

<<Kleppner广告教程>>

图书基本信息

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内容概要

本书将广告企业营销整体活动的框架之中，特别强调广告与其他营销渠道的协调；着眼于全球或多国广告。

全书共分六部分二十六章，主要内容包括：广告的地位、广告规划、广告管理、媒体、广告的创作以及其他广告。

<<Kleppner广告教程>>

书籍目录

Contents
Preface
Acknowledgements
About the Authors
PART I ThePlaceofAdvertising
One Background ofToday's Advertising
Beginnings
Origins of Newspaper Advertising
Three Momentous Decades: 1870-1900
America Enters the Twentieth Century
Advertising Comes of Age
Summary
TWO Roles of Advercising
Advrting, the Marketing Mix, and Integrated
Marketing
Case History: John H. Harland Company: Major League
Baseball Checks
Advertising as an Institution
Advrting to Diverse Cusromer Intercsts
A Good Product that Meets a Perceived Nced
Variations in the Importance ofAdvertising
The Place of Advertising in the Marketing Process
Case History: Dickerson Vision Tcchnologics, Inc.: "What's
Wrong with This Picture?"
Summary
Case History: Miles Inc.: Community Science Education
Initiative
VIDEO CASE: The Detroit Zoo
VIDEO CASE: The Atlanta Ballet: The Nutcracker
PART II Planning and Advertising
Three The Advertising Spiral and Brand
Planning
Pioneering Stage
The CompetitiveStage
The Rctentive Stage
The Advertising Spiral
Comparison of Stages
The Advertising Spiral as a Managcment Dccision Tool
Building Strong Brands and Equity
Summary
Four Target Marketing
Defining Prime Prospccts
Trends to Watch
New Marketing Conccpt and Targeting
Planning the Advertising

<<Kleppner广告教程>>

Beyond Demographics: Psychographics

Summary

VIDEO CASE: Defend Flea and Tick Product

VIDEO CASE: Southwcast Airlines

PART III Managing the Advertising

Five The Advertising Agency, Media Services, and
Other Services

The Agency

How Agncies Developed

The Full-Service Agency

The Traditional Agency Organization

The Reengineering of the Agency

Global Agencies and Global Markets

Competing Accounts

The Agency of Record

Agency Networks

The Mega-Agency

Other Advertising Services

Forms of Agency Compensation

Other Services

Worldwide Trends

Agency of the Future

Summary

Six The Advertiser's Marketing/Advertising
Operation

Marketing-Services System

Integrated Marketing Brand Management

Corporate Restructuring

Setting the Budget

The Changing Marketing Environment

Managing Brands

Agency/Client Relationships

Selecting an Agency

Appraising National Advertising

Summary

VIDEO CASE: Southwestern Bell Hispanic

VIDEO CASE: Blue Cross/Blue Shield

PART IV Media

Seven Basic Media Strategy

Media Planning

Media Research

Media Buying

Media Characteristics

The Componcnts of the Media Plan

The Media Schedule

The Pressure of Competition

Case History: Bonita Bay Properties Creative Comforts: An

<<Kleppner广告教程>>

Example of a Multimedia Schedule

The Budget

The Cross-Media Concept

Summary

Eight Using Television

Television as an Advertising Medium

The Rating-Point System

Case History: Simmons Company: "Energize"

Share of Audience

The Many Faces of Television

TV Syndication

Cable Television

The Videocassette Recorder

Syndicated Rating Services

The Fragmented Audience and The Electronic Highway

Summary

Nine Using Radio

Features and Advantages of Radio

Limitations and Challenges of Radio

Technical Aspects of Radio

Selling Radio Commercial Time

Types of Programming

Radio Ratings Services

Rate Classifications

Buying Radio

Using Radio Ratings

Case History: Ford Audio Systems

Summary 285

Ten Using Newspapers

The National Newspaper

Marketing the Newspaper

Zoning, Total Market Coverage, and Newspaper

Networks

Categories of Newspaper Advertising

Circulation Analysis

Technology and the Future of Newspapers

Newspaper-Distributed Magazine Supplements

The African American and Hispanic Press

Weekly Newspapers

Summary

Eleven Using Magazines

Selectivity

Costs

Media Competition and Media Imperatives

(Comparatives)

Cross-Media Buys

Magazines as an Advertising Medium: Advantages and Dis-

<<Kleppner广告教程>>

advantages

Features of Magazine Advertising

Magazine Elements

How Space Is Sold

Magazine Circulation

Measuring Magazine Audiences

Consumer Magazines--Summing Up

The Business Press and Business-to-Business Advertising

Case History: Siemens Energy & Automation, Inc.: General Industries Campaign

Case History: Hcuga USA (A Division of Interface, Inc.):

You Spend Too Much Time

Summary

Twelve Out-Of-Home Advertising

Out-of-Home Advertising 373

The Outdoor Industry: An Overview

Forms of Outdoor Advertising

The Elements of Outdoor

Measuring Outdoor

Transit Advertising

Shelter Advertising

Summary

Thirteen Direct-Response and Direct-Mail

Advertising

Definition of Terms in Direct Response

The Modern Direct-Response Industry

Growth of Direct-Response Advertising

The Search for Alternative Media by Advertisers

Database Marketing

Telemarketing

Case History: Promark One Marketing Services, Inc.:

Touch-I Long Distance

Radio and Direct-Response

Magazines and Direct Response

Characteristics of Successful Direct-Response Advertising

Direct-Response Offers--Direct Sales

Direct-Response Offers--Lead Getting

Direct Mail Advertising

Case History: Northlake Regional Medical Center:

Newcomers Direct Mail

The Mailing List

Planning and Producing the Direct-Mail Piece

Summary

Fourteen Sales Promotion

Promotion and Advertising

Forms of Sales Promotion

Point-of-Purchase Advertising

<<Kleppner广告教程>>

Case History: Elephant/Tiger: Barnum Tower Display Specialty Advertising
Specialty Advertising
Case History: Mellon Bank Corporation: Automated Teller Machine Processing Services
Coupons
Case History: Hills Bros. Coffee, Inc.: Perfect Balance
Sampling
Event Marketing
Sweepstakes and Contests
Cooperative Advertising
Trade Shows and Exhibits
Directories and Yellow Pages
Trade Incentives
Summary
VIDEO CASE: Midas
VIDEO CASE: Post Banana Nut Crunch
PART V Creating the Advertising
Fifteen Research in Advertising
Research Is an Informational Tool
The Right Kind of Research
Strategic or Account Planners
What Kind of Research Is Needed?
The Series of Research Steps in Advertising
Testing Creative Research
Summary
Sixteen Creating the Copy
How Do We Create Great Advertising?
The Nature and Use of Appeals
Great Advertising Elements
Structure of an Advertisement
Copy Style
Case History: Cosmetic Industry Ad Tips
The Creative Work Plan
Reviewing the Copy
Summary
Seventeen The Total Concept: Words and Visuals
Ideas Come from the Left and Right Brain
The Creative Team
The Idea
Summary
Eighteen Print Production
Production Data
Production Planning and Scheduling
Selecting the Printing Process

<<Kleppner广告教程>>

Understanding Typography

Type and Reading

Typefaces

Type Fonts and Families

Typesetting Methods

Mechanical and Artwork

Offset and Gravure Photoplating

Making Duplicate Material

New Production Technology

Summary

Nineteen The TV Commercial

Copy Development and Production Timetable

Creating the TV Commercial

Producing the TV Commercial

Role of the Producer

Controlling the Cost of Commercial Production

Case History: Orkin Exterminating Company: Environmental Responsibility and Consumer Concerns

Summary

Twenty The Radio Commercial

The Nature of the Medium

Creating the Commercial

Developing the Radio Script

Structuring the Commercial

Writing the Commercial

Timing of Commercials

Musical Commercials

Methods of Delivery

Producing the Radio Commercial

Summary

Twenty-one Trademarks and Packaging

What is a Trademark?

House Marks

Service Marks, Certification Marks

Company and Product Names

Packaging

Summary

Twenty-two The Complete Campaign

Situation Analysis

Creative Objectives and Strategy

Media Objectives

Getting the Campaign Approved

Research-Posttests

Case History: RCA: RCA Home Theatre

Case History: AFLAC Supplemental Insurance: Supplemental Health Insurance

Summary

<<Kleppner广告教程>>

VIDEO CASE: Dodge Intrepid
VIDEO CASE: Converse Basketball
PART VI Other Environments of Advertising
Twenty-three Retail Advertising
Retail Trends
Consumer Attitudes
Retailing in the 1990s
National and Retail Advertising
Types of Retail Advertising
The Retail Advertising' Mix
Summary
Case History: Folks, Inc.: Restaurant Case
Twenty-four International Advertising
The New World Economic Order
Global Marketing and Advertising
Political and Economic Movements Toward a World Economy
The Multinational Advertising Agency
Media Planning: A Global Perspective
Cultural Considerations
Legal and Regulatory Prohibitions
Advertising Diversity in the United States
Summary
Twenty-five Legal and Other Restraints on Advertising
The Federal Trade Commission
The Robinson-Patman Act and Cooperative Advertising
The Federal Food, Drug, and Cosmetic Act
Other Federal Controls of Advertising
Advertising and the First Amendment
Adverrising of Professional Services
Comparison Adverrising
The Advertising Clearance Process
Self-Regulation by Industrywide Groups
Summary
Twenty-SIX Economic and Social Effects of Advertising
The Economk: Role ofAdvertising
The Social Role of Adverrising
Inadvertent Social Implications of Advertising
Overt Use of Adverrising for Social Causes
Advertising and Ethical Considerations
Summary
VIDEO CASE: The Edward J. DeBartolo Corporation:
Mall Developer

VIDEO CASE: PSE&G Utility Conservacion Campaign

Glossary

Index

<<Kleppner广告教程>>

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