advertising response function  competitive advertising

institutional advertising  comparative advertising

product advertising  advertising campaign

advocacy advertising  advertising objective

pioneering advertising  advertising appeal
A form of advertising designed to influence demand for a specific brand.

Chapter 15

A phenomenon in which spending for advertising and sales promotion increases sales or market share up to a certain level but then produces diminishing returns.

Chapter 15

A form of advertising that compares two or more specifically named or shown competing brands on one or more specific attributes.

Chapter 15

A form of advertising designed to enhance a company's image rather than promote a particular product.

Chapter 15

A series of related advertisements focusing on a common theme, slogan, and set of advertising appeals.

Chapter 15

A form of advertising that touts the benefits of a specific good or service.

Chapter 15

A specific communication task that a campaign should accomplish for a specified target audience during a specified period.

Chapter 15

A form of advertising in which an organization expresses its views on controversial issues or responds to media attacks.

Chapter 15

A reason for a person to buy a product.

Chapter 15

A form of advertising designed to stimulate primary demand for a new product or product category.

Chapter 15
Placing advertising messages in Web-based or video games to advertise or promote a product, service, organization, or issue.

A desirable, exclusive, and believable advertising appeal selected as the theme for a campaign.

Chapter 15

The combination of media to be used for a promotional campaign.

The channel used to convey a message to a target market.

Chapter 15

The cost of reaching one member of the target market.

The series of decisions advertisers make regarding the selection and use of media, allowing the marketer to optimally and cost-effectively communicate the message to the target audience.

Chapter 15

The number of target consumers exposed to a commercial at least once during a specific period, usually four weeks.

An arrangement in which the manufacturer and the retailer split the costs of advertising the manufacturer's brand.

Chapter 15

The number of times an individual is exposed to a given message during a specific period.

A 30-minute or longer advertisement that looks more like a TV talk show than a sales pitch.

Chapter 15
audience selectivity  seasonal media schedule

media schedule  product placement

continuous media schedule  sponsorship

flighted media schedule  cause-related marketing

pulsing media schedule  crisis management
A media scheduling strategy that runs advertising only during times of the year when the product is most likely to be used.

Chapter 15

The ability of an advertising medium to reach a precisely defined market.

Chapter 15

A public relations strategy that involves getting a product, service, or company name to appear in a movie, television show, radio program, magazine, newspaper, video game, video or audio clip, book, or commercial for another product; on the Internet; or at special events.

Chapter 15

Designation of the media, the specific publications or programs, and the insertion dates of advertising.

Chapter 15

A public relations strategy in which a company spends money to support an issue, cause, or event that is consistent with corporate objectives, such as improving brand awareness or enhancing corporate image.

Chapter 15

A media scheduling strategy in which advertising is run steadily throughout the advertising period; used for products in the latter stages of the product life cycle.

Chapter 15

A type of sponsorship involving the association of a for-profit company and a nonprofit organization; through the sponsorship the company's product or service is promoted, and money is raise for the nonprofit.

Chapter 15

A media scheduling strategy in which ads are run heavily every other month or every two weeks, to achieve a greater impact with an increased frequency and reach at those times.

Chapter 15

A coordinated effort to handle all the effects of unfavorable publicity or of another unexpected unfavorable event.

Chapter 15

A media scheduling strategy that uses continuous scheduling throughout the year coupled with a flighted schedule during the best sales periods.

Chapter 15