



Glossary



Acceptance: A response in processing a message where the receiver believes the benefit claim to be true, and necessary for high-involvement brand attitude strategies.

Advertere: The Latin root of the word advertising, roughly translated as 'to turn toward'.

Allowance promotion: Any incentive promotion for the trade where a monetary allowance is given in return for stocking or promoting a brand and achieving specific performance or purchase requirements.

Assimilation-contrast theory: Sherif and Hovland's idea that someone's current attitudes provide a point of reference in any attempt to persuade, where a person assimilates positions close to their own and rejects position significantly different from their own.

Attention: Necessary first step in processing a message, central to perception and consciousness.

Attitude: A relative concept that reflects those things people believe weighted by how important they are to them.

Attribute: The objective characteristics of something, for example 25% fewer calories.

Awareness-trial-reinforcement (ATR): A low-involvement model of purchase behaviour introduced by Ehrenberg where awareness is followed by a tentatively favourable attitude leading to trial, after which a final attitude is formed.

Behavioural sequence model (BSM): A model of buyer behaviour built upon the stages involved in brand choice, identifying touch points where marketing communication is likely to positively affect the decision.

Benefit: What a brand offers in terms of attributes, subjective characteristics, and emotional stimulation.

Benefit focus: How the benefit is used in an execution, consistent with the underlying motive driving behaviour in the category.

Bottom-up processing: The direct response to a stimulus without integration with one's knowledge and assumptions about it.

Brand attitude: A communication effect that is always a communication objective, reflecting a link between a brand and its benefit.

Brand awareness: A communication effect that is always a communication objective, reflecting the link in memory between the brand and the need it fulfils (category need).

Brand portfolio: A company's brands and those linked through alliance that are considered together in the formation of business strategy.

- Brand purchase intention:** A communication effect that is the primary communication objective for promotion.
- Branding strategy:** The management of brand-product relationships, especially in terms of the indication of its origin (e.g. a stand-alone brand or linked in some way to a parent brand).
- Buzz marketing:** A formalized attempt to create favourable word of mouth for a brand.
- Central position:** Usually the positioning strategy for market leaders, when the brand is seen as delivering all the main benefits associated with the product category.
- Channel marketing:** The term used to describe all levels of marketing communication to the retail trade, combining co-op advertising and tactical marketing.
- Cognitive response:** A term used in psychology to describe a response based on conscious knowledge or assumptions.
- Communication effect:** One of the four possible responses to marketing communication from which communication objectives are selected: Category need, brand awareness, brand attitude, and brand purchase intention.
- Communication objective:** The communication effects that are targeted by the message execution, and must always include brand awareness and brand attitude.
- Communication response sequence:** The sequence of steps necessary for marketing communication to be effective: exposure to the message, processing of the message, achieving the desired communication effect, and the desired target audience action.
- Communication strategy:** Setting the overall communication objectives and selecting the appropriate brand awareness and brand attitude strategy consistent with how the target audience makes decisions.
- Communication tasks:** What marketing communication is expected to accomplish at each important touch point in the decision process.
- Conscious processing:** Utilization of declarative or explicit memory in the processing of a message.
- Consumer franchise-building promotion (CFB):** An idea first introduced by Prentice recognizing the need for effective promotion to not only stimulate immediate target audience action, but also to contribute to long-term positive brand attitude.
- Co-op advertising:** Retail advertising where both the marketer and retailer cooperate in a part of the marketing communication.
- Corporate advertising:** Advertising for the company as a corporate brand rather than a specific brand from its portfolio.
- Corporate brand:** A term used by companies to describe the organization itself as a brand.
- Corporate identity:** The visual and verbal symbols used by a company to set itself apart from other companies so that the consumer can readily identify it.
- Corporate image:** The set of emotions and beliefs held about a company.
- Corporate reputation:** Those values such as honesty and integrity associated with a company, and evoked by its image.

Corporate story: A comprehensive narrative about a company including such things as its mission statement and history.

Coupon: A certificate redeemable at retail for a specific price reduction on a brand.

Creative brief: A one-page document summarizing the strategic direction for a brand's marketing communication, used to guide the development of creative executions.

Database: A collection of information about a target market available for use (usually on computer), interactive, and necessary for direct marketing.

Decision roles: The part(s) a person plays in the decision process, as initiator, influencer, decider, purchaser, and/or user.

Decision stages: The important steps involved in making a brand choice, forming the foundation of the behavioural sequence model.

Declarative memory: Conscious or explicit memory, for information that can be consciously recalled as words or visual images.

Differentiated positioning: The positioning strategy for most brands, based on a benefit that is seen by the consumer as giving the brand an advantage over competitors.

Direct mail: A medium for delivering messages via the post (or private letter distributors), often used for promotions.

Direct marketing: Marketing technique targeted towards specific target audiences based on a database, bypassing traditional distribution channels.

Downside elasticity: When sales decline as a result of a price increase.

Duchenne smile: Named for the 19th century French anatomist Duchenne de Boulogne, it is a form of smile believed to occur spontaneously and only during the experience of true enjoyment.

Embodiment: The bodily state, such as facial expression, posture, or tone of voice, that occurs in response to an emotional stimulus, and the later use of that emotional response.

Emotion: A coordinated change in the body at several levels in response to a stimulus, for example in processing marketing communication, especially the subjective feelings linked to it in conscious memory.

Emotional sequence: The desired portrayal of emotion in marketing communication, reflecting the motivation involved: negative to mildly positive for informational brand attitude strategies and neutral to strongly positive for transformational brand attitude strategies.

Encoding specificity: Tulving's notion that in order to successfully retrieve something from memory there must be a match between how information is originally encoded and how it is available when being retrieved from memory.

Endorser branding strategy: A sub-branding strategy where the parent brand serves as the guarantor for a brand, but less directly linked than with a source branding strategy.

Episodic memory: Memories for a specific event, and part of declarative memory.

Event marketing: Brand or company sponsorship of a single event such as a concert or sporting event.

- Expectancy value model:** Generally considered the best model of attitude, it considers a person's attitude towards something to be the summation of everything believed about it weighted by how important each of those beliefs are to them.
- Explicit memory:** Information that is consciously understood to have been recalled from memory.
- Feeling:** Often considered a synonym for emotion, it is not, but does reflect the subjective feeling component of emotion, which is that part of an emotion that can be felt with the aid of consciousness.
- fmcg:** A term standing for 'fast moving consumer goods'.
- fMRI:** The abbreviation for functional magnetic resonance imaging, a neuroimaging procedure.
- FSI:** The abbreviation typically used for 'free standing inserts', marketing communication inserted in a print medium, but not bound into it.
- Hierarchical partitioning:** Looking at a market in terms of the order in which consumers use characteristics of the product or market in making decisions.
- Hierarchy-of-effects:** The general high-involvement decision model where awareness is followed by learning *and* acceptance that leads to a positive attitude before action is taken.
- High involvement:** Where there is a perceived risk in making a brand or product choice, either economic or psychological, and full acceptance of the message is required before action is taken.
- Implicit memory:** Defined by Schacter as that part of memory that facilitates the performance of a task without conscious or intentional recollections (e.g. typing).
- Information processing paradigm:** McGuire's model of the steps required in processing a message in order to achieve attitude change: The message must be presented, attended to, comprehended, yielded to, that intension retained, and then acted upon.
- Informational brand attitude strategy:** Those strategies from the Rossiter-Percy Grid dealing with negatively motivated brand decisions.
- Involvement:** Perceived risk attached to making a brand or product decision, and a determinate of brand attitude strategy.
- Latitude of acceptance:** Following Sherif and Hovland's assimilation-contrast theory, one's area of agreement with a message, an understanding of which is required for high-involvement brand attitude strategies.
- Latitude of indifference:** Following Sherif and Hovland's assimilation-contrast theory, information in a message that one neither agrees with nor disagrees, and a potential level to pitch high-involvement messages in order to initiate attitude change.
- Latitude of rejection:** Following Sherif and Hovland's assimilation-contrast theory, message content not consistent with one's existing beliefs, and therefore not likely to be believed.
- Learning:** An essential step in the processing of all marketing communication, it is the acquisition of information from a message with or without conscious effort, the result of long-term potentiation.

- Loading device:** An incentive promotional technique for encouraging larger than normal purchase quantities to effectively remove the target from the market in the short term, for example with bonus packs.
- Long-term potentiation (LTP):** The neural basis of learning following repeated stimulation of a neuron's dendritic spine leaving it more responsive to additional input of the same type.
- Low involvement:** Where there is no perceived risk in making a brand or product choice, and where only a tentatively favourable attitude is necessary for action to be taken.
- Loyalty devices:** An incentive promotion technique designed to reward and retain loyal customers, perhaps the most familiar example being frequent-flier programs.
- Marketing plan:** An outline of the goals and objectives set for a brand, and how to reach them, which must form the foundation for the IMC strategic planning process.
- Marketing public relations:** The term introduced by Harris to describe public relations activities in support of marketing objectives.
- Media vehicles:** The specific publications, programs, events, etc. through which marketing communication messages (both advertising and promotion) are delivered.
- Memory:** Representations in the brain of learning, in a sense physical records of our experiences encoded within our neural system.
- Mere exposure:** A term associated with Zajonc and his colleagues that reflect an unconscious affective memory, independent of declarative memory, a result of priming.
- Message processing:** The steps necessary for effective communication, involving attention, learning, acceptance (in high-involvement cases), and emotion.
- Mobile marketing:** Using mobile communication sources such as cell phones for delivery of marketing communication, with the potential for interactive response.
- Motivation:** The innate or acquired drive that underlies behaviour, negatively originated (to solve or avoid a problem) or positively originated (for sensory gratification or social approval), and a determinate of brand attitude strategy.
- Neural network:** A collection of neurons that learn and organize themselves via a synaptic learning rule advanced by Hebb leading to long-term potentiation (LTP) in the brain.
- Neuroimaging:** A way of identifying those areas of the brain active under particular circumstances (such as making a choice between brands of soft drinks), measured by such procedures as PET scans (positron emission tomography) and fMRI (functional magnetic resonance imaging).
- New media:** The general term given to such non-traditional ways of delivering a message as the Internet and mobile phones.
- Nondeclarative memory:** Unconscious memory that results from experience and leads to a change of behaviour (learning to ride a bicycle) but not as recollection.

- Partitioning:** Looking at markets according to how consumers group products in relationship to various category characteristics or benefits.
- Permission marketing:** Where prior permission is granted a marketer to send text messages on mobile phones, e-mails, or messages via other personal media.
- Personal selling:** Any direct contact with consumers in an effort to communicate a brand's message, either face-to-face or via telephone.
- PET scan:** Positron emission tomography, one of the first methods used for neuroimaging studies.
- Point-of-purchase (p-o-p):** Retailer promotion often provided by the marketer as part of a co-op or tactical marketing program, it gives visual prominence for a brand and may or may not include an incentive.
- Positioning:** Locating a brand in a consumer's mind via marketing communication in terms of the need it is seen as satisfying (what it is) and its benefit (what it offers).
- Premium:** An incentive promotion that is offered free or at reduced price with purchase of a brand, and which should have a logical link to the product.
- Primary media:** The medium that does the best job of delivering all the communication objectives in an IMC campaign.
- Product placement:** More appropriately brand placement, it is the inclusion of a brand in entertainment vehicles such as television shows, movies, and video games, in a conspicuous fashion in the expectation of raising brand awareness and brand attitude through association with a celebrity or situation; a practice raising ethical concern.
- Product portfolio:** The range of products offered by a company.
- Promovere:** The Latin root of the word promotion which roughly translates to 'move forward or advance'.
- Publicity:** Often used as a synonym for public relations, it is more than public relations, including sources outside of the company.
- Public relations (PR):** Activities paid for by a company to generate positive publicity about the company or a brand.
- Ratchet effect:** Moran's idea that using advertising and promotion together, as appropriate, produces stronger results than either alone by 'ratcheting up' the effects of advertising with occasional promotion coupled by retaining more customers attracted by the promotion through the effects of the advertising.
- Recall brand awareness:** The brand awareness strategy needed when the purchase decision relies upon the category need bringing to mind brands to satisfy that need.
- Recognition brand awareness:** The brand awareness strategy needed when the purchase decision relies upon recognizing the brand at the point-of-purchase stimulating or reminding of category need.
- Refunds and rebates:** An incentive promotion technique where a set amount of money is refunded to buyers upon submitting proof of purchase.

- Refutational strategy:** A creative strategy used when there is a well-known objection to a product, where the objection is acknowledged first and then countered.
- Repeat-purchase action objective:** When the marketing focus is on existing customers, communication is aimed at increasing the rate of repeat purchase.
- Retail promotion:** Promotions initiated by the retailer for the store itself or specific brands, or promotions provided by marketers and delivered through the retailer.
- Rossiter–Percy Grid:** A four-cell grid that highlights the need for different creative tactics for the four types of brand attitude strategy, based on the different processing requirements associated with the level of involvement in the purchase decision (high versus low) and whether the motivation driving behaviour in the category is positive or negative (transformational versus informational strategies).
- Sales promotion:** The traditional way of referring to promotion, generally associated with an incentive.
- Sample:** An incentive promotion technique designed to provide the consumer with an opportunity to try the product prior to a purchase.
- Secondary media:** Media used to reinforce a specific communication effect that is an objective of the IMC campaign.
- Semantic memory:** That part of declarative (i.e. conscious) memory containing knowledge and assumptions unconnected with specific experiences (episodic memory).
- Source branding strategy:** A sub-branding strategy where the parent brand is directly linked to the sub-brand in its branding and marketing communication, associating its identity with the brand.
- Sponsorships:** An arrangement where a brand provides financial support for an athlete, team, charity, or such in return for publicity associated with that support.
- Stakeholders:** A term describing all those groups with an interest in a company, both inside and outside of an organization, including consumers, investors, trade, and employees.
- Stand-alone brand:** Brands that do not include a parent source or endorser as part of their branding strategy.
- Strategic planning process:** The five step process involved in developing the communication strategy for IMC: target audience identification, determining how they make brand decisions, positioning, establishing the communication objectives, and identifying appropriate media to deliver the message.
- Sub-brand:** A brand name linked with a parent brand either directly through a source branding strategy or secondarily through an endorser strategy.
- Sweepstakes:** Along with contests and games, an incentive promotion technique designed to create excitement for a brand.
- Tactical marketing:** Grew out of a desire for more control over co-op monies, providing programs tailored to specific retailer's needs but maintaining control over content and timing.

- Target audience:** The specific segment of a brand's target market identified in the strategic planning process is to receive advertising and/or promotion.
- Telemarketing:** Personal selling using the telephone.
- Top-down processing:** The use of knowledge and assumptions in the processing of a stimulus, for example of marketing communications.
- Touch points:** Those places in the decision process where marketing communication is likely to have a positive effect.
- Trade promotion:** Incentives offered to retailers and distributors to encourage them to stock or promote a brand.
- Trade show:** An event where products from a particular industry or related industries are exhibited and demonstrated.
- Transformational brand attitude strategy:** Those strategies from the Rossiter–Percy Grid dealing with positively motivated brand decisions.
- Trial action objective:** When the marketing focus is on attracting new customers, and communication is aimed at stimulating trial.
- Unconscious processing:** Processing of information at a subconscious level as part of implicit or nondeclarative memory.
- Up-side elasticity:** When prices are cut and sales go up.
- User-oriented positioning:** Where the focus is on the user of the brand, not the product, and the target audience represents a specific segment or the underlying motivation is social approval (although a benefit positioning is also appropriate in these cases).