

Index

A

AAAA (American Association of Advertising Agencies), 5
Acuvue, 280, 289
acceptance, 175, 177, 180
active selling, 136–137
advertere, 71, 81
advertisements
 Amtico Floors, 213
 Apoteket, 265
 Aqua Sphere, 209
 Credit Suisse, 72
 Elizabeth Arden's Curious, 231
 Finn Crisp, 85
 French Connection UK, 215
 Henkel Got2B, 145
 McCain, 211
 McDonalds, 253
 Nescafe' Partner's Blend, 143–144
 Olympus, 12
 Ramlösa, 258
 SBAB, 262
 Silk Cut, 203
 Wyke Farms, 135
advertising
 advocacy, 91
 business-to-business (B2B), 84, 89–90
 brand equity, 236
 consumer (COBA), 83–87
 co-op, 164–165
 corporate image, 71–73, 84, 90–92
 retail, 84, 87–89
 traditional strategies, 226
 types, 82–84
 versus direct marketing, 155
 versus promotion, 11–14
 with promotion, 236–239
allowance promotion, 118
Amtico Floors, advertisement, 212–214
amygdala, 43, 186, 187
Anheuser-Busch Natural Light, 46
Apoteket, advertisement, 264, 265
Aqua Sphere, advertisement, 208, 209
Askegaard, 61
assimilation-contrast theory, 180

attractiveness, source characteristic, 212, 216
attributes of brands, 259
attention, 175, 177, 180
awareness-trial-reinforcement (A-T-R), 181

B

Balmer, 58, 59, 60, 62, 65, 68, 69
behavioural sequence model (BSM), 23, 249, 255, 274
Bellman, 83, 132, 134, 136, 139, 174, 266
benefit claim, 256, 259
benefit selection, 257, 259
Berstein, 69
Benetton, 68
Bentley, 46
BMW, 129
bonus packs, 108, 112, 146
bottom-up processing, 177, 189
BP (British Petroleum), 57, 140
Bradley, 186
Brainerd, 201
brand attitude
 and promotion, 110–114
 strategy, 92
brand awareness
 recall, 94–95
 recognition, 93–94
 strategy, 92
brand benefit, 40
brand communities, 35
brand equity, 42–44
brand focus, 259
branding strategy
 endorser, 45, 91, 141
 source, 45, 47, 92, 141
Broadbent, 176
Broderick, 15, 82
Brown, 66
BT Cellnet, 46
Bud Light, 46
Business-to-business (B2B)
 advertising, 84, 89–90
 media, 90
buzz marketing, 142, 146

C

Campbell Soup, 260
category need, 225, 228, 260
cause related marketing, 91
celebrity presenters, 206
central positioning, 36, 256, 283, 290–293
Chabris, 177
channels marketing, 164
characteristic of brand, 259
Chareonlarp, 133
Charmin, 208
Cheney, 56
Christensen, 56, 61
cognitive dissonance, 250
cognitive response, 190, 191
Cole, 206
communication effects
 brand attitude, 225, 228
 brand awareness, 226
 brand purchase intention, 226, 263
 category need, 225, 228
communication objective, 225–226
 brand attitude, 261–263
 brand awareness, 260–261
 brand purchase intention, 263
 category need, 260
 communication tasks, 277–278
 media strategy, 264–266
communication tasks, 276–278
 communication objective, 277–278
 target audience, 277
communication response sequence, 173–174
compounding probabilities, 173
conscious memory, 177, 186, 190
conscious processing, 189, 190–191
consistency in execution, 201–204
consumer advertising (COBA), 83–87
consumer franchise building (CFB)
 promotions, 227, 229
consumer promotion, 104, 105–110
 coupons, 105–107, 111, 115
 loyalty and loading devices, 106, 109
 premiums, 106, 109
 refunds and rebates, 106, 108

consumer promotion (*continued*)
 samples, 106, 107
 sweepstakes, games, contests, 106, 110, 114, 116
 co-op advertising, 164–165
 contests, 110, 114, 116
 continuity programs, 91
 corporate brand, 66–68
 corporate brand equity, 67–68
 corporate communication, 68–73
 corporate communication wheel, 69, 70
 corporate identity, 55, 60, 61
 corporate image, 55–58, 60–63
 corporate image advertising, 84, 90–92 media, 92
 corporate meaning, 65, 66
 corporate reputation, 58, 63–64
 corporate story, 69–73
 coupons, 105–107, 111, 115
 creative brief, 284–286
 creative execution
 colour, 198
 consistency, 202–204
 format, 199
 headline, 200–201
 negatives, 200
 passive sentences, 200
 picture size, 198
 picture-word sequence, 201
 placement, 199
 unexpected elements, 197–198
 creative tactics
 brand attitude, high involvement
 informational, 212–214
 brand attitude, high involvement
 transformational, 214–216
 brand attitude, low involvement
 informational, 207–208
 brand attitude, low involvement
 transformational, 208–212
 brand awareness, recall, 206
 brand awareness, recognition, 205–206
 credibility, source characteristic, 208, 214
 Credit Suisse, advertisement, 72–73
 Curious, advertisement, 224–230, 231
 curious disbelief, 278

D

Dahler-Larsen, 57
 Dahmller-Chrysler, 35
 Damasio, 185
 database for direct marketing, 161–164

database marketing, 161
 dealer loader, 120
 Dean, 232
 decision roles, 251–252
 decision stages, 250–251
 declarative memory, 177, 186, 189, 190
 delayed reward promotion, 104
 demand elasticity, 239
 Dewshap, 138
 differential positioning, 36, 256
 direct mail, 153, 158
 direct marketing, 153–164
 media, 158–161
 Direct Marketing Association, 153, 159
 display material promotion, 118, 119–120
 Dowling, 57, 58, 59, 60, 63, 65, 66, 71, 73
 downside elasticity, 239
 dual channel marketing, 89
 Duchenne Smile, 188
 Duncan, 8

E

Ehrenberg, 181
 Elizabeth Arden's Curious, advertisement, 229–230, 231
 embodiment, 187
 emotion, 175, 182–188
 association in memory, 185, 186–187
 benefit focus, 259
 embodiment, 187
 interpersonal, 187–188
 response, 98, 216–218
 emotional authenticity, 210, 214, 218
 encoding specificity, 178–179
 endorser branding strategy, 45, 92, 141
 episodic memory, 190–191
 event marketing, 130–132
 expecting-value model, 41, 257
 explicit memory, 186, 189, 190
 Exxon-Mobil, 57

F

facial expression, 187
 fairs, 134–136
 Festinger, 250
 filter theory, 176
 Finn Crisp, advertisement, 84, 85
 fMRI (functional magnetic resonance imaging), 43, 85
 Foxall, 253
 French Connection UK, advertisement, 198, 215
 FSI (free-standing insert), 285, 286

G

games, 110, 114, 116
 Gray, 68
 Grass, 290
 Greyser, 58, 59, 60, 62, 65, 69

H

Hammond, 217
 Harris, 141
 Hatch, 56
 headline, 200–201
 Henderson, 206
 Henkel Got2B, advertisement, 145
 hierarchical positioning, 37–39
 hierarchy-of-effects, 180, 181
 high involvement brand attitude strategy, 262
 media selection, 265, 266
 high involvement decision, 180, 181
 hippocampus, 43, 186
 Hovland, 180, 212

I

IBM, 59
 IMC (Integrated Marketing Communication)
 advertising agencies, 7, 9–10, 14
 brand communities, 35
 communication objectives, 260–262
 consistency, 202–204
 corporate communication, 68–73
 corporate image, identity, and reputation, 57–58, 60–63
 definitions, 5–6, 8
 direct marketing, 155, 156–158, 165
 five-step strategic planning process, 26–27
 management perspective, 6–7
 market characteristics, 230–238
 personal selling, 136–138
 planning, 8
 portfolio management, 44–49
 public relations, 139, 141
 role of advertising, 11–14, 82
 role of promotion, 11–14, 103, 117
 strategic understanding, 9
 tactical marketing, 165
 IMC barriers, 14–21
 compensation, 20
 organizational, 15–19
 overcoming, 20–21
 IMC opportunities, 21–25
 consumer decision-making, 23–25
 market complexity, 22

immediate reward promotion, 104
 implicit memory, 189
 impression management, 140
 informational brand attitude strategy, 216–217
 benefit focus, 257, 259
 information processing paradigm, 173, 174
 initial attention, 176
 initial attitude, 138
 incentive promotion, 104
 inoculation theory, 176
 Institute of Public Relations, 139
 interactive media, 161
 interactive point-of-purchase, 120
 Interbrew, 47–48
 Internet, 128–130
 interpersonal emotion, 187–188
 involvement, 95–96

J

Jeep, 35
 Jell-o, 254
 Jobber, 138
 John Phillip Jones, 86

K

Kapferer, 45
 Kater, 34
 Keller, 67
 Kestenbaum, 162
 Kotler, 8

L

Labatt, 48
 Lang, 186
 Larsen, 71
 latitude of acceptance, 180, 212
 latitude of indifference, 180, 212
 latitude of rejection, 180, 212
 learning, 175, 178–182
 brand attitude, 179–182
 brand awareness, 178–179
 facilitating, 199–202
 Leo Burnett Company, 9, 13
 Levitt, 257
 limbic system, 185, 186
 Lintas Campbell-Ewald, 9
 LOKA, 257
 low involvement brand attitude
 strategy, 261
 media selection, 264–265, 266
 low involvement decision, 180–181

loyalty and loading devices, 108–109,
 112–113, 116
 Lundquist, 187–188

M

McCain, advertisement, 210–211
 McDonalds, advertisement, 252, 253
 McGuire, 173, 176
 Maloney, 98, 207, 278
 market background and planning,
 245–247
 market performance, 233–234
 market positioning, 35, 36–37, 233
Marketing Myopia, 257
 marketing public relations (MPR),
 141–142

media

advertising-like messages, 287–288
 brand attitude strategy, 264–266
 brand awareness strategy, 263–264
 budget allocation, 291–293
 communication objectives, 263–266
 message processing, 263
 primary, 287, 289, 290–291
 promotion-like messages, 288–289
 secondary, 289, 290–291
 selection, 286–291

memory, 176, 184–191

conscious, 176, 178
 declarative, 177, 186, 189, 190
 emotional, 185, 186–187
 episodic, 190–191
 explicit, 186, 189
 nondeclarative emotional memory,
 186, 189

procedural, 189

semantic, 190
 unconscious, 189–190
 working, 176, 186, 188–191

mere exposure, 190

message development, 255–263

message processing, 173–176

attention, 176–177
 conscious, 190–191
 emotion, 182–188
 learning and acceptance, 177–182

memory, 188–191

unconscious, 189–190

Miltelstadt, 111, 229, 230

mobile marketing, 130

Mobile Marketing Association, 130

Moran, 237, 238, 239

motivation, 95, 96–97, 226

 benefit focus, 96, 259

Mower, 217

Muniz, 35
 Myers, 197, 201

N

Navarro, 130
 negative motives, 96
 Nescafe' Partner's Blend,
 advertisement, 143–144
 neuroimaging, 48
 New Coke, 42–43
 Niedenthal, 187
 nondeclarative emotional memory,
 186, 189

O

O₂, 46
 O'Guinn, 35
 Öhman, 187–188
 Olympus, advertisement, 12
 Ogilvy-Mather Direct, 154
 OMD, 145, 231, 253, 258, 262, 265
 organizational identity and image,
 55–56, 59

P

packaging, 133–134
 passive selling, 136, 137, 156
 Percy, 13, 91, 103, 139, 188, 217, 226,
 247, 249, 253, 288
 PET (positive emission tomography),
 185
 Pickholz, 154, 155
 Pickton, 15, 82
 picture size, 198
 Pillsbury, 279
 placement, 199
 point-of-purchase (p-o-p), 285, 286
 P-O-P Advertising Institute, 134
 positioning, 35–40, 256–259
 central, 36, 256
 differentiated, 36, 256
 hierarchical, 37–39
 product-oriented, 40
 user-oriented, 40
 positive motives, 96
 premiums, 109, 113, 116
 Prentice, 103, 227, 229
 price-packs, 109, 112, 116
 primary media, 284, 286, 287
 private label, 227, 234
 proactive public relations, 139
 procedural memory, 189
 processing, 173
 conscious, 189, 190–191
 unconscious, 189–190

processing response, 174–176
 product differentiation, 232–233
 product life cycle, 232
 product-oriented positioning, 40, 256
 product placement, 132–133
 product portfolio management, 44
 promotion, 103–125
 allowance, 118
 basic types, 104–105
 bonus packs, 108, 112, 116
 consumer, 104, 105–110
 consumer franchise building (CFB), 227, 229
 contests, 110, 114, 116
 cost, 121
 coupons, 105–107, 111, 115
 dealer loaders, 120
 delayed reward, 104
 display material, 118, 119–120
 games, 110, 114, 116
 immediate reward, 104
 incentive, 104
 loyalty and loading devices, 108–109, 112–113, 116
 media, 285–286
 premiums, 109, 113, 116
 price-packs, 109, 112, 116
 refunds and rebates, 108, 111, 115
 retail, 104, 115
 sales promotion, 103
 trade, 105, 117
 traditional strength, 227
 versus advertising, 11–14
 with advertising, 236–239

promovere, 103
 public relations (PR), 139–140
 publicity, 139, 142
 puns, 200
 purchase decision process, 250–255, 274, 277
 decision stages, 250–251, 275–276, 278
 how occurs, 254–255
 location, 252–254
 roles, 251–252
 timing, 254

R

Ramlösa, advertisement, 258
 ratchet effect, 237–238
 Rayban Aviator Sunglasses, 132

reaction triad of emotion, 185
 reactive public relations, 140
 re-advertising, 288, 289
 recall brand awareness, 94–95, 178
 recognition brand awareness, 93–94, 178
 Reebok, 129
 refunds and rebates, 108, 111, 115
 relationship marketing, 5, 138
 repeat purchase objective, 104, 114, 115–117
 retail advertising, 84, 87–89
 media, 88–89
 retail promotion, 104, 115
 Rossiter, 13, 83, 91, 103, 132, 134, 136, 139, 174, 188, 217, 226, 247, 253, 266, 288
 Rossiter and Percy grid, 95, 97–98, 207, 261, 264, 285
 rote learning, 178, 179

S

sales promotion, 103
 sampling, 107, 111, 115
 SBAB, advertisement, 261–262
 Schultz, D., 6, 8, 11, 153, 236
 Schultz, M., 56, 67
 secondary media, 284, 287
 semantic memory, 190–191
 Shearson-Lehman Hutton, 5
 Sheriff, 180, 212
 Shipley, 136
 Silk Cut, advertisement, 203
 Simons, 177
 situation theory, 253
 slotting fees, 118
 smiles, 188
 source branding, 45, 47, 92, 141
 source characteristics, 208
 attractiveness, 212, 216
 credibility, 208, 214
 sponsorships, 130–132
 stand-alone brand, 46, 91, 141
 Starch, 81
 Stone, 158, 159
 Strang, 232
 strategic planning process, 26–27, 245
 sub-branding, 45, 47–49
 Sundance catalogue, 161
 Sustainable Agriculture Initiative, 142
 Sutherland, 132

sweepstakes, 110, 114, 116
 synapse, 178

T

tactical marketing, 165
 Tango Clear, 37–38
 target audience selection, 247–249
 telemarketing, 159
 top-down processing, 63, 177, 178, 190
 touch points, 274
 trade incentives, 118, 120
 trade promotion, 105, 117
 trade shows, 134–136
 trial objective, 104, 114–115
 transformational brand attitude
 strategies, 216, 217–218
 benefit focus, 259
 Tulving, 178

U

unconscious processing, 177, 189–190
 upside elasticity, 239
 user-oriented positioning, 40, 256

V

van Riel, 68, 69
 Villett-Phillipe, 130
 Volkswagen, 48–49

W

Wallace, 287
 White, 84, 86
 White Rain, 229
 Widgets, 129
Wine Enthusiast, 181–184
 word-of-mouth, 142, 146
 working memory, 176, 178, 186, 189
 Wyke Farms, advertisement, 135
 Wyman, 159

Y

Y&R (Young & Rubicam), 9

Z

Zajonc, 190