

Chapter 2 A User's Manual: Advertising, Promotion, and Marketing Essentials

Advertising Is Old—and Brand New

After studying this section, students should be able to do the following:

1. *Understand* how the background and history of U.S. advertising impacts modern advertising and its clients.
2. *Define* the various types of advertising and promotion agencies employ in today's marketplace.

Hammers and screwdrivers did the trick for years, but today marketing communications professionals have a whole new box of power tools. The marketing to-do list is long and so is the list of instructions.

Agencies and their clients sorted madly through the box for the past decade as they tried to find the most effective tools for the job. Now, an avalanche of new technology adds to an increasingly daunting pile. It's hard for some experienced advertising professionals to let go of what they "know." "There's still a little fear out there about shifting away from the traditional marketing tactics," said Doug Scott, executive director for branded content and entertainment for the North American operations of Ogilvy & Mather Worldwide, part of the WPP Group, in 2006. Stuart Elliott, "Nike Reaches Deeper into New Media to Find Young Buyers," *New York Times Online*, October 31, 2006. [://nytimes.com/2006/10/31/business/media/31adco.html?_r=1&oref=slogin&ft=y&pagewanted=print](http://nytimes.com/2006/10/31/business/media/31adco.html?_r=1&oref=slogin&ft=y&pagewanted=print) (accessed January 30, 2009).

But some marketers get it. They understand that advertising is a key driver of popular culture in addition to just reflecting what is going on in our world. Think about Burger King, for example: How does a company that sells dead meat sandwiches and strips of deep-fried potatoes dig its way deep into popular consciousness and (dare we say it?) actually become cool? As CEO John Chidsey (who refers to himself as Chief Whopper Flipper) explains, "We want to stay on the cutting edge of pop culture." How cool is it to sell more than three million Burger King-branded Xbox video games in two months? Or to get its creepy icon The King included in seventeen skits on Jay Leno in the same amount of time? How about having a highly visited profile on MySpace, or posting your menu as a video on YouTube ([://youtube.com/7-QFQOfkZ1k](http://youtube.com/7-QFQOfkZ1k))? Quoted in Bruce Horovitz, "Burger King of Cool?" *USA Today*, February 6, 2007. [://usatoday.com/story/money/industries/food/2007-02-06-burger-king-usat_x.htm](http://usatoday.com/story/money/industries/food/2007-02-06-burger-king-usat_x.htm) (accessed July 3, 2008). There's something more than basic burger ads going on here.

Fifteen years ago, we defined advertising agencies by the essential tools they used: television commercials, radio spots, billboards, print ads. But today traditional advertising approaches, even in the hands of our most skilled and lauded practitioners, are no longer good enough.

Before we see how things are changing, let's back up and start with a traditional definition: **Advertising** is nonpersonal communication from an identified sponsor that intends to inform, persuade, and/or remind. Now let's break that down a bit so we understand what advertising is—and how it differs from other forms of marketing communication:

- *Advertising is nonpersonal communication:* The message gets delivered

Marketing Essentials Chapter 2test

Lingsheng Yao



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