

Glossary

A

Account management (*p. 49*) People and processes at an ad agency that facilitate the relationship between the agency and the client.

Account planner (*p. 50*) The person responsible for the strategy and its implementation in the creative work.

Account planning process (*p. 195*) A process of using research to gain information about the brand in its marketplace, the consumer's perspective, or both, and to use that research to contribute directly to advertising development.

Acquired needs (*p. 138*) A driving force learned from culture, society, and the environment.

Ad allowances (*p. 507*) In cooperative advertising, funds are provided by manufacturers to retailers who feature the manufacturers' products in the retailers' local advertising.

Added value (*p. 36*) A marketing activity, such as advertising, makes a product more appealing or useful.

Adese (*p. 360*) Formula writing that uses clichés, generalities, stock phrases, and superlatives.

Advertainment (*p. 282*) A form of persuasive advertising in which the commercials look like TV shows or short films, and provide entertainment as opposed to high levels of information.

Advertiser (*p. 11*) A person or organization that initiates the advertising process.

Advertising (*p. 5*) Paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience.

Advertising department (*p. 13*) A department within the company that acts as a facilitator between outside vendors and internal advertising management.

Advertising plan (*p. 13, 184*) A plan that proposes strategies for targeting the audience, presenting the advertising message, and implementing media.

Advocacy advertising (*p. 489*) A type of corporate advertising that involves creating advertisements and purchasing space to deliver a specific, targeted message.

Affective response (*p. 109*) A response caused by or expressing feelings and emotions.

Affiliate (*p. 251*) A station that contracts with a national network to carry network-originated programming during part of its schedule.

Agency-of-record (*p. 14, 45*) An advertising agency that manages the business between a company and the agencies it has contracts with.

AIDA (*p. 102*) A hierarchy of effects identified as Attention, Interest, Desire, and Action.

Aided recall (*p. 106*) When one can remember an idea after seeing a cue.

All capitals (*p. 392*) Type set in all capital letters.

Ambush marketing (*p. 464*) In event marketing, a competitor advertises in such a way that it steals visibility from the designated sponsor.

Analysis (*p. 174*) Making sense of all the data collected and figuring out what the information means for the future success of the brand or product.

Animation (*p. 408*) A film or video technique in which objects or drawings are filmed one frame at a time.

Annual report (*p. 492*) A financial document legally required of all publicly held companies.

Answer print (*p. 410*) The finished version of the commercial, with the audio and video recorded together.

Aperture (*p. 293*) The ideal moment for exposing consumers to an advertising message.

Appeal (*p. 340*) An advertising approach that connects with some need, want, or emotion that makes the product message attractive, attention getting, or interesting.

Argument (*p. 114*) A cognitive strategy that uses logic, reasons, and proof to build convictions.

Art director (*p. 357*) The person who is primarily responsible for the visual image of the advertisement.

Association (*p. 110*) The process used to link a product with a positive experience, personality, or lifestyle.

Attention (*p. 105*) Concentrating the mind on a thought or idea.

Attitude (*p. 114*) A learned predisposition that we hold toward an object, person, or idea.

Attribute trade-offs An application of embedded research in which a list of most preferred products for an individual is generated from customer-provided quantitative ratings of their preferences for specific attributes, such as brand, price, and features.

Audiometer (*p. 257*) A measuring instrument attached to a TV set that records which channel a TV is tuned to.

Average frequency (*p. 299*) The average number of times an audience has an opportunity to be exposed to a media vehicle or vehicles in a specified time span.

Awareness (*p. 105*) The degree to which a message has made an impression on the viewer or reader.

B

Back translation (*p. 381*) The practice of translating ad copy into a second language and then translating that version back into the original language to check the accuracy of the translation.

Banner ad (*p. 277*) Small, often rectangular-shaped graphic that appears at the top of a Web page.

Banners See "banner ad."

Benchmarking (*p. 189, 484*) Comparing a result against some other known result from a comparable effort.

Benefits (*p. 341*) Statements about what the product can do for the user.

558 GLOSSARY

Big Idea (p. 327) A creative idea that expresses an original advertising thought.

Bind-ins (p. 440) Cards bound into the binding.

Bleed (p. 224) A full-page ad with no outside margins—the color extends to the edge of the page.

Blind headline (p. 363) An indirect headline that gives little information.

Blog (p. 276) A personal diary-like Web page.

Blow-ins (p. 440) Cards blown in loose between the pages of a publication.

Body copy (p. 360) The text of the message.

Brag-and-boast copy (p. 360) Self important copy that focuses on the company rather than the consumer.

Brainstorming (p. 333) A creative thinking technique using free association in a group environment to stimulate inspiration.

Brand (p. 8, 33) A name, term, design, or symbol that identifies the goods, services, institution, or idea sold by a marketer.

Brand equity (p. 35) The value associated with a brand; the reputation that the brand name or symbol connotes.

Brand image (p. 33, 113) A special meaning or mental representation created for a product by giving it a distinctive name and identity.

Brand management (p. 37) An organizational structure that places a manager or management team in charge of a brand's total marketing efforts.

Brand mark (p. 35) The part of the brand that cannot be spoken, also known as the logo.

Brand name (p. 35) The part of the brand that can be spoken, such as words, letters, or numbers.

Branding (p. 33) The process of creating a unique identity for a product.

Break-even analysis (payout planning) (p. 546) A type of payout plan that seeks to determine the point at which the total cost of the promotion exceeds the total revenues, identifying the point where the effort cannot break even.

Brief (p. 198) A strategy document that explains the consumer insight and summarizes the message and media strategy.

Broadband (p. 254) A bandwidth that has more capacity to send data and images into a home or business through a cable television wire than the much smaller capacity of a traditional telephone wire or television antenna system.

Broadcast media (p. 243) Media, such as radium television, and interactive media, which transmit sounds or images electronically.

Broadsheet (p. 215) A newspaper with a page size eight columns wide and 22 inches deep.

Broadsheets (p. 436) A full-size news page sheet.

Business marketing (p. 510) The marketing of goods and services to organizations.

Business strategic plan (p. 182) A business plan that deals with the broadest decisions of the organization.

Business-to-business advertising (p. 17, 510) Targets other businesses.

Buzz (p. 22, 342) Gossip created by people over a popular interest in something.

C

Cable television (p. 251) A form of subscription television in which the signals are carried to households by a cable.

Call centers (p. 438) Facilities with banks of phones and representatives who call prospects (outbound) or answer customer calls (inbound).

Call-out (p. 361) A block of text separate from the main display copy and headline where the idea is presented.

Call to action (p. 253, 344, 365) A concluding line that tells people how to buy the product.

Campaign (p. 185) A comprehensive advertising plan for a series of different but related ads that appear in different media across a specified time period.

Captions (p. 363) Text which explains what is happening in a corresponding photo or illustration.

Car cards Small advertisements that are mounted in racks inside a vehicle.

Carryover effect (p. 307) A measure of residual effect (awareness or recall) of the advertising message some time after the advertising period has ended.

Casting (p. 376) Finding the right person for the role.

Cause marketing (p. 516) Sponsoring a good cause in the hope that the association will result in positive public opinion about the company.

Catalog (p. 437) A multipage direct-mail publication that shows a variety of merchandise.

Cease-and-desist order (p. 68) An FTC remedy for false or deceptive advertising

that requires an advertiser to stop its unlawful practices.

Central processing When the brain is searching for information and evaluating it critically.

Change agent program (p. 485) A program designed to intervene in corporate culture and change stakeholder behaviors.

Channel of communication (p. 99) The media through which an advertisement is presented.

Channel of distribution (p. 39) People and organizations involved in moving products from producers to consumers.

Chat room (p. 275) A web site that allows users to share information.

Circulation (p. 212) The number of copies sold.

Claim (p. 338) A statement about the product's performance.

Classified advertising (p. 217) Commercial messages arranged in the newspaper according to the interests of readers.

Claymation (p. 408) A stop-motion animation technique in which figures sculpted from clay are filmed one frame at a time.

Click through (p. 279) The act of clicking on a button on a Web site that takes the viewer to a different Web site.

Clip art (p. 388) Generic, copyright-free art that can be used by anyone who buys the book or service.

Close (p. 364) The last paragraph of the body copy that often refers back to the creative concept and wraps up the Big Idea.

Closing (p. 315) Represents the last date to send an ad to production.

Closure A gestalt principle which states that missing parts of a shape will automatically be added on perception.

Clutter (p. 101) The excessive number of messages delivered to a target audience.

Clutter reel (p. 537) A reel of commercials used in ad testing on which one ad is the one being tested and the others are included to simulate the clutter of a typical advertising break in a program.

Co-branding (p. 467) A product offered by two companies with both companies' brands present.

Cognition (p. 106) How consumers respond to information, learn, and understand.

Cognitive dissonance (p. 139) A tendency to justify the discrepancy between what you receive and what you expected to receive.

Cognitive learning (p. 108) When advertisers want people to know something new after watching or hearing a message.

Coincidental survey (p. 537) Random phone calls made to viewers to determine what shows they are watching at that time.

Cold calling (p. 438) Sales calls made to individuals and businesses who haven't been informed in advance of the call.

Collaborative filtering An application of embedded research in which customers can see product recommendations based on predictive models that classify them with others who have similar profiles of attitude or behavior.

Collateral materials (p. 367, 493) Brochures and other forms of product literature used in support of an advertising, public relations, or sales promotion effort.

Color separation (p. 401) The process of splitting a color image into four images recorded on negatives; each negative represents one of the four process colors.

Co-marketing (p. 466) Programs through which manufacturers partner with retailers in joint promotions.

Commercial speech (p. 64) Our legal right to say what we want to promote commercial activity, as defined by the First Amendment.

Commission (p. 51) The amount an ad agency charges to the client, often a percentage of media cost.

Communication audit (p. 483) A type of background research that assesses the internal and external PR environment that affects the organization's audience, objectives, competitors, and past results.

Communication brief (p. 198) A strategy document that explains the consumer insight and summarizes the message and media strategy.

Comparative advertising (p. 81) A message strategy that explicitly or implicitly compares the features of two or more brands.

Competitive advantage (p. 190) Features or benefits of a product that let it outperform its competitors.

Compiled list (p. 430) In database marketing, a list that is created by merging several lists and purging duplicate entries.

Comprehensives (p. 396) A layout that looks as much like the final printed ad as possible.

Concept testing (p. 165, 536) When a simple statement of an idea is tried out on

people who are representative of the target audience in order to get their reactions to the Big Idea.

Conditional learning (p. 108) Learning through association by connecting a stimulus to a reward through repeated exposure to a stimulus that eventually leads to the reward.

Consent decree (p. 68) A formal FTC agreement with an advertiser that obligates the advertiser to stop its deceptive practices.

Consumer behavior (p. 126) The process of an individual or group selecting, purchasing, using, or disposing of products, services, ideas, or experiences to satisfy needs and desires.

Consumer magazine (p. 221) A publication oriented to a general (non-business) audience.

Consumer market (p. 41) Selling products to a general (non-business) audience.

Consumer research (p. 157) A type of market research that identifies people who are in the market for a product.

Contact points (p. 200) The media, as well as other places and ways, where a consumer engages in a brand experience.

Content analysis (p. 165, 548) Research that analyzes articles, news stories and other printed materials for themes and positive or negative mentions of a brand or company.

Contest (p. 456) A form of promotion that requires participants to compete for a prize or prizes based on some sort of skill or ability.

Continuity (p. 307) Even, continuous advertising over the time span of the advertising campaign.

Continuous strategy (p. 307) A media strategy that spreads the advertising evenly over a period.

Controlled media (p. 427, 487) Media that the direct marketer either owns or has delivered through carefully controlled criteria by a contracted company.

Conversion (p. 549) In sales, changing a prospect into a customer.

Conviction (p. 114) A particularly strong belief that has been anchored firmly in one's attitudes.

Cookies (p. 273) Web "bugs" that can be placed on your computer by a Web server to track your online movements.

Co-op advertising (p. 44, 217, 506) Also called cooperative advertising; an arrangement between a retailer and manufacturer

in which the manufacturer reimburses the retailer for all or part of the retailer's advertising costs.

Cooperative advertising See Co-op advertising.

Copycat advertising (p. 327) Using some other brand's creative idea.

Copy-testing (p. 165, 330) Evaluating the effectiveness of an ad, either in a draft form or after it has been used.

Core values (p. 128) Underlying values that govern a person's (or a brand's) attitudes and behavior.

Copywriter (p. 357) The person who writes the text for an ad.

Corporate advertising (p. 488) A type of advertising used by firms to build awareness of a company, its products, and the nature of its business.

Corporate culture (p. 129) The values and attitudes that shape the behavior of an organization and its employees.

Corporate image (p. 488) A perception of a company that its stakeholders create in their minds from messages and experiences with the company.

Corporate relations (p. 482) Relations between a corporation and the public involving an organization's image and reputation.

Corrective advertising (p. 69) An FTC directive that requires an advertiser to run truthful ads to counter deceptive ads.

Cost Per Rating (CPR) A method of comparing media vehicles by relating the cost of the message unit to the audience rating.

Cost Per Thousand (CPM) (p. 305) The cost of exposing each 1,000 members of the target audience to the advertising message.

Coupons (p. 456) Legal certificates offered by manufacturers and retailers that grant specified savings on selected products when presented for redemption at the point-of-purchase.

Coverage (p. 247) The degree to which a particular advertising medium delivers audiences within a specific geographical area.

C-prints (p. 403) High quality proofs used in printing.

Crawl (p. 405) Computer-generated letters that move across the bottom of the screen.

Creative brief (p. 198, 345) The document that outlines the key strategy decisions and details the key execution elements.

560 GLOSSARY

Creative concept (*p. 327*) A Big Idea that is original, supports the ad strategy, and dramatizes the selling point.

Creative director (*p. 331*) The person responsible for managing the work of the creative team.

Creative platform (*p. 345*) A document that outlines the message strategy decisions for an individual ad.

Creative strategy (*p. 334*) The determination of the right message for a particular target audience, a message approach that delivers the advertising objectives.

Crisis management (*p. 482*) Management of people and events during times of great danger or trouble.

Cross-functional management A practice that uses teams to coordinate activities that involve different areas in and outside a company.

Cultural and social influences (*p. 128*) The forces other people exert on your behavior.

Cultural imperialism (*p. 62*) Imposing a foreign culture on a local culture; usually referred to as the impact of Western culture, products, and lifestyles on a more traditional culture.

Culture (*p. 128*) The complex whole of tangible items, intangible concepts, and social behaviors that define a group of people or a way of life.

Culture-orientation model (*p. 521*) A strategy that emphasizes the cultural differences between people.

Customary pricing (*p. 45*) Using a single, well-known price for a long period of time.

Customer-focused marketing All communication within an advertisement that is evaluated in terms of the consumer's response.

Customer (*p. 127*) Current or prospective purchaser of a product.

Customer relationship management (CRM) (*p. 53, 432*) A database process that identifies and analyzes patterns in customer behavior to maximize the profitability of each relationship.

Cut (*p. 407*) An abrupt transition from one shot to another.

Cutouts (*p. 228*) Irregularly shaped extensions added to the top, bottom, or sides of standard outdoor boards.

D

Dailies (*p. 410*) Processed scenes on film that a director reviews to determine what needs correcting.

Databases (*p. 428*) Lists of consumers with information that helps target and segment those who are highly likely to be in the market for a certain product.

Database marketing (*p. 428*) A tool and industry that utilizes databases to predict trends and monitor consumers in order to more effectively implement direct-marketing strategies.

Data-driven communication (*p. 430*) Communication strategy used in direct marketing that is based on customer information and previous interactions with the brand.

Data sheets (*p. 515*) Advertising that provides detailed technical information.

Daypart (*p. 247*) The way the broadcast schedule is divided into time segments during a day.

Dealer tag (*p. 509*) Time left at the end of a manufacturer's TV or radio commercial to insert local retail store information.

Debossing (*p. 403*) A depressed image created on paper by applying heat and pressure.

Deceptive advertising (*p. 66*) Advertising that misleads consumers by making claims that are false or by failure to fully disclose important information.

Delayed effects (*p. 109*) An advertisement's impact occurs at a later time (than its time of delivery).

Demand creation (*p. 61*) An external message creates a want or need.

Demography (*p. 131*) The study of social and economic factors that influence how individual consumers behave.

Demographics (*p. 131*) Human traits such as age, income, race, and gender.

Diaries (*p. 170*) In advertising research, consumers record their consumption activities, including media use.

Die cut (*p. 403*) A sharp-edged stamp used to cut irregular shapes.

Differentiate (*p. 42*) The way products are unique or different from competitors.

Digitization (*p. 403*) Converting art into computer-readable images.

Directional advertising (*p. 233*) Tells people where to go to find goods and services.

Direct-action headline (*p. 362*) A headline that is straightforward and informative and leads to some kind of action.

Direct mail (*p. 435*) A type of direct marketing that sends the offer to a prospective customer by mail.

Direct marketing (DM) (*p. 44, 423*) A type of marketing that uses media to contact a prospect directly and elicit a response without the intervention of a retailer or personal sales.

Direct-response advertising (*p. 17, 424*) A type of marketing communication that achieves an action-oriented objective as a result of the advertising message.

Direct-response counts (*p. 545*) Evaluative tests that count the number of viewers or readers who request more information or who purchase the product.

Discretionary income (*p. 135*) The money available for spending after taxes and necessities are covered.

Display advertising (*p. 217*) Sponsored messages that can be of any size and location within the newspaper, except the editorial page.

Display copy (*p. 360*) Type set in larger sizes that is used to attract the reader's attention.

Distribution chain or channel (*p. 39*) The companies involved in moving a product from the manufacturer to the customer.

Donut format (*p. 509*) A format for a radio commercial where the manufacturer records the beginning and end and the local retailer drops in the middle.

Double-page spread (*p. 224*) An advertisement that crosses two facing pages in a magazine.

Dubbing (*p. 410*) The process of making duplicate copies of a videotape.

E

E-business (*p. 271*) The practice of conducting business online.

E-commerce Selling goods and services through electronic means, usually over the Internet.

Effective frequency (*p. 300*) A planning concept that determines a range (minimum and maximum) of repeat exposures for a message.

Effects (*p. 19*) The impact created by an advertisement and the target audiences response to the message.

Embedded research (*p. 173*) Research that is measured through real purchase and use situations which benefits the consumer, manufacturer, and retailer.

Embossing (*p. 403*) The application of pressure to create a raised surface image on paper.

Emotional appeals (*p. 110*) Message strategies that seek to arouse our feelings.

Employee relations (p. 480) Relations between the company and its workers.

Endorsement or testimonial (p. 83) Any advertising message that consumers reasonably believe reflects the opinions, beliefs, or experiences of an individual, group, or institution.

Ethics (p. 75) A set of moral principles that guide our actions.

Ethnographic research (p. 169) A form of anthropological research that studies the way people live their lives.

Evaluative research (p. 157) Research that determines how well the ad or campaign achieved its goals.

Event marketing (p. 464) Creating a promotion program around a sponsored event.

Exchange (p. 32) The process whereby two or more parties transfer something of value to one another.

Exclusive distribution When only one distributor is allowed to sell the brand in a particular market.

Execution (p. 520) The different variations used to represent the message of a campaign.

Exposure (p. 105, 212) The opportunity for a reader, viewer, or listener to see or hear an advertisement.

Extensions (p. 228) Embellishments to painted billboards that expand the scale and break away from the standard rectangle limitations.

Exterior transit advertising (p. 231) Advertising posters that are mounted on the sides, rear, and tops of vehicles.

Extranets (p. 274, 496) Networked systems of electronic communication that allow employees to be in contact with each other in one business with its business partners.

F

Family (p. 130) Two or more people who are related by blood, marriage, or adoption and live in the same household.

Feature (p. 338) A product attribute or characteristic.

Feature story (p. 490) In the media, these are human-interest stories, in contrast to hard news.

Feature analysis (p. 190) A comparison of your product's features against those of competing products.

Federal Communications Commission (FCC) (p. 70) A U.S. government agency that regulates broadcast media and can

eliminate ads that are deceptive or offensive.

Federal Trade Commission (FTC) (p. 66) A U.S. government agency responsible for regulating several advertising issues including banning deceptive or misleading advertising.

Fee (p. 51) An hourly amount charged to the client by the agency.

Feedback (p. 100) Response to a message by a receiver that is conveyed back to the source.

Film-to-tape transfer (p. 407) A procedure by which film is shot, processed, and then transferred to videotape.

Financial relations (p. 480) Communications with the financial community.

First-run syndication (p. 254) Network shows that move into syndication even though new episodes are continuing to be produced.

Flexography (p. 403) A printing process that uses a flexible rubber printing plate in order to print on unusual shaped objects.

Flighting (p. 307) An advertising scheduling pattern characterized by a period of intensified activity called a flight, followed by a period of no advertising called a hiatus.

Focus groups (p. 168) A group interview led by a moderator.

Font (p. 392) The basic set of letters in a particular typeface.

Food and Drug Administration (FDA) (p. 70) A regulatory division of the Department of Health and Human Services that oversees package labeling and ingredient listings for food and drugs.

Four-color printing (p. 401) A printing process that replicates the full color of a photograph although it only uses four colors of ink.

Frame-by-frame tests Tests that evaluate consumers' reactions to the individual scenes that unfold in the course of a television commercial.

Free-standing insert advertisement (p. 218) Preprinted advertisement placed loosely in the newspaper.

Frequency (p. 212) The number of times an audience has an opportunity to be exposed to a media vehicle or vehicles in a specified time span.

Frequency (p. 243) The number of radio waves produced by a transmitter in one second.

Frequency distribution (p. 299) A media planning term describing exactly how many times each person is exposed to a message by percentage of the population (reach).

Frequency program (p. 466) A loyalty program that rewards customers for repeat purchases.

Friendship focus groups (p. 169) Group interviews with people who know one another and have been recruited by the person who hosts the session, which is usually held in that person's home.

Fulfillment (p. 427) The back-end operations of direct marketing, which include receiving the order, assembling the merchandise, shipping, and handling returns and exchanges.

Full-service agency (p. 47) An agency that provides clients with the primary planning and advertising services.

G

Gaffer (p. 409) Chief electrician on a film shoot.

Gap analysis (p. 484) A research technique that measures the differences in perceptions and attitudes between groups or between them and the organization.

Gatefold (p. 224) Four or more connected pages that fold in on themselves.

Gatekeepers (p. 480) Individuals who have direct relations with the public such as writers, producers, editors, talk-show coordinators, and newscasters.

Geodemographic clusters Distinct types of neighborhoods.

Geomarketing Marketing that is geared to increasing diversity in consumer tastes and preferences.

Global brand (p. 519) One that is marketed with the same name, design, and creative strategy in most or all of the major regional market blocs.

Global perspective A corporate philosophy that directs products and advertising toward a worldwide market.

Globalization (p. 23) The deepening relationships and broadening interdependence among people from different countries.

Grip (p. 409) Individual who moves the props and sets on a film shoot.

Gross impressions (p. 212) The sum of the audiences of all the media vehicles used within a designated time span.

Gross Rating Points (GRPs) (p. 258) The sum of the total exposure potential of a

562 GLOSSARY

series of media vehicles expressed as a percentage of the audience population.

Guerrilla marketing (*p. 285*) A form of unconventional marketing, such as chalk messages on a sidewalk, that is often associated with staged events.

Gutter (*p. 224*) The white space, or inside margins, where two facing magazine pages join.

H

Habit Something learned so well, it has become second nature.

Halftone (*p. 400*) (Continuous tone): Image with a continuous range of shades from light to dark.

Hard sell (*p. 6, 335*) A rational, informational message that emphasizes a strong argument and calls for action.

Headline (*p. 360*) The title of an ad; it is display copy set in large type to get the reader's attention.

Hierarchy-of-effects (*p. 102*) A set of consumer responses that moves from the least serious, involved, or complex up through the most serious, involved, or complex.

High context culture (*p. 522*) The meaning of a message is dependent on context cues.

High involvement (*p. 116*) Perceiving a product or information as important and personally relevant.

High-involvement decision process (*p. 116*) A decision process that relates to higher-risk products purchased infrequently.

Hit (*p. 279*) The number of times a Web site is visited.

Horizontal publications (*p. 221, 514*) Publications directed at people who hold similar jobs.

House ad (*p. 487*) An ad by an organization that is used in its own publication or programming.

Household (*p. 130*) All those people who occupy one living unit, whether they are related or not.

HUT (*p. 212*) A measure of Households Using TV.

I

Image (*p. 478*) The use of intangible attributes to create a specific perception.

Image advertising (*p. 342*) A type of advertising that creates a unique brand meaning.

Image transfer (*p. 304, 369*) When the presentation in one medium stimulates the listener or viewer to think about the presentation of the product in another medium.

IMC research (*p. 157*) Research used to plan and evaluate the performance and synergy of all marketing communication tools.

Impact The effect of the message on the audience.

Implied third-party endorsement (*p. 480*) When the media endorse a product and the public finds it credible.

Impression (*p. 212*) In media planning, one person's opportunity to be exposed to an advertising message.

Inbound telemarketing (*p. 438*) Incoming calls initiated by the customer.

In-depth interview (*p. 168*) One-on-one interview using open-ended questions.

Industrial advertising (*p. 510*) Advertising that targets original equipment manufacturers (OEM).

Indirect advertising (*p. 71*) Advertising that features one product instead of the primary (controversial) product.

Indirect marketing (*p. 44*) Distributing a product through a channel structure that includes one or more resellers.

Indirect-action headlines (*p. 362*) Headlines that aim to capture attention although they might not provide much information.

Industrial advertising (*p. 510*) Advertising directed at suppliers or original equipment manufacturers (OEMs).

In-house agency (*p. 15*) An agency within an advertiser's organization that performs all the tasks an outside agency would provide for the advertiser.

In-market tests Tests that measure the effectiveness of advertisements by measuring actual sales results in the marketplace.

Innate needs (*p. 135*) Primary needs connected with survival.

Inquiry tests (*p. 541*) Evaluation that measures the number of responses to a message.

Instant messaging (*p. 285*) Exchanging text-based messages in real time via an Internet communications service.

Institutional retail advertising (*p. 507*) Advertising that focuses on the image of the store rather than selling merchandise.

Integrated direct marketing (*p. 444*) A method of achieving precise, synchronized use of the right mediums at the right time, with a measurable return on dollars spent. Also known as integrated relationship marketing.

Integrated marketing (*p. 52*) The process of meeting customers' needs through the coordination of the marketing mix and the other business functions.

Integrated Marketing Communication (IMC) (*p. 23*) The practice of unifying all marketing communication efforts so they send a consistent, persuasive message to target audiences.

Integrated media strategy A media strategy in which advertisers understand which media fit particular advertising needs, which media are complementary, and which detract from each other.

Intensive distribution Stocking the product in as many outlets as possible.

Interactive communication (*p. 100*) Personal conversations between two people.

Interactive technology Technology such as the Internet.

Interactive TV (*p. 254*) A television with computer capabilities.

Interconnects (*p. 252*) A special cable technology that allows local advertisers to run their commercials in small geographic areas through the interconnection of a number of cable systems.

Interest (*p. 105*) Activities that engage the consumer.

Interior transit advertising (*p. 231*) Advertising posters that are mounted inside vehicles such as buses, subway cars, and taxis.

Interlock (*p. 410*) A version of the commercial with the audio and video timed together, although the two are recorded separately.

Internal marketing (*p. 200, 480*) Providing information about marketing activity and promoting it internally to employees.

Internal service departments Departments such as the traffic department, print production, financial services, and human resources or personnel, which serve the operations within the agency.

International advertising (*p. 52*) Advertising designed to promote the same product in a number of countries.

International brand (p. 52, 519) A brand or product that is available in most parts of the world.

Internet (p. 271) A linked system of international computer networks.

Intranets (p. 274, 496) Networked systems of electronic communication that allow employees to be in touch with one another from various locations.

Involvement (p. 116) The intensity of the consumer's interest in a product.

Issue management (p. 481) The practice of advising companies and senior management on how public opinion is coalescing around certain issues.

J

Jingles (p. 244, 368) Commercials set to music.

Justified type (p. 392) A form of typeset copy in which the ends of the lines in a column of type are forced to align by adding space between words in the line.

K

Kiosks (p. 231) Multisided bulletin board structures designed for public posting of messages.

L

Layout (p. 394) A drawing that shows where all the elements in the ad are to be positioned.

Lead (p. 364) The first paragraph of the body copy.

Lead agency (p. 522) In international marketing, the agency that develops the campaign.

Lead generation (p. 424) The identification of prospective customers.

Lead time (p. 307) Production time; also time preceding a seasonal event.

Legibility (p. 392) How easy or difficult a type is to read.

Letterpress (p. 402) A printing process that prints from a raised surface.

Licensing (p. 467) The practice whereby a company with an established brand "rents" it to another company.

Lifestyle (p. 135) The pattern of living that reflects how people allocate their time, energy, and money.

Lifestyle analysis (p. 141) Examining the ways people allocate their time, energy, and money.

Lifetime customer value (p. 444) An estimate of the revenue coming from a particular customer (or type of customer) over the lifetime of the relationship.

Likability tests (p. 541) Evaluation of positive responses to an ad.

Line art (p. 400) Art in which all elements are solid, with no intermediate shades or tones.

Lists (p. 429) Databases of prospects' and customers' contact information.

Loaders (p. 462) Trade promotions that encourage retailers to stock up on a product.

Lobbying (p. 481) A form of public affairs involving corporations, activist groups, and consumer groups who provide information to legislators in order to get their support and to get them to vote a certain way on a particular bill.

Local advertising (p. 17, 505) Advertising targeted to consumers who live within the local shopping area of a store.

Local brand (p. 52) A brand that is marketed in one specific country.

Local cable (p. 252) Cable scheduling that allows advertisers to show their commercials to highly restricted geographic audiences through interconnects.

Localization (Adaption) (p. 520) A strategy in international advertising that adapts the message to local cultures.

Locking power Creative approach that captures the attention of the consumer.

Low-context cultures (p. 522) The meaning of a message is obvious without needing a sense of the cultural context.

Low-involvement (p. 116) Perceiving a product or information as unimportant.

Low-involvement decision process (p. 116) A decision process that relates to products purchased frequently with low risk.

Low-power FM (p. 244) Nonprofit, non-commercial stations that serve a small area market, such as a college campus.

Loyalty program (p. 466) A program designed to increase customer retention by rewarding customers for their patronage.

M

Make-goods (p. 315) Compensation that media give to advertisers in the form of additional message units. These are commonly used in situations involving production errors by the medium and preemption of the advertiser's programming.

Market (p. 39) An area of the country or a group of buyers.

Market aggregation strategy (p. 147) An undifferentiated segmentation strategy that treats consumers as homogenous.

Market orientation model (p. 521) A strategy in international marketing that emphasizes the differences in cultures.

Market research (p. 157) A type of marketing research that investigates the product and category, as well as consumers who are or might be customers for the product.

Market segmentation (p. 148) The process of dividing a market into distinct groups of buyers who might require separate products or marketing mixes.

Market selectivity (p. 214) When the medium targets specific consumer groups.

Market tracking studies Studies that follow the purchase activity of a specific consumer or group of consumers over a specified period of time.

Marketer (p. 37) The company or organization behind the product.

Marketing (p. 8) Business activities that direct the exchange of goods and services between producers and consumers.

Marketing communications (p. 8) The element in the marketing mix that communicates the key marketing messages to target audiences.

Marketing communication mix (p. 42) A combination of marketing communication activities, such as personal selling, advertising, sales promotion, marketing public relations, and packaging, to produce a coordinated message strategy.

Marketing concept (p. 31) An idea that suggests that marketing should focus first on the needs and wants of the customer, rather than finding ways to sell products that may or may not meet customers' needs.

Marketing imperialism (p. 62) Marketing practices that result in imposing foreign cultural values on a local culture with different values and traditions.

Marketing mix (p. 8) A blend of four main activities: designing, pricing, distributing, and communicating about the product.

Marketing mix modeling A modeling technique that allows marketers to determine the precise impact of the media plan on product sales.

564 GLOSSARY

Marketing plan (p. 45, 183) A written document that proposes strategies for using the elements of the marketing mix to achieve objectives.

Marketing Public Relations (MPR) (p. 483) A type of public relations that supports marketing's product and sales focus by increasing the brand's and company's credibility with consumers.

Marketing research (p. 162) Research that investigates all elements of the marketing mix.

Mass customization A product development process that relies on flexible manufacturing to customize products for select markets or individuals.

Mechanicals (p. 396) A finished pasteup with every element perfectly positioned that is photographed to make printing plates for offset printing.

Media (p. 15, 211) The channels of communication that carry the ad message to target audiences.

Media-buying services (p. 49) Service providers that specialize in the purchase of media for their clients.

Media kit (p. 492) Also called a press kit, a packet or folder that contains all the important information for members of the press.

Media mix (p. 212) Selecting the best combination of media vehicles, nontraditional media, and marketing communication tools to reach the targeted stakeholder audiences.

Media objective (p. 212) A goal or task a media plan should accomplish.

Media planning (p. 212) A decision process leading to the use of advertising time and space to assist in the achievement of marketing objectives.

Media relations (p. 480) Relationships with media contacts.

Media reps (p. 213) Media salespeople who sell media time and space for a variety of media outlets.

Media salespersons (p. 213) People who work for a specific medium and call on media planners and buyers in agencies to sell space or time in that medium.

Media strategy (p. 300) The decisions media planners make to deliver the most effective media mix that will reach the target audience and satisfy the media objectives.

Media tour (p. 492) A traveling press conference in which the company's spokes-

person travels to different cities and meets with the local media.

Media vehicle (p. 212) A single program, magazine, or radio station.

Medium (p. 101) A single form of communication (television, billboards, online media).

Merging (p. 429) The process of combining two or more lists of data.

Message (p. 99) The words, pictures, and ideas that create meaning in an advertisement.

Message strategy (p. 334) The determination of the right message for a particular target audience that delivers the advertising objectives.

Mission marketing (p. 516) Linking the mission of the company to a good cause and committing support to it for the long term.

Mission statement (p. 183) A business platform that articulates the organization's philosophy, as well as its goals and values.

Mixer (p. 410) The individual who operates the recording equipment during a film shoot.

Moment-by-moment tests (p. 537) A research method that evaluates viewers' response to a commercial frame by frame.

Morning drive time (p. 247) On radio the day part that reaches people when they are commuting to work.

Morphing (p. 405) A video technique in which one object gradually changes into another.

Motivation (motive) (p. 114) An unobservable inner force that stimulates and compels a behavioral response.

Motivation test (p. 541) Research that evaluates consumers' intention to act.

N

Navigation (p. 413) The action of a user moving through a Web site.

Needs (p. 108) Basic forces that motivate you to do or to want something.

Negative space (p. 395) In a layout, the white (unprinted) space surrounding the ad's elements.

Network (p. 250) When two or more stations are able to broadcast the same program that originates from a single source.

Network cable (p. 252) Cable scheduling that runs commercials across an entire subscriber group simultaneously.

Network of associations (p. 113) The linked set of brand perceptions that represent a person's unique way of creating meaning.

Network radio (p. 246) A group of local affiliates providing simultaneous programming via connection to one or more of the national networks through AT&T telephone wires.

Newsprint (p. 399) An inexpensive paper with a rough surface, used for printing newspapers.

News release (p. 489) Primary medium used to deliver public relations messages to the media.

Niche markets (p. 149) Subsegments of the general market which have distinctive traits that may provide a special combination of benefits.

Noise (p. 100) Anything that interferes with or distorts the advertising message's delivery to the target audience.

Nonprofit (p. 18) Noncommercial organizations.

Nonpromotional product advertising (p. 507) A form of advertising that talks about merchandise that is new, exclusive, and of superior quality and design.

Nontraditional delivery (p. 223) Delivery of magazines to readers through such methods as door hangers or newspapers.

Norms (p. 128, 534) Simple rules that each culture establishes to guide behavior.

North American Industry Classification System (NAICS) (p. 510) The federal system of grouping businesses based on the major product or service provided.

O

Objective (p. 19) The goal or task an individual or business wants to accomplish.

Objective-task method (p. 193) Budgeting approach based on costs of reaching an objective.

Observation research (p. 169) Qualitative research method that takes researchers into natural settings where they record people's behavior.

Off camera (p. 374) In television, a voice is coming from an unseen speaker.

Off-network syndication (p. 254) Reruns off network shows.

Off-line advertising (p. 278) Advertising in traditional media that is designed to drive consumers to an advertiser's Web site.

Offset printing (p. 402) A printing process that prints an image from a smooth surface chemically treated printing plate.

One-order, one-bill (p. 218) When media companies buy newspaper advertising space for national advertisers and handle the rate negotiation and billing.

One-step offer (p. 427) A message that asks for a direct sales response and has a mechanism for responding to the offer.

On location (p. 374) Commercials shot outside the studio.

Open-ended questions (p. 168) A qualitative research method that asks respondents to generate their own answers.

Open pricing A pricing a method in which prices are negotiated on a contract-by-contract basis for each unit of media space or time.

Opinion leaders (p. 478) Important people who influence others.

Opt in (Opt out) (p. 281) In e-mail advertising (and direct mail) consumers agree to be included or not included in the list.

Outbound telemarketing (p. 438) Telemarketing sales calls initiated by the company.

Outdoor advertising (p. 227) Advertising on billboards along streets and highways.

Out-of-home advertising (p. 227) All advertising that is displayed outside the home, from billboards, to blimps, to in-store aisle displays.

Overlines (p. 361) Text used to set the stage and lead into the headline of copy.

P

Pace (p. 376) How fast or slowly the action progresses in a commercial.

Package goods (p. 41) Products sold for personal or household use.

Painted bulletin (p. 228) A type of advertisement that is normally created on-site and is not restricted to billboards as the attachment.

Pantry checks (p. 539) A research checks home-owners' pantries to determine their purchases.

Participation marketing A method of direct marketing in which the company knows its customers, generates feedback at every opportunity, involves the customers and prospects as much as possible, markets according to the customer's schedule, and makes the customer feel vested in the company's success.

Participations (p. 256) An arrangement in which a television advertiser buys commercial time from a network.

Payout plan (p. 470, 546) A way to evaluate the effectiveness of a sales promotion in terms of its financial returns by comparing the costs of the promotion to the forecasted sales of the promotion.

People meters (p. 259) Boxes on a TV set that record viewing behaviors.

Perceived risk (p. 144) The relationship between what you gain by making a certain decision and what you have to lose.

Percentage-of-sales method (p. 194) A budgeting technique based in the relationship between the cost of advertising and total sales.

Perception (p. 104) The process by which we receive information through our five senses and acknowledge and assign meaning to this information.

Peripheral processing Quick decision making based on simple factors for low-involvement purchases such as smell or a catchy slogan.

Permission marketing (p. 53, 443) A method of direct marketing in which the consumer controls the process, agrees to receive communication from the company, and consciously signs up.

Permission to believe (p. 342) Credibility building techniques that increase consumers' conviction in making decisions.

Personal selling (p. 45) Face-to-face contact between the marketer and a prospective customer that intends to create and repeat sales.

Personality (p. 140) The consistent attitudes and behaviors that make us an individual.

Persuasion (p. 113) Trying to establish, reinforce, or change an attitude, touch an emotion, or anchor a conviction firmly in the potential customer's belief structure.

Persuasion test (p. 540) A test that evaluates the effectiveness of an advertisement by measuring whether the ad affects consumers' intentions to buy a brand.

Photostats (p. 403) Photoprint proofs that are cheap to produce.

Photoboards (p. 537) A mockup of a television commercial that uses still photos for the frames.

Pica (p. 392) A unit used to measure width and depth of columns; there are 12 points in a pica and 6 picas in an inch.

Picture sort (p. 537) Viewers receive a deck of photos and sort them into categories as requested by the researcher.

Pitch letter (p. 490) A letter to a media outlet that outlines a possible story idea that the PR person would like to provide.

Point (p. 392) A unit used to measure the height of type; there are 72 points in an inch.

Point of differentiation (p. 338) The way a product is unique from its competitors.

Point-of-Purchase (POP) display (p. 461) A display designed by the manufacturer and distributed to retailers to promote a particular brand or line of products.

Pool-outs (p. 522) Variations on a core campaign theme.

Population (p. 168) An entire group of people from which a sample is drawn.

Positioning (p. 42, 190) The way in which consumers perceive a product in the marketplace.

Poster (panels) (p. 228) A type of advertisement that is created by designers, printed, and shipped to an outdoor advertising company who prepastes and applies it in sections to the poster panel's face on location.

Postproduction (p. 410) In TV production, assembling and editing the film after the film has been shot.

Predictive dialing (p. 438) Technology that allows telemarketing companies to call anyone by using a trial and error dialing program.

Preference (p. 114) Favorable positive impression of a product that leads to an intention to try or buy it.

Preferred frequency The percentage of audience reached at each level of repetition (exposed once, twice, and so on).

Preferred positions (p. 217) Sections or pages of print media that are in high demand by advertisers because they have a special appeal to the target audience.

Premium (p. 456) A tangible reward received for performing a particular act, such as purchasing a product or visiting the point-of-purchase.

Preprints (p. 510) Advertising circulars furnished by a retailer for distribution as a free-standing insert in newspapers.

Press conference (p. 492) A public gathering of media people for the purpose of establishing a company's position or making a statement.

566 GLOSSARY

Pretesting (*p. 537*) Evaluative research of finished or nearly finished ads that leads to a go/no go decision.

Price (*p. 44*) An amount a seller sets for a product that is based not only on the cost of making and marketing the product, but also on the seller's expected profit level.

Price copy (*p. 45*) A term used to designate advertising copy devoted to information about the price and the associated conditions of a particular product.

Price deal (*p. 455*) A temporary reduction in the price of a product.

Price lining A strategy where a company offers variations of a particular product and prices them accordingly.

Primary research (*p. 42, 159*) Information that is collected from original sources.

Primary research suppliers (*p. 159*) Research firms that specialize in interviewing, observing, recording, and analyzing the behavior of those who purchase or influence the purchase of a particular good or service.

Prime time (*p. 250*) Programming on TV that runs between the hours of 8 and 11 p.m.

Print production (*p. 51*) A department that takes a layout, type, and artwork and turns it into a reproducible format.

Printed poster (*p. 228*) A type of billboard that uses printed formats in standardized sizes that are pasted to the board's surface.

Privacy policy (*p. 273*) A statement on a company's Web site that explains what user data it collects and how it uses the data.

Problem solution format (*p. 345*) A message strategy that sets up a problem that the use of the product can solve.

Process colors (*p. 400*) Four basic inks—magenta, cyan, yellow, and black—that are mixed to produce a full range of colors found in four-color printing.

Product-as-hero (*p. 345*) A form of the problem-solution message strategy.

Product category (*p. 8, 43*) Classification to which a product belongs.

Product differentiation (*p. 190*) A competitive marketing strategy that tries to create a competitive difference through real or perceived product attributes.

Product management (*p. 37*) An organizational structure that places a brand manager or management team in charge of a brand's total marketing effort.

Product placement (*p. 263*) The use of a brand name product in a television show, movie, or event.

Product retail advertising Advertising that focuses on selling merchandise.

Production notes (*p. 408*) A document that describes in detail of every aspect of a commercial's production.

Professional advertising (*p. 512*) Advertising that is targeted at professionals.

Profile (*p. 150*) A composite description of a target audience using personality and lifestyle characteristics.

Program preemptions Interruptions in local or network programming caused by special events.

Program sponsorships (*p. 253*) Commercial announcements used in public broadcasting to underwrite programming costs.

Promise (*p. 341*) Found in a benefit statement, it is something that will happen if you use the product.

Promotional advertising (*p. 507*) Retail advertising that is focused on price or a special sale.

Prospecting (*p. 425*) In database marketing, this is the process of identifying prospects based on how well they match certain user characteristics.

Psychographics (*p. 140*) All psychological variables that combine to share our inner selves and help explain consumer behavior.

Psychological pricing (*p. 45*) A strategy that tries to manipulate the customer's purchasing judgment.

Public affairs (*p. 481*) Relations between a corporation, the public, and government involving public issues relating to government and regulation.

Public communication campaigns (*p. 483, 518*) Social issue campaigns undertaken by nonprofit organizations as a conscious effort to influence the thoughts or actions of the public.

Public opinion (*p. 478*) People's beliefs, based on their conceptions or evaluations of something, rather than on fact.

Public relations (*p. 477*) A management function enabling organizations to achieve effective relationships with various publics in order to manage the image and reputation of the organization.

Public Service Announcements (PSAs) (*p. 487*) A type of public relations advertising that deals with public welfare issues and typically is run free of charge.

Publicity (*p. 477*) Information that catches public interest and is relayed through the news media.

Publics (*p. 477*) All groups of people with which a company or organization interacts.

Puffery (*p. 81*) Advertising or other sales representation that praises a product or service using subjective opinions, superlatives, and similar techniques that are not based on objective fact.

Pull strategy (*p. 44, 462*) A strategy that directs marketing efforts at the consumer and attempts to pull the product through the channel.

Pulsing strategy (*p. 307*) An advertising scheduling pattern in which time and space are scheduled on a continuous but uneven basis; lower levels are followed by bursts or peak periods of intensified activity.

Purging (*p. 429*) The process of deleting duplicative information after lists of data are combined.

Push strategy (*p. 44, 462*) A strategy that directs marketing efforts at resellers, where success depends on the ability of these intermediaries to market the product, which they often do with advertising.

Q

Qualitative research (*p. 160*) Research that seeks to understand how people think and behave and why.

Quantitative research (*p. 160*) Research that uses statistics to describe consumers.

R

Ragged right (*p. 392*) In typesetting, the line endings of the right side of the column fall where they will. Also called "unjustified".

Ratings, Rating Points (*p. 213, 247, 258*) Percentage of population or households tuned to a program.

Reach (*p. 212*) The percentage of different homes or people exposed to a media vehicle or vehicles at least once during a specific period of time. It is the percentage of unduplicated audience.

Reason why (*p. 341*) A statement that explains why the feature will benefit the user.

Rebate (*p. 456*) A sales promotion that allows the customer to recover part of the product's cost from the manufacturer in the form of cash.

Recall test (*p. 540*) A test that evaluates the memorability of an advertisement by contacting members of the advertisement's audience and asking them what they remember about it.

Receiver (*p. 100*) The audience for an advertisement.

Recognition (*p. 106*) An ability to remember having seen something before.

Recognition test (*p. 540*) A test that evaluates the memorability of an advertisement by contacting members of the audience, showing them the ad, and asking whether they remember having seen it before.

Reference group (*p. 129*) A group of people that a person uses as a guide for behavior in specific situations.

Refund (*p. 456*) An offer by the marketer to return a certain amount of money to the consumer who purchases the product.

Regional brand (*p. 52*) A brand that is available throughout a regional trading block.

Registration (*p. 399*) When the four-colors used in full-color printing are perfectly aligned with the image.

Relationship marketing (*p. 53, 480*) The ongoing process of identifying and maintaining contact with high-value customers.

Release prints (*p. 410*) Duplicate copies of a commercial that are ready for distribution.

Relevance (*p. 105*) The message connects with the audience on a personal level.

Reliability (*p. 172*) In research, reliability means you can run the same test over again and get the same results.

Reminder advertising (*p. 344*) An advertising strategy that keeps the brand name in front of consumers.

Reputation (*p. 478*) A general estimation in which a company is held by the public, based on its practices, policies, and performance.

Resonance (*p. 110*) A message that rings true because the consumer connects with it on a personal level.

Response list (*p. 430*) In direct marketing, a list that is compiled of people who respond to a direct-mail offer.

Retail advertising (*p. 17, 505*) A type of advertising used by local merchants who sell directly to consumers.

Retainer (*p. 51*) Agency monthly compensation based on an estimate of the projected work and its costs.

Rich media (*p. 278*) Messages are effective in grabbing people's attention because of their novelty and entertainment value.

Rotogravure (*p. 402*) A printing process used for long press runs that provides high-quality photographic reproduction.

Rough cut (*p. 410*) A preliminary edited version of the commercial.

Rough layout (*p. 396*) A layout drawn to size but without attention to artistic and copy details.

Run-of-paper rate (*p. 217*) In newspaper advertising, a rate based on a location that is at the discretion of the publisher.

Rushes (*p. 410*) Rough versions of the commercial assembled from unedited footage.

S

Sales advertising (*p. 507*) Advertising in which the sales price dominates the ad.

Sales promotion (*p. 453*) Marketing activities that add value to the product for a limited period of time to stimulate consumer purchasing and dealer effectiveness.

Sampling (*p. 456*) Allowing the consumer to experience the product at no cost.

Sans serif (*p. 392*) A typeface that does not have the serif detail at the end of the strokes.

Scanner research (*p. 541*) Research that tracks consumer purchases and compares the marketing communication received by the consumer's household.

Script (*p. 369*) A written version of a radio or television commercial.

Search engine (*p. 274*) Internet services that locate information based on key words.

Search marketing (*p. 274*) Marketing communication strategies designed to aid consumers in their search for information.

Secondary research (*p. 42*) Information that already has been compiled and published.

Secondary research suppliers (*p. 158*) Research firms that gather and organize information around specific topic areas for other interested parties.

Segmenting (*p. 147*) Dividing the market into groups of people who have similar characteristics in certain key product-related areas.

Selective distortion (*p. 138*) The process of interpreting information in a way that is consistent with the person's existing opinion.

Selective distribution The use of more than one, but fewer than all, of the intermediaries who are willing to carry the company's product.

Selective exposure (*p. 138*) The ability to process only certain information and avoid other stimuli.

Selective perception (*p. 104*) The process of screening out information that doesn't interest us and retaining information that does.

Selective retention (*p. 138*) The process of remembering only a small portion of what you are exposed to.

Self-liquidator (*p. 458*) A type of mail premium that requires a payment sufficient to cover the cost of the item.

Selling premise (*p. 341*) The sales logic behind an advertising message.

Semicomps (*p. 396*) A layout drawn to size that depicts the art and display type; body copy is simply ruled in.

Semiconrolled media (*p. 487*) Media, such as the Internet, whose messages can be controlled by an organization in some ways, but that also contains totally uncontrolled messages.

Semiotic analysis (*p. 165*) A qualitative research method designed to uncover layers and types of meaning.

Serif (*p. 392*) Typeface in which the end of each stroke is finished off with a little flourish.

Set (*p. 408*) A constructed setting in which the action of a commercial takes place.

Share of audience (*p. 258*) The percent of viewers based on number of sets turned on.

Share of market (*p. 39*) The percentage of the total market in a product category that buys a particular brand.

Share of mind (*p. 336*) The extent to which a brand is well known in its category.

Share of voice (*p. 295*) One brand's percentage of advertising messages in a medium compared to all messages for that product or service.

Showings (*p. 229*) The percentage of the market population exposed to an outdoor board during a specific time.

SIC Code (See NAICS)

568 GLOSSARY

Signal (*p. 243*) A series of electrical impulses used to transmit radio and television broadcasting.

Silkscreen printing (*p. 403*) A printing process that uses a porous screen to transfer a stencil-like image.

Single-shot ads Ads that are designed to work alone rather than as part of an ongoing campaign.

Single-source research (*p. 541*) A test that is run after an ad campaign is introduced that shows a causal relationship between marketing communication and sales.

Situation analysis (*p. 42, 186, 484*) The first section in a campaign plan that summarizes all the relevant background information and research and analyzes its significance.

Skyscrapers (*p. 277*) Extra-long narrow ads that run down the right or left side of a Web site.

Slice-of-life format (*p. 345*) A type of problem-solution ad in which “typical people” talk about a common problem.

Slogans (*p. 363*) Frequently repeated phrases that provide continuity to an advertising campaign.

SMCR model (*p. 99*) A communication model that identifies the Source, Message, Channel, and Receiver.

Social class (*p. 129*) A way to categorize people on the basis of their values, attitudes, lifestyles, and behavior.

Social marketing (*p. 515*) Marketing with the good of society in mind.

Social responsibility (*p. 87*) A corporate philosophy based on ethical values.

Societal marketing concept (*p. 515*) A business philosophy that describes companies whose operations are based on the idea of socially responsible business.

Soft sell (*p. 6, 335*) An emotional message that uses mood, ambiguity, and suspense to create a response based on feelings and attitudes.

Sound effects (*p. 368*) Lifelike imitations of sounds.

Source (*p. 99*) The sender of a message, the advertiser.

Source credibility (*p. 114*) Belief in a message one hears from a source one finds most reliable.

Spam (*p. 281, 443*) Blasting millions of unsolicited e-mail ads.

Speaker's bureau (*p. 493*) A public relations tool that identifies a group of articu-

late people who can talk about an organization.

Specialty advertising (*p. 458*) Free gifts or rewards requiring no purchase and carrying a reminder advertising message.

Sponsorship (cause or event) (*p. 464*) An arrangement in which a company contributes to the expenses of a cause or event to increase the perceived value of the sponsor's brand in the mind of the consumer.

Sponsorship (television) (*p. 255*) An arrangement in which the advertiser produces both a television program and the accompanying commercials.

Spot announcements (*p. 257*) Ads shown during the breaks between programs.

Spot color (*p. 390*) The use of an accent color to call attention to an element in an ad layout.

Spot radio advertising (*p. 246*) A form of advertising in which an ad is placed with an individual station rather than through a network.

Stakeholders (*p. 23, 477*) Groups of people with a common interest who have a stake in a company and who can have an impact on its success.

Standard advertising unit (SAU) (*p. 215*) A standardized system of advertising sizes in newspapers.

Standardization (*p. 520*) In international advertising, the use of campaigns that vary little across different cultures.

Stereotyping (*p. 76*) The process of positioning a group of people in an unvarying pattern that lacks individuality and often reflects popular misconceptions.

Stock footage (*p. 405*) Previously recorded film, video, or still slides that are incorporated into a commercial.

Stop motion (*p. 408*) An animation technique in which inanimate objects are filmed one frame at a time, creating the illusion of movement.

Storyboard (*p. 377*) A series of frames sketched to illustrate how the story line will develop.

Strategic business unit (SBO) (*p. 182*) A division of a company focused on a line of products or all the offerings under a single brand name.

Strategic planning (*p. 181*) The process of determining objectives, deciding on strategies, and implementing the tactics.

Strategic research (*p. 157*) All research that leads to the creation of an ad.

Strategy (*p. 181*) The means by which an individual or business accomplishes objectives.

Streaming video (*p. 278*) Moving images transmitted online.

Structural analysis (*p. 349*) Developed by the Leo Burnett agency, this method evaluates the power of the narrative or story line, evaluates the strength of the product or claim, and considers how well the two aspects are integrated.

Subculture (*p. 129*) Groups of people that are similar in some way, usually characterized by age, values, language, or ethnic background.

Subheads (*p. 363*) Sectional headlines that are used to break up a mass of “gray” type in a large block of copy.

Subliminal message (*p. 81*) A message transmitted below the threshold of normal perception so that the receiver is not consciously aware of having viewed it.

Subscription TV (*p. 251*) Television service provided to people who sign up for it and pay a monthly fee.

Supplements (*p. 218*) Syndicated or local full-color advertising inserts that appear in newspapers throughout the week.

Suppliers (*p. 21*) Organizations, professionals, and specialized businesses that provide goods and services.

Support (*p. 341*) The proof, or substantiation needed to make a claim believable.

Survey research (*p. 168*) Research using structured interview forms that ask large numbers of people exactly the same questions.

Sweepstakes (*p. 456*) Contests that require only that the participant supply his or her name to participate in a random drawing.

SWOT analysis (*p. 42, 186, 484*) An analysis of a company or brand's strengths, weaknesses, opportunities, and threats.

Symbolic meaning (*p. 110*) Communication conveyed through association.

Syndication (*p. 246*) This is where local stations purchase television or radio shows that are reruns or original programs to fill open hours.

Synergy (*p. 544*) The principle that when all the pieces work together, the whole is greater than the sum of its parts.

T

Tabloid (*p. 215*) A newspaper with a page size five to six columns wide and 14 inches deep.

Tactic (p. 181) The specific techniques selected to reflect the strategy.

Taglines (p. 363) Clever phrases used at the end of an advertisement to summarize the ad's message.

Talent (p. 376) People who appear in television commercials.

Targeting, Target audience (p. 147) People who can be reached with a certain advertising medium and a particular message.

Target market (p. 8, 148) The market segment(s) to which the marketer wants to sell a product.

Teaser (p. 336) A message strategy that creates curiosity as the message unfolds in small pieces over time.

Telemarketing (p. 438) A type of marketing that uses the telephone to make a personal sales contact.

Test market (p. 539) A group used to test some elements of an ad or a media mix in two or more potential markets.

Testimonial (p. 83) See endorsement.

Theater of the mind (p. 367) In radio advertising, the story is visualized in the listener's imagination.

Think-Feel-Do model (p. 103) A model of advertising effects that focuses on the cognitive, emotional, and behavioral responses to a message.

Thumbnail sketches (p. 396) Small preliminary sketches of various layout ideas.

Tie-ins (p. 467) A promotional tool that promotes two products together to increase both brands' visibility.

Tint blocks (p. 400) A screen process that creates shades of gray or colors in blocks.

Tip-ins (p. 403) Preprinted ads that are provided by the advertiser to be glued into the binding of a magazine.

Touch points (p. 200) The contact points where customers interact with the brand and receive brand messages.

Town hall forums (p. 494) Meetings within an organization as part of an internal marketing program to inform employees and encourage their support.

Tracking studies (p. 537) Studies that follow the purchase of a brand or the purchases of a specific consumer group over time.

Trade advertising (p. 512) A type of business-to-business advertising that targets members of the distribution channel.

Trade deal (p. 462) An arrangement in which the retailer agrees to give the manufacturer's product a special promotional

effort in return for product discounts, goods, or cash.

Trade show (p. 462) A gathering of companies within a specific industry to display their products.

Trademark (p. 35, 63) When a brand name or brand mark is legally protected through registration with the Patent and Trademark Office of the Department of Commerce.

Traditional delivery (p. 223) Delivery of magazines to readers through newsstands or home delivery.

Traffic department (p. 51) People within an agency who are responsible for keeping track of project elements and keeping the work on deadline.

Trailers (p. 262) Advertisements shown in movie theaters before the feature.

Transformation (p. 111) Creating meaning for a brand that makes it a special product, one that is differentiated within its category by its image.

Two-step offer (p. 427) A message that is designed to gather leads, answer consumer questions, or set up appointments.

Typography (p. 391) The use of type both to convey words and to contribute aesthetically to the message.

U

Unaided recall or recognition (p. 106) When one can remember an idea all by oneself.

Unbundling media services (p. 316) Media departments that separate themselves from agencies becoming separate companies.

Uncontrolled media (p. 487) Media that include the press release, the press conference, and media tours.

Underlines (p. 362) Text used to elaborate on the idea in the headline and serve as a transition into the body copy.

Understanding A conscious mental effort to make sense of information.

Undifferentiated or market aggregation strategy (p. 147) A view of the market that assumes all consumers are basically the same.

Unduplicated audiences (p. 298) Different members of an audience exposed to a message in a particular time frame.

Unique selling proposition (USP) (p. 341) A benefit statement about a feature that is both unique to the product and important to the user.

Unjustified type (p. 392) A form of typesetting where the line endings on the right side of the column are allowed to fall where they will.

Usage (p. 144) Categorizing consumers in terms of how much of the product they buy.

V

Validity (p. 171) The research results actually measure what they say they measure.

Value added, value added media (p. 315) A marketing or advertising activity that makes a product—or a media buy—more valuable.

Values (p. 128) The source of norms; values are not tied to specific objects or behavior, are internal, and guide behavior.

Values and Lifestyle System (VALS) (p. 141) A research method that categorizes people into lifestyle groups.

Vampire creative (p. 349) Big ideas that are so powerful that they are remembered but not the brand.

Veloxes (C-prints) (p. 403) High quality proofs from printing.

Vendors (p. 16) A group of service organizations that assist advertisers, ad agencies, and the media; also known as freelancers.

Vertical publications (p. 221, 515) Publications targeted at people working in the same industry.

Video News Releases (VNRs) (p. 490) Contain video footage that can be used during a television newscast.

Viral marketing (p. 101, 344) A strategy used primarily in Web marketing that relies on consumers to pass on messages about a product.

Virtual research (p. 173) Measures the effectiveness of ads through interactive media.

Visualization (p. 388) Imagining what the finished copy will look like.

Voice-over (p. 374) A technique used in commercials in which an off-camera announcer talks about the on-camera scene.

W

Wants (p. 108) Motivations based on desires and feelings.

Wasted reach (p. 261) Advertising directed at a disinterested audience that is not in the targeted audience.

Wave analysis (p. 539) In research, a series of interviews conducted at different points in a campaign.

570 **GLOSSARY**

Web page Computer-generated information, usually sponsored by one company or institution, that provides information about the entity and is accessible via the Web.

Web site (*p. 274*) Sometimes called a “home page”, this is the online presence of a person or organization.

Webcasting (*p. 244*) Radio transmitted through audio streaming over the Internet.

Webisodes (*p. 284*) Web advertisements that are similar to TV programs with a developing storyline.

Weighting (*p. 304*) In media planning decision criteria are used to determine the

relative amount of budget allocated to each medium.

White space (*p. 395*) Areas in a layout that aren’t used for type or art.

World Wide Web (*p. 271*) The structure of the information interface that operates behind the Internet.

Y

Your-name-here copy (*p. 359*) Pompous writing used in corporate communication that contains generic claims that do not differentiate the company.

Z

Zero-based planning The practice of analyzing the strengths and weaknesses of the various marketing communication tools and then matching them to the problem identified in the situation analysis.