team develop ads that address the needs of the client.

Creative magnifier – parts of an advertisement that are of intrinsic value to the recipient, sometimes referred to as 'the take-out', and is the part that is remembered.

Creative teams – people responsible for translating a proposal into an advertisement. Normally composed of a copywriter and an art director, supported by a service team.

Credentials presentation – part of the process of selecting an adverting agency. Clients visit each of the short-listed agency candidates to evaluate the degree to which the agency fits the client's expectations and requirements.

CRM see **customer relationship management**.

Culture – the values, beliefs, ideas, customs, actions and symbols that are learned by members of particular societies.

Customer acquisition – the activities and strategies used by organisations to get new customers.

Customer portfolio matrix – the strength of the relationships between a buyer and seller and the profitability each account represents to the seller.

Customer relationship lifecycle – the stages an organisation's customer moves through during their relationship with one another. These stages are customer acquisition, development and retention.

Customer relationship management (CRM) – the delivery of customer value through the strategic integration of business functions and processes, using customer data and information systems and technology. Usually incorporated as a software system that provides all staff with a complete view of the history and status of each customer.

Customer relationship marketing – the marketing activities and strategies used to retain customers. This is achieved by providing customers with relationship enhancing products and/or services that are perceived to be superior to those offered by a competitor.

Customer retention – the activities and strategies used by organisations to keep current customers.

Customer satisfaction – a position reached when the provision of goods or services meet or exceed a customer's pre-purchase expectations of quality and service.

D

Dagmar – a model for setting advertising objectives and measuring the results. Stands for 'defining advertising goals for measured advertising results'.

Database – a collection of files held on a computer that contains data that can be related to one another and which can reproduce information in a variety of formats.

Decay – sometimes referred to as wear-out, decay refers to the rate at which individuals forget material.

Deciders – people who make purchasing decisions. Very often these people are the most difficult to identify.

Decision-making unit – a group of people who collectively make purchasing decisions on behalf of organisations.

Decoding – the process of transforming and interpreting a message into thought. Receivers unpack the various components of a message, and start to make sense of it and give it meaning.

Dialogue – the development of knowledge that occurs when all parties to a communication event listen, adapt and reason with one another, about a specific topic.

Differentiation – a strategy through which an organisation offers products and services to broad customer groups, who perceive the offering to be significantly different, and superior, to its competitors.

Diffusion – the process by which an innovation is communicated among members of a social system. Diffusion is the process of adoption in aggregate form.

Digital influencer – an online opinion leader.

Digital value – the means by which digital processes and systems can be used to provide customers with enhanced product and service value.

Direct marketing – a communication tool that uses non-personal media, to create and sustain a personal and intermediary free communication with customers, potential customers and other significant stakeholders. In most cases this is a media-based activity.

Direct response advertising – advertisements that contain mechanisms such as telephone numbers, web site addresses, email and snail mail addresses. These are designed to encourage viewers to respond immediately to the ads. Most commonly used on television as DRTV.

Distributor (or own-label) brands – brands developed by the wholesalers, distributors, dealers and retailers who make up the distribution channel. Sometimes referred to as own-label brands.

Distributors – organisations that buy goods and services, often from a limited range of manufacturers, and normally sell them to retailers or resellers.

Domain – an area, field or sphere of function undertaken by organisations. There are four main elements: population, territory, roles and issues.

DRIP – the tasks of marketing communications: to differentiate, reinforce, inform and persuade.

Dummy vehicles – a dummy or pretend magazine that contains regular editorial matter with test advertisements inserted next to control advertisements. These 'pretend' magazines are distributed to a random sample of households, which are asked to consume the magazine in their normal way.

Duplication – a media planning concept that refers to the percentage of a target audience who are exposed to a message through two or more media vehicles, in any one campaign.

Durable goods – goods bought infrequently and which involve a reasonably high level of consumer risk.

E

Early adopters – a group of people within the process of diffusion that contains a large proportion of opinion leaders. Early adopters tend to be younger than any other group and above average in education. This group is important to the marketing communications process because they can determine the speed at which diffusion occurs.

Early majority – a group of people within the process of diffusion who require reassurance that a product works and has been proven in the market before they are prepared to buy it. Mainly opinion followers, they are a little above average in age, education, social status and income. They rely on informal sources of information and take fewer publications than other groups.

Effective frequency – a media planning concept that refers to the number of times a message needs to be repeated for effective learning to occur.

Elaboration likelihood model (ELM) – elaboration refers to the extent to which an individual needs to develop and refine information necessary for decision-making to occur. This model is used to explain how cognitive processing, persuasion and attitude change occur when different levels of involvement are present.

Emergent networks – informal patterns of information flows which emerge as a response to the social and task-oriented needs of the participants.

Emergent school – considers strategy to develop incrementally, step-by-step, as organisations learn, sometimes through simple actions of trial and error. The core belief is that strategy is comprised of a stream of organisational activities that are continuously being formulated, implemented, tested, evaluated and updated.

Encoding – the process of selecting a combination of appropriate words, pictures, symbols and music to represent the message to be transmitted. Also, a stage in memory that involves the selection of an image to represent the perceived object.

Engagement – the use of communication tools, media and messages in order to captivate an audience, often achieved through a blend of intellectual and emotional content, delivery or stimulation.

Episode – a series of interrelated actions that form part of a relationship event. Interrelated episodes are referred to as *sequences*, which are time-specific.

Equilibrium brands – brands whose share of voice is equal to its share of market.

Exhibitions – events when groups of sellers meet collectively with the key purpose of attracting buyers.

Experiential marketing – is a face-to-face campaign, that tries to engage a target audience with a brand through the stimulation of some or all of the senses.

Expressive positioning – a brand promise, one which emphasises the ego, social and hedonic satisfactions that a brand can bring. See **functional positioning**.

Extended problem solving – occurs when consumers give a great deal of attention and care to a purchase decision that where there is no previous or similar product purchase experience.

Extrinsic attributes – those elements that are not intrinsic and if changed do not alter the material functioning and performance of the product itself: devices such as the brand name, marketing communications, packaging, price and mechanisms that enable consumers to form associations which give meaning to the brand.

F

Fantasy imagery – is experienced when an individual constructs an event, drawing together various colours, sounds and shapes to compose a mental experience of an event that has not occurred previously.

FCB grid – a matrix that uses involvement and brain specialisation theories to distinguish four primary advertising planning strategies: informative, affective, habitual and self-satisfaction. Used a great deal in the 1980s and 1990s.

Feedback – part of the response that is returned to the sender of a message.

Field marketing – a marketing communications activity concerned with providing support for the sales force and merchandising personnel.

Focus groups – a small number (8–10) of target consumers brought together and invited to discuss a particular topic.

Four Cs (4Cs) framework – a tool that depicts the key characteristics and the relative effectiveness of the primary communication tools across a number of different characteristics. These are the ability of each to communicate, the credibility they bestow on messages, the costs involved and the control that each tool can maintain.

Frequency – a media planning concept that refers to the number of times the target audience is exposed to a message within a campaign.

Fulfilment house – an organisation that provides services needed to support sales promotion and direct marketing activities. In particular these include, order picking and processing, packing and dispatch, brochure fulfilment, warehousing and storage, packaging and returns.

Full-service agency – typically an advertising agency that offers the full range of services that a client requires in order to advertise its products and services. Increasingly, full service implies the provision of other of marketing communication activities, such as public relations, sales promotion, direct marketing and Internet marketing.

Functional positioning – a brand promise, one which emphasises the attributes, features and benefits a brand offers. See **expressive positioning**.

G

Gatekeepers – people who control the type and flow of information into the organisation and the members of the DMU.

Global account management (GAM) – the collaborative and centralised processes necessary to coordinate the worldwide buying and selling activities between global customers and global suppliers.

Gross rating points – a media planning concept used to express the relationship between reach and frequency and is a means of deciding which of the two concepts is important in a campaign.

H

Hedonic consumption – a range of products and services that can evoke multi-sensory, fantasy and emotive feelings when purchasing and consuming certain products and services.

Hierarchy of effects (HoE) – sequential models used to explain how advertising works. Popular in the 1960s–1980s these models provided a template that encouraged the development and use of communication objectives.

High involvement – experienced by individuals when purchasing a product/service that has high levels of uncertainty attached to it.

Historical imagery – experienced when an event (e.g. smell, scene, colour) triggers an individual's memory to replay a similar sensation.

House of brands – a brand architecture characterised by a group or collection of brands that have no outward connections and which operate independently of each other. These are brands that stand alone.

Hybrid direct brands – a type of direct marketing brand which has its roots in traditional distribution channels, which may well continue to be a route to market, used in parallel to the direct route.

I

Iconic learning – a form of cognitive learning where the repetition of simple messages is used to develop understanding.

IMP – the Industrial Marketing and Purchasing Group. IMG represent a school of thought about relationship marketing. Sometimes referred to as the International Marketing and Purchasing group.

Influencers – people who help set the technical specifications for a proposed purchase and assist the evaluation of alternative offerings by potential suppliers.

Information deviance – refers to the accidental or deliberate delivery of information that may not be entirely truthful or wholly accurate. Sometimes observed through opportunistic behaviour.

Initiators – people who start the organisational buying process.

Innovators – a group of people within the process of diffusion, who like new ideas, are prepared to take risks with new products and have a large disposable income.

Inquiry tests – used to measure the number of inquiries or direct responses stimulated by a single advertisement or a campaign.

Inseparability – a characteristic of a service, that refers to their instantaneous production and consumption.

Inside-out – a term used to refer to the process whereby some managers first design strategies for the product and treat the market/audience as a secondary consideration. Can apply to a variety of marketing (including communication) activities. See **outside-in**.

Institutional-oriented Advertising – a general term used to describe advertising that promotes an organisation its, policies, attitudes and position on ecological, ethical and political issues.

Intangibility – a characteristic of a service, namely that they do not have physical attributes and so therefore cannot be perceived by the senses – cannot be tasted, seen, touched, smelt or possessed.

Integrated marketing communications (IMC) – a term used to explain the processes concerned with the consistent development and coordinated delivery of company's messages with its target audiences.

Intentions – refers to the underlying attitude towards the act of behaviour and the subjective norm. In other words, the context within which a proposed purchase is to occur is seen as important to the attitude that is developed towards the object.

Interaction – concerns the mutual interaction between interested parties and the act of reciprocating or exchanging information.

Interaction model – a communication model that depicts a flow of communication messages to and from respondents, that lead to mutual understanding about a specific topic.

Interactive marketing communications – the process whereby organisations attempt to engage individuals with messages that are delivered through electronic channels and which offer all parties an opportunity to respond.

Interactivity – a responsive form of communication, characterised as either mediated (through technology) or non-mediated (human) interaction.

Intermediaries – are members of the marketing channel, such as distributors, dealers, agents and others who add value to products and services before transferring them to others for sale to end-user customers.

Internal marketing – the application of marketing concepts and principles within an organisation. Normally targeted at employees with a view to encouraging them to support and endorse the organisation's strategy, goals and brands.

Interorganisational conflict – refers to the disagreements and tensions that can arise between organisations. In particular, channel conflict can arise in distribution channels when one organisation changes their role, scope or strategy.

Intrinsic attributes – the functional characteristics of a product such as its shape, performance and physical capacity. If any of these intrinsic attributes were changed, it would directly alter the product.

Investment brands – a brand whose share of voice is greater than its market share. Advertising is being used to invest in the brand to drive growth.

Involvement – the level of care an individual experiences when considering the purchase of products and services.

K

KAM development cycle – the development stages experienced as relationships with key account customers develop.

Key accounts – business customers who are strategically significant to the supplier and with whom it wishes to build long-lasting relationships through collaborate exchanges.

KMV – the 'key mediating variables', commitment and trust, used within the Morgan and Hunt model of relationship marketing.

L

Laggards – a group of people within the process of diffusion who are suspicious of all new ideas and who are set in their opinions. Lowest of all the groups in terms of income, social status and education, this group takes a long time to adopt an innovation.

Late majority – a group of people within the process of diffusion who are sceptical of new ideas and only adopts new products because of social or economic factors.

Licensing – a commercial process whereby the trademark of an established brand is used by another organisation over a defined period of time, in a defined area, in return for a fee, to develop another brand.

Likeability – the extent to which individuals like an advertisement. It is used as a predictor of sales and measures the degree of how meaningful, how relevant and how interesting an individual finds an ad.

Limited problem solving – occurs when consumers have some product and purchase familiarity.

Linear model of communication – the fundamental expression about how mass communication works. The model identifies various components that make up the communication process: source, encoding, signal, decoding, receiver, feedback and noise.

Long-term memory – a place in which information can be stored for extended periods.

Low involvement – experienced by individuals when purchasing a product/service that has low levels of uncertainty attached to it.

M

Manufacturer brands – created and sustained by producers who seek widespread awareness and distribution because these brands are sought after.

Marketing communications eclipse – a visual interpretation of the balance between the pull, push and profile strategies, the three strategic dimensions.

Marketing communications mix – the particular combination of tools, media and messages used by organisations to reach consumers and other organisations with product and organisation based messages.

Marketing communications planning framework (MCPF) – the sequential framework used to represent the series of decisions that marketing managers undertake when preparing, implementing and evaluating communication strategies and plans. This framework reflects a deliberate or planned approach to strategic marketing communications.

Marketing objectives – market share, sales revenues, volumes, ROI (return on investment) and other profitability indicators. They are derived from the marketing plan and are sales oriented.

Media – channels of communication that convey or deliver messages to target audiences. Media offer a variety of entertainment, the communication of news and information, and the display of advertising messages.

Media briefs – used to help the media planning process.

Media fragmentation – the break up of the available media from a few mainstream media channels into many different media and channels formats.

Media multiplier – a means of setting a media budget, based on increasing last year's spend by the percentage rate at which media costs have increased over the last 12 months.

Media-neutral planning (MNP) – attempts to stimulate the use of a communication mix that is not mass media-oriented. This means that rather than keep recommending that clients use mass media communications, which have traditionally rewarded agencies through a more than generous commission system, a more balanced mix of tools and media be adopted in order to be more effective and efficient. See **open planning**.

Media planning – the selection and choice of media vehicles that fit the target audience's preferred media mix. It is also concerned with determining when and how often the message should be exposed to the target audience, in each of the selected vehicles.

Media richness theory – provides a scale or ranking of different media concerning the richness of information each medium is capable of communicating. It suggests that there is a range or depth of message content embedded within different media. This influences the capacity of different types of media to process ambiguous communication in organisations.

Media teams – those responsible for media planning and media buying.

Media vehicle – a term that refers to an individual medium that can be selected to carry advertising messages.

Message balance – the effectiveness of any single message is partly dependent upon the balance between the amount and quality of the information that is communicated and the way a message is communicated.

Message content – the intellectual and emotional information contained within a message.

Message framing – A method of presenting advertising messages which works on the hedonic principles of our motivation to seek happiness and to avoid pain. Messages can be framed to either focus a recipient's attention to positive outcomes (happiness) or take them away from the possible negative outcomes (pain).

Message origin – the source of a message may be an organisation or a brand but increasingly can be consumer- or user-generated.

Message reception – the contextual conditions in which messages are received, processed and ascribed meanings.

Microsite – a small web site or a part of a web site that has a separate URL to its home page, but the content is related. Often used as a temporary web site to promote a new product or event.

Milking brand – a brand whose share of voice is less than its current market share. Advertising investment is being withheld and profits are being taken from the brand.

Modelling – a form of cognitive learning which involves the observation and imitation of others and the associated outcomes of their behaviour.

Modified rebuy – the infrequent purchase of products and services.

Multi-step flow of communications – a model that reflects the interaction of a range of respondents within a communication network.

Mystery shopping – research undertaken by unidentifiable individuals who provide feedback on the level and quality of service offered by retail- and services-based staff.

N

New task – the buying situation faced by organisations when they buy a product or service for the first time.

Noise – occurs when a receiver is prevented from receiving all or part of a message in full, due to the omission or distortion of information during transmission.

Non-durable goods – low priced products which are bought frequently and which incur low levels of risk.

O

Open planning – An approach to selecting a communication mix based on clients needs rather than industry drivers. See **media-neutral planning**.

Operant conditioning – a theory of learning based upon an individual operating or acting on some part of the environment. The response of the individual is instrumental in getting a positive reinforcement (reward) or negative reinforcement (punishment).

Opinion followers – the vast majority of people who receive messages via the media, and/or through personal influencers.

Opinion formers – individuals who are able to exert personal influence because of their formal expertise and gained through authority, education or status associated with the object of the communication process.

Opinion leader – an individual who reprocesses information in order to influence others. They are of the same social class as non-leaders, but may enjoy a higher social status within the group. They are regarded as more persuasive than information received directly from the mass media.

Organisational buyer behaviour – the purchase behaviour of producers, resellers, government units and institutions.

Organisational identity – the identity of an organisation or group as perceived by the members.

Original equipment manufacturers (OEMs) – to one company purchasing, relabelling a product and incorporating it within a different product in order to sell it under their own brand name.

Outside-in – a term used to refer to the process whereby some managers first design strategies based around market/audience needs, and treat the product/internal issues as a secondary consideration. Can apply to a variety of marketing (including communication) activities. See **inside-out**.

P

Packaging – activities associated with designing, protecting and communicating a product's container or wrapper.

Pay-per-click (PPC) – refers to the payment an advertiser makes when the ad is clicked on to the destination site, based on a predetermined per-click rate.

Pedigree direct brands – pedigree direct brands are deliberately developed to exploit a market-positioning opportunity.

Perceived risk – the real and imagined uncertainties that buyers consider when they purchase products and services.

Perceived value – a customer's estimate of the extent to which a product or service can satisfy their needs.

Perception – the selection, organisation and interpretation of stimuli, by individuals so that they can understand the world as they see it.

Perceptual maps – these represent a geometric comparison of how competing products are perceived. Using the key dimensions used by consumers when purchasing, each product is positioned on the map according to the perception that buyers have of the strength of each attribute, of each product.

Perishability – a characteristic of a service that recognises that spare or unused capacity cannot be stored for use at some point in the future.

Permission-based communications – the use of marketing communications with individuals who have already given their express approval that an organisation may communicate with them.

Personal selling – the use of personal communication with the goal of informing and persuading customers to purchase products and services.

Physiological tests – a range of tests designed to measure the involuntary responses made by individuals to stimuli (ads).

PIMS – stands for profit impact on marketing strategy and is a major database of the performance of 3,500 business units and includes profiles of over 200 variables measured over a rolling four-year period. One of the major findings is that total advertising spend is not correlated with profitability.

Pioneer advertising – advertising which seeks to inform and make audiences aware of a new product's existence.

Pitch – a presentation made by competing agencies, in order to win a client's account (or business).

Planning school – is based on the idea that strategy development and implementation, is explicit, rational and planned as a sequence of logical steps.

Podcasting is a process whereby audio content is delivered over the Internet to iPods, MP3 players and computers, on demand. A podcast is a collection of files located at a feed address, which people can subscribe to by submitting the address to an aggregator. When new content becomes available it is automatically downloaded using an aggregator or feed reader which recognises feed formats such as RSS (see below).

Pop up – an ad that appears in a window on top of the browser window of a web site.

Positioning – an activity designed to manage the way in which audiences perceive brands. Positioning is about visibility, recognition and understanding of what a brand represents to a buyer. Marketing communications strategy is fundamentally about positioning brands in the minds of the target audience.

Post-testing – tests undertaken to measure the effectiveness of ads once they have been released.

Premiums – a technique used in sales promotion. Items of merchandise are offered free or at a low cost in return for product purchase.

Prescribed networks – formalised patterns or flows of information, often established by management and organisations to provide order and control.

Pretesting – the practice of showing unfinished commercials to selected groups of the target audience with a view to refining the ad to improve effectiveness.

Primacy effects – refers to messages that present the strongest points at the beginning.

Process of adoption – the way in which individuals accept and use new products. The different stages in the adoption process are sequential and are characterised by the different factors that are involved at each stage.

Process of diffusion – the rate at which a market adopts an innovation. According to Rogers, there are five categories of adopters, innovators, early adopters, early majority, late majority and laggards.

Process perspective – a term related to IMC that assumes that a structural realignment of the communication disciplines within organisations, even to the point of collapsing all communications into a single department is necessary.

Product – anything that is capable of satisfying customer needs.

Product class – the broad category of products in which an individual product such as cat food, shampoo or cars belongs.

Product lifecycle – the pathway a product assumes over its lifetime. There are said to be five main stages: development, introduction, growth, maturity and decline.

Product lines – a group of brands that are closely related in terms of their functions and the benefits they provide.

Product mix – the set of all product lines and items that an organisation offers for sale to buyers.

Product-oriented advertising – a general term used to describe the advertising of products and services.

Product placement – the deliberate use of brands within films, television and other entertainment vehicles with a view to developing awareness and brand values.

Production house – a general term which refers to organisations who produce film and video, CDs and DVDs and other digital products, mailing and fulfilment houses, photographers and other activities necessary to support the generation of marketing communication activities.

Profile strategies – used to communicate with a range of stakeholders, such as the local community, trade unions, suppliers, local and national government.

Projective techniques – a research technique used to probe the subconscious in order that target consumers express their inner thoughts and feelings about brands, products, services and organisations, among others.

Promotion – the use of communication to inform and persuade individuals, groups or organisations to purchase a company's products and services.

Promotional mix – the combination of five key communication tools: advertising, sales promotion, public relations, direct marketing and personal selling.

Psychoanalytical theory – based on drives of two primary instincts: life and death, psychoanalytic theory holds that many of the motives for purchase are driven by deeply rooted sexual drives and/or death instincts.

Public relations – a non-personal form of communication used by companies to build trust, goodwill, interest and ultimately relationships, with a range of stakeholders.

Pull strategies – used to communicate directly with end-user customers. These may be consumers but they might also be other organisations within a business-to-business context.

Push strategies – used to communicate with channel intermediaries, such as dealers, distributors and retailers, otherwise referred to as the 'trade' or channel buyers.

Q

QR codes – or quick response codes, are two dimensional barcodes which enable faster, deeper and more information to be communicated through the use of mobile phones.

R

Reach – a media planning concept that refers to the percentage of the target audience who are exposed to the message at least once during the campaign.

Realms of understanding – concerns the areas in which a source and the receiver understand each other, where there is some common ground. This understanding can concern attitudes, perceptions, behaviour and experience.

Reasoning – the most complex form of cognitive learning where individuals reorganise information held in long-term memory and combine it with fresh inputs in order to generate new outputs.

Recall tests – used to assess the impression that particular advertisements have made on the memory of the target audience.

Receiver – the individuals or organisations, that have seen, heard, smelt or read a message.

Recency effect – the placement of the strongest points at the end of the message.

Recency planning – a media planning concept that requires reaching as many consumers as possible in as many weeks as possible.

Recognition tests – used to assess a respondent's ability to recognise an advertisement.

Rehearsal – a stage of memory during which information is repeated or related to an established category. This is necessary so that the second function, encoding, can take place.

Reinforcement advertising – a type of advertising that tries to reassure or remind audiences that they have made the right choice either recently or at some previous time.

Relational bonds – the three structural elements within a relationship: financial, structural and social bonds.

Relationship marketing – is a perspective that considers the relationship between buyers and sellers to be of central importance. It is concerned with the long-term frequency and intensity of exchanges, which seeks to retain customers by developing their loyalty or preference.

Resellers – people (organisations) who purchase goods and services from wholesalers, distributors or even direct from producers and manufacturers, and make these available to other organisations for resale or consumption.

Retailers – people (organisations) who purchase goods and services from wholesalers, distributors or even direct from producers and manufacturers, and make these available to consumers and business for consumption.

Retrieval – the final function in the memory process whereby information is recovered from storage.

Rossiter–Percy grid – an advertising framework developed as a response to the several perceived shortcomings of the FCB grid.

Routinised response behaviour – exists when consumers have much product and purchase experience and where they perceive low risk.

RSS – stands for Really Simple Syndication or Rich Site Summary. Refers to related web feeds which distribute frequently updated digital content, such as news, podcasts, blogs and videos.

S

Sales potential – a method of determining the optimum size of a sales force. It is based on premise that there will be diminishing returns as extra salespeople are added to the sales force.

Sales promotions – a marketing communications tool used to add value to a product or service, with the intention encouraging people to buy now rather than at some point in the future.

Salience advertising – advertising that is thought to work because it stands out and is different from all other advertisements in the product class.

Sampling – a technique used in sales promotion designed to encourage people to try a product/service. Trial-size versions of the actual product are given away free.

Search engine marketing – is a marketing activity designed to attain the highest possible ranking position. There are two main search engine marketing techniques: search engine optimisation (SEO) and pay-per-click (PPC).

Search engines – is a database of many web pages and 'ranks' the results of a search term according to predetermined algorithms.

Sensory storage – a stage in memory during which information is sensed for a split second, and if an impression has been made the information will be transferred to short-term.

Service encounter – when a customer interacts directly with a service.

Service failure – where a customer's expectations of a service are not met.

Service mix – refers to the various service/product combinations.

Service processes – the series of sequential actions that lead to predetermined outcomes when a service is performed correctly.

Service quality – refers to the extent to which service experience exceeds their expectations.

Service recovery – an organisation's systematic attempt to correct a service failure and to retain a customer's goodwill.

Services – any act or performance offered by one party to another, that is essentially intangible and where consumption does not result in any transfer of ownership.

SERVQUAL – a disconfirmation model designed to measure service quality. It is based on the difference between the expected service and the actual perceived service.

Share of voice (SOV) – the percentage share of an industry's total advertising investment made by any one organisation.

Shock advertising – advertising that deliberately, rather than inadvertently, startles and offends its audience. It is unexpected and audiences are surprised by the messages because they do not conform to social norms or their expectations.

Shopping products – those bought relatively infrequently and so consumers need updating when making these purchase decisions.

Short-term memory – a period in which a maximum of four or five items can be stored for no longer than approximately eight seconds.

Significant value – a message that is meaningful, relevant and is perceived to be suitably credible is said to be of significant value.

Six markets model – a relationship marketing framework which suggests that marketing relationships should be deliberately developed with recruitment, supplier, influence, internal, referral and customer markets.

SMART – a set of guidelines designed to assist the development of effective objectives. This acronym stands for specific, measurable, achievable, relevant, targeted and timed.

Social enterprise – a business whose primary objectives are essentially social and whose surpluses are reinvested for that purpose in the business or in the community, rather than dispersed to the owners.

Social exchange theory – states that relationships evolve from exchange behaviour which serves to provide the rules of engagement. They are socially constructed and are based on the exchange of values between two or more parties. Social norms drive exchange reciprocity within relationships, and serve to guide behaviour expectations.

Social identity – how members of an organisation or group see themselves as a social part of the organisation.

Social penetration theory – states that as relationships develop individuals begin to reveal more about themselves. Every encounter between a buyer and seller will allow each party to discover more about the other and make judgements about assigning suitable levels of relationship confidence.

Source credibility – the perception that the source of a message is credible in terms of their objectivity and expertise, their personal motives and reasons to be involved, and the level of trust that can be placed in what the source says or does.

Sponsorship – a commercial activity, whereby one party permits another an opportunity to exploit an association with a target audience in return for funds, services or resources.

Speciality products – represent very high risk, are extremely expensive and are bought very infrequently.

Stages theory – a view of the relationship continuum that holds that relationships can develop incrementally.

States theory – the belief that a relationship grows stronger or weaker as a result of a discrete event or specific set of circumstances, rather than move along a continuum.

Storyboards – an inexpensive way of simulating a 'rough' version of an intended advertisement. Pen-and-ink line drawings, animatics or cartoons and photoboards are some of the more common approaches.

Straight rebuy – the routine reordering of goods and services, often undertaken from an approved list of suppliers.

Strategic credibility – refers to how favourably key stakeholders view the organisation's overall corporate strategy and associated strategic planning processes.

Strategic school – one of two schools of thought about strategic identity management. The 'strategic' school, is concerned with an organisation's vision and aims, together with how it positions and distinguishes itself.

Strong theory – a belief that advertising works sequentially and that ads can persuade people to buy products by moving them forward to a purchase, stimulated by timely and suitable promotional messages.

Subjective norm – the relevant feelings others are believed to hold about the proposed purchase, or intention to purchase.

Supply chains – formed when organisations link their individual value chains.

Support activities – facilitate the primary activities within the value chain.

Sweepstake – a sales promotion technique where winners are selected by chance and proof of purchase is not required. There is no judging and winners are drawn at random.

Switching costs – all the direct and indirect costs incurred by buyers when they change supplier.

Symbolism – the visual aspect of identity and was once regarded as the sole aspect of corporate identity management.

T

Telemarketing – activities associated with selling, researching, soliciting or promoting a product or service over the telephone.

Test marketing – undertaken when a new product is tested with a sample of customers, or is launched in a specified geographical area, to judge customers' reactions prior to a national launch.

Theatre test – a method used to test finished broadcast advertisements. Consumers visit a theatre (laboratory or hall) to preview television programmes, into which are submitted test and control ads. A before and after preference measure is taken to judge the influence of the ads.

Theory of reasoned action – developed by Ajzen and Fishbein (1980) this theory holds that purchase intentions are composed of interrelated components. These are the subjective norms, and the beliefs about the probable outcomes that a behaviour will lead to.

Transactional (or market) exchanges – a single, one-off exchange of money for products or services where products and prices are of central importance.

Trust – the confidence a person has in another, an object, brand or organisation that they will behave appropriately or as promised.

Two-step flow of communication – a model which depicts information flowing via media channels to particular types of people (opinion leaders and opinion formers) to whom other members of a target audience refer for information and guidance.

Two-step model – a communication process when the receiver responds to the message received from the sender.

U

User organisations – companies who purchase goods and services and consume them as part of their production and manufacturing processes.

Users – people or groups who acquire and use products and services before evaluating their performance.

V

Value – a customer's estimate of the extent to which a product or service can satisfy their needs.

Value chain – a term determined by Michael Porter (1985) that refers to the various activities an organisation undertakes and links together in order to provide products and services that are perceived by customers to be different and of superior value.

Variability – the amount of diversity allowed in each step of service provision.

Viral marketing – the electronic version of word-of-mouth communication. This endorsement of a product or service is targeted at key individuals who voluntarily pass the message to friends and colleagues and in doing so bestow, endorse and provide the message with much valued credibility.

Virtual brand communities – is a group of individuals who interact online in order to share their interest in a brand or product.

Visual school – one of two schools of thought about strategic identity management. The 'visual' school is concerned with design and operational aspects of the way an organisation is presented, and the design.

W

Widgets – are typically buttons and windows that display information and invite users to act in a number of ways.

Wiki – refers to software that allows the co-creation and contribution of knowledge on a particular topic by a group of people. A wiki is a web publishing platform that makes use of technologies similar to blogs and also allows for collaboration with multiple users.

Word-of-mouth – communication undertaken voluntarily between people, concerning the quality or characteristics of products, services and organisations. The receiver regards the source as objective and impartial and not attempting to sell products or services.

Workload method – a means of devising the optimum size of the sales force, based on equalising the amount of work.