

GLOBAL
EDITION



Integrated Advertising, Promotion, and Marketing Communications

NINTH EDITION

Kenneth E. Clow
Donald Baack



Integrated Advertising, Promotion, and Marketing Communications

Integrated Advertising, Promotion, and Marketing Communications, Global Edition

Table of Contents

Cover

Half Title

Title Page

Copyright

Dedication

Brief Contents

Contents

Preface

Part 1: The IMC Foundation

Chapter 1: Integrated Marketing Communications

The Nature of Communication

Integrated Marketing Communications

An Integrated Marketing Communications Plan

Emerging Trends in Marketing Communications

Emphasis on Accountability and Measurable Results

Mobile Marketing

Integration of Media Platforms

Changes in Channel Power

Increases in Global Competition

Increases in Brand Parity

Emphasis on Customer Engagement

Focus on Convenience

Cause-related Marketing and Advertising

The Role of Integrated Marketing Communications

IMC Components and the Design of this Text

IMC Foundation

Advertising

Digital, Mobile, and Alternative

Selling Components

Integration

International Implications

Table of Contents

Your Career

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 KFC Changes Spokespersons

Case 2 Mikes Old-Time Ice Cream and Chocolate Shop

Chapter 2: Brand Management

Corporate and Brand Image

Components of Brand Image

The Role of Brand ImageConsumer Perspective

The Role of Brand ImageCompany Perspective

Brand Names and Brand Types

Family Brands

Brand Extensions

Flanker Brands

Co-Branding

Brand Logos

Identifying the Desired Brand Image

Creating the Right Brand Image

Rejuvenating a Brands Image

Changing a Brands Image

Developing and Building Powerful Brands

Brand Loyalty

Brand Equity

Private Brands

Advantages to Retailers

Responses from Manufacturers

Packaging

Labels

Ethical Issues in Brand Management

International Implications

Your Career: A Personal Brand

Summary

Key Terms

Review Questions

Table of Contents

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 Creating a Company Name

Case 2 Brand Alliances and Brand Resurrections

Chapter 3: Buyer Behaviors

Information Searches and the Consumer Purchasing Process

Internal Search

External Search

Consumer Attitudes

Consumer Values

Cognitive Mapping

Evaluation of Alternatives

The Evoked Set Method

The Multiattribute Approach

Affect Referral

Trends in the Consumer Buying Environment

Age Complexity

Gender Complexity

Active, Busy Lifestyles

Diverse Lifestyles

Communication Revolution

Experience Pursuits

Health Emphasis

Business-to-Business Buyer Behaviors and Influences

Organizational Influences

Individual Factors

Types of Business-to-Business Sales

The Business-to-Business Buying Process

Identification of Needs

Establishment of Specifications

Identification of Vendors

Vendor Evaluation

Vendor Selection

Negotiation of Terms

Postpurchase Evaluation

Dual Channel Marketing

Spin-Off Sales

Marketing Decisions

Table of Contents

International Implications

Your Career: Buyer Behaviors and Career Choices

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 Electric, Hybrid, or Fossil Fuel?

Case 2 Choosing A Life Insurance Policy

Chapter 4: The IMC Planning Process

Communications Research

Market Segmentation by Consumer Groups

Segments Based on Demographics

Psychographics

Based on Generations

Segmentation by Geographic Area

Geodemographic Segmentation

Benefit Segmentation

Usage Segmentation

Business-to-Business Market Segmentation

Segmentation by Industry

Segmentation by Size

Segmentation by Geographic Location

Segmentation by Product Usage

Segmentation by Customer Value

Product Positioning

Approaches to Positioning

Other Elements of Positioning

Marketing Communications Objectives

Types of Budgets

Percentage of Sales

Meet the Competition

What We Can Afford

Objective and Task

Payout Planning

Quantitative Models

Communications Schedules

Table of Contents

IMC Components

International Implications

Your Career: Planning Process

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 Landscape Designs and Moore

Case 2 Phase 2 Fitness Center

Part 2: IMC Advertising Tools

Chapter 5: Advertising Campaign Management

Advertising Theory

Hierarchy of Effects

MeansEnd Theory

Verbal and Visual Images

The Impact of Advertising Expenditures

Threshold Effects

Diminishing Returns

Carryover Effects

Wear-Out Effects

Decay Effects

In-House versus External Advertising Agencies

Budget Allocation Considerations

Crowdsourcing

Choosing an Agency

Goal Setting

Selection Criteria

Creative Pitch

Agency Selection

Roles of Advertising Personnel

Account Executives

Creatives

Traffic Managers

Account Planners

Data Scientists

Digital and Social Media Managers and Consultants

Table of Contents

Specialist Positions

Advertising Campaign Parameters

Advertising Goals

Media Selection

Taglines

Consistency

Positioning

Campaign Duration

The Creative Brief

The Objective

The Target Audience

The Message Theme

The Support

The Constraints

International Implications

Your Career: Advertising Theory and a Job Search

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 YouWearz

Case 2 Jakes Trophy Shop

Chapter 6: Advertising Design

Message Strategies

Cognitive Message Strategies

Affective Message Strategies

Conative Message Strategy

Types of Advertising Appeals

Fear Appeals

Humor Appeals

Sex Appeals

Music Appeals

Rational Appeals

Emotional Appeals

Scarcity Appeals

Executional Frameworks

Table of Contents

- Animation Executions
- Slice-of-Life Executions
- Storytelling Executions
- Testimonial Executions
- Authoritative Executions
- Demonstration Executions
- Fantasy Executions
- Informative Executions

Sources and Spokespersons

- Celebrity Spokespersons
- CEO Spokespersons
- Experts
- Typical Persons
- Source Characteristics
- Matching Source Types and Characteristics

International Implications

Your Career: Resume and Application Letter Design

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 Home Security Marketing

Case 2 Felicitys Fine Formalwear

Chapter 7: Traditional Media Channels

The Media Strategy

Media Planning

- Media Planners
- Media Buyers
- Small versus Large Markets

Advertising Terminology

- Frequency
- Opportunities to See
- Gross Rating Points
- Cost
- Ratings and Cost per Rating Point
- Continuity
- Impressions

Table of Contents

Achieving Advertising Objectives

- The Three-Exposure Hypothesis
- Recency Theory
- Effective Reach and Frequency
- Brand Recognition
- Brand Recall

Media Selection

- Television
- Radio
- Out-of-Home Advertising
- Print Media
- Magazines
- Newspapers

Media Mix

Media Selection in Business-to-Business Markets

International Implications

Your Career: Your First Job

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 RadinPlay

Case 2 Cindys Auto Body Repair Shop

Part 3: Digital, Mobile, and Alternative Marketing

Chapter 8: Digital and Mobile Marketing

Digital Marketing

Consumer Shopping Patterns

E-Commerce

Mobile Marketing

Digital Strategies

- Interactive Marketing
- Content Marketing and Native Advertising
- Location-Based Advertising
- Remarketing
- Behavioral Targeting
- Blogs, Podcasts, and Newsletters

Table of Contents

Email Marketing

Web Advertising

Programmatic Advertising

Impact of Online Advertising

Offline Advertising

Search Engine Optimization (SEO)

International Implications

Your Career: Digital Marketing

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 Koro to Majin

Case 2 The Hyenas Den

Chapter 9: Social Media

Social Networks

Social Media Sites

Facebook

YouTube

Instagram

Twitter

Pinterest

Snapchat

TikTok

Social Media Marketing

Social Media Marketing Strategies

Building a Social Media Presence

Content Seeding

Behavioral Targeting

Real Time Marketing

Video Marketing

Influencer Marketing

Interactive Blogs

Consumer-Generated Reviews

Viral Marketing

International Implications

Table of Contents

Your Career: Social Media

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 Shelbys Stables

Case 2 L'Oréal

Chapter 10: Alternative Marketing

Alternative Marketing Programs

Buzz Marketing

Consumers Who Like a Brand

Sponsored Consumers

Company Employees

Buzz Marketing Stages

Buzz Marketing Preconditions

Buzz Marketing and Fund Raising

Stealth Marketing

Guerrilla Marketing

Lifestyle Marketing

Experiential Marketing

Product Placements and Branded Entertainment

Product Placements

Branded Entertainment

Achieving Success

Alternative Media Venues

Video Game Advertising

Cinema Advertising

Other Alternative Media

In-Store Marketing

In-Store Marketing Tactics

Point-of-Purchase Marketing

Designing Effective Point-of-Purchase Displays

Measuring Point-of-Purchase Effectiveness

Brand Communities

International Implications

Your Career: Alternative Marketing

Table of Contents

- Summary
- Key Terms
- Review Questions
- Critical Thinking Exercises
- Integrated Learning Exercises
- Blog Exercises
- Student Project
- Case 1 Alternative Marketing: Ethnic Holidays
- Case 2 Matt and Jerrys Disc Golf Course

Part 4: IMC Promotional Tools

Chapter 11: Database and Direct Response Marketing and Personal Selling

Database Marketing

- Building a Data Warehouse
- Email, Mobile, and Internet Data
- Purchase and Communication Histories
- Personal Preference Profiles
- Customer Information Companies
- Geocoding
- Database Coding and Analysis
- Lifetime Value Analysis
- Customer Clusters
- Location Data Tracking
- Data Mining

Database-Driven Marketing Communications

- Identification Codes
- Personalized Communications
- Customized Content
- Inbound Telemarketing
- Trawling

Database-Driven Marketing Programs

- Permission Marketing
- Frequency Programs
- Customer Relationship Management

Direct Response Marketing

- Mobile Marketing
- Direct Mail
- Catalogs
- Traditional Media
- Search Engines and Email
- Direct Sales

Table of Contents

Telemarketing

Personal Selling

Generating Leads

Qualifying Prospects

Knowledge Acquisition

The Sales Presentation

Handling Objections

Closing the Sale

Follow-Up

International Implications

Your Career: Selling Yourself

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 Salon Sensational

Case 2 Turkbit

Chapter 12: Sales Promotions

Consumer Promotions

Coupons

Coupon Distribution

Disadvantages of Coupons

Premiums

Types of Premiums

Keys to Successful Premium Programs

Contests and Sweepstakes

Contests

Sweepstakes

Perceived Value

The Internet and Social Media

Goals of Contests and Sweepstakes

Refunds and Rebates

Sampling

Sample Distribution

Benefits of Sampling

Successful Sampling Programs

Bonus Packs

Table of Contents

- Types of Bonus Packs
- Keys to Successful Bonus Packs
- Price-Offs
- Benefits of Price-Offs
- Problems with Price-Offs
- Overlays and Tie-Ins

Planning for Consumer Promotions

Trade Promotions

- Trade Allowances
- Trade Contests
- Trade Incentives
- Trade Shows

Concerns with Trade Promotions

International Implications

Your Career: Sales Promotions

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 Marketing Sports Equipment

Case 2 Razor Wars and Sales Promotion Tactics

Chapter 13: Public Relations and Sponsorship Programs

Public Relations

- Internal versus External Public Relations
- Public Relations Tools

Public Relations Functions

- Identifying Stakeholders
- Internal Stakeholders
- External Stakeholders
- Assessing Corporate Reputation
- Corporate Social Responsibility

Creating Positive Image-Building Activities

- Cause-Related Marketing
- Green Marketing and Pro-Environmental Activities

Preventing or Reducing Image Damage

- Proactive Prevention Strategies

Table of Contents

Reactive Damage-Control Strategies

The Coronavirus Challenge

Sponsorships

Forms of Sponsorships

Sponsorship Objectives

Event Marketing

Selecting Sponsorships and Events

Determining Objectives

Matching the Audience to the Company's Target Market

Promoting the Event

Advertising at the Event

Tracking Results

Cross-Promotions

International Implications

Your Career: Public Relations

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 Esports: Creating New Sponsorship Opportunities

Case 2 Coconuts: A Picking Problem

Part 5: IMC Ethics, Regulation, and Evaluation

Chapter 14: Regulations and Ethical Concerns

Marketing Communications Regulations

Governmental Regulatory Agencies

The Federal Trade Commission

Unfair and Deceptive Marketing Practices

Deception Versus Puffery

Substantiation of Marketing Claims

How Investigations Begin

FTC Settlements

Consent Order

Administrative Complaints

Courts and Legal Channels

Corrective Advertising

Trade Regulation Rulings

Table of Contents

Industry Oversight of Marketing Practices

- Council of Better Business Bureaus

IMC and Ethics

- Ethics and Advertising
- Perpetuating Stereotypes
- Advertising Unsafe Products
- Offensive Advertisements
- Advertising to Children

Marketing and Ethics

- Brand Infringement
- Marketing of Professional Services
- Gifts and Bribery in Business-to-Business Marketing Programs
- Spam and Cookies
- Ambush Marketing
- Stealth Marketing

Responding to Ethical Challenges

- Ethics Programs
- Ethics Training Programs
- Codes of Ethics
- Ethics Consulting Systems

International Implications

Your Career: Ethics and Social Responsibility

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 FanDuel, DraftKings, and Legalized Sports Gambling

Case 2 Herbal Remedies, Oils, and Alternative Medicine

Chapter 15: Evaluating an Integrated Marketing Program

Evaluation Metrics

Matching Methods with IMC Objectives

Message Evaluations

- Advertising Tracking Research
- Copytesting
- Emotional Reaction Tests
- Cognitive Neuroscience

Table of Contents

Evaluation Criteria

Online Evaluation Metrics

Behavioral Evaluations

 Test Markets

 Purchase Simulation Tests

International Implications

Your Career: Evaluating a Job Search Process

Summary

Key Terms

Review Questions

Critical Thinking Exercises

Integrated Learning Exercises

Blog Exercises

Student Project

Case 1 The Vaseline Healing Project

Case 2 Home Repair Referrals: Two Levels of Evaluation

Endnotes

Name Index

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

Table of Contents

R
S
T
U
V
W
X
Y
Z

Subject Index

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W

Table of Contents

Y