Index

A
Above-the-fold ads, 182, 213
A/B testing, 67
Active verbs, 88–89
Adverteasing, 155
Advertising. See also Marketing communications
calls to action, 108, 157, 163–65
common mistakes, 22–30
common parts listed, 138, 139
creative development, 46–47
evaluating, 135–36, 175–76
headlines in, 149–52
logos in, 146–49
major broadcast options, 190–94
major print options, 177–90
media selection, 47–48, 169–73
of names, 138–45
reasons to believe in, 155–63
seasonal, 17, 23, 36–37, 173
taglines, 152–55, 156–58
timing issues, 34–38
twelve-step planning process, 42–49
visuals in, 165–66, 180, 185, 186, 188
where to focus, 15, 38–39
Advertising campaigns, 29–30, 31, 123. See also Campaign ideas; Differentiation
Advertising test surveys, 229
Advertorials, 178
Advisories, 202–3, 204
Affinity groups, 85
Aided awareness, 27
Alliteration, 143, 156
AM stations, 191
Analogies in taglines, 157
Animal names, 143
Arbitron, 192
Attention as limited resource, 1
Attitude and usage studies, 229
Audit Bureau of Circulation, 180
Authenticity, 2–3, 162. See also Credibility
Auto Credit Express, 214
Awareness, 14, 27

B
B.S. words, 64–65, 91–92, 106
Badge brands, 6–7
Banner ads, 212–13
Behavioral marketing, 217
Bell curves, 33–34
Benefits
  emphasizing, 25, 88–89
  in headlines, 150
  in names, 142
  in taglines, 157–58
Best sellers, 38
Betty Crocker, 148
Big ideas, 40, 47, 119. See also Campaign ideas
Billboards, 174, 186–88
Black ink campaign, 29, 154
Bolts, Nancy, 168
Bookmarks, 219
Brand advertising, 73–74
Brand championship, 10
Brand cops, 55, 148
Brand Development Indexes, 172
Brand DNA, 73
Brand identity, 147
Brand image, 73
Brand names for less position, 85
Brand personality
  defined, 73
  describing, 44–45
  message strategies versus, 113
  positioning, 93, 107
Brands
  building awareness, 17–18
  building equity, 30, 73–74
  defined, 2, 3
  diluting with promotions, 25–26
  discount versus premium, 5–6
  identifying as market leaders, 16
  impact of public relations on, 196–97
  loyalty to, 6–7, 56, 160
  relaunching, 12
  reviewing in planning process, 42–43
  strategies for, 44–45
Brand standards manuals, 148
Brand stories, 73
Broadsheets, 181
Brochures, 183–85
Budgets, 28–29
Buzz, creating for events, 206
C
Callen’s Teeter-Totter Theory, 57–59
Calls to action
  in banner ads, 213
  creating, 163–65
  defined, 24
  in message strategies, 107–8
  in taglines, 157
Campaign ideas
  creation process, 126–32
  evaluating, 121–26, 133–36
  importance, 46–47, 118–21
  relation to message strategies, 125–26
CAN-SPAM rules, 218
Catalogs, 66–67
Categories, 15–16, 144, 158
Category Development Indexes, 172
Cause marketing, 70, 71
Cell size, 190
Central ideas, 40
Certifications, 161
Circulation, 179
Claims, fact checking for, 159
Clear-channel stations, 191
Click-throughs, 212, 213
Colors in names, 143
Combination names, 142
Commodification, resisting, 5–6, 55–56
Competitors
  benefits of Web for, 211
  buying, 12
  capitalizing on mistakes of, 14
  as factor in planning, 42–43, 173
  identifying, 5
  imitating ads of, 27–28
  responding to challenges of, 16–17, 28
  in taglines, 156
Concept studies, 229
Confidentiality, 112, 201
Considered set, 5
Consistency of visual identity,
147–49. *See also* Integration
Contact information, 203, 204
Contingency funds, 30
Continuous experimentation, 31
Controlled circulation publications,
178
Corprov Corporate Improvisational
Training, 98–99, 126
Cost per point, 175
Cost per thousand, 175
Created words, 140, 158
Creative development, 46–47
Creative killers, 127–28, 137
Creative marketing ideas, 117–18,
126
Creative review, 134–36
Creatives (ad variables), 67
Creatives (workers), 47, 134
Credibility
  demonstrating, 155–63
  maintaining, 64–65
  of message strategies, 107
  as public relations goal, 197
Crises, 15, 75, 205–7
Cues, 24, 162–63
Customer contact management, 18
Customer engagement cycle, 77
Customer loyalty, 6–7, 56, 160
Customer relationship marketing,
70
Customers. *See also* Target markets
  Callen’s Teeter-Totter Theory of
  behavior, 57–59
  connecting with emotional
  needs of, 54–56
  fallacy of controlling, 52, 53
  minimizing challenge for, 63
  predicting overall behavior,
  68–69
  repeat business from, 63–64
  in taglines, 157
  unconscious motives, 56–57,
  236–37
  Cynicism, 70, 159–60
D
  Database marketing, 68–70
  Databases (customer), 64
  Data mining, 69
  Data warehouses, 69
  Datelines, 203
  Date rape risk, 70
  Day-in-the-life exercise, 79
  Decision making, emotion in, 54–56
  Demographic segmentation, 86
  Demonstrations, 150, 163
  Design, 75–77
  Desire versus fear, 57–59, 155
  Diaries (Nielsen), 194
  Differentiation
    from common marketing
    approaches, 29, 61, 154
    to improve visibility, 60, 61
    from market leaders, 28
    of message strategies, 113–14
    positioning for, 89–92
  Digg.com, 219
  Digital broadcasting, 193
  Directions on billboards, 187
  Direct mail communications
    advantages, 174
    ease of testing, 31
    for new product intros, 12
    options for, 189–90
    split-run copy, 25, 41
  Direct response marketing, 25,
  66–70
  Disclaimers, 160
  Discount brands, 5–6
  Discounts, overdoing, 24–26
  Display ads
    magazine, 177–81
    newspaper, 181–83
    Yellow Pages, 188
  Distribution of magazines, 179
Dramatization, 152, 157, 163
Dream products, 38

E
80/20 Rule, 43
Elevator stories, 102, 109–10
E-mail marketing, 217
E-mail surveys, 227–28
E-marketing. See Online marketing
Emoticons, 146
Emotional benefits in headlines, 150
Emotional commonalities, 105
Emotional decision making, 54–56
Emotional dilemma segmentation, 87
Emotional positioning statements, 94–95
Employee branding, 74
Employee motivation, 8–9
Endorsements, 161, 196
Equity
building in brands, 30, 73–74
visual, 147–48
Errors, admitting, 7
Evaluation
ads, 135–36, 175–76
campaign ideas, 121–26, 133–36
message strategies, 108–9, 111
Event management, 203–5, 206
Event marketing, 71–72
Exaggeration, avoiding, 64–65
Execution, evaluating, 136, 175–76
Expectations
checklist, 35–36
managing, 10, 19–21
Experience, credibility from, 162
Experiential brochures, 184
Experiential segmentation, 87
Experimentation, continuous, 31
Expert endorsements, 152
Expert testimonials, 161
Extendability of campaign ideas, 121, 122–23

F
Facebook, 210
Fact checking, 159
Fear versus desire, 57–59, 155
First impressions, 11
First mover advantage, 83–84
Fixed budgets, 28–29
Flagging customers in headlines, 151
Fletcher, Donna E., 221
Flighting, 175
Flyers, 185, 186
FM stations, 191
Focus groups, 229–33, 234
Folds for brochures, 184
Forced-choice formats, 103–4
Foreign names, 143
Free offers in headlines, 151. See also Promotional offers
French fold, 184
Frequency, 26, 170–71

G
Garden tool elevator stories, 109–10
Gatefold, 184
Gem School of Creative Review, 135
General-interest magazines, 177
Generating ideas, 129–32
Genius, 133–34
Geographic factors in media planning, 171–72
Geographic segmentation, 86
Goals
managing expectations for, 10, 19–21
for market research, 223
media planning, 169–73
setting in planning process, 43–44, 45
Godin, Seth, 72
Goodwill, 7
Google, 214, 215–16
“Graduate-Level 201: PitchPerfect™ Message Strategy for More Powerful Persuasion,” 115
Graphic design, 75–77, 148–49
Gross rating points, 47–48, 170–71
Group creativity, 131
Groupthink, 230, 231
Growth facts, 162
Guarantees, 161
Guerrilla marketing, 45, 78–80
Guesses, avoiding, 201
Halo effects, 124–25
Harley-Davidson, 7
Headline Generator, 150–52
Headlines in ads, 149–52, 188, 189
Hernandez, Barbara, 196
Hippocratic Oath, 22
“How to Present Creative Ideas to Creative Killers,” 137
How-tos in headlines, 151
Humor in headlines, 151
Idea Generator, 132, 133
Ideas. See Big ideas; Campaign ideas
Ideograms, 146
Imitating competitors, 27–28
Improv comedy training, 126
Incidence, defined, 227
Inconsistent messages, 39–40
Incubating ideas, 129
Indicia, 185
Individual interviews, 233–35
Industry magazines, 177
Infomercials, 66, 193
Informal research, 235
Inner judge, gagging, 128, 129
Inspiration, seeking, 129
Integrated marketing, 80–81
Integrated marketing communications, 39–40, 54
Integration
  of marketing tactics, 45
  of messages with products/services, 39–40, 53–54
of visual identity, 147–49
Intent to purchase, 6
Internet marketing. See Online marketing
Interruptive brochures, 184
Interruptive marketing, 72
Interviews in market research, 233–35
Interview strategies in public relations, 200–202
Invented words, 140, 158
Inverse pyramid style, 202
Inverse wear-out, 25
Invitations to skeptics, 161
IP detection, 216
Jargon generators, 92
“Jazz It Up” campaign, 123
Jingles, 153
Johnson & Johnson, 7
Key words, identifying firms with, 89–90, 105–6
Keywords (online search), 214, 215, 216
Landing pages, 215
Leadership, 16, 160
Leave-behinds, 183
Legalese, 160
Legal monopolies, 6
Legal permissions, 159
Letters, 189
Levinson, Jay Conrad, 45
Lifestyle databases, 64, 69, 70
Lifestyle segments, 86
Lift, 68
Limited-time offers. See Promotional offers
Link farms, 216
Locations in taglines, 157
Logos, 146–49
Logotypes, 146, 147
Loyalty, 6–7, 56, 160

M
Magazine advertising, 174, 177–81
Mailing list management, 68–70
Mail surveys, 228–29
Main ideas, 62
Make-goods, 48, 161
Margin of error, 225
Marker roughs, 150
Market gaps, 18
Marketing communications. See also Advertising
applying to classic scenarios, 11–18
benefits for careers, 10–11
common mistakes, 22–30
defining objectives, 33–34
elements of, 2–3
integrated, 39–40, 54
major benefits, 5–10
minimum thresholds for, 26
setting expectations for, 10, 19–21
twelve-step planning process, 42–49
“Marketing Communications Experts and Vendors,” 81
Marketing communications process, 2
Marketing Expectations Checklist, 35–36
Market leaders, imitating, 27
Market leadership, strengthening, 16
Market research. See also Testing consultants, 235, 236
focus groups, 229–33, 234
individual interviews, 233–35
limitations, 236–38
on names, 140–41
overview, 221–24
on positioning perceptions, 84, 85
surveys, 224–29
Market segments
databases of, 69
focus groups for, 231
individual interviews for, 234–35
positioning for, 85–88
McDonald’s, 6
Meaningless words, 91–92. See also B.S. words
Measuring results
importance, 20
to improve advertising, 24, 40–41
from split-run mailings, 25, 41
Media buying, 175
Media kits, 181
Media mix, 48, 174
Media planning
elements of, 47–48, 168–69
media mix, 48, 174
objectives and strategies, 169–73
post-analysis, 175–76
scheduling and execution, 174–75
Media relations, 198–202
Media strategies, 169–73
Message strategies
creation process, 100–108
defining, 46
evaluating, 108–9, 111
multiple, 110–12
purpose, 97–100
related concepts, 113–14
relation to campaign ideas, 125–26
Metadata, 69
Meta-Message Strategies, 111–12
Metaphors in taglines, 157
Micro-marketing, 78, 212
Mistakes
admitting, 7
changing successful campaigns, 29–30, 31
by competitors, 14
fixed budgeting, 28–29
fixing before promotion, 23
imitating competitors, 27–28
wrong responses to sales declines, 23–27
Mixed messages, 39–40
Mnemonics, 153
Moderating focus groups, 231–33
Monopolies, legal, 6
Motivating employees and volunteers, 8–9
Motivations, unconscious, 56–57, 236–37
Music creation software, 79–80
Music in taglines, 153
Music radio stations, 190–91
Mythology in names, 143

N
Name-dropping, 163
Name Generator, 142–45
Names, creating and testing, 138–45, 230
Natural searches, 214–16
Negative cues in ads, 24, 162
Neighborhood support, 71
New product introductions, 11–12
News in headlines, 151
News magazines, 177
Newspaper advertising, 174, 181–83
Niche markets. See Target markets
Nielsen Media Research, 194
Not-invented-here syndrome, 31

O
Objections in headlines, 152
Odd punctuation, 145
Odell, Clinton, 187
Off-the-record comments, 200–201
One-line campaign ideas, 123, 124
One-offs, 46
One-rabbit rule, 86
One-way mirrors, 232

Online marketing
creating event buzz with, 206
evolution, 77–78, 209
major approaches, 212–20
tips for, 210–12
Online newspapers, 183
Online shopping, 37
Online surveys, 227–28
Opportunities, identifying, 43
Opt-in programs, 217
Organic searches, 214–16
Outdoor media, 174, 186–88
Overdelivering, 40
Oxymorons, 143, 156

P
Packaging research, 222
Page Rank metric, 216
Paid circulation publications, 178
Paid programming, 193
Paid search, 215
Paper diaries, 194
Pareto’s Law, 43
Pass-along readers, 179
People Meters, 194
Perceptions, 2, 3, 8, 9–10
Perceptual mapping, 44, 84
Perceptual monopolies, 6
Permission marketing, 60, 72, 217
Personal names, 144
Personification in names, 144
Phone surveys, 226–27
Phrase names, 142
Physical attributes in taglines, 157
Physical risk of purchasing, 58, 59
PitchPerfect Message Strategy
evaluating, 108–9, 111
forced-choice format, 103–4
key questions for, 46, 97–98, 101
overview, 100–103
rules for using, 104–8
Place names, 143
Planning process, 42–49
Podcasts, 219
Positioning
achieving, 83–84
in branding, 73, 93, 107
changing, 83
elements of, 82–83
market segmentation and, 85–88
message strategies versus, 113
strategies for, 44
in taglines, 157
Positioning statements, 83, 87–88, 89, 94–95
Positive cues in ads, 24, 162
Postal Service requirements for brochures, 184–85
Posters, 185–86
Predictability, 120–21, 122
Premium brands, 6
Preparating, 128–29
Press advisories, 202–3, 204
Press releases, 202, 203, 204
Price leaders, 90
Price wars, 17
Pricing, perceptions and, 8
Primary readers, 179
Primary targets, 4, 86
Probabilities in marketing, 52–53
Problems, identifying, 43
Problems in headlines, 150
Procter & Gamble, 73
Product concepts, 223
Product designers, 76
Product testing surveys, 229
Product use segmentation, 86
Prom dresses, 37
Promotional offers
common tactics, 72–73
in headlines, 151
how to feature, 38–39, 190
overdoing, 24–26
print formats, 67–68
Proof points, 91
Psychographic segmentation, 86
Public relations
creating press materials, 202–3
crisis communications, 75, 205–7
elements of, 75
event management, 203–5, 206
importance, 196–98
media relations, 198–202
Pulsing, 175
Q
Qualifying survey participants, 226
Qualitative research, 224
Quality leaders, 90
Quality products and services, 13–14, 15, 161
Quality scores, 214
Quantitative research, 224
Questionnaires, 224–29
Questions in headlines and taglines, 151, 156
R
Radio advertising
advantages, 174
memorable messages for, 18
options, 190–92
“visuals” in, 166
Random sampling, 227
Random sampling error, 225
Random stimuli for ideas, 132
Rating points, 47–48, 170–71
Reach objectives, 170–71
Readership of magazines, 179
Reasons to believe ads, 155–63
Reasons to care, 106–7
Recessions, 13
Recipe testing, 190
Recruiting, 74
Relauching brands, 12
Relevance
as basic principle, 62
conveying in ads, 120, 122
of Web sites, 216
Reliability of research, 225–26, 237
Reporters, relations with, 198–202
Reports from focus groups, 233
Research. See Market research; Testing
Research consultants, 235, 236
Response rates for mail surveys, 229
Retail distribution, strengthening, 8
Reverse copy, 180, 182, 188
Rhyme in taglines, 156
Rhyming names, 143
Rhythm in taglines, 156
Risks in purchasing, 58, 158, 163
Roses, 141
Rough conceptualizing, 130, 150, 237
RSS feeds, 219

S
Sales
goal setting, 43
importance of marketing communications, 5, 9
wrong responses to declines, 23–27
Sample size, 225–26
Sans serif fonts, 180
Sculpture School of Creative Review, 134–35
Search engine marketing, 214
Search engine optimization, 214–16
Seasonal advertising, 17, 23, 36–37, 173
Secondary readers, 179
Secondary targets, 4
Segmentation. See Market segments; Target markets
Self-image risk, 58, 59
Self-mailers, 183–84, 189
Separation for creativity, 127–28
Serifs, 180
Set-tuning meters, 194
Shakeout periods, 16
Share of voice, 173
Shock in headlines, 151
Shoutlet, 213
Similes in taglines, 157
Skimming versus reading, 62
Slang in names, 144
Social bookmarking, 219
Social networking, 210, 217–20
Social risk, 58, 59
Soundalike names, 142
Sound effect mnemonics, 153
Sound effect names, 144
Space designers, 76
Special-interest magazines, 177
Specialty leaders, 90
Speculation, avoiding, 201
Split-run copy test, 25, 41, 181
Spokespeople, 206
Spot media, 171
Standards manuals, 148
Statement of Ownership, Management and Circulation, 180
Statistical significance, 225
Statistics
communicating, 200
credibility from, 161
use in research, 225
Stereotypes in taglines, 156
Stock values, 9
Storytelling, 151, 157
Strategic alignment, 54
Structured questionnaires, 224–29
Subconscious, 129
Subscriptions, 179
Successful campaigns, changing, 29–30, 31
Superlative claims, 159
Surprise in headlines, 151
Surveys, 224–29
Symbols in taglines, 157

T
Tabloids, 181
Tagline Generator, 156–58
Taglines, 152–55, 156–58
Talent releases, 160
Talk radio stations, 190
Tangible benefits, 150
Target market goals, 43–44
Index

Target markets. See also Customers
focus groups for, 231
importance of identifying, 4, 59
individual interviews for, 234–35
for message strategies, 104–5
in names, 144
new, 17
reviewing in planning process,
42–43, 170
Teaser ads, 138
Teeter-Totter Theory of behavior,
57–59
Telephone numbers, 18, 188, 189
Telephone surveys, 226–27
Television advertising, 174, 193–94
Testimonials, 152, 160–61
Testing. See also Market research
direct mail messages, 25, 41, 190
graphic designs, 76–77
magazine ads, 181
message strategies, 109, 229
names, 141
for positive and negative cues, 24
Test markets, 175
Think Black Ink campaign, 154
Timing decisions, 34–38, 206
Tipper’s Corollary, 57
Tracking research, 85, 229
TRESemmé, 214
Triads, 234
Twelve-step planning process,
42–49
Twitter, 210, 219
Tylenol scare, 7
Typography, 146

Unique selling propositions, 89–92
Unrelated borrowing, 144
Updating visual equity, 148
User-centric marketing, 210

Validity of surveys, 226
Variables, testing, 67
Verbs for positioning statements,
88–89
Verbs in names, 144
Viral marketing, 218
Visual design, 75–77
Visual identity, 147–48
Visual image names, 142–43
Visuals
on billboards, 186
in magazine ads, 180
major considerations, 165–66
in posters, 185
in Yellow Pages ads, 188

Wanamaker, John, 20
Wear-out, 24, 25, 123
Weatherwax, Nell, 126
Web 2.0, 211
Web sites, 155, 214–16. See also
Online marketing
White papers, 81, 115, 137
Who statements, 87–88
Widgets, 213
Winners, investing in, 15, 38–39
Word-of-mouth, 3
Wordplay, 143, 158

Yellow Pages advertising, 188, 189
“Yes, and...” exercise, 131
YouTube, 214

Z
Z-fold, 184
Zig-zag analysis, 60, 61, 121

Unaided awareness, 27
Unconscious motives, 56–57,
236–37
Underpromising, 40
Uniformity. See Integration
Uniqueness, 62
About the Author

Barry Callen is a marketing consultant, speaker, and teacher who has worked with most advertising media in a variety of roles: graphic designer, copywriter, creative director, strategist, salesman, broadcast producer, focus group moderator, agency search consultant, and client. For over a decade, Barry has been teaching and speaking from the University of Wisconsin Fluno Center for Executive Education in Madison, Wisconsin to Madison Square Garden in New York City. For over thirty years, he has also been applying the principles he teaches in the advertising wars of Madison Avenue at agencies like Ogilvy & Mather; Lintas Long-Haymes & Carr; The Hiebing Group; and Lois-USA. In fact, hundreds of clients like Coca-Cola, Shell, Culligan, Hanes, First Alert, Kraft, Wachovia Bank, and Famous Footwear have invested just under half a billion dollars in media to communicate ideas Barry has
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Barry has been Askme.com's #1-rated advertising expert. He writes a monthly column called “The B.S.-Free Zone” for In-Business Magazine and is a frequent talk-show guest. He is the author of another book published by McGraw-Hill: Perfect Phrases for Sales and Marketing Copy. Barry invented a successful naming process and the PitchPerfect™ Message Strategy process for finding the most powerful thing to say. After studying improv comedy at Second City and performing with “Without Annette,” he founded Corprov™ improvisational training for corporations, which he teaches with partner Nell Weatherwax. They have been known to achieve the highest student evaluation scores in the entire history of a teaching program. Barry has never met an art form he didn't like. He has been struck by lightning. For further information and to download free whitepapers, please visit Barry’s Web site at www.barrycallen.com or contact him via e-mail at barry.callen@gmail.com and by phone at 608.347.8396.