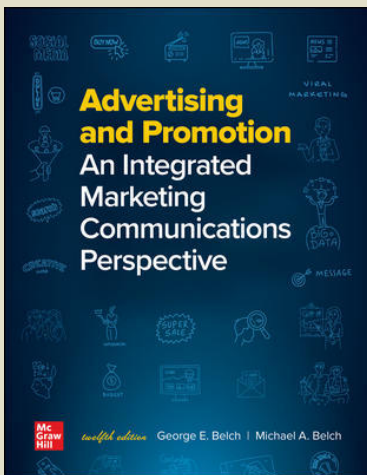


# List of Changes



## Advertising and Promotion: An Integrated Marketing Communications Perspective 12th Edition

George Belch, Michael Belch

ISBN: 9781260259315 / 1260259315 / © 2021

available in

**Mc  
Graw  
Hill** **connect**®

Our authors' goal with the 12th edition is to provide the most comprehensive and current product on the market for Advertising & Integrated Marketing Communications. Today, we are experiencing the most **dynamic and revolutionary changes of any era** in the history of marketing communications! These changes are being driven by advances in technology and developments that have led to the growth of communications through digital and social media. With smart-phones, we engage in an entirely new type of communication, and the ways in which marketers communicate with consumers has changed forever.

Advertising through digital media has surpassed traditional media around the world. Consumers are less responsive to traditional advertising, and many are looking for ways to avoid advertising messages altogether. Social media platforms have become just as powerful as traditional media as have the influencer's on them. Marketers are spending their monies in new and varied ways, and the growth of e-commerce is changing the retail industry forever as traditional retailers struggle to compete in this new world. The digital revolution is in full force, and marketers have no choice but to embrace these changes and modify their integrated marketing communications strategies and tactics accordingly! These exciting changes have been reflected throughout the product as well as in our digital learning platform, Connect with SmartBook 2.0, to ensure today's students are prepared to enter the world of work.

## It All Starts with You



McGraw-Hill Connect® is a course management and adaptive learning solution that enhances your unique voice and teaching style. As your partner, we're committed to helping you achieve your course goals and unlock student potential. That's why we've made meaningful updates to this edition.

### New In Connect:

**SmartBook® 2.0** — Our adaptive reading experience has been made more personal, accessible, productive, and mobile.

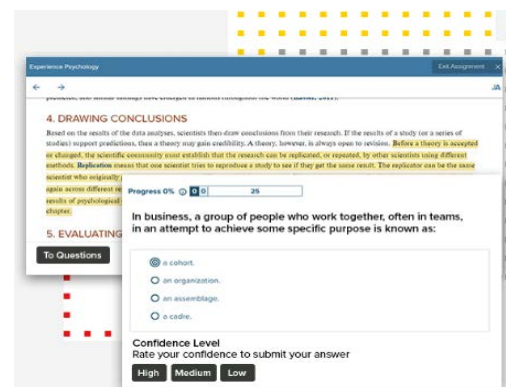
**Writing Assignment** — This assignment type delivers a learning experience that helps students improve their written communication skills and conceptual understanding. As an instructor, you can assign, monitor, grade, and provide feedback on writing more efficiently.

**NEW! Advertising Application-Based Activities** — The Connect Application-Based Activities (ABAs) are highly interactive activities that immerse students in real-world business environments. Placed in the role of a Marketing Manager or business professional, students are challenged to apply multiple concepts and make data-informed decisions.

**NEW! Advertising Video Library** — Looking for new sources of content to help keep your class current, relevant and engaging? Look no further than the regularly updated Advertising Video Library. This video archive, complete with teaching notes and discussion questions, will be updated regularly and organized by topic for quick and easy searchability.

#### Recommended use videos:

- Lecture launchers
- Enhance classroom discussion
- Flipped classroom activity
- Reinforce key concepts
- Assign to your students via a Web Activity



Learning that Fits  
[mheducation.link/smartbook2](https://mheducation.link/smartbook2)



Application-Based Activities

## Additional Value When You Upgrade

- **NEW!** Free mobile access to SmartBook 2.0 assignments and the digital textbook with the ReadAnywhere app.
- **NEW!** Remoting proctoring and browser-locking capabilities allowing for more control over the integrity of online assessments.
- **NEW!** Ability to create enhanced assignments personalized to each student's needs.
- Accessibility and student data security enhancements.
- More advanced student and class reporting capabilities.
- 99.99% platform uptime

Visit [mheducation.com/connect](https://mheducation.com/connect) for details.



## Chapter by Chapter Changes

**Chapter 1:** A new chapter opener, “Nike Just Keeps Doing It, But in Different Ways,” focuses on how the company has shifted its advertising and promotion from traditional to digital media over the past decade or so. The chapter opener also discusses the “Dream Crazy” campaign created to celebrate the 30th anniversary of Nike’s “Just Do It” slogan that included the controversial ad featuring former NFL quarterback Colin Kaepernick and led to Nike being named the “Marketer of the Year” for 2018 by *Advertising Age* based on the company’s willingness to take risks and find new ways to connect with consumers.

- New Ethical Perspective, “Marketers Focus on Sustainability,” discusses how companies are integrating sustainability into their business strategy and marketing as consumers factor social and environmental actions of consumers into their evaluations of companies and decision processes.
- New Digital and Social Media Perspective, “Google, Facebook, and Amazon Reshape the Advertising World,” focuses on the three technology companies and how they have come to dominate the world of digital marketing and advertising.
- Updated overview of the promotional mix and the various IMC tools, including advertising, direct marketing, digital/Internet marketing, sales promotion, and publicity/public relations. Major focus on the growth of digital and social media and how they have surpassed traditional media in terms of media spending and use by marketers.

**Chapter 2:** A new chapter opener discusses the growth of online dating and how it has led to the development of market segmentation and target marketing in the industry. An examination of a few of the target markets being addressed and the various positioning strategies employed by the dating sites to reach these markets is also discussed.

- Updated IMC Perspective on Buick’s success in repositioning itself as a car for younger consumers and how it continues to be successful. The opening vignette from the last edition has been updated to reflect the progress of a highly successful campaign, with new sales figures and an update on Buick’s current advertising campaign.
- New IMC Perspective, “Millennials to Generation Z.” For years marketers have focused their attention on attempting to understand millennials. Now that they are feeling more comfortable in developing marketing strategies for this age cohort, along comes gen Z. The perspective examines the characteristics of each cohort as well as the differences between them and the implications for marketers.



**Chapter 3:** A new chapter opener, “The Math Men Are Overtaking the Mad Men,” focuses on the disruptions taking place in the advertising industry as a result of the rapid growth of digital media and other emerging technologies marketers are using to communicate with their target audiences. The opener discusses the impact this is having on traditional advertising agencies and how they are responding.

- New IMC Perspective, “Wieden + Kennedy Uses Its Independence to Become a Creative Powerhouse,” discusses W+K, which is one of the few remaining major independent advertising agencies and known for its outstanding creative work for clients such as Nike, KFC, Bud Light, Turbo Tax, and many other brands. W+K has been named agency of the year numerous times in recent years by *Advertising Age* and *Adweek*.
- New Digital and Social Media Perspective, “Consultancies Shake Up the Ad Industry,” focuses on how accounting and management consulting firms such as Accenture, PwC, Deloitte, and IBM have opened divisions that use their digital and analytic capabilities to compete with traditional advertising agencies.
- Discussion throughout the chapter on changes occurring in the advertising industry and how they are affecting the role of traditional advertising and media agencies.

**Chapter 4:** In the new chapter opener, “The Yankees (among Others) Have a Story to Tell,” marketers are constantly exploring new research methods in their efforts to better understand consumers and market to them more effectively. The latest trend involves the use of storytelling to gain deeper insights into consumers’ motivations. The perspective describes this research method and how a number of companies—including the New York Yankees baseball team, Spotify, and Huggies—have used it to develop marketing campaigns.

- New Digital and Social Media Perspective, “A World without Digital Advertising,” explores the impact on consumers if advertising in digital media were no longer possible. As consumers take effort to avoid ads and/or block them, the perspective cautions readers to be careful what they wish for as the elimination of advertising on digital media could have negative consequences.
- Updated Digital and Social Media Perspective on the investigation of how appealing to emotions, use of colors, and emojis in marketing affect consumers’ motivations. The perspective also discusses how successful companies like Pepsi and Coke, as well as Facebook, have successfully employed emojis to market their products.

**Chapter 5:** A new chapter opener, “Influencer Marketer Explodes,” discusses the rapid growth in the use of influencers by marketers to promote their companies and brands. Reasons underlying the use of influencers are discussed along with factors marketers consider when deciding to use both macro and micro influencers.

- New Digital and Social Media Perspective, “Logos in the Digital Age,” discusses the importance of logos and how the way marketers think about them has changed, particularly for digital technology companies whose services are accessed primarily through apps and mobile devices.

- New Digital and Social Media Perspective, “Charmin: The Sassiest Brand on Social Media,” discusses how a low-involvement brand such as toilet tissue uses social media as an integral part of its IMC program. A video case study on Charmin is also available and includes assignable content for students in Connect.
- This chapter has been updated to include expanded coverage of word-of-mouth communication and viral marketing. The section on response hierarchy models has also been rewritten to streamline the discussion and coverage of the various communication models.

**Chapter 6:** A new chapter opener, “Tiger and Maria Rebuild Their Images,” focuses on the issues marketers face when a high-profile athlete or celebrity engages in behaviors that result in controversy and negative publicity. Tiger Woods and Maria Sharapova were two of the most highly paid endorsers in the sports world, but both ran into problems that led some companies to drop them while Nike and others stayed with the star athletes. Both Woods and Sharapova have recovered some of their endorsement deals.

- Updated Digital and Social Media Perspective, “YouTubers—New Celebrities to Gen Z and Millennials,” discusses how YouTube personalities such as Dude Perfect, PewDiePie, and Smosh have become more popular and influential than traditional celebrities to gen Z and many millennials.
- New IMC Perspective, “The Beer Wars: Bud Light and MillerCoors Battle over Corn Syrup,” discusses the comparative advertising battle involving Anheuser Busch’s Bud Light brand and MillerCoors’ two light beer brands, Miller Lite and Coors Light.
- A video case study on Under Armour is available for use with this chapter and includes assignable content for students in Connect.

**Chapter 7:** A new chapter opener discusses the problems now facing corporations such as Kraft Heinz, K-Mart, Sears, and others. These once highly successful companies are finding it difficult to compete in today’s marketplace due in large part to changing market conditions, including the purchasing behaviors of millennials and gen Z. However, some experts wonder if their downward spiral might also be due to their own marketing mistakes.

- Revised Digital and Social Media Perspective, “As Digital Gains in Popularity, Budget Allocations Change,” updates figures from the last edition regarding how companies are moving their monies from traditional media to digital, including companies such as Hershey. It also explores some of the long-term implications of the shift to digital media for traditional media such as television and newspapers.
- Updated Digital and Social Media Perspective exploring the use of consumer decision making funnels. As expenditures in digital media grow, so too does the belief that traditional consumer funnels are outdated. However, the use of these funnels has continued and adapted to the new digital environment, and show little sign of going away.

**Chapter 8:** A new chapter opener, “The Best Geico Advertising of the Past 25 Years,” discusses the various campaigns for the company, which use a variety of creative strategies and tactics. The opener includes a discussion of how Geico ran a “Best of Geico Sweepstakes” that allowed consumers to vote for their favorite commercial from the insurance company over the past two decades, with the winner having the opportunity to appear in a Geico commercial.

- A new Digital and Social Media Perspective, “The Need for Pretesting of Online Advertising,” discusses the importance of pretesting advertising messages as well as the reasons many marketers are less likely to pretest digital advertising versus a TV commercial or print message.
- An updated IMC Perspective, “TurboTax Shows Consumers a Better Way to Do Their Taxes,” focuses on the IMC program used by Intuit’s TurboTax tax preparation software and creative advertising developed for the brand. A video case study on TurboTax is available and includes assignable content for students in Connect.

**Chapter 9:** A new chapter opener, “Creating Advertising Personality Symbols: Flo, The Colonel, and the Most Interesting Man in the World,” discusses how Progressive Insurance, KFC, and Dos Equis have created popular personality symbol characters to promote their companies and brands. The focus is on the strategy behind the development of the personality symbols and why they have been so effective.

- A new IMC Perspective, “How the ‘Love’ Campaign Turned around Subaru,” discusses how Carmichael Lynch, the ad agency for Subaru of America, developed an emotion-based advertising campaign that has become among the most recognizable, enduring, and effective in the automotive industry. The “Love” campaign has resulted in record-breaking sales increases for the company for 10 consecutive years and is an excellent example of creative advertising that has struck a responsive chord among consumers.
- An updated IMC Perspective, “DASANI: Designed to Make a Difference,” focuses on the Coca-Cola Company’s DASANI brand of bottled water and how creative advertising helped the brand become the market leader in the category and led to several new line extensions. A video case study on DASANI is available and includes assignable content for students in Connect.

**Chapter 10:** A new chapter opener, “How Much Is Too Much? When Have We Seen Enough of a Commercial?” Everyone watching television or spending time online has seen many commercials numerous times. While advertisers are aware of the excessive exposure, they struggle to determine how many times an ad is seen and at what point people become tired of seeing it. The most cited research is from 1977, but numerous other studies have been conducted over the years in an attempt to examine this issue. This lead-in examines a very important issue to marketers—determining how many exposures are effective given today’s media environment.

- Updated Digital and Social Media Perspective on the use of programmatic buying of media. Now that media buyers have used programmatic for a number of years, they are learning more about it, as well as the problems and pitfalls associated with its usage. Nevertheless, the use of programmatic buying is now commonplace and continues to increase in spite of its problems.

- New IMC Perspective, “*Adweek’s* Best Media Plans,” discusses the best media plans in various categories and spending levels as selected by industry trade magazine *Adweek*. The perspective discusses the award winning plans for the Google Home Assistant, IHOP’s “Flipping Burgers,” Chiquita’s “Banana Sun,” and New York City’s Animal Care Center effort to encourage people to adopt a pet campaigns.

**Chapter 11:** A new chapter opener, “Tough Times for Television,” discusses the many changes taking place in the world of television and how they are affecting its use as an advertising media vehicle. Developments such as declining viewership of TV, cord-cutting, and the rapid growth of streaming services are discussed.

- A new IMC Perspective, “Television Networks Vow to Reduce the Number of Commercials,” discusses how the television networks are responding to the dramatic declines in TV viewership resulting from cord-cutting and the rise in streaming services competition from ad-free viewing options, including social media. The major TV networks have announced plans to reduce commercial clutter by cutting back on the number of commercials and using new pod formats to provide a more positive viewing experience for TV viewers.
- A new Digital and Social Media Perspective, “Marketers Battle for the Screen in Your Car,” discusses how the dashboard displays being put in vehicles today are loaded with technology that includes high-definition (HD) radio receivers that can deliver visual as well as audio messages to dashboard displays, which will change the way marketers use radio advertising. Automakers are also installing apps in vehicles as well as other technology that can use artificial intelligence to deliver marketing messages to drivers.

**Chapter 12:** A new chapter opener, “Print Is Dead—Or Is It?” discusses the challenges facing the magazine industry as more people go online to get their news, information, and entertainment. The impact of these changes on iconic magazines such as *Time*, *Fortune*, and *Sports Illustrated* are discussed along with changes magazines are making to survive and compete against digital competitors.

- A new Digital and Social Media Perspective, “Magazines Shutter Print Editions and Go Digital,” discusses how many magazines are moving to a digital-first or -only strategy and reducing the number of print issues they publish or shuttering their print editions altogether in favor of digital-only editions.
- A new Digital and Social Media Perspective, “The News Media Alliance Promotes the Value of Newspapers,” discusses the challenge facing newspapers, which have seen their advertising revenue decline dramatically in recent years. Factors affecting the newspaper industry are discussed along with efforts by the industry’s trade association, the News Media Alliance, to promote the importance of newspapers, a valuable medium for advertisers.



**Chapter 13:** A new chapter opener, "Value Your Privacy? Don't Go Down the Cooler Aisle," discusses the many new ways marketers are invading consumers' privacy without them being aware of it. While this is nothing new, the ways they are doing so certainly are. For example, cameras in the cooler aisles of grocery stores read facial expressions and try to determine shoppers' age and gender, as well as their mood, then use this information to sell products or send ads or promotions by posting them on the cooler window.

- A new Digital and Social Media Perspective, "This Isn't Your Grandma's Billboard!" discusses how traditional billboards are being transformed through the use of digital technology, augmented reality, and other techniques that have been successful in keeping the industry not only holding ground against digital media, but thriving.
- An update on the use of branded entertainment, including product placements, product integrations, and video.

**Chapter 14:** A new chapter opener details the sophistication and adaptability of direct marketing and discusses how legacy companies are now engaging in direct-to-consumer marketing. P&G, Nike, Under Armour, and PetSmart are among the major companies that have now increased their use of direct marketing. In addition, the strategies behind successful new brands such as Allbirds and Harry's Shave Club are discussed.

- An updated IMC Perspective on who watches infomercials and why and the strategies of successful infomercial advertisers.
- All figures updated to be as current as possible.

**Chapter 15:** A major updating and revision of the chapter from the last edition. A new chapter opener discusses the constantly changing world of social media as well as some of the things that have remained the same. As difficult as it is to keep up with the rapidly evolving social media world, some characteristics and trends are beginning to emerge. Growth in new members of Facebook has slowed and is now strongest among older age segments. Privacy issues remain and may even be increasing. The chapter opener examines these developments and other aspects of social media while providing some suggestions from experts as to how to adapt to them.

- Updated Digital and Social Media Perspective, "Mad Rush to Digital," discusses whether the shift to digital media is the right strategy or needs to be reevaluated.
- All figures updated to most current numbers.
- Addition of a new framework for digital marketing.
- Addition of a new information showing the various ways marketers use the Internet.
- Updated Ethical Perspective, "Native Advertising: Still Growing, Still Interesting, Still Deceptive?" examines the continued use of native advertising as well as examining its effectiveness and the controversy surrounding its use.
- An update on the status of social media with examples of how companies are using various platforms for a variety of marketing activities.
- Expanded and updated discussion of measuring effectiveness for both traditional and digital media.

**Chapter 16:** A new chapter opener, "Burger King Gets People to Take a Whopper Detour," discusses a promotion the fast-food chain developed to challenge McDonald's and encourage consumers to switch to a BK Whopper instead of going to the Golden Arches. The "Whopper Detour" was a very creative and technologically challenging promotion that involved geofencing nearly every McDonald's restaurant in the country and offering consumers with the BK smartphone app the opportunity to order a Whopper for one cent if they placed an order on the app, which would direct them to the nearest Burger King to redeem the offer.

- An updated IMC Perspective, "Marketers Fall into the Discounting Trap: And There May Be No Way Out," discusses how marketers began using discounts and promotions during the recession as well as the recovery period and how it has become very difficult to wean consumers off them. Companies whose efforts to cut back on the use of coupons and promotions have failed are discussed, including Macy's and JCPenney. The impact of the promotions and discounting on retailers is also discussed.
- A new IMC Perspective, "Life Cereal Brings Back Mikey," discusses how Quaker Foods North America developed a promotion that attempted to bring back the magic from the famous "Mikey Likes It!" commercial created for its Life cereal brand nearly 50 years ago. The company launched a nationwide contest to find the next cute child to be the face of an advertising campaign for the brand.

**Chapter 17:** A new chapter opener, "How Much Does Negative Publicity Hurt?" examines the impact of negative publicity on companies. Controversies involving Fox News as well as Wells Fargo are discussed.

- Updated Ethical Perspective, "Marketers Around the World Come Together for Water," discusses how a number of companies from around the globe support Water Day and Earth Day as philanthropic efforts. The opener discusses how companies often are on the wrong end of negative publicity, but many are quietly doing good things around the globe, often with little awareness from the public.
- An updated IMC Perspective, "What Happened to My Reputation?" discusses how easy it is for companies to lose a good reputation and how it can often be very difficult to get it back. Wells Fargo and others that have had suffered damage to their reputations and brand image are discussed.
- New section on how companies are using a "digital consumer funnel" to assist them in measuring the effectiveness of digital public relations activities.

**Chapter 18:** A new chapter opener discusses the latest Ogilvy Awards winners. This award is given to companies and their agencies for the best use of research in the development and/or measurement of advertising campaigns and is given in a number of categories. The perspective describes the award-winning campaigns for Mr. Clean, Farmers' Insurance, Rice Krispy Treats, and the anti-smoking/anti-tobacco campaign "truth."

- An updated Digital and Social Media Perspective discusses how the lack of trust in effectiveness measures limits their use by marketers. The perspective discusses how there

are few measures that are agreed upon by marketers and how, as a result, there is little confidence placed in those often used, particularly for digital media. It also indicates that some are losing faith in traditional media measures used in television due to the evolution of this medium.

- Updated Digital and Social Media Perspective, "Academics and Practitioners Agree That Physiological Measures of Effectiveness Work." While commonly debated in reference to their effectiveness in measuring advertising effects, a number of recent studies have added credibility as to the validity of physiological measures. The increased use of eye tracking as one of the more useful measures is also discussed.

**Chapter 19:** A new chapter opener, "China Shows Marketers the Future—And It's Digital," discusses the opportunities available in the world's largest market as well as the challenges marketers face in trying to compete there. China has moved away from traditional media and has become a "mobile first" market as digital advertising accounts for nearly 80 percent of the total advertising spending in the country. Many feel that the developments occurring in China will soon happen in other countries as the world moves to a digital- and mobile-first mindset.

- An updated Global Perspective, "Qatar Is Ready to Deliver Amazing as Host of the 2022 FIFA World Cup," discusses the IMC strategy used by the country of Qatar's to help the Middle East country win the rights to host the 2022 soccer tournament. Two video cases on Qatar's IMC campaign are available and include assignable content for students in Connect.
- An updated Global Perspective, "Coca-Cola Wants Everybody to 'Taste the Feeling,'" discusses the global advertising campaign developed by the Coca-Cola Company as part of its new "one brand" strategy that unites various soft-drink brands marketed by the company under one personality. "Taste the Feeling" is a global advertising campaign that is used in more than 200 countries and is designed to address the challenges the company is facing in the global market amid growing health concerns and a shift to healthier lifestyles.

**Chapter 20:** A new chapter opener, "Privacy Regulations Will Change Digital Marketing," discusses how privacy has become a major concern as the growth of digital advertising and marketing overtakes the use of traditional media by marketers. Companies such as Google, Facebook, and many others have a tremendous amount of data about consumers who use their platforms, and many critics, as well as government regulators, are very concerned over how this information will be used. The European Union enacted its General Data Protection Regulation (GDPR) in 2018, and similar regulations will soon be enacted in California and other states.

- A new IMC Perspective, "Advertising Cannabis Is Difficult, Even Where It Is Legal," discusses the regulations affecting the marketing and advertising of cannabis or marijuana. Cannabis has been approved for medical use in 33 states and for recreation use in 10. Each state has its own regulations regarding the marketing and advertising of marijuana, while the product is regulated at the federal level by the Food and Drug Administration (FDA), which still classifies pot as a Schedule I dangerous drug.

- An updated Digital and Social Media Perspective, “The FTC Tightens the Rules for Online Endorsers,” discusses how the Federal Trade Commission has revised its rules and regulations regarding the use of endorsements and testimonials several times in recent years. The FTC revisions apply to the use of endorsements and testimonials made online—particularly through social media platforms such as Facebook, Twitter, and Instagram—and require influencers to disclose any material connection they might have with a company or brand they promote or endorse.

**Chapter 21:** A new chapter opener, “Was the Beginning of #MeToo the End of Sexy Advertising?” discusses how the changing emphasis on women’s rights—among other factors—has contributed to less use of sex in advertising. The opener discusses how some women see a difference between sexy ads and sexist ads, having less of a problem with the former. It also explains how companies that formerly used sex in ads in the past have now changed their appeals with a Ethical Perspective, “Promoting a Belief Can Be a Risky Strategy,” discusses companies’ decisions to stand behind a controversial cause and/or person can lead to significant risks. In some cases, the position can benefit the company in the long run, though initial backlash may continue for others.

- Updated Ethical Perspective on ads featuring interracial participants, citing new examples and reactions to the use of interracial couples in advertising.

**Chapter 22 (Online Only):** A new chapter opener discusses the increased importance of customer relations management (CRM) in marketing and how marketing communications practices have adapted to this increased emphasis.

- Updated IMC Perspective on how companies have realized the importance of marketing and sales working together. Discusses how the two departments often have different objectives and sometimes work against either to achieve them.
- Updated Digital and Social Media Perspective on how the Internet has changed personal selling. Discusses new techniques and programs available on the web that has made personal selling more efficient and effective, while changing sales roles in the process.

## Affordability & Outcomes

### Affordability & Outcomes

- Flexibility! More choice. You decide.
- Multiple options at multiple price points!
- Content options: McGraw-Hill, custom, Open Learning Solutions.
- Format Options: Print, McGraw-Hill eBook, Courseware, bundles.
- Delivery Options: Inclusive Access, rental, purchase.
- 950 Inclusive Access institutional partnerships in 2019.

Visit [mheducation.link/realvalue](https://mheducation.link/realvalue) for details.



### Support At Every Step

Find all the resources you need for a successful semester in one spot: [supportateverystep.com](https://supportateverystep.com).

Faculty support is critical to the success of implementing and using digital courseware. That's why we teamed up with faculty to create a website dedicated to providing above-and-beyond support. From initial training to implementing new tools to digging into the data, we're here to help.

Let us know how we can partner with you at every step.