

1. Record Nr.	UNINA9910841122403321
Autore	Calder Bobby J
Titolo	Kellogg on Advertising and Media [[electronic resource]]
Pubbl/distr/stampa	Chichester, : Wiley, 2008
ISBN	1-119-19815-1 1-118-42911-7
Descrizione fisica	1 online resource (506 p.)
Disciplina	659.1 659.1/11 659.111
Soggetti	Advertising Advertising media planning Commerce Business & Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Contents; Title; Copyright; Foreword; Introduction; Chapter 1: Media Engagement and Advertising Effectiveness; What is Engagement?; Identifying Media Experiences; Metrics for Measuring Media Experiences and Engagement; Engagement and Advertising Effectiveness; Potential Negative Effects of Engagement; Engagement with the Brand; Future of Brands; Appendix; Chapter 2: Making TV a Two-Way Street: Changing Viewer Engagement through Interaction; History of TV and Viewer Engagement; Making TV a Two-Way Street; iTV: The Engagement Builder; TV Interactivity = Viewer Engagement Chapter 3: Advertising in the World of New Media Technological Advancement; Migration to Digital Content; View of the Past; View of the Future; Media Mix Changes; Chapter 4: Reinvention of TV Advertising; Evolving TV Landscape; Leveraging Enhanced TV Advertising; Marketing Impact of Enhanced TV Advertising; Conclusion; Chapter 5: Developments in Audience Measurement and Research 123; Changing World of Media and Measurement; New Developments in Audience Measurement; Political Economy of Audience Measurement; Chapter 6: Rethinking Message Strategies: The Difference between Thin

and Thick Slicing

Traditional Approaches to Effective Communication Measuring Effects of Conscious Processing; Advertising Directed at Unconscious Processing; Measuring Effects of Unconscious Processing; Conclusion; Chapter 7: Managing the Unthinkable: What to Do When a Scandal Hits Your Brand; What is a Scandal?; Framework for Managing a Scandal; Spillover Brands; Conclusion; Appendix; Chapter 8: Managing Public Reputation; Concepts, Framework, and Processes; Conclusion; Chapter 9: The Contribution of Public Relations in the Future; Credibility; Public Relations as a Broader View of the Market
Accountability and Measured Performance Conclusion; Chapter 10: Using THREE I Media in Business-to-Business Marketing; Personal Selling Cycle in B-to-B Organizations; Expanding the Role of Marketing in B-to-B with Multimedia; New Enabling Role of Smart and Rich Multimedia-THREE I; THREE I Case Examples; Conclusion; Chapter 11: Communicating with Customers; Companies Need Both an Advertising Strategy and a Commitment Strategy; Managing Communication through Commitments; Designing a Commitment Strategy; Role of Internal Communications; Commitments and Integrated Marketing; Appendix
Chapter 12: Changing the Company Marketing and Operating Systems; Marketing 1.0/2.0/3.0; Marketing Research and Development; Compensation; Chapter 13: The Integration of Advertising and Media Content: Ethical and Practical Considerations; Historical Perspective on Advertising and Media; Moving On; A Way Forward; Where to Draw the Line; The Fork in the Road; About the Contributors; Index

Sommario/riassunto

In Kellogg on Advertising and Media, members of the world's leading marketing faculty explain the revolutionized world of advertising. The star faculty of the Kellogg School of Management reveal the biggest challenges facing marketers today- including the loss of mass audiences, the decline of broadcast television advertising, and the role of online advertising- and show you how to advertise successfully in this new reality. Based on the latest research and case studies, this book shows you how to find and engage audiences in a chaotic media climate.
