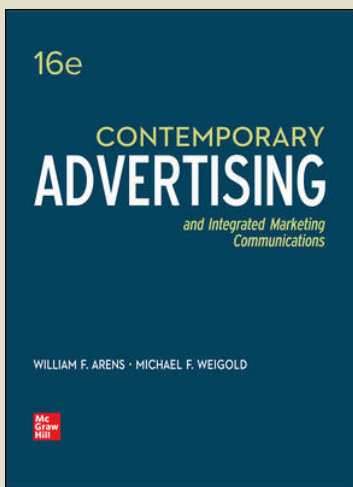


List of Changes



Contemporary Advertising *and Integrated Marketing Communications* 16th Edition

William Arens, Michael Weigold

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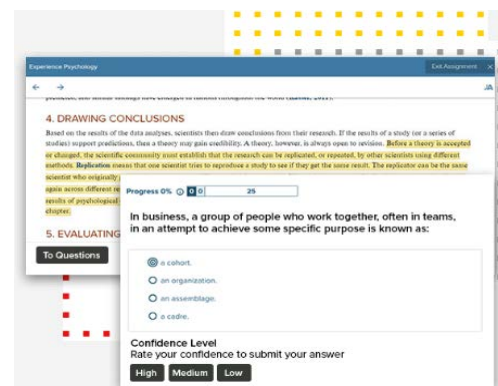
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Current & Concise.

As with every new edition, our first effort was to ***update all statistics and tables*** and to ***document the most recent academic and professional source material*** to give Contemporary Advertising and Integrated Marketing Communications the most current and relevant compendium of academic and trade citations in the field. We've referenced important recent research on topics ranging from the effects of advertising and sales promotion on brand building to relationship marketing, integrated communications, and Internet advertising.

Chapter by Chapter Changes

Chapter 1, "Advertising and IMC Today"

A new opening vignette introduces the issue of digital marketing and privacy concerns, including the GDPR, European legislation that offers consumers significantly more privacy protection. The discussion of concept and practice of IMC is updated throughout. The definition of relationship marketing for LO1-4 is updated to the current one used by the AMA. The discussion of lifetime customer value has been expanded to make this concept clearer for students. The practice of IMC by Disney offers concrete examples that show how every consumer touchpoint with the company is carefully managed. The new Ethics, Diversity, and Inclusion (EDI) box is introduced and two important industry-sponsored programs for students are described. The Portfolio Review is thoroughly updated to illustrate how ads communicate.

Chapter 2, "The Big Picture: The Functions of Advertising and Its Evolution" The chapter's title has changed to better represent the learning objectives. This chapter has long featured Coke as a way to illustrate the history of advertising. The opening vignette has been updated to the present. We've continued to emphasize the importance of branding early in the text and expanded on our earlier discussion. Students now learn how a brand vision is created, understand how companies develop and maintain a brand personality, and read vision statements of some of the world's most famous brands. The EDI box features Mary Wells Lawrence, an advertising legend and one of the earliest women to lead a major advertising agency. The My IMC Campaign box has been updated to ensure students learn about the latest tools for staying connected and working together.

Chapter 3, "The Big Picture: Economic, Ethical and Regulatory Aspects"

The chapter is slightly retitled to include the word "Ethical." The opener is updated to include the latest information about Lance Armstrong, Michael Vick, and Tiger Woods and their difficulties following scandals. The ethical dilemmas that arise from advertising are placed squarely in the context of its economic functions. The four assumptions of market economics have been expanded and made more accessible to students. Nike's dominance of Adidas in the U.S. market and the success of Apple's iPhone are presented to show how advertising stimulates competition. Nike's attention-grabbing ad featuring Colin Kaepernick is presented to frame the discussion of advertising's effect on our values. The Kaepernick ad is then the focus of the EDI box later in the chapter. The discussion of cigarettes in the "regulatory issues" section now includes additional information on e-cigarettes and the FDA. The privacy section is updated and a new section on "protecting consumer data" has been added to acknowledge the costs of data breaches. The National Advertising Review Council changed its name to the Advertising Self-Regulatory Council (ASRC), a change acknowledged in the chapter. ASRC groups, including CARU, ERSP, and IBA, are introduced and described.

Chapter 4, "The Scope of Advertising: From Local to Global"

The chapter updates the McDonald's vignette and more information about McDonald's global IMC campaigns are included. Ad Lab 4–B updates all statistics regarding the ad industry. The 4A's "Enlightened Workplace Certification Program" is the subject of the chapter's EDI box, replacing the focus on account reviews from the 15th edition. Nancy Hill is no longer the CEO of the 4A's, so the People behind the Ads (PBTA) feature introduces students to Marla Kaplowitz, the current CEO.

Chapter 5, "Marketing and Consumer Behavior: The Foundations of IMC" Examples are updated throughout the chapter. The ELM and the discussion of the role of habit in psychological processes has been expanded and made more accessible to students. The revised EDI box assesses the halting progress in agency diversity.

Chapter 6, "Market Segmentation and the Marketing Mix: Determinants of Campaign Strategy"

We've retained the spectacular "The man your man could smell like" campaign for Old Spice and referenced its lessons more often throughout the chapter. Ad Lab 6–B focuses on a new brand, Amazon, currently the most highly valued company in the world. Exhibit 6-13 shows that differentiation often fails to translate into brand success, at least when the differentiations leave consumers unimpressed.

Demographics discussion in the chapter contains significantly more material on Millennials and Hispanics.

Chapter 7, "Research: Gathering Information for IMC Planning"

All statistics for companies and research expenditures have been updated. The use of exploratory research in storytelling is explained and linked to the Budweiser opening vignette. New Google research tools, including Think Insights and Google Keyword, are introduced. The new EDI box discusses how strides are being made to ensure the ethnic diversity of samples used in marketing research.

Chapter 8, "Marketing and IMC Planning"

The opening vignette featuring Mountain Dew has been thoroughly revised and updated for this edition. The section on a marketing plan's mission statement has been expanded and now includes mission statements from several global brands. The discussion of how brands select target markets is illustrated through the example of the Jaguar I-Pace. Ernest Martin's seven approaches to developing a positioning strategy are now more broadly defined and supplemented with examples. Our text's "eighth" strategy is associated with the Blue Ocean strategy developed by W. Chan Kim and Renee Mauborgne. Marketing tactics are now illustrated through the clever GoPro campaign to encourage brand users to post their videos. The use of mobile payment systems in tracking user behavior is described under planning. The Portfolio Review is updated with new, fresh executions by Ikea, Adidas, and Faber Castel.

Chapter 9, "Planning Media Strategy: Disseminating the Message"

The chapter is thoroughly revised in collaboration with Jordan Alpert, assistant professor in the Department of Advertising at the University of Florida. A former postdoctoral fellow in cancer prevention and control in the Department of Health Behavior and Policy at Virginia Commonwealth University School of Medicine, Jordan has nine years of industry experience, including stops as marketing communications manager at About.com, senior account executive at IMC2, account executive at Sharpe Partners, junior account executive at TMP Worldwide, and assistant media planner at Universal McCann. The chapter updates include new information about the HIV.gov campaign and shows how media planning helps in this important cause. The text has been substantially revised throughout. Ad Lab 9–A gives students the chance to apply what they've learned to a fictitious but realistic media buy. The EDI box discusses groups often ignored in media plans, including LGBT consumers. Information on programmatic buying is expanded. The PBTA individual for the chapter is now Tria Cingcuangco, Director, Strategy & Planning at PowerPhyl Media.

Chapter 10, "Creative Strategy and the Creative Process"

The chapter expands on the information versus transformational distinction and shows how the former concept is fundamental in search ads. Target and the retailer's great ads remain the focus of the chapter, but added attention is given to the brand's product concept and media choices. The chapter's definition of creativity is expanded through insights from Lee Odden, David Meerman Scott, Seth Godin, and Daniel Pink. The EDI box, which still focuses on the use of sex in ads, now explicitly references the #metoo movement and its impact on responsible messages.

Chapter 11, "Creative Execution: Art and Copy"

Information on production has been added by consolidating material from the now deleted Chapter 12, "Print, Electronic, and Digital Media Production." Tips for writing great copy from Demian Farnworth at Copyblogger are included in My IMC Campaign. The discussion of typography from the deleted chapter can now be found in this chapter. The EDI box addresses the need for copywriters to be sensitive to the power of words to hurt people, even when the intent of the ad is humor. On a more inspiring note, Procter & Gamble's "Like a Girl" campaign is applauded for reframing hurtful words into words of empowerment for women. The material on major categories of production techniques (Live Action, Animation, and Special Effects) has been eliminated as these categories are too restrictive in the age of digital production. The section on writing copy for digital media has been updated and revised. The focus of the PBTA box, Alex Bogusky, returned to the advertising industry in 2018.

Chapter 12, "Advertising in Print Media"

The opener of this chapter, which was Chapter 13 in the last edition, is updated. Sadly, the story for newspapers has not improved. Native advertising is introduced as a concept in the "Using Magazines in the Creative Mix" section and is the feature of Ad Lab 12–B. The Portfolio Review is completely updated with new, fresh ads. The EDI box is updated to focus more specifically on elderly consumers and to reflect current legislation on sweepstakes. The auditing firm for print is now named the Alliance for Audited Media, a change noted in the chapter.

Chapter 13, "Using Electronic Media: Television and Radio"

A new opening vignette describes how M&M's has developed a strong brand through the creative use of television spots. The chapter highlights the many transformations affecting TV and radio, especially from digital media and streaming services. The recent decline of cable is noted. The My IMC Campaign 13–A includes streaming video as an option for TV and podcasts as an option for radio. The section on DTV has been replaced by a focus on streaming video. The EDI box that focuses on children and teens as an audience for TV spots has been completely rewritten. Ad Lab 13–A continues a focus on ratings but has also been completely updated to reflect the current issues in measuring audiences in the digital age. Product placement is now discussed in this chapter, where it logically belongs. Ad Lab 13–C, which focuses on measuring radio, has been updated to reflect audiences across audio options. Content from the deleted Chapter 12 on production of radio and TV is now in the final section of the chapter.

Chapter 14, "Using Digital Interactive Media"

Our opener focuses on the new giant in digital advertising—Amazon—and shows how it is using strategies from legacy and digital companies to thrive. Spending on digital media now exceeds that on TV, which is noted. In general, "internet" companies are now referred to as digital media. The latest Pew Internet & American Project Life Study's findings are included throughout the chapter. The disruptive potential of 5G technology is discussed. The section on "Measuring the Digital Audience" has been completely rewritten and updated, with highlights on privacy and data security. The emergence of Comscore as a challenger to Nielsen in measuring digital audiences is explained. A significantly revised EDI box updates data privacy issues to the present. Most of the Portfolio Review ads are new. The "Other Interactive Media" section introduces voice-controlled devices like the Amazon Echo as an advertising medium.

Chapter 15, "Social Media"

The new opener focuses on online gaming craze Fortnite and demonstrates the social nature of online gaming. The remainder of the chapter is significantly revised to reflect the dramatic changes in the use of social media Page xiii that have occurred over the past few years. The EDI box highlights the impact of social media on bullying, especially of teenagers, and raises questions about the role that social media platforms should play in protecting users. The ways social media have transformed business, especially local businesses, is highlighted. The PBTA feature on Mark Zuckerberg is updated to reflect the recent travails of Facebook.

Chapter 16, "Using Out-of-Home, Exhibitive, and Supplementary Media" The new opener highlights Corona's creative and socially responsible campaign for World Ocean Day. OOH statistics and uses are updated throughout. The Portfolio Review is updated with new, creative executions. Geotargeting and geofencing are introduced and their uses are explained.

Chapter 17, "Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion"

A new PBTA features an interview with Disney executive Dayana Falcon. The opener, which has long focused on Geico, now features the sponsorship opportunities available at Disney theme parks. The EDI box focuses on advertising issues related to marketing to elderly Americans.

Chapter 18, "Relationship Building: Public Relations, Sponsorship, and Corporate Advertising"

The Netflix vignette focused on Reed Hasting's proactive response to a potential crisis is updated to show the success of the streaming giant.

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