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Autore	Jones John Philip
Titolo	When ads work : new proof that advertising triggers sales // John Philip Jones
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Edizione	[2nd ed.]
Descrizione fisica	1 online resource (232 p.)
Disciplina	659.1
Soggetti	Advertising Sales promotion
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2007 by M.E. Sharpe.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The single-source breakthrough -- The short-term effect of advertising -- The rapid spread of pure single-source research -- How a short-term effect can turn into a medium-term one -- Keeping the brand in the window -- An interlude of successful advertising campaigns -- Advertising that works -- Advertising that stops working -- Advertising that works in some cases -- Advertising that does not work -- Penetration and purchase frequency -- From insight to action -- Smooth sales trends -- The history of single-source research -- The first quarter-century of single-source research -- The calculation of advertising intensity -- The leading 142 brands in the product categories covered in this research.
Sommario/riassunto	Argues that well-planned and well-executed advertising campaigns can and should have an immediate impact on sales. This book features numerous examples from ad campaigns. It demonstrates that the strongest ad campaigns can triple sales, while the weakest campaigns can actually cause sales to fall by more than 50 percent.

