The Eleventh Edition is dedicated to all the students who have inspired us with their questions and ideas and all the colleagues who have challenged us with new thoughts and new findings. Most of all we dedicate this book to all our many contributors—the students, graduates, professors, and professionals who have contributed their thoughts, creative work, and professional experience to this edition.

*Sandra Moriarty, Nancy Mitchell, and Charles Wood*
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William Wells, Ph.D., Professor Emeritus, University of Minnesota, and former Executive Vice President, DDB, Chicago

One of the industry’s leading market and research authorities, William Wells is a retired professor of advertising at the University of Minnesota’s School of Journalism and Mass Communication. Formerly executive vice president and director of marketing services at DDB Needham Chicago, he is the only representative of the advertising business elected to the Attitude Research Hall of Fame. He earned a Ph.D. from Stanford University and was formerly professor of psychology and marketing at the University of Chicago. He joined Needham, Harper, Chicago as director of corporate research. He is author of the Needham Harper Lifestyle study as well as more than 60 books and articles, including Planning for ROI: Effective Advertising Strategy (Prentice Hall, 1989).
PREFACE

A Wrinkle in Time: Reimagining Intelligence and Insights

When you take a foreign language class, you find yourself not only struggling with words, but also with how you think and how you live your life and relate to other people. Your experience studying marketing communication may be similar in some ways to studying a foreign language. A course or text in marketing communication where you study advertising, public relations, direct marketing, and promotions opens a new world of language. There are new words for old ideas, new terms for hard-to-explain concepts, new phrases for behind-the-scenes practices, and new words for world-shaking theories.

Today’s marketing communication is more than just a new language. There also are new ways of talking: to yourself, to your mother, to your best friend, in class, on the phone, or in a text message. Because of the new shapes of media and forms of interaction—and the opportunities they open up—the heart of marketing communication also is being reshaped and reimagined both as a profession and as an academic area. This 11th edition of Advertising & IMC: Principles & Practice will help you acquire this new language and the intelligence and insights driving these changes.

But we’re not just reimagining new ways of conversing, using new media and old media in new ways. We’re also adjusting our ways of thinking and behaving based on computers, online devices, and information systems that extend, connect, and reshape our talking as well as our thinking. When you speak on the telephone or send a tweet on Twitter, don’t you shape each conversation differently? And aren’t your thoughts either condensed or expanded to fit the form of the medium?

Behind those patterns of talking, however, is additional intelligence you bring to the conversation: what you know about the people you are talking to and with. More important, however, are the insights you have into these people’s beliefs and behavior.

This computer-driven transformation of our communication patterns is occurring in marketing communication. Hot topics such as artificial intelligence (AI), virtual reality (VR), and the Internet of Things (IoT) are being used to create conversational interactions that are more personalized and more personally relevant. They have the potential to reshape how we study, work, travel, and play as well as organize and manage the world around us.

AI is the mechanism that mines data and searches for patterns that drive consumer relevance. VR is a graphic system, also based on compilation of massive numbers of data points, to provide real-life images and experiences. Imagine driving a new car without leaving the showroom—just by putting on a set of glasses. The IoT refers to all the communication and connections between tiny computers that are embedded in things we wear and in our homes, cars, offices, and shops, like a Fitbit, Siri, your in-home climate control system, or the GPS device in your car.

The Amazon Echo placed in your room is a personal hands-free, voice-activated “digital assistant,” like an electronic concierge. It can help you find the best restaurant and make your reservation, call a friend and leave a message, find sports scores, control the room temperature, or play your favorite music.
These systems accumulate data as they provide information and feedback. For the consumer, it simplifies tasks. Ask Alexa to order your Starbucks coffee, for example, and Alexa remembers what you like and places the order based on where you are, what time it is, and whether it is the same thing you ordered the last time. For the organization, these information-driven experiences make it easier to deliver a product or service that customers want—the way they want it.

The term *big data* describes the practice of compiling these massive databases of consumer information, interactions, preferences, and experiences that can be used to create or deepen brand relationships. Mining the data to see patterns is how information is turned into insights and insights into relevant messages and responses. You do that intuitively as you navigate conversations and personal experiences based on your own set of insights.

On the commercial level these tools and practices are used to talk to and with customers, prospective customers, and other important people in a brand’s corporate life. The goal is to increase the relevancy of each contact and each conversation. Although these new tools open up new opportunities, it’s important to remember that there are enduring principles that also drive effective communication. This 11th edition continues to focus on principles as well as practices of effective marketing communication.

So reimagine your idea of advertising or public relations or other areas of marketing communication. These professional areas teem with possibilities as their practitioners learn how to reshape their practices and the principles of their professions. It’s a wrinkle in time, but it’s a marvelous time to get involved in this reimagining.

**What’s New in the 11th Edition**

1. **A New Author Added to the Team** As you may have noticed when you read the “About the Authors” section, a new team member has been added to this 11th edition. Charles Wood, an associate professor of marketing in the Collins College of Business at the University of Tulsa, brings his business and marketing insights to this edition.

2. **A Greater Emphasis on IMC** This 11th edition provides an even stronger focus on integrated marketing communication (IMC), which is accomplished by substantial revisions in chapter order, chapter revisions, and updated material. All the marketing communication chapters have been grouped with advertising at the front of the text to provide more comprehensive presentations of the professional areas and functions of IMC. This change has involved a major reorganization of the chapters, which reflects feedback that students need to know what these professional areas are and how they work (public relations, direct response, promotion, and advertising) before moving into the Part 2 discussion of strategy and planning how these areas work together.

3. **Strategic Brand Communication** In previous editions the book led off with an advertising chapter followed by a marketing chapter. The basics of marketing chapter had been revised some editions ago to function as an introduction to the field of marketing communication (also referred to as strategic communication). In the 11th edition this chapter now becomes Chapter 1, the introductory chapter to the book. It focuses on brands and the marketing practices that provide the communication foundation of branding. Included in this chapter is an introduction to the marketing mix and how the marketing mix sends messages. Additional concepts include an introduction to the concept and practice of IMC and an explanation of how branding is shaped by communication.

4. **Advertising** Previously Chapter 1, advertising now becomes Chapter 2, the first of three chapters detailing the basics of the most important functional areas of marketing communication. The chapter introduces the basic functions, components, and roles of advertising. It also explains the evolution of current practices through advertising’s eras and ages as well as the contemporary world of advertising’s key players, types of agencies, and agency jobs.

5. **Public Relations** Previously Chapter 15, in this edition public relations is moved to Chapter 3, emphasizing the integral role it plays in IMC and that many of our student readers are enrolled in strategic communication programs that combine public relations with advertising.
chapter introduces public relations’ basic roles, functions, and tools as well as different types of public relations programs.

6. **Direct Response and Promotion** The decision to start with the marketing communication professional areas, specifically advertising and public relations, also meant that the other two areas covered in previous editions needed to move forward as well. We recognize that both direct response and promotions (previously Chapters 16 and 17), although important, are not typically majors (or a curriculum of courses) in our adopters’ schools. Therefore, we decided to combine these two topics into one chapter. The merger is anchored by an emphasis on action and interaction, both being characteristics and objectives of direct-response and promotion efforts. This new Chapter 4 introduces the elements and media of direct-response communication and provides an introduction to both consumer and trade promotions. In addition, this chapter includes an explanation of various types of multiplatform promotions and explains the important role of databases in both direct-response communication and promotions.

7. **Social Impact, Responsibility, and Ethics: Is It Right?** Chapter 3 in the previous edition was titled “Brand Communication and Society.” This edition revises what is now Chapter 18 to increase the focus on the ethical and social responsibilities of all IMC professionals. The emphasis on social responsibility and ethics makes a strong conclusion for the book, particularly because it is paired with the evaluation and effectiveness discussion (“Does It Work?”) in Chapter 17. Chapter 18 focuses on the ethical and social responsibility issues across all areas of marketing communication, broadening the focus from advertising in previous editions.

8. **New Topics, New Media** Every time this book is revised, we have to acknowledge the changes brought about by new media. Since the last edition, managers are confronting new ways of communicating centered on AI, VR, and the IoT. Other new terms popping up in the professional press include **native advertising**, **programmatic buying**, and **beacons**. All these innovations are driven by new ways of collecting, manipulating, and using data, and all are discussed in this 11th edition.

9. **New Examples of Award-Winning Brand Communication Campaigns from Around the World** Part of the added value of this textbook lies in the cohesive story it tells about effective brand communication. New and updated case studies open each chapter in the 11th edition to illustrate basic principles and best practices and show students how professionals design and execute effective strategies that work.

10. **A Wealth of Contributions from Experts** The philosophy of this textbook is to invite contributions from many people—academics and professionals from around the world. These contributions aren’t just quotes from speeches or articles; rather, they are pieces written specifically for this book, with experts sharing stories about campaigns they’ve worked on as well as research they’ve conducted. This book was guided by the insights and direction of the professionals on the book’s Advisory Board. In addition, stories, essays, and examples of the work of a group of young professionals who were nominated by their professors are featured in this textbook.
The Central Themes

Although the introduction to this preface highlighted changes, the important thing in a textbook project of this size and scale is that there are central threads that weave key ideas across the chapters and throughout the book. So let’s consider the foundational themes that make this book different from other introductory textbooks in advertising and marketing communication.

Brand Communication and IMC

This book started out many years ago as an introduction to advertising textbook, although it acknowledged the role of other areas. Over the years the scope of advertising has changed. Now we use the phrase brand communication (or marketing communication) because what used to be known as advertising has expanded beyond the familiar ads in print media and commercials on radio and television to include public relations, direct marketing, and other forms of promotion. The emphasis then shifts to the brand and the communication activities that surround it.

Electronic and social media have opened up new ways to communicate online with consumers about a brand. Alternative and nontraditional forms, such as guerrilla marketing that reaches people in surprising ways in unexpected places, have opened up new opportunities to engage people with brand messages through memorable experiences.

Creating buzz and dialogue now accompany the practice of targeting messages at consumers. A new goal is to enlist word-of-mouth conversations to reinforce and extend the power of the more traditional marketing communication forms.

This wider view of brand communication includes an array of communication tools used by a variety of organizations—nonprofit as well as for-profit—promoting their brands, consumer as...
well as business-to-business products and services. We mention public relations, direct marketing, and sales promotion, but those are just a few of the tools in the brand communication tool kit.

We describe the use of these various forms of brand communication as integrated marketing communication (IMC), which refers to the strategic use of multiple forms of communication to engage different types of consumers who have an interest in or connection to a brand. The key word is integration, which means the various tools are strategically employed to work together. The title of this book changed in the previous edition to recognize the importance of IMC in modern brand communication.

Effectiveness

During a Super Bowl some years ago, an ad for Anheuser-Busch called “Applause” showed people in an airport spontaneously applauding a group of American troops returning home. Even the audience watching from their living rooms was inclined to join in with applause as part of this graceful display of respect and appreciation. It was touching and memorable, and it might have nudged a few viewers to think well of Anheuser-Busch.

But was it an effective ad? What was it trying to accomplish? Did the viewers remember it as an Anheuser-Busch ad? If so, did it affect their opinions of that company and its brands?

What is effective? Is it marketing communication that gets talked about? Is it a message like the Anheuser-Busch commercial that touches your emotions and inspires you to applaud? What, exactly, does it mean to say that a brand message “works”?

Our answer is that brand communication is effective if it creates a desired response in the audience. A brand message that works is one that affects people; it gets intended results that can be measured.

Effective messages move people to like, love, laugh, dance, squirm in their seats, or even shed tears. But they can also cause you to stop and watch or even to stop and think. Commercial communication can’t make you do something you don’t want to do, but it can inspire you to read about a new product or remember a favorite brand when you’re walking down the aisle in a supermarket or applaud a service member or first responder.

Advertising & IMC: Principles & Practice uses the Facets Model of Effects to better explain brand communication strategies, consumer responses, and effectiveness. The facets model is like a diamond or a crystal whose surfaces represent the different types of responses generated by a brand message. This model and the ideas it represents are used throughout the book to help explain such things as how objectives are decided on, what strategies deliver what kind of effects, and how an advertisement and other forms of marketing communication are evaluated based on their objectives.

That’s why this textbook, Advertising & IMC: Principles & Practice, is dedicated not only to explaining advertising and other areas of brand communication—such as public relations, direct marketing, and sales promotion—but also to make you think about what works in all commercial communication efforts.

Enduring Principles and Best Practices

To help you better understand how effective communication is created, this textbook will highlight the principles and practices of the industry.
Marketing communication messages are part inspiration and part hard work, but they are also a product of clear and logical thinking. In most cases, consumers have little idea what the objectives are because that information generally isn’t made public—and sometimes you can’t tell from the communication itself. But think about the “Applause” ad. From what we’ve told you, what do you think the ad’s objectives were? To sell beer? To get viewers to run out and buy the brand? Actually, the ad seems to be a bit removed from a straight sales pitch.

An educated guess—and that’s what you will be better able to make after reading this book—is that perhaps its objective is simply to make people feel good—to see the goodness in a simple patriotic gesture and ultimately associate that feeling of goodness and warmth with the brand. Does it work? How did you feel when you read over the description of the ad?

This book presents both principles and practices of effective brand communication. You will find principles in the margins of the text in every chapter. In addition, boxes and other features elaborate on both the principles and practices related to the topic of each chapter.

In this 11th edition, we take you behind the scenes of many award-winning campaigns, such as the “Gatorade,” “#LikeAGirl,” “REI,” “Old Spice,” “TOMS,” and “Fearless Girl” campaigns, to uncover the hard work and explain the objectives, the inspiration, and the creative ideas behind them. You’ll see how the ideas come together, you’ll analyze the decision making, and you’ll understand the risks the message creators faced.

We also have contributions from highly experienced professionals as well as our Ad Stars, graduates from advertising, public relations, and marketing communication programs around the United States who were nominated by their professors to be featured in this book. We showcase their work throughout the book. These Ad Stars have also written “Inside Stories” that explain strategies and what they have learned on the job as well as “A Day in the Life” features that provide insight into various career opportunities in marketing communication.

The Proof It Works

Advertisers and marketers want proof their marketing communication is effective and efficient. Likewise, you should want proof about the value of your textbooks. You will learn in this book that all claims in messages need to be supported. That’s why we make the claim—and, yes, this is an advertisement—that *Advertising & IMC: Principles & Practice* is the book to read to learn about effective brand communication. We are making a bold claim, but here is how we back it up.

*Advertising & IMC: Principles & Practice* is time-tested. It has continued as one of the market leaders since 1989. It continues to be in touch with the most current practices in the industry, but it also presents the fundamental principles in ways that will give you a competitive edge. That’s why students keep this textbook on their shelves as an important reference book as they move through their major. One thing we hear from our young professional Ad Stars is that they continue to rely on this book as they make their transition to professional life. The principles in this book are enduring, and your understanding of the language and effective practices of the field can jump-start your career.

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students understand the impact of their decisions on an organization—strengthening their critical thinking skills.

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**Instructor Teaching Resources**
*Advertising & IMC: Principles & Practice* comes with the following teaching resources.

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<th>Supplements available to instructors at <a href="http://www.pearsonhighered.com">www.pearsonhighered.com</a></th>
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| **Instructor’s Manual** authored by Stephanie Bibb from Chicago State University | • Chapter-by-chapter summaries  
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• Teaching tips  
• Solutions to all questions and problems in the book |
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