

CHAPTER ONE

Introduction to Advertising

GENERAL CONTENT: MULTIPLE-CHOICE QUESTIONS

1. What of the following is NOT a stage in the evolution of advertising?
 - a. identification
 - b. information
 - c. promotion
 - d. pricing
 - e. sales(d; moderate; pp. 7-8; LO4)

2. In the early 20th century _____ was referred to by advertising legend Albert Lasker as "salesmanship in print driven by a reason why" which became the model for stating a claim and explaining the support behind it.
 - a. advertising
 - b. communications
 - c. integrated marketing communications
 - d. integrated communications
 - e. product(a; difficult; p. 8; LO1; AACSB Communication)

3. Which of the following is NOT a component of advertising?
 - a. paid form of communication
 - b. sponsor is identified
 - c. usually personal in nature
 - d. tries to inform, persuade, or influence the audience
 - e. uses mass media(c; easy; p. 9; LO1; AACSB Analytical Skills)

4. Paid persuasive communication that uses nonpersonal mass media to reach broad audiences—as well as other forms of interactive communication—to connect an identified sponsor with a target audience is known as _____.
 - a. advertising
 - b. personal selling
 - c. public relations
 - d. sponsorship
 - e. marketing communication(a; easy; p. 8; LO1; AACSB Communication)

5. Which of the following is NOT a fundamental concept of advertising?

- a. strategy
- b. creative idea
- c. creative execution
- d. media
- e. pricing

(e; easy; p. 9; LO1; AACSB Communication)

6. _____ is the logic and planning behind the advertisement that gives it direction and focus.

- a. Creative idea
- b. Execution
- c. Media
- d. Strategy
- e. Idea generation

(d; easy; p. 9; LO1; AACSB Communication)

7. Strategy, the creative idea, the creative executions, and the media must work in concert for an ad to be truly _____.

- a. efficient
- b. effective
- c. creative
- d. interesting
- e. entertaining

(b; moderate; p. 9 [Figure 1.1]; LO1; AACSB Analytical Skills)

8. In which fundamental concept of advertising does the advertiser develop the ad to meet specific objectives, carefully direct it to a certain audience, create its message to speak to that audience's most important concerns, and run it in media that will reach its audience most effectively?

- a. advertising strategy
- b. creative strategy
- c. execution strategy
- d. media strategy
- e. evaluation strategy

(a; easy; p. 9; LO1; AACSB Analytical Skills)

9. The _____ is the ad's central idea that grabs your attention and sticks in your memory.

- a. advertising strategy
- b. creative concept
- c. creative execution
- d. creative media
- e. tagline

(b; moderate; p. 10; LO1; AACSB Communication)

10. Which best describes a critical aspect of advertising that drives the entire field of advertising?
- a. strategic
 - b. media
 - c. nonpersonal
 - d. mass
 - e. creative

(e; moderate; p. 9; LO1; AACSB Communication)

11. Which fundamental concept of advertising involves the details, the photography, the writing, the acting, the setting, the printing, and the way the product is depicted all reflecting the highest production values available to the industry?
- a. advertising strategy
 - b. creative idea
 - c. creative execution
 - d. creative media
 - e. creative strategy

(c; moderate; p. LO1; AACSB Communication)

12. Which advertising approach uses reasons to persuade consumers?
- a. mass-sell
 - b. logical-sell
 - c. hard-sell
 - d. soft-sell
 - e. informative-sell

(c; moderate; p. 11; LO2; AACSB Communication)

13. Which advertising approach builds an image for a brand and attempts to touch consumers' emotions?
- a. mass-sell
 - b. logical-sell
 - c. hard-sell
 - d. soft-sell
 - e. emotional-sell

(d; moderate; p. 12; LO2; AACSB Communication)

14. Which of the following is NOT a role that advertising plays in business and in society?
- a. marketing
 - b. communication
 - c. economic
 - d. network
 - e. all of the above

(d; moderate; pp. 11-12; LO2; AACSB Communication)

15. Which of the following is a role advertising plays in business and in society?
- a. marketing
 - b. communication
 - c. economic
 - d. societal
 - e. all of the above

(e; easy; pp. 11-12; LO2; AACSB Communication)

16. The process a business uses to satisfy consumer needs and wants by providing goods and services is called _____.
- a. exchange
 - b. economics
 - c. marketing
 - d. accounting
 - e. value

(c; easy; p. 11; LO2; AACSB Reflective Thinking)

17. Computers, automobiles, and toothpaste are all examples of _____.
- a. services
 - b. ideas
 - c. exchanges
 - d. goods
 - e. markets

(d; easy; p. 11; LO2; Analytical Skills)

18. The classification to which a product is assigned is known as the _____.
- a. product category
 - b. good
 - c. service
 - d. product class
 - e. product mix

(a; moderate; p. 11; LO2; AACSB Analytical Skills)

19. The particular group of consumers thought to be potential customers for the goods and services of an organization constitute the _____.
- a. product category
 - b. demographic segment
 - c. product use segment
 - d. feasible market
 - e. target market

(e; easy; p. 11; LO2; AACSB Analytical Skills)

20. The target market of an organization is _____.
a. demographically homogeneous
b. the particular group of consumers thought to be potential customers for the organization's goods and services
c. the largest market segment
d. made up of services and ideas, as well as goods
e. referred to as the marketing objective
(b; moderate; p. 11; LO2; AACSB Analytical Skills)

21. Which of the following statements is true?
a. Product category refers to whether the product is a good, a service, or an idea.
b. The term *product* refers only to tangible goods, such as automobiles, clothing, or soft drinks.
c. A product can be services and ideas, as well as goods.
d. Advertising is the process a business uses to satisfy consumer needs and wants by providing goods and services to a target market.
e. A tagline is the distinctive identity of a particular product that distinguishes it from its competitors.
(c; moderate; p. 11; LO2; AACSB Communication)

22. Which of the following is NOT considered a tool available in the marketing mix?
a. product
b. distribution
c. price
d. marketing communication
e. customer relationship management
(e; easy; p. 11; LO2; AACSB Analytical Skills)

23. The four tools of product, price, place (distribution), and promotion are collectively referred to as the _____.
a. product mix
b. promotion mix
c. marketing mix
d. marketing elements
e. exchange elements
(c; easy; p. 11; LO2)

24. The marketing mix is also known as the _____.
a. four Es
b. PSI
c. P matrix
d. tangible/intangible continuum
e. four Ps
(e; easy; p. 11; LO2)

25. The distinctive identity of a particular product that distinguishes it from its competitors is known as the _____.
- a. advertising
 - b. brand
 - c. tagline
 - d. logo
 - e. trademark
- (b; moderate; p. 11; LO2)

26. Coke and Pepsi are examples of different _____ of soft drinks.
- a. trademarks
 - b. taglines
 - c. products
 - d. brands
 - e. ideas
- (d; easy; p. 11; LO2)

27. Which of the following is considered a strength of advertising as a marketing technique?
- a. directly affects sales
 - b. best communication tool for persuading consumers
 - c. it's inexpensive
 - d. can reach a mass audience
 - e. all of the above
- (d; moderate; p. 12 [Table 1.1]; LO2; AACSB Analytical Skills)

28. Which of the following is NOT considered a strength of advertising as a marketing technique?
- a. persuades
 - b. influences culture
 - c. introduces products
 - d. explains important changes
 - e. reminds and reinforces
- (b; difficult; p. 12 [Table 1.1]; LO2; AACSB Analytical Skills)

29. In which types of societies does advertising tend to flourish?
- a. ones where demand exceeds supply
 - b. ones where there is little price competition
 - c. ones where there are few distinguishing characteristics among product offerings by competitors
 - d. ones in which government does not regulate commercial speech
 - e. ones where supply exceeds demand
- (e; difficult; p. 11; LO2; AACSB Multicultural and Diversity)

30. Which of the following is considered a social role of advertising?

- a. creates a more rational economy
- b. can reach a mass audience
- c. plays an educational role
- d. makes consumers focus on nonprice benefits
- e. all of the above

(c; difficult; p. 12; LO2; AACSB Analytical Skills)

31. Which of the following is NOT considered a social role of advertising?

- a. Advertising informs consumers about new and improved products.
- b. Advertising teaches consumers about new products and how to use them.
- c. Advertising helps consumers compare products and features, and generally keeps consumers informed about innovations and issues.
- d. Advertising reinforces past purchases and brand experiences.
- e. Advertising mirrors fashion and design trends and adds to our aesthetic sense.

(d; difficult; pp. 12-13; LO2; AACSB Analytical Skills)

32. Builds awareness of products and brands, creates a brand image, provides product and brand information, persuades people, provides incentives to take action, provides brand reminders, and reinforces past purchases and brand experiences are all _____ of advertising.

- a. criticisms
- b. strengths
- c. definitions
- d. roles
- e. functions

(b; moderate; p. 12; LO2; AACSB Communication)

33. The major type of advertising that announces facts about products that are available in nearby stores and focuses on stimulating store traffic and creating a distinctive image for a retailer is known as retail or _____ advertising.

- a. brand
- b. local
- c. direct-response
- d. institutional
- e. informational

(b; moderate; p. 13; LO2; AACSB Communication)

34. _____ advertising is the most visible type of advertising, and it focuses on the development of a long-term brand identity or image.

- a. Retail
- b. Image
- c. Brand
- d. Institutional
- e. Public service

(c; easy; p. 13; LO2; AACSB Communication)

35. _____ advertising can use any advertising medium, but the message is different from other types of advertising in that it tries to stimulate a sale directly.

- a. Brand
- b. Local
- c. Direct-response
- d. Institutional
- e. Public service

(c; easy; p. 13; LO2; AACSB Communication)

36. Which of the following is NOT considered a major type of advertising?

- a. brand
- b. retail
- c. direct-response
- d. institutional
- e. informational

(e; moderate; pp. 13-14; LO2; AACSB Communication)

37. _____ advertising is sent from one business to another.

- a. Brand
- b. Retail
- c. Direct
- d. Institutional
- e. Business-to-business

(e; easy; p. 13; LO2; AACSB Communication)

38. _____ advertising focuses on establishing a corporate identity or winning the public over to the organization's point of view.

- a. Brand
- b. Organizational
- c. Informational
- d. Institutional
- e. Business-to-business

(d; easy; p. 13; LO2; AACSB Communication)

39. Not-for-profit organizations, such as charities, foundations, associations, hospitals, orchestras, museums, and religious entities, advertise for customers, members, volunteers, and donations and other forms of program participation using which major type of advertising?
- a. nonprofit
 - b. local
 - c. direct-response
 - d. institutional
 - e. business-to-business

(a; easy; p. 14; LO2; AACSB Analytical Skills)

40. Which major type of advertising is used to communicate a message on behalf of some good cause, such as stopping drug abuse, and is usually created by advertising professionals free of charge with the necessary time and space often donated by the media?
- a. nonprofit
 - b. social cause
 - c. direct-response
 - d. business-to-business
 - e. public service

(e; easy; p. 14; LO2; AACSB Communication)

41. Which major type of advertising demands creative, original messages that are strategically sound and well executed?
- a. nonprofit
 - b. brand
 - c. direct-response
 - d. business-to-business
 - e. all of the above

(e; easy; p. 14; LO2; AACSB Communication)

42. Which of the following is considered a “key player” in advertising?
- a. media
 - b. advertiser
 - c. agency
 - d. audience
 - e. all of the above

(e; easy; p. 14; LO3; AACSB Analytical Skills)

43. Which of the following is NOT considered a “key player” in advertising?

- a. media
- b. advertiser
- c. government
- d. agency
- e. suppliers (vendors)

(c; moderate; p. 14; LO3; AACSB Analytical Skills)

44. Advertising begins with the _____, the person or organization that uses advertising to send out a message about its products.

- a. government
- b. media
- c. agency
- d. advertiser
- e. vendor

(d; easy; p. 14; LO3; AACSB Reflective Thinking)

45. The _____ initiates the advertising effort by identifying a marketing problem the advertising can solve.

- a. government
- b. media
- c. agency
- d. advertiser
- e. vendor

(d; easy; p. 16; LO3; AACSB Analytical Skills)

46. Which key player makes the final decisions about the target audience and the size of the advertising budget and also approves the advertising plan?

- a. advertiser
- b. media
- c. agency
- d. vendor
- e. audience

(a; easy; p. 16; LO3; AACSB Analytical Skills)

47. When an advertiser hires an advertising agency, the advertiser becomes the agency's _____.

- a. customer
- b. client
- c. partner
- d. vendor
- e. supervisor

(b; moderate; p. 16; LO3; AACSB Analytical Skills)

48. Who is ultimately responsible for monitoring the work and paying the bills on an advertising account?
- a. agency
 - b. vendor
 - c. accountant
 - d. traffic
 - e. advertiser

(e; moderate; p. 16; LO3; AACSB Analytical Skills)

49. Independent organizations that are hired by advertisers to plan and implement part or all of their advertising efforts are known as _____.
- a. media
 - b. professionals
 - c. agencies
 - d. externals
 - e. clients

(c; easy; p. 17; LO3; AACSB Analytical Skills)

50. The working relationship between an advertiser and an advertising agency is known as the _____ partnership.
- a. agency-client
 - b. professional-client
 - c. advertising
 - d. vendor-client
 - e. strategic

(a; moderate; p. 17; LO3; AACSB Reflective Thinking)

51. When creating an advertisement or complete campaign, it is typically more efficient to use an outside agency for all of the following reasons, EXCEPT
- a. Agencies typically have fewer restrictions getting ideas approved.
 - b. Agencies have creative expertise.
 - c. Agencies have media knowledge.
 - d. Agencies have workforce talent.
 - e. Agencies have the ability to negotiate good deals for clients.

(a; difficult; p. 17; LO3; AACSB Reflective Thinking)

52. The primary responsibility of this department is to act as a liaison between the marketing department in large organizations and the advertising agency (or agencies) and other vendors.
- a. accounting department
 - b. traffic department
 - c. advertising department
 - d. brand manager
 - e. communications department

(c; moderate; p. 18; LO3; AACSB Analytical Skills)

53. Big companies may have hundreds of agencies working for them, but they normally have a(n) _____, which does most of their business and may even manage the other agencies.
- a. agency-of-record
 - b. primary agency
 - c. lead agency
 - d. agency-of-importance
 - e. agency manager

(a; moderate; p. 17; LO3 AACSB Analytical Skills)

54. Which of the following is a task performed by an advertiser's advertising department?
- a. creates the advertising
 - b. coordinates activities with vendors, such as media, production, and photography
 - c. determines the marketing objectives
 - d. sets the price if it is included in an advertisement
 - e. all of the above

(b; moderate; p. 18; LO3)

55. Which of the following is NOT a task performed by an advertiser's advertising department?
- a. creates the advertising
 - b. coordinates activities with vendors, such as media, production, and photography
 - c. makes sure the work gets done as scheduled
 - d. determines whether the work has achieved prescribed objectives
 - e. all of the above

(a; moderate; p. 18; LO3; AACSB Analytical Skills)

56. In which type of advertising agency does an advertiser produce its own advertising?
- a. home agency
 - b. agency-of-record
 - c. in-house agency
 - d. onsite agency
 - e. advertising department

(c; moderate; p. 18; LO3; AACSB Analytical Skills)

57. Companies that need closer control over their advertising usually _____ that performs most, and sometime all, of the functions of advertising.
- a. hire an outside agency
 - b. hire a vendor
 - c. have their own advertising department
 - d. have their own in-house agency
 - e. have their own agency-of-record
- (d; difficult; p. 18; LO3; AACSB Reflective Thinking)

58. Which “key player” is composed of the channels of communication that carry the message from the advertiser to the audience?
- a. advertiser
 - b. agency
 - c. media
 - d. vendor
 - e. distributors
- (c; easy; p. 18; LO3; AACSB Communication)

59. What is the biggest advantage of mass media advertising?
- a. provide specialized services regarding ad execution
 - b. cost efficiency—because costs are spread over the large number of people reached by the ad
 - c. high level of effectiveness
 - d. few restrictions
 - e. unlimited inventory available for advertisers
- (b; moderate; p. 18; LO3; AACSB Communication)

60. Artists, writers, songwriters, photographers, directors, producers, and printers are all examples of which type of “key player” in advertising?
- a. advertiser
 - b. agency
 - c. media
 - d. vendor
 - e. audience
- (d; moderate; p. 19; LO3)

61. Which of the following is NOT a reason other advertising players hire a vendor?
- a. vendors are the only ones that can produce commercials
 - b. may not have expertise in that area
 - c. may be overloaded
 - d. may want a fresh perspective
 - e. vendors provide specialized services
- (a; difficult; p. 19; LO3)

62. All advertising strategy starts with the identification of the _____.
a. creative concept
b. desired audience
c. media vehicles to be used
d. agency to be used
e. outcomes to be gained by the advertising
(b; moderate; p. 19; LO3; AACSB Communication)
63. During the _____ in the late 1990s corporations were challenged on questions of social responsibility and insensitivity to diverse viewpoints.
a. Age of Print
b. Age of social responsibility
c. Age of agencies
d. Creative era
e. Modern advertising era
(b; easy; p. 23; LO4)
64. For an advertisement to be considered effective, what is the first thing it must do?
a. hold consumers' interest
b. gain consumers' attention
c. convince consumers to change their purchasing behavior
d. convince consumers to continue buying the brand
e. remind consumers of the brand and their positive feelings about it
(b; moderate; p. 26; LO4; (AACSB Communication)
65. Which of the following is NOT a characteristic of effective ads?
a. hold consumers' interest
b. gain consumers' attention
c. convince consumers to change their purchasing behavior
d. convince consumers to continue buying the brand
e. provides all the necessary information so that consumers can make a purchase
(e; difficult; p. 26; LO4)
66. The advertisers' desired impact on the target audience is formally stated as a(n) _____, which is the measurable goal or result that the advertising is intended to achieve.
a. objective
b. outcome
c. effect
d. strategy
e. image
(a; moderate; p. 26; LO4)

67. On which level do ads and their goals work?
- a. satisfying consumers' objectives by engaging them with a relevant message that catches their attention, speaks to their interests, and remains in their memories
 - b. achieves the company's marketing objectives
 - c. are recognized by peers in the industry for their creativity
 - d. A and B
 - e. A, B, and C

(d; difficult; p. 26; LO4; AACSB Analytical Skills)

68. _____ is the practice of unifying all marketing communication tools so they send a consistent, persuasive message promoting company goals.
- a. Marketing communications (MC)
 - b. Integrated advertising execution (IAE)
 - c. Integrated promotional activities (IPA)
 - d. Integrated marketing communications (IMC)
 - e. Global marketing communications (GMC)

(d; easy; p. 25; LO4; AACSB Communication)

69. All groups of people who have an interest in the brand, including such groups as employees, vendors and suppliers, distributors, investors, government and regulators, the community, watchdog groups, the media, and so forth, are known as _____.
- a. constituencies
 - b. interest groups
 - c. stakeholders
 - d. regulators
 - e. social forces

(c; moderate; p. 25; LO4; AACSB Reflective Thinking)

70. What is meant by the term *effective* with respect to advertising?
- a. The advertising delivers the results the marketer has specified for the advertising.
 - b. The advertising wins creativity awards, such as the EFFIE or the CLIO.
 - c. The advertising is remembered by at least 50 percent of the target audience.
 - d. The advertising resulted in increased sales.
 - e. The advertising media exposure was purchased at the lowest possible cost to reach the target audience.

(a; difficult; p. 26; LO2)

GENERAL CONTENT: TRUE/FALSE QUESTIONS

71. The sponsor is identified in an advertising message.
(True; moderate; p. 9; LO4)

72. In advertising, only the creative idea and execution require creative thinking.
(False; moderate; p. 9; LO1; AACSB Communication)
73. The logic and planning behind the advertisement that gives it direction and focus is known as the creative idea.
(False; moderate; p. 9; LO1; AACSB Communication)
74. The classification in which a product is assigned is known as a brand.
(False; easy; p. 11; LO2) (AACSB Communication)
75. The particular group of consumers thought to be potential customers for the goods and services constitute the target market.
(True; easy; p. 11; LO2)
76. A product can be services and ideas, as well as goods.
(True; easy; p. 11; LO2)
77. Advertising can be used to build a brand, which is the distinctive identity of a particular product that distinguishes it from its competitors.
(True; moderate; p. 11; LO2; AACSB Communication)
78. Advertising is effective only for informing consumers about products and services.
(False; moderate; p. 11; LO2; AACSB Communication)
79. One point of view regarding advertising's communication role believes that it is so persuasive that it decreases the likelihood that a consumer will switch to an alternative product.
(False; difficult; p. 11; LO2; AACSB Communication)
80. Advertising has no redeeming social value.
(False; difficult; p. 12; LO2; AACSB Communication)
81. The major types of advertising include brand, retail/local, direct-response, directory, political, business-to-business, institutional, nonprofit, and public service advertising.
(False; moderate; pp. 13-14; LO4; AACSB Communication)
82. The objectives in local advertising tend to focus on stimulating store traffic and creating a distinctive image for the retailer.
(True; moderate; p. 13; LO4)
83. Direct-response advertising tries to stimulate a sale directly.
(True; moderate; p. 13; LO4; AACSB Analytical Skills)

84. Advertising sent from one business to another is known as direct-response advertising.
(False; moderate; p. 13; LO4; AACSB Communication)
85. Advertising helps us shape an image of ourselves by setting up role models that we can identify with, and it gives us a way to express ourselves in terms of our personalities and sense of style through the things we wear and use.
(True; moderate; p. 13; LO2; AACSB Communication)
86. The key players in advertising are the advertiser, the agency, the media, the supplier, and the audience.
(True; moderate; p. 14; LO2; AACSB Reflective Thinking)
87. Advertising begins with the agency.
(False; moderate; p. 14; LO2; AACSB Reflective Thinking)
88. The advertiser initiates the advertising effort by employing the services of an agency.
(False; moderate; p. 16; LO2; AACSB Analytical Skills)
89. The agency person in charge of an advertiser's business is known as the "client manager."
(False; moderate; p. 17; LO2)
90. Most large businesses have an in-house agency.
(True; difficult; p. 17; LO2)
91. Most companies have only one advertising agency working for them, known as the agency-of-record.
(False; difficult; p. 17; LO2)
92. Companies that need close control over their advertising are likely to use an agency-of-record.
(False; moderate; p. 18; LO2; AACSB Communication)
93. An in-house agency performs most, and sometimes all, of the functions of an outside advertising agency.
(True; easy; p. 18; LO2)
94. Newspapers, radio or TV stations, billboards, and so forth are known as media vehicles.
(True; easy; p. 18; LO2; AACSB Communication)
95. The primary advantage of advertising's use of mass media is that the costs are spread over the large number of people that these media reach.
(True; moderate; p. 18; LO2; AACSB Analytical Skills)

96. Freelance writers, lighting specialists, and printers are examples of suppliers.
(True; moderate; p. 19; LO2)
97. Key players that provide specialized services that assist advertisers, advertising agencies, and the media in creating and placing ads are known as suppliers or vendors.
(True; moderate; p. 19; LO2)
98. Advertising strategy starts with the identification of the customer or prospective customer.
(True; moderate; p. 19; LO2; AACSB Analytical Skills)
99. *Purchasers* and *product users* are synonymous terms.
(False; moderate; p. 19; LO2)
100. During the “Age of Print” stage of advertising’s evolution, ads were primarily like classified advertising in format, and print media carried them.
(True; easy; p. 20; LO4; AACSB Analytical Skills)
101. The period when advertising grew in importance and size was the “Modern Advertising” era.
(False; moderate; p. 21; LO4)
102. Integrated marketing communication (IMC) means that ads can now be customized to individual consumers.
(False; difficult; p. 25; LO4; AACSB Communication)
103. Award-winning ads are effective ads.
(False; difficult; p. 26; LO4)
104. Synergistic marketing communication (SMC) is the practice of unifying all marketing communication tools so they send a consistent, persuasive message promoting company goals.
(False; moderate; p. 25; LO4; AACSB Communication)
105. The advertising question with respect to globalization is whether to standardize ads or advertising strategies across all cultures or to adapt ads and strategies to local markets.
(True; moderate; p. 25; LO4; AACSB Multicultural and Diversity)

GENERAL CONTENT: ESSAY QUESTIONS

106. Name and describe the four fundamental concepts of advertising and what makes an ad truly effective.

Answer:

Strategy, creative idea, creative executions, and media planning must work in concert for an ad to be truly effective:

- (1) Advertising Strategy—The logic and planning behind the advertisement that gives it direction and focus.
- (2) Creative Idea—The ad's central idea that grabs your attention and sticks in your memory. *Creative* really describes the entire field of advertising from planning the strategy, developing the research, and the buying and placing of ads in the media.
- (3) Creative Execution—Effective ads are well executed, which means that the details, the photography, the writing, the acting, the setting, the printing, and the way the product is depicted all reflect the highest production values available to the industry.
- (4) Media Planning and Buying—Every message has to be delivered somehow.

(moderate; p. 9; LO1; AACSB Reflective Thinking)

107. Name and describe the four roles advertising plays in business and in society.

Answer:

- (1) **Marketing Role**—Marketing is the process a business uses to satisfy consumer needs and wants by providing goods and services. The tools available to marketing include the product, as well as its price, distribution (place), and marketing communication (promotion). Advertising is a tool used in the promotion mix.
- (2) **Communication Role**—Advertising is a form of mass communication. It transmits different types of market information to connect buyers and sellers in the marketplace. Advertising is just one tool used in marketing communication; others include sales promotion, public relations, direct response, events and sponsorships, packaging, and personal selling.
- (3) **Economic Role**—In societies that have some level of economic abundance, in which supply exceeds demand, advertising moves from being primarily informational to creating demand for a particular brand. A positive economic view of advertising sees it as a vehicle for helping consumers assess value through price as well as other elements, such as quality, location, and reputation, thereby viewing advertising as a means to objectively provide price/value information, creating a more rational economy. In contrast, another point of view sees advertising as so persuasive that it decreases the likelihood that a consumer will switch to an alternative product, regardless of the price charged, because of advertising that focuses consumers on nonprice benefits, such as psychological appeal.
- (4) **Societal Role**—Advertising has a number of social roles. It informs consumers about products, mirrors fashion design trends, and adds to consumers' aesthetic sense. It has an educational role in that it teaches about new products and how to use them. It helps us shape an image of ourselves by setting up role models that we can identify with and express ourselves.

(difficult; pp. 11-13; LO2; AACSB Reflective Thinking)

108. Name and describe the five major players in advertising.

Answer:

- (1) **Advertiser**—The person or organization that uses advertising to send out a message about its product. The advertiser initiates the advertising effort by identifying a marketing problem that advertising can solve and makes the final decisions about the target audience, the size of the advertising budget, and approves the advertising plan. Finally, the advertiser hires the advertising agency, becoming the agency's client responsible for monitoring the work and paying the bills for the agency's work on its account.

- (2) **Advertising Agency**—Creates the advertising. Outside agencies are often more efficient in creating an advertisement or a complete campaign than the advertiser would be on its own. Large advertisers participate in the advertising process either through their advertising departments or through their in-house agencies. Advertising departments act as a liaison between the marketing department and the advertising agency and other vendors. In-house agencies perform most, and sometimes all, of the functions of an outside advertising agency.
 - (3) **Media**—Composed of the channels of communication that carry the message from the advertiser to the audience. Media are referred to as channels of communication or media vehicles, with mass media being the most cost-efficient form.
 - (4) **Suppliers (Vendors)**—The group of service organizations that assist advertisers, agencies, and the media in creating and placing the ads by providing specialized services. Members of this group include artists, writers, photographers, directors, and so on. The other players might hire a vendor because of his or her expertise, they may be overloaded, they might want a fresh perspective, and/or cost efficiency.
 - (5) **Target Audience**—All advertising strategy starts with the identification of the customer or prospective customer, the desired audience for the advertising message.
- (moderate; pp. 14–19; LO3; AACSB Reflective Thinking)

109. Name and describe the seven types of advertising.

Answer:

- (1) **Brand Advertising**—The most visible type of advertising is national consumer, or brand, advertising. It focuses on the development of a long-term brand identity and image.
- (2) **Retail or Local Advertising**—Message announces facts about products that are available in nearby stores with the objective to focus on stimulating store traffic and creating a distinctive image for the retailer. Local advertising can refer to a retailer or a manufacturer or distributor who offers products in a fairly restricted geographic area.
- (3) **Direct-Response Advertising**—Can use any advertising medium, including direct mail, but the message is different from that of national and retail advertising in that it tries to stimulate a sale directly.
- (4) **Business-to-Business Advertising**—Sent from one business to another and is not directed at general consumers.
- (5) **Institutional Advertising (a.k.a. Corporate Advertising)**—Messages focus on establishing a corporate identity or winning the public over to the organization's point of view.

- (6) Nonprofit Advertising—Not-for-profit organizations advertise for customers, members, and volunteers, as well as for donations and other forms of program participation.
 - (7) Public Service Advertising—Communicates a message on behalf of some good cause and is usually created by advertising professionals for free, and the media often donate the time and space.
- (moderate; pp. 13-14; LO2; AACSB Reflective Thinking)

110. Describe the Age of agencies in the evolution of advertising.

Answer:

- (1) Age of Agencies—The agency world and management of advertising developed rapidly after World War I. Consumers were desperate for goods and services, and new products were loading up the marketplace. The J. Walter Thompson (JWT) agency, still flourishing today, led the great boom in advertising during this period.
- (moderate; p. 21; LO4; AACSB Reflective Thinking)

APPLICATION QUESTIONS: MULTIPLE-CHOICE QUESTIONS

111. What was the objective of the *truth*® campaign run by the American Legacy Foundation discussed in the opening vignette?
- a. to encourage teens to buy products
 - b. to sell lighters
 - c. to empower teens against manipulation by tobacco company's tactics
 - d. to develop a campaign that was consistent with traditional preachy anti-smoking ads
 - e. to win an EFFIE award
- (c; moderate; p. 6; AACSB Analytical Skills)
112. Polo Ralph Lauren clothing is of high quality and style. Instead of stressing the quality of their clothing, Polo Ralph Lauren does not even include copy (i.e., words) other than their brand name in their print ads and merely shows beautiful people wearing their clothing performing activities of the “rich,” such as attending a polo match, or merely depicting a very well dressed, handsome man. What approach is Polo using?
- a. hard-sell
 - b. soft-sell
 - c. image-sell
 - d. direct-sell
 - e. creative-sell
- (b; moderate; p. 12; LO1; AACSB Analytical Skills)

113. In the 1990s, McCann-Erickson developed a television ad for Coke to kick off that year's summer campaign. The ad was trying to convey a father and son from another planet, with the father explaining that, in the summer, earthlings worship something called the "sun." The camera zoomed in on a beach as though the two were flying in from outer space when the picture showed a beautiful, young woman drinking a refreshing Coke in front of a Coke vending machine on the beach, and the son asked his father, "Is that the sun?" The agency struggled with the commercial to get the message across that they wanted Coke to be perceived as the center of our universe, eventually coming up with a new editing technique to convey the meaning they wanted. According to a McCann-Erickson professional working on the campaign, they wanted to do it because "it had never been done before." In spite of these creative efforts and the highly professional execution, the ad was not effective and ran for only a short time on television. In terms of the four fundamental concepts that must work in concert for an ad to be truly effective, which one was deficient in this campaign that caused it to be ineffective?
- a. creative idea
 - b. execution
 - c. media
 - d. strategy
 - e. all of the above

(d; difficult; pp. 9-10; LO1; AACSB Analytical Skills)

114. Roach-B-Gone is a brand of bug spray available to consumers to combat pests in their home. This brand has an ingredient that instantly kills roaches on contact, which is superior to all the other competitive bug sprays available in the consumer market. Which type of advertising approach should Roach-B-Gone use to persuade consumers that their brand is superior to all others?
- a. hard-sell
 - b. soft-sell
 - c. image-sell
 - d. direct-sell
 - e. creative-sell

(a; moderate; p. 12; LO1; AACSB Analytical Skills)

115. The success of the new VW Beetle was built upon its ability to connect with the antistatus _____ of the original "lowly" Beetle.
- a. reliability
 - b. price
 - c. brand image
 - d. attitude
 - e. promotion

(c; moderate; p. 12 [Table 1.1])

116. Pepsi-Cola is a brand of soft drink that has been around for a long time and has been advertised continuously over the last 50 years. From Pepsi's perspective, what is the most likely strength of advertising for them?
- a. can reach a mass audience
 - b. introduces products
 - c. explains important changes
 - d. reminds and reinforces
 - e. persuades

(d; moderate; p. 12 [Table 1.1]; LO1; AACSB Analytical Skills)

117. The cost to advertisers to purchase a 30-second advertising spot during the Super Bowl is very high. From the advertiser's perspective, what is the most important strength of advertising if they decide to use this media vehicle?
- a. can reach a mass audience
 - b. introduces products
 - c. explains important changes
 - d. reminds and reinforces
 - e. persuades

(a; moderate; p. 12 [Table 1.1] ; LO1; AACSB Analytical Skills)

118. Some critics claim that advertising has a strong impact on how young women view themselves, resulting in negative self-images. Some have even claimed that advertising is a major cause of eating disorders for young women because ads targeted to this demographic use unreasonably thin models. Which role of advertising does this illustrate?
- a. marketing role
 - b. economic role
 - c. societal role
 - d. communication role
 - e. soft-sell role

(c; easy; p. 12; LO2; AACSB Analytical Skills)

119. In which product category is the most spent on advertising in the United States in 2006?
- a. entertainment and events
 - b. telecommunications
 - c. airline travel, hotels, and resorts
 - d. restaurants
 - e. food, beverages, and confectionary

(b; difficult; p. 16 [Table 1.2] ; LO3)

120. How many times did the “1984” commercial for Apple computer run?
- a. 1
 - b. 2
 - c. 20
 - d. 50
 - e. more than 100
- (a; difficult; p. 15; LO2)
121. Which of the following was the top U.S. advertiser with respect to total ad expenditures in 2006?
- a. Monsanto
 - b. Sara Lee
 - c. Toyota
 - d. General Electric
 - e. Proctor & Gamble
- (e; difficult; p. 16; [Table 1.3]; LO2)
122. For the *truth*® campaign Porter + Bogusky and Arnold was the _____ that planned and implemented the advertising effort.
- a. marketer
 - b. media buying company
 - c. account manager
 - d. advertising agency
 - e. advertising department
- (d; difficult; p. 17)
123. Brad is a music industry major in college, and he wants to work in the advertising industry writing and performing jingles for radio commercials. Which “key player” in the advertising industry will Brad likely be associated with after he graduates?
- a. advertiser
 - b. agency
 - c. media
 - d. vendor
 - e. creative
- (d; difficult; p. 19; LO2)

124. Bolls and Associates is a full-service advertising agency that will develop a client's advertising campaign from strategy through execution and media exposure. However, Bolls and Associates does not actually produce the television commercials or shoot the photography for print ads, but rather, they hire outside experts to produce those elements of the campaign for them because they don't have that expertise and it is more cost effective to pay others to do it for them. Which type of "key player" is Bolls and Associates advertising agency using to produce the advertisements for their client?
- a. advertiser
 - b. agency
 - c. media
 - d. vendor
 - e. creative

(d; difficult; p. 19; LO2; AACSB Reflective Thinking)

125. *6SecondABS*, an abdominal workout device, runs an infomercial that lasts 30 minutes and demonstrates the benefits of their product. They claim that users of their product can reduce their waist and lose one size in a week when following their workout plan. Viewers can call the 1-800 number on the infomercial to purchase the product directly. To stimulate a sale immediately, the infomercial offers several incentives, such as a lower price and additional products, if consumers call in the "next 30 minutes." Which type of advertising is this?
- a. deceptive
 - b. national
 - c. retail
 - d. direct response
 - e. direct-to-consumer

(d; moderate; p. 13; LO2; AACSB Analytical Skills)

126. The Effie award in advertising is given by which organization?
- a. New York Chapter of the American Marketing Association
 - b. Institute of Practitioners
 - c. New York Festivals Company
 - d. *Adweek*
 - e. Promotion Marketing Association

(a; moderate; p. 26; LO4)

APPLICATION QUESTIONS: MINI-CASE MULTIPLE-CHOICE

Polo Ralph Lauren manufactures and sells high-quality, expensive brands of clothing as well as accessories, cosmetics, and home products. They maintain complete control over the brand image and all of the functions necessary to develop, execute, and deliver their advertising. They appeal to consumers' lifestyle aspirations even though their products are of high quality and better than most competitors' offerings. The objective in their advertising is to convey their image and the fashion statement it makes.

127. Mini-Case Question. What type of advertising approach would be the most appropriate for Polo Ralph Lauren's objectives?
- a. hard-sell
 - b. soft-sell
 - c. image-sell
 - d. direct-sell
 - e. creative-sell

(b; moderate; p. 12; LO2; AACSB Analytical Skills)

128. Mini-Case Question. Because Polo Ralph Lauren wants to maintain close control over its image and advertising, which of the following statements is most likely true?
- a. They will most likely use an outside advertising agency to develop and execute their advertising.
 - b. They will most likely use an agency-of-record to develop and execute their advertising.
 - c. They will most likely not use any outside resources, such as vendors, to assist in developing and executing their advertising.
 - d. They will get better media rates by not using an advertising agency to purchase their advertising time and space.
 - e. They will most likely use an in-house agency to develop and execute their advertising.

(e; difficult; p. 18; LO3)

129. Mini-Case Question. When Polo Ralph Lauren advertises in fashion magazines, they focus on their brand identity and image by merely illustrating a beautiful, well-dressed person without giving any information at all except the brand name. What type of advertising is this?
- a. retail advertising
 - b. image advertising
 - c. brand advertising
 - d. direct-response advertising
 - e. indirect advertising

(c; moderate; p. 13; LO2; AACSB Communication)

130. Mini-Case Question. Several of Polo Ralph Lauren's ads have won awards based solely on their creative ideas. Of the following, what type of awards might these have been?
- a. EFFIE
 - b. CLIOS
 - c. Reggie
 - d. Silver Anvil
 - e. Halo

(b; difficult; p. 26; LO4)

APPLICATION QUESTIONS: SHORT-ANSWER

131. Define *advertising* and discuss where it fits in the marketing process.

Answer:

Advertising is paid persuasive communication that uses nonpersonal mass media to reach broad audiences—as well as other forms of interactive communication—to connect an identified sponsor with a target audience. Marketing is the process a business uses to satisfy consumer needs and wants by providing goods and services. Marketing does this through the use of products, their price, their distribution, and their promotion. Advertising is one tool used in the promotion mix.

(moderate; p. 7; LO1; AACSB Reflective Thinking)

132. Compare and contrast hard-sell and soft-sell approaches and give an example of each.

Answer:

Hard-sell approaches use reasons to persuade consumers, and soft-sell approaches build an image for a brand and touch consumers' emotions. An example of a hard-sell approach is an automobile ad emphasizing the attributes of the car and the lease-price information. Just about any cosmetic or fashion ad uses a soft-sell approach.

(easy; p. 12; LO2; AACSB Analytical Skills)

133. What is the evidence that the *truth*® campaign worked?

Answer:

There were four areas in which the campaign was very effective.

Awareness: after eight months on the air 75 percent of U.S. teens could accurately describe one or more of the ads and 57 percent recalled seeing the ads.

Belief: More than 70 percent of the teens say that the ads make them feel more negative toward tobacco companies.

Persuasion: More than 90 percent of teens who saw the ads say the ads gave them good reasons to not smoke.

Behavior: A study concluded that 22 percent of the overall decline in youth smoking from 2000 to 2002 was directly attributable to the *truth*® campaign.

(moderate; p. 27; AACSB Analytical Skills)

134. Ads during the Super Bowl cost an advertiser more than \$2 million for 30 seconds of time. Why would an advertiser pay this much for advertising time?

Answer:

This question is getting at the strengths of advertising, which are listed in Table 1.1. The specific strength this question is targeting is the fact that advertising can reach a mass audience. One of the big advantages of mass media advertising is that it can reach a lot of people with a single message in a very cost-efficient manner.

(moderate; p. 12 [Table 1.1] ; LO2; AACSB Analytical Skills)

135. Compare and contrast the terms *product category* and *brand*, and give examples of each.

Answer:

Product category refers to the classification to which the product is assigned. A *brand* is a distinctive identity of a particular product in a product category that distinguishes it from its competitors. For example, Tide, Cheer, and Era are examples of different brand offerings in the product category of laundry detergent. Brands may or may not be produced by different companies (e.g., Procter & Gamble has several different brands of laundry detergent), but brands compete with one another for consumers' dollars in that product category.

(moderate; p. 11; LO2; AACSB Reflective Thinking)

136. Critique the statement, "Advertising is *the* communications arm of the marketing process."

Answer:

Although it is true that advertising is part of the promotion "P" of marketing and performs a communication function, other elements also communicate to consumers. The broad term *marketing communications* includes advertising, but it also includes a number of related communications techniques used in marketing, such as sales promotion, public relations, direct responses, events and sponsorship, and personal selling. Other elements of the marketing mix also perform a communication role. Characteristics of the product offering, such as the packaging, color, size, brand name, and so forth communicate. Price and place (distribution) also communicate information to consumers. To sum, advertising is not the *only* communications arm of the marketing process, but it is one of the most important marketing communication tools in that it can reach a large audience in a cost-efficient manner.

(difficult; p. 11; LO2; AACSB Reflective Thinking)

137. Explain why advertising is criticized from an economic perspective and provide an opposing argument.

Answer:

Some criticize advertising as being so persuasive that it decreases the likelihood that a consumer will switch to an alternative product, regardless of the price charged. Advertising focuses on other attributes so the consumer makes a decision on nonprice benefits, such as psychological appeal. This leads to advertisers being able to charge higher prices because consumers become less price-sensitive.

An opposing view sees advertising as a vehicle for helping consumers assess value, through price as well as other elements, such as quality, location, and reputation. Rather than diminishing the importance of price as a basis for comparison, supporters of this school of thought view the role of advertising as a means to objectively provide price/value information, thereby creating a more rational economy.

(moderate; p. 12; LO2; AACSB Reflective Thinking)

138. Critique the statement, “Advertising has no redeeming social value.” Why do you think some hold this view of advertising?

Answer:

Advertising has a number of positive social roles. It informs consumers about new and improved products, helps them compare products and features, and generally keeps them informed about innovations and issues. It has an educational role in that it teaches about new products and how to use them. Advertising also mirrors fashion and design trends and adds to our aesthetic sense and helps us shape an image of ourselves by setting up role models that we can identify with; it also gives us a way to express ourselves in terms of our personalities and sense of style through the things we wear and use. For this reason, though, some view advertising as overly influential on consumers’ view of themselves and may lead them to buy things they really don’t need or to develop negative self-images based on what they see in advertising.

(moderate; pp. 12-13; LO2; AACSB Reflective Thinking)

139. Why do businesses advertise?

Answer:

This question is getting at a discussion of either the strengths or functions of advertising. The strengths of advertising are: (1) ability to reach a mass audience, (2) introduces products, (3) explains important changes, (4) reminds and reinforces, and (5) persuades. The functions of advertising are: (1) builds awareness of products and brands, (2) creates a brand image, (3) provides product and brand information, (4) persuades people, (5) provides incentives to take action, (6) provides brand reminders, and (7) reinforces past purchases and brand experiences.

(moderate; p. 12 [Table 1.1]; LO2; AACSB Reflective Thinking)

140. What message was Apple trying to convey with its “1984” advertisement, which aired only once during the 1984 Super Bowl?

Answer:

Apple was targeting all those in the audience who were trying to decide whether they should buy a personal computer (remember that not many households owned personal computers at that time). The ad portrayed zombie-like, gray-skinned drones watching a massive screen image of “big brother” when an athletic young woman in bright red shorts runs in chased by helmeted storm-troopers and throws a large sledgehammer over the open-mouthed drones as they “see the light.” The only words were “On January 24th, Apple Computer will introduce Macintosh. And you’ll see why 1984 won’t be like ‘1984’.” Some feel the meaning was that IBM was “big brother” and those that follow were merely mind-numbed drones. The ad cut through the clutter and stood out among all the other ads during the Super Bowl, creating “buzz.” It was risky, but Apple easily surpassed its sales goals.

(moderate; p. 15; LO2; AACSB Analytical Skills)

141. Several large corporations have several brand offerings in several product categories. How might they organize for advertising?

Answer:

Most large businesses have advertising departments, whose primary responsibility is to act as a liaison between the marketing department and the advertising agency (or agencies) and other vendors. Many companies may have hundreds of agencies working for them, although they normally have an agency-of-record, which does most of their business and may even manage other agencies.

(moderate; pp. 14-18; LO3; AACSB Analytical Skills)

142. Why might an advertiser use an in-house agency?

Answer:

Companies that need closer control over their advertising have their own in-house agencies. Large retailers, for example, find that doing their own advertising provides cost savings as well as the ability to meet deadlines. Some advertisers also create their own advertising in-house to maintain complete control over the brand image.

(moderate; p. 18; LO3)

143. Calvin Klein used some very controversial ads depicting what looked like drug-addicted teenagers posing in sexually suggestive poses. Calvin Klein claimed that all the models in the ads were adults, but critics claimed that it did not look that way. It was reported that the ads were produced “in-house.” Why do you think Calvin Klein used an in-house agency to produce these ads instead of an outside agency?

Answer:

One reason advertisers use an in-house agency is so they can maintain complete creative control over their advertising and brand image. Calvin Klein is no stranger to controversial advertising. It would appear difficult to explain this creative idea to an outside agency, and an independent agency might not have been willing to produce such controversial advertising.

(difficult; pp. 17-18; LO3; AACSB Ethical Reasoning)

144. A 30-second spot on a hit TV show can cost advertisers more than \$600,000. Why is mass media considered cost-effective when it costs so much?

Answer:

Although it’s true that mass media advertising, particularly on television, is very expensive on an absolute basis, mass media advertising can be cost-effective because the costs are spread over the large number of people reached by the ad. *American Idol* is one of the most popular TV shows, which means that advertisers will reach millions of viewers with one message.

(moderate; p. 12; LO2; AACSB Reflective Thinking)

145. Calvin Klein used some very controversial ads depicting what looked like drug-addicted teenagers posing in sexually suggestive poses. What type of advertising is an ad for Calvin Klein clothing? Explain your answer.

Answer:

That would be brand advertising, because it was advertising of a brand that has national distribution and focused on the development of the brand's identity and image. Calvin Klein wanted to establish the image of the brand as being unique and sexy.

(moderate; p. 13; LO2; AACSB Ethical Reasoning)

146. Several ads for a company have won creativity awards. Does that mean the ads were effective?

Answer:

Not necessarily. Creativity awards, such as the CLIOS, are based on an ad's creativity alone. While the creative idea and execution are two of the fundamental concepts necessary for an ad to be effective, they are not necessarily sufficient. Effective ads are ones that satisfy consumers' objectives by engaging them with a relevant message that catches their attention, speaks to their interests, and remains in their memories. From a company's perspective, the ads achieve the company's marketing objectives, which are usually related to growth and sales, and contribute to the success of the business.

(moderate; pp. 26-27; LO4; AACSB Reflective Thinking)

147. Explain what is meant by the phrase, *the new advertising*.

Answer:

There are several issues and trends that are leading to a new view of advertising. Electronic media that allow for interactivity are changing the way advertising is developed and used. Advertising now has the ability to be more personal and interactive and more likely to employ creative new uses of communication opportunities beyond the traditional mass media. The trend toward integrated marketing communications is also requiring the unification of all marketing communications tools so they send a consistent, persuasive message promoting company goals. Finally, globalization has raised the question of practicing global or local advertising, making advertisers ask whether they should standardize ads and/or strategies across all cultures or adapt them to local markets.

(moderate; pp. 23-25; LO4; AACSB Reflective Thinking)

APPLICATION QUESTIONS: MINI-CASE SHORT ANSWER

Joan recently opened a store in her community that specializes in home decor, including some furniture, such as sofas, chairs, and end tables, but mostly home-decorating accessories. She is also a certified interior decorator, and she provides expertise in assisting do-it-yourself home decorators in “putting it all together.” She has not been pleased with her sales so far, and she decides she needs to promote her business.

148. Mini-Case Question. If Joan decides to use advertising, what type of advertising will that be and what should it emphasize?

Answer:

The type of advertising will be retail, or local, advertising, which is advertising that announces facts about products that are available in nearby stores with the objective of stimulating store traffic and creating a distinctive image for Joan’s store. The advertising should emphasize the line of products offered in the retail store, but Joan should probably also stress her expertise as many home decor stores for “do-it-yourselfers” do not provide that expertise.

(moderate; p. 13; LO2; AACSB Reflective Thinking)

149. Mini-Case Question. What other communications tools besides advertising can Joan use? Give some specific examples.

Answer:

There are several other marketing communications tools besides advertising that Joan can use to promote her business, including sales promotion, public relations, direct response, and events and sponsorships. Sales promotion could include providing an incentive for repeat purchases through a loyalty buyer program, or she might offer a premium with the purchase of a major item, such as providing accent pillows with the purchase of a sofa. Joan could also attempt to get free publicity by getting interviewed by the local newspaper or going on a local television program providing decorating tips for do-it-yourself home decorators. She could also host free (or paid) home decorating seminars at her store, which is a type of event. She might even consider sponsoring a local high school’s club or class that focuses on home decorating. These are just a few of the many possibilities students could discuss.

(moderate; p. 7; LO1) (AACSB Analytical Skills)

150. Mini-Case Question. Joan does not have a lot of resources to spend on promoting her business. What key player in advertising is most likely to be of value to Joan in assisting her in her advertising efforts?

Answer:

The key players in advertising are the advertiser (Joan), advertising agency, media, vendors, and the target audience. Because Joan is a local retailer with limited geographic reach and limited financial resources, she would benefit from using local media, such as radio and newspapers. Many media organizations will assist advertisers in the design and production of advertisements, such as a retailer preparing an ad for the local newspaper. Some, such as radio or cable television, may even produce the advertisement for little or no charge. Local media also assist advertisers in gaining a better understanding of their target audience as well as setting reasonable objectives for their advertising. Vendors, such as photographers and television production companies, may also be able to assist Joan in producing her ads. Finally, Joan could use a full-service advertising agency that will perform every function of advertising for her, but with her limited resources, this may not be feasible, or even necessary.

(moderate; pp. 14–19; LO3; AACSB Reflective Thinking)