

5

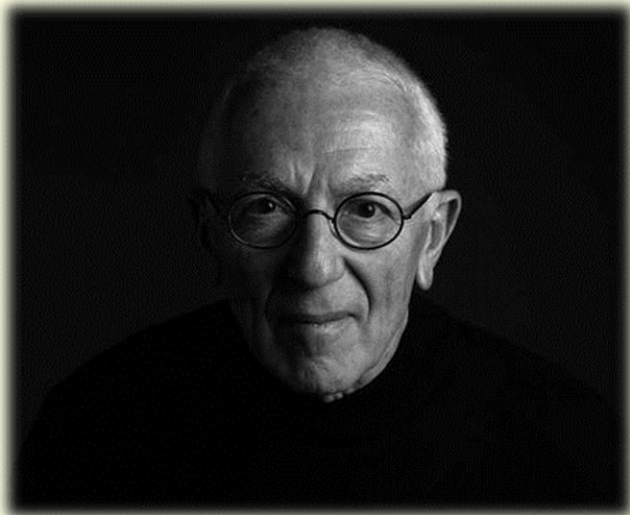
Chapter Five

Advertising Management

5

The Richards Group

- Largest US independent agency
 - 650 marketing professionals
 - \$1 billion annual billings
- Stan Richards
- “We sell the truth”
- Prefers hiring new college graduates
- Co-mingle disciplines
- Interdisciplinary villages
- When hired – strategic process
- Success stories
 - Chick-fil-A
 - Motel 6
 - Bridgestone – Super Bowl
 - The Home Depot



5

Advertising Management

Chapter Objectives

1. What are the essential ingredients in advertising campaign management, including the role of advertising?
2. When should a company employ an external advertising agency rather than completing the work in-house?
3. How do companies choose advertising agencies?
4. What roles are played within advertising agencies and client companies?

5

Advertising Management

Chapter Objectives

5. What steps are completed as part of advertising campaign management?
6. What are the primary goals of advertising?
7. What are the key elements of an advertising budget?
8. What are the issues in the media-selection process?
9. How does a creative brief facilitate effective advertising?

5

Advertising Management

Chapter Overview

- Advertising management
- Choosing an advertising agency
- Roles of advertising personnel
- Advertising campaign management
 - Advertising research
 - Advertising goals
 - Advertising Budget
 - The Creative Brief



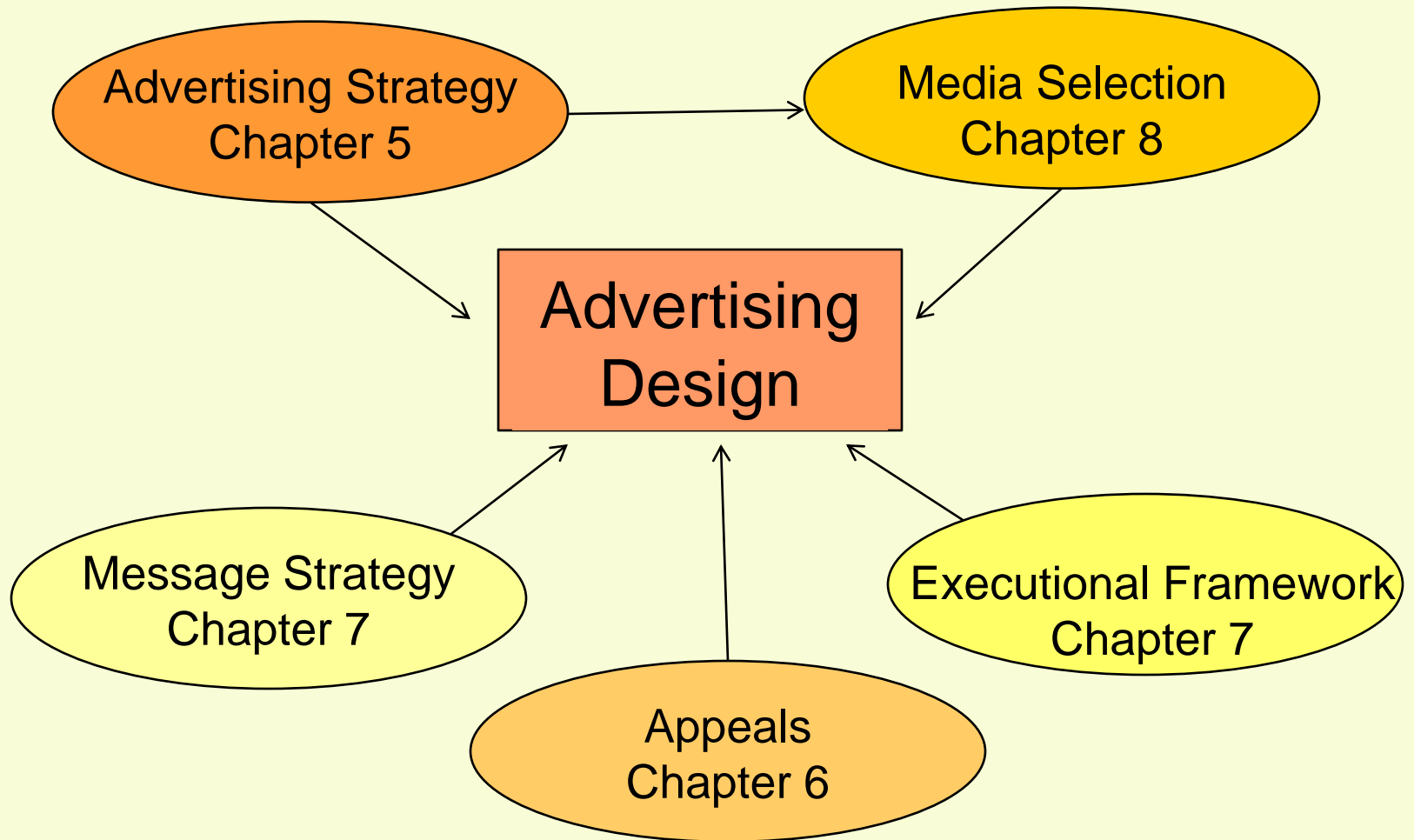
Advertising Terms

- Message theme
- Leverage point
- Appeal
- Executional framework



FIGURE 5.2

Advertising Design Overview



Overview

Advertising Management

1. Review role of advertising in IMC effort
2. Select in-house or external advertising agency
3. Develop advertising campaign management strategy
4. Complete creative brief

Advertising and IMC Process

- Advertising still major component
- Role of advertising varies
- Business-to-business sector
 - Supporting role
- Consumer sector
 - Primary communication vehicle

FIGURE 5.4

Advantages of In-House versus Outside Agency

Advantages of In-House

- Lower costs
- Consistent brand message
- Better understanding of product and mission
- Faster ad production
- Works closer with CEO
- Lower turnover rate in the creative team

Advantages of Outside Agency

- Reduce costs
- Greater expertise
- Outsider's perspective
- Access to top talent

Source: Adapted from Rupal Parekh, "Thinking of Pulling a CareerBuilder? Pros and Cons of Bringing an Account In-House," *Advertising Age*, http://adage.com/print?article_id136701, May 18, 2009

Budget Allocation Considerations

In-House vs. Advertising Agency

Size of account should match size of agency

75-15-10 Rule

75% - Media buys

15% - Creative work (agency)

10% - Ad production

Crowd Sourcing

In-House vs. Advertising Agency

- New alternative
- Outsource creative
 - Doritos
 - Harley Davidson
- Overall cost not lower
- Advantages
 - Consumers involved
 - Generate buzz

External Advertising Agencies

Boutique  **Full-Service**

- Advertising agencies
- Media service companies
- Direct marketing agencies
- Consumer and trade promotion specialists
- Online and digital agencies
- Social media agencies
- Public relations agencies

FIGURE 5.6

Steps in Selecting an Advertising Agency

1. Set goals
2. Select process and criteria
3. Screen initial list of applicants
4. Reduce list to two or three viable agencies
5. Request creative pitch

Choosing an Agency

Goal Setting

- Set before contacting agencies
- Provides direction
- Reduces biases



FIGURE 5.7

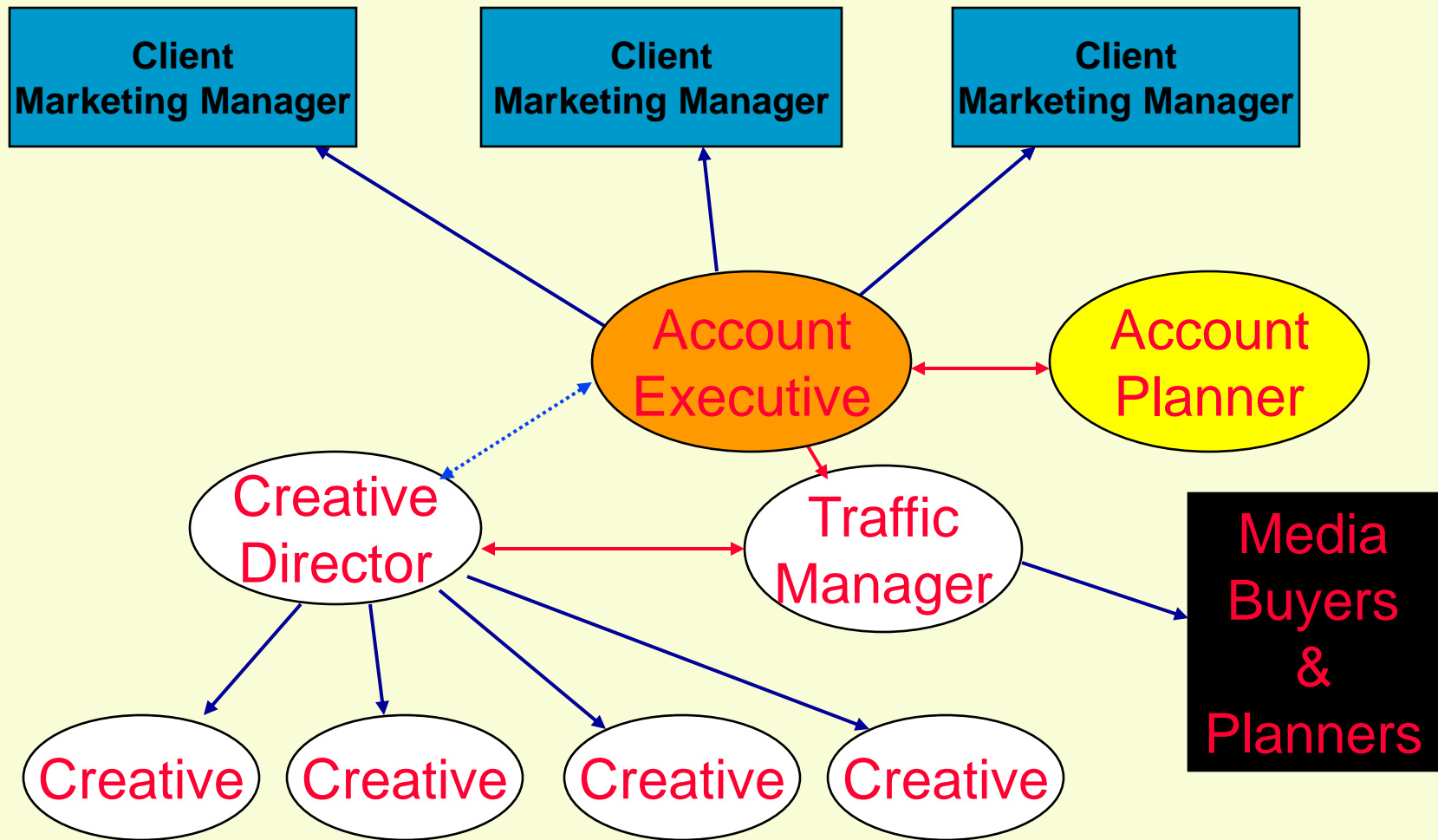
Evaluation Criteria in Choosing an Ad Agency

- Size of the agency
- Relevant experience of the agency
- Conflicts of interest
- Creative reputation and capabilities
- Production capabilities
- Media purchasing capabilities
- Other services available
- Client retention rates
- Personal chemistry

Creative Pitch

- 2 to 3 finalists
- Formal presentation → shootout
- Specific problem/situation
- Expensive for agencies

Key Advertising Personnel



Role of Quality Communications

- Survey of senior executives
- 30% of staff's time wasted
- 75% of agencies go through significant changes in direction
- Agencies deal with multiple people
- Clients want good value, results
- Stewardship reports

Advertising Campaign Management

1. Conduct and review advertising research
2. Establish advertising objectives
3. Review advertising budget
4. Select media
5. Prepare creative brief

Advertising Research

- Understand customers
- Purchase benefits, not attributes
- Product-specific research
 - Key selling points
 - Desirable features
- Consumer-oriented research
 - Context of product use
 - Anthropological approach
 - Sociological analysis
 - Psychological motives
- Focus groups



THIS TEA HAS MANY HEALTH BENEFITS, NONE OF WHICH HAVE TO BE FOLLOWED BY PAGES OF POSSIBLE SIDE EFFECTS.

Since 1969, our teas have been a source of wellness, all while staying 100% natural. Celestial Seasonings Green Tea contains healthful antioxidants and antioxidants have been shown to help support a healthy heart and immune system. So, be good to yourself and enjoy a cup of our Green Tea. We guarantee you'll be able to drive a car and operate heavy machinery afterwards.



celestialseasonings.com

Motel 6 and The Richards Group

- Motel 6 client for 24 years
- Insight through qualitative research
- Focus group – Account planner
- Round 1 – no Motel 6
- Round 2 – no Motel 6
- Finally, Motel 6 mentioned
 - Save money
 - Benefit of frugality
 - No difference once light is out

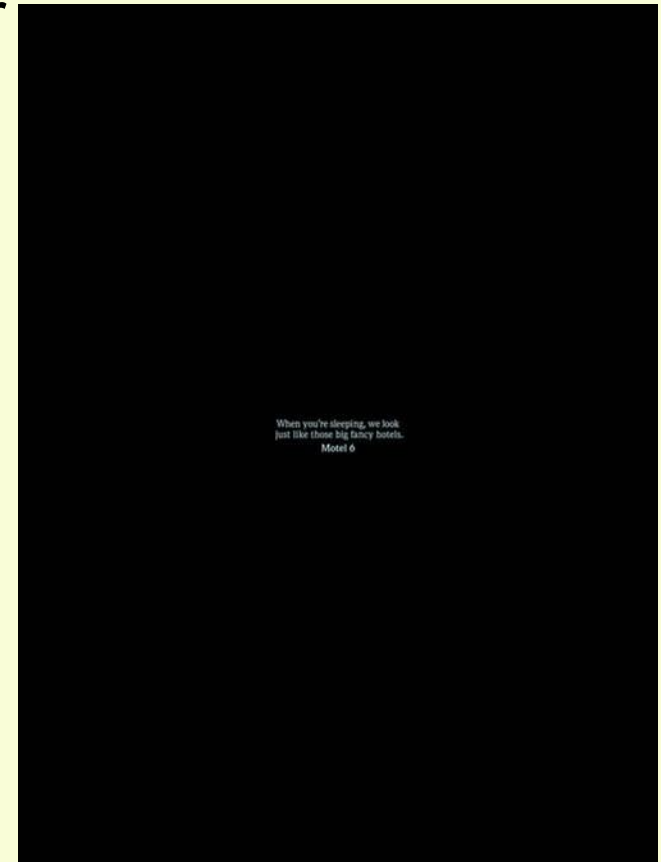


FIGURE 5.9

Advertising Goals

- To build brand image
- To inform
- To persuade
- To support other marketing efforts
- To encourage action

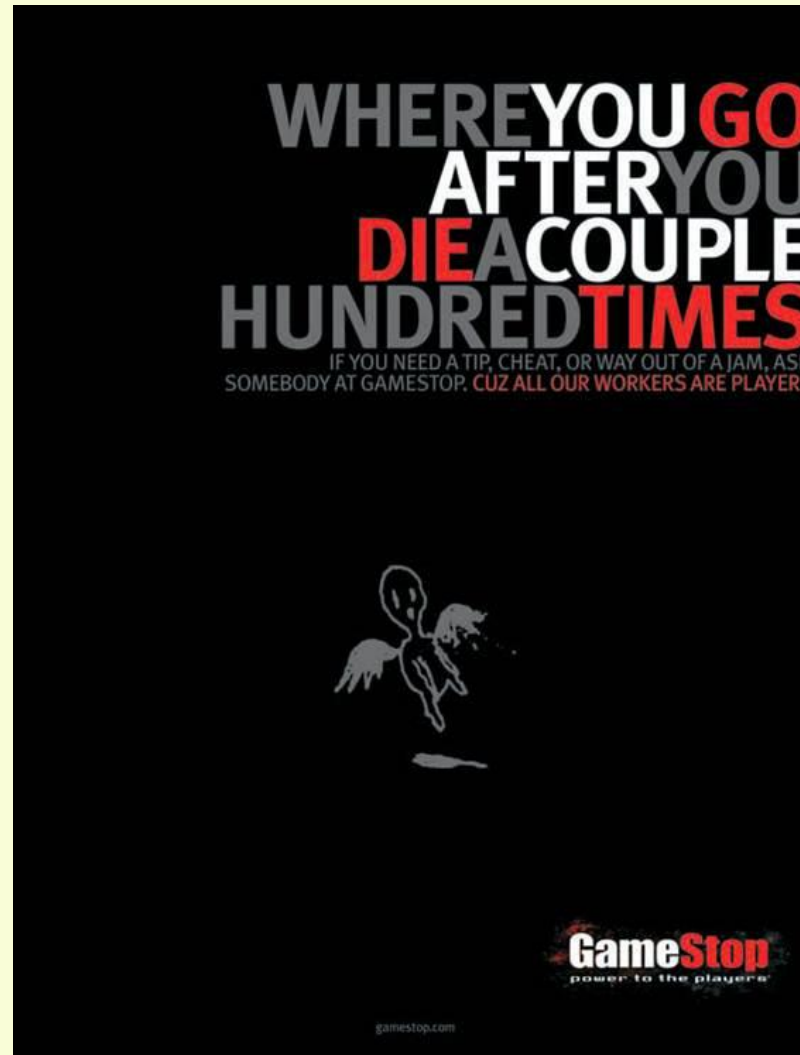
Build Brand Awareness

Advertising Goals

- Brand image begins with awareness
- Consumers recognize brand
- Business-to-business
 - Especially important in modified rebuy situations
- Successful brands possess
 - Top-of-mind
 - Top choice
- Brand equity leads to top-of-mind & top choice

Provide Information

Advertising Goals



Persuasion

Advertising Goals

Nobody
Does
"I Do!"
Like We Do...



Flair
J • E • W • E • L • E • R • S
Monroe • West Monroe

Support Marketing Efforts

Advertising Goals

- Consumer promotions
- Retailers
- Special sales
- Promotional campaign



Vegetable Skillet Ravioli

DINNER JUST GOT
a little easier to pull off.



Small Serve™ PULL-TOP CAN

Log on www.delmonte.com for recipe

The new Del Monte® pull-top lid makes whatever you're making easier. No mess, no fuss, no can opener to find. Just pull the lid and go. And with a whole line of **Small Serve™** PULL-TOP CANS available, you barely have to lift a finger.

Hey, I can do that!



SAVE 30¢ ON ANY THREE

Del Monte® Small Serve® Vegetables, 7.75 - 8.75oz. 426205



5 24000 11036 0 1810010 42620

© 2010 Del Monte Foods

Encouraging Action

Advertising Goals

- Behavioral goals
- Encourage some type of action
 - Inquiry
 - Access Web site
 - Visit retail outlet
 - Send e-mail or telephone
- Business-to-business

The Advertising Budget

Manner of Distribution

10 POINTS

9 POINTS

8 POINTS

7 POINTS

6 POINTS

5 POINTS

4 POINTS

3 POINTS

2 POINTS

1 POINT

0 POINTS

Imagine!
Eat any food you crave and still lose weight.

On Weight Watchers easiest plan ever, 1-2-3 Success you can.

*We've given every food a **POINTS**® value. Every food.

*Just stay within your daily **POINTS** range (typically 22 to 29) and *You'll lose weight.

"Have you been to Weight Watchers?"
Sarah, Duchess of York

Stop imagining. Join now.
Call 1-800-473-3300

Weight Watchers
1 2 3 SUCCESS
www.weightwatchers.com

© 1999 Weight Watchers International, Inc. All rights reserved. WEIGHT WATCHERS is the registered trademark of Weight Watchers International, Inc.

- Pulsating schedule
 - Bursts of intensity
- Flighting schedule
 - Spending at select times
- Continuous schedule
 - Keep brand before consumers

Media Selection

- Media-usage habits of target market
- Audience characteristics of media
- Business-to-business media
- Earlier involvement of media companies

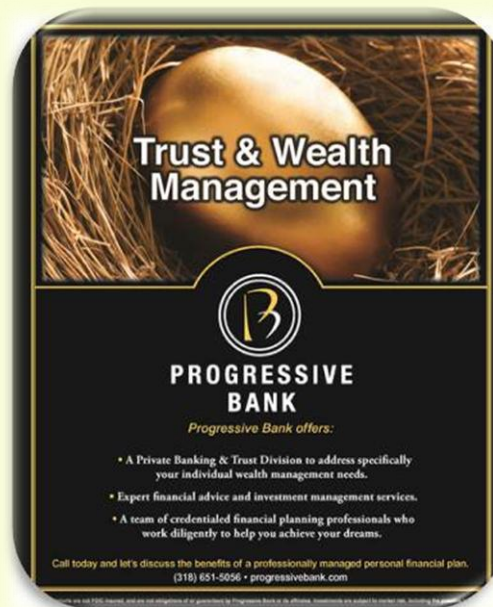
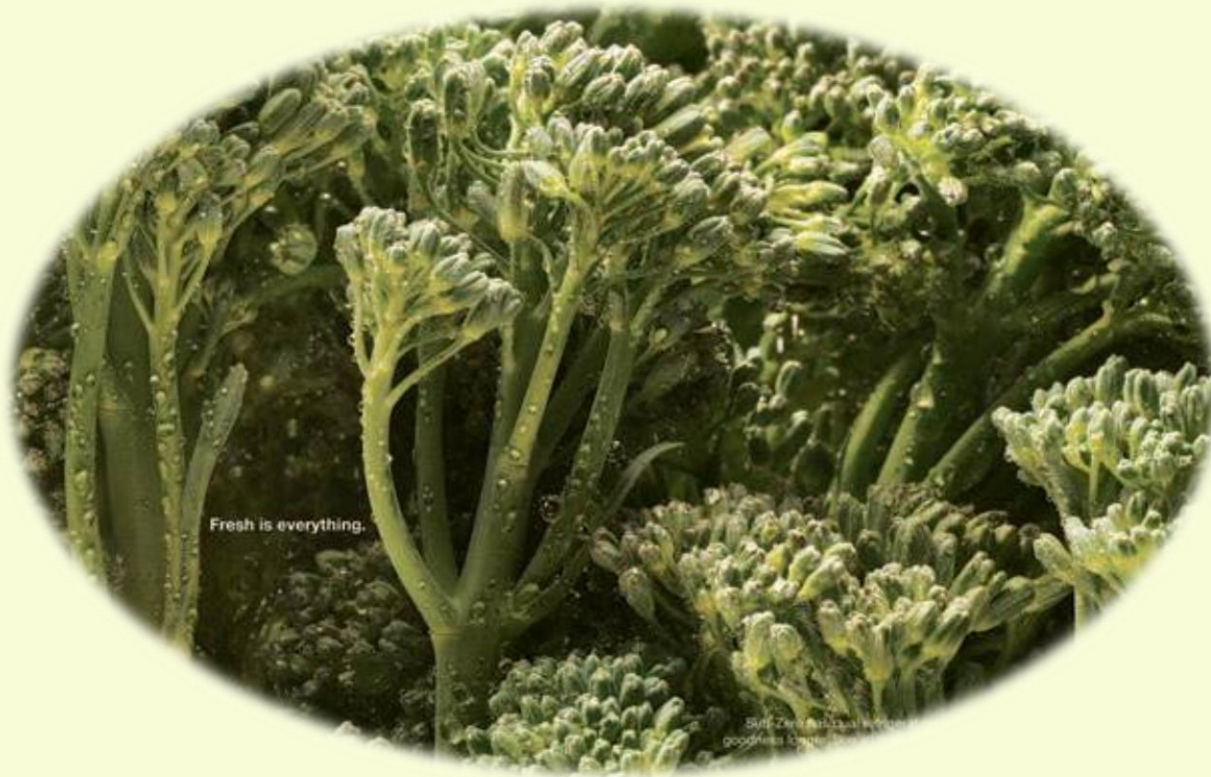


FIGURE 5.10

The Creative Brief

- The objective
- The target audience
- The message theme
- The support
- The constraints

The Objective



An advertisement for Sub-Zero designed to enhance the brand's image.

It's true. Pads feel so much like diapers.



With Playtex Gentle Glide[®]
all you feel is comfortable.



Yes, even the thinnest pads can give you
this weird, uncomfortable feeling, like
you're wearing a diaper. Who needs
protection like that? Playtex Gentle
Glide tampons give you a more
comfortable way to deal with your period.
They have a unique design that adjusts to
comfort fit. So whatever you do the only
thing you feel is totally comfortable!

So **comfortable** you
can't even feel them.[®]

Visit our website at www.playtreatampons.com
©2010 Playtex Products, Inc. Playtex is a registered trademark.

The Target Audience

The target market for this ad is females, 13-30, who enjoy sports and have an active life style.

The Message Theme

The message theme of this milk advertisement was that milk will provide calcium. The calcium will provide the customer with benefit of strong bones.



I never get bent out of shape over a few vampires. And with fat free milk on my tray, there's a good chance I never will. It has calcium to help prevent osteoporosis. So have a nice tall glass. It's easier to keep your neck out of a vampire's reach if you can stand up straight.

got milk?

The Message Theme

- Unique selling point
- “Left brain” advertisement
 - Logical, rational side of brain
 - Manages numbers, letters, words, concepts
 - **Use rational appeal**
- “Right-brain” advertisement
 - Emotional side of brain
 - Manages abstract ideas, images, feelings
 - **Use emotional appeal**

The Doctor is innovative

MicroTHIN Plus Clears are the most technologically advanced lenses available. Another innovation from Pearle Vision, the eyecare company founded by a doctor.

40% Lighter

4x More Scratch Resistant

10x More Impact Resistant

30% Thinner

Anti-reflective

99.9%

UV Protection

Pearle Vision
MICROTHINS

MicroTHIN® • MicroTHIN Plus® • MicroTHIN Plus® Clears



Call 1-800-YES-EYES

and we'll help schedule an eye exam at the Pearle Vision location nearest you.

Win a free pair
of MicroTHINS lenses
online.

www.pearlevision.com

1-800-YES-EYES

Call now to schedule an eye exam.

Try our
exclusive
MicroTHINS
lenses now
during our
frame sale.

50% OFF FRAMES

PEARLE VISION

Nobody cares for eyes more than Pearle.

The Support

The support claims in this ad
MicroThins are:

- 30% thinner
- 40% lighter
- 4 times more scratch resistant
- 10 times more impact resistant
- 99.9% UV protection
- Anti-reflective

The Constraints

- Legal and mandatory restrictions
- Constraints
- Disclaimers



Del Monte Advertisement



Vegetable Skillet Ravioli

DINNER JUST GOT
a little easier to pull off.



Small Serve™ PULL-TOP CAN

Log on www.delmonte.com for recipe

The new Del Monte® pull-top lid makes whatever you're making easier. No mess, no fuss, no can opener to find. Just pull the lid and go. And with a whole line of **Small Serve™ PULL-TOP CANS** available, you barely have to lift a finger.

Hey, I can do that!



What is the Creative Brief?

- The objective
- The target audience
- The message theme
- The support
- The constraints

Creative Brief

Del Monte

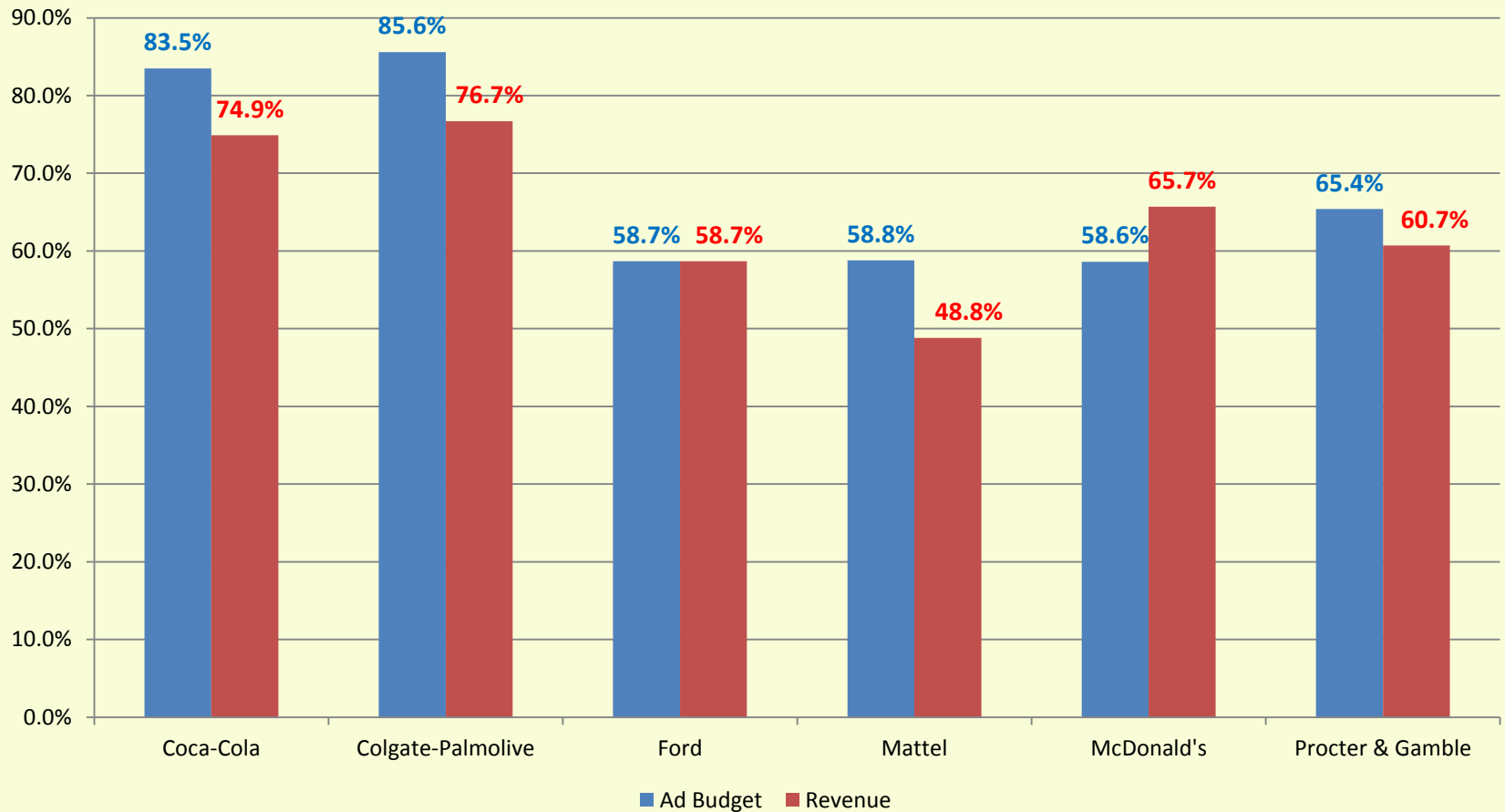
- **The Objective** – increase awareness of the smaller-size cans with pull-top lid
- **Target Audience** – senior citizens, especially those who live alone and suffer from arthritis
- **Message Theme** – the new cans contain a smaller portion and are easier to open
- **Support** – 30 cent introductory coupon to encourage usage
- **Constraints** – copyright logo, toll free number, Web site address, legal requirements of a coupon, and what is meant by a small serving

International Implications

- 62% of advertising budgets spent outside of U.S.
- Two major differences
 - Process of agency selection
 - Preparation of international advertising campaigns
- Preplanning research varies
- Understanding of languages and cultures
- Media selection varies

FIGURE 5.11

Non-U.S. Ad Budgets and Sales Revenues for Major Corporations



Source: Adapted from Laurel Wentz and Bradley Johnson, "Top 100 Global Advertisers Heap Their Spending Abroad," *Advertising Age*, http://adage.com/print?article_id=140723, November 30, 2009.

Ouachita Independent Bank

(Part 5)

Selection of Advertising Agency

Newcomer Morris and Young

- Local agency
- Size matches with firm
- Relevant experience with financial institutions
- No conflict of interest
- Creative reputation – winning of awards
- Capability to product multi-media advertisements
- Good chemistry

Ouachita Independent Bank

(Part 5)

Advertising Goal

Newcomer Morris and Young

- To persuade



Ouachita Independent Bank

(Part 5)

Creative Brief

Newcomer Morris and Young

- **The Objective** – to persuade
- **Target Audience** – Thinkers, achievers, believers (VALS2)
- **Message Theme** – local bank, local trust
- **Support** – local bank with secure history and strong financial position.
- **Constraints** – FDIC logo and insurance statement, OIB logo, and website URL on all ads.

Integrated Campaigns in Action

Think finances for
community projects get
in shape on their own?



Think again.

Helping build a better community and a brighter
future is something all of us have a stake in.

Meet Michele Thaxton, Senior Vice President, Chief Financial Officer and 10-year member of our ProTeam. She watches over all financial aspects of Progressive Bank to ensure we continue to grow as a strong, vibrant institution, fulfilling our mission every day as a committed and caring community bank. She also works out in the community as a volunteer on the finance committees and boards of entities like

United Way and the Northeast Louisiana Soccer Association. An avid health enthusiast, Michele is equally dedicated to helping keep the financial matters of these key community organizations in shape and running smoothly.

Community service like this does a community good. And you can take that to the bank.

Get to know Michele better – call her at 318-812-5226.



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