

# Effective Advertising

*Understanding  
When, How,  
and Why  
Advertising  
Works*

Gerard J. Tellis

Tellis

Effective Advertising

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# Effective Advertising Understanding When How And Why Advertising Works

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## **Effective Advertising Understanding When How And Why Advertising Works:**

Effective Advertising Gerard J. Tellis, 2003-11-20 Recently nominated one of five finalists selected for the 2005 Berry AMA Book Prize for best book in marketing Tellis has done a remarkable job He has brought together an amazingly diverse literature Unlike some other sources that claim to be able to measure the effects of advertising Tellis's thoroughness and ability to understand and convey results of various experiments and statistical analyses helps the reader to separate the wheat from the chaff Any student of advertising whether new to the field or a seasoned veteran executive or researcher should read this book Alan G Sawyer University of Florida Effective Advertising How When and Why Advertising Works reviews and summarizes an extensive body of research on advertising effectiveness In particular it summarizes what we know today on when how and why advertising works The primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice sales and market share In addition the book reviews research on the rich variety of ad appeals and suggests which appeals work and when how and why they work The first comprehensive book on advertising effectiveness Understanding Effective Advertising reviews over 50 years of research in the fields of advertising marketing consumer behavior and psychology It covers all aspects of advertising and its effect on sales including sales elasticity carryover effects content effects and effects of frequency Author Gerard J Tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising such as Advertising has a powerful influence on consumers and often generates consumer need The effects of advertising persist for decades If an ad fails initially repetition will ensure its ultimate success Ads need only one to three exposures to succeed Advertising by argument is the most effective method The best ads are unique and original Advertising is very profitable Tellis then provides alternatives and establishes the following truths about advertising Advertising is vitally important for free markets but its action is subtle and its discovery is fragile The effects of advertising are short lived If ads are not initially effective repetition will not make them more effective Scientific principles can show which ads work though firms often ignore advertising research and persist with ineffective ads Advertising by emotion may have the most effective appeal Templates can yield very effective ads Advertising is often unprofitable Effective Advertising will be an important addition to courses at the graduate or undergraduate level in advertising marketing communication and journalism It will also be an invaluable reference for professionals and researchers working in these fields Effective Advertising Gerard J. Tellis, 2003-11-20 Understanding Effective Advertising How When and Why Advertising Works reviews and summarizes an extensive body of research on advertising effectiveness In particular it summarizes what we know today on when how and why advertising works The primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice sales and market share In addition the book reviews research on the rich variety of ad appeals and suggests which appeals work and when how and why they work The first comprehensive book on advertising effectiveness

Understanding Effective Advertising reviews over 50 years of research in the fields of advertising marketing consumer behavior and psychology It covers all aspects of advertising and its effect on sales including sales elasticity carryover effects content effects and effects of frequency Author Gerard J Tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising **The SAGE Handbook of**

**Advertising** Gerard J Tellis, Tim Ambler, 2007-10-24 In this era of snackable content which satisfies only in the moment it is great to have a comprehensive Advertising Handbook which one can consult repeatedly The references are comprehensive and the Handbook opens up many key areas for practitioners Hamish Pringle Director General IPA Finally a Handbook of Advertising that brings the field up to date I am impressed with its comprehensive coverage of topics and the distinguished specialists who have shared their key findings with us Philip Kotler Kellogg School of Management When trying to make sense of the mystifying world of advertising academics and practitioners often seem to inhabit separate universes Not in this Handbook For once the best brains from each side genuinely collude with constructive results Wise agencies will read it before their clients do Sir Martin Sorrell CEO WPP This mighty tome brings together a vast range of views of advertising based on deep experience and scholarship For practitioners and academics alike it will be a voyage of discovery and enlightenment Lord Maurice Saatchi Chairman M C Saatchi This magnificent volume captures all we need to know about how advertising works and its context Baroness Peta Buscombe Director General Advertising Association London Advertising is a field that has attracted a great deal of academic attention but to date there has been no summarising of the state of the art of research This far reaching and scholarly Handbook is edited by two highly respected and trusted thinkers in the field and includes contributions from leading academics based in both the UK and the USA Tim Ambler and Gerald J Tellis archive their aim of setting advertising and the theory that underpins it in its historical and societal context show casing the most significant advertising research questions of our time and pointing readers in the direction of future avenues for fruitful investigation The SAGE Handbook of Advertising would be a welcome addition to any marketing academics bookshelf

CIM Coursebook 05/06 Analysis and Evaluation Wendy Lomax, 2007-07-11 Elsevier Butterworth Heinemann s 2005 2006 CIM Coursebook series offers you the complete package for exam success Comprising fully updated Coursebook texts that are revised annually and free online access to the MarketingOnline learning interface it offers everything you need to study for your CIM qualification Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant ensuring it is the definitive companion to this year s CIM marketing course Each Coursebook is accompanied by access to MARKETINGONLINE [www.marketingonline.co.uk](http://www.marketingonline.co.uk) a unique online learning resource designed specifically for CIM students where you can Annotate customise and create personally tailored notes using the electronic version of the Coursebook Receive regular tutorials on key topics from Marketing Knowledge Search the Coursebook online for easy access to definitions and key concepts Access the glossary for a comprehensive list of marketing terms and their meanings

*Advances in Advertising Research X* Enrique Bigne, Sara Rosengren, 2019-10-05 This book addresses challenges and opportunities in research and management related to new advertising and consumer practices in brand communications with multiple touchpoints. It specifically relates to new insights into how profitability and customer engagement are affected by multiple and very diverse consumer touchpoints in an omni-connected world. *Advances in Advertising Research* is published by the European Advertising Academy EAA. This volume is a selective collection of research presented at the 17th International Conference in Advertising ICORIA which was held in Valencia, Spain, in June 2018. The conference gathered more than 180 participants from over 27 countries all over the world.

**CIM Coursebook 06/07 Analysis and Evaluation**

Wendy Lomax, 2007-07-11 Elsevier Butterworth-Heinemann's 2006/07 CIM Coursebook series offers you the complete package for exam success. Fully reviewed by CIM and updated by the examiner, the coursebook offers everything you need to keep you on course.

*Practice of Advertising* Adrian Mackay, 2007-03-30 The *Practice of Advertising* addresses key issues in the industry, presenting a comprehensive overview of its components. Clarity in both style and content has been ensured so that the information is easily accessible and terminology is suitable for the reader. Based on the successful and highly regarded text previously edited by Norman Hart, this fifth edition contains up-to-date examples to illustrate key points and support underlying principles. Topics addressed range from introducing the roles of advertiser and the advertising agency through to more specialised areas of advertising such as recruitment and directory advertising. The specialist knowledge gained from the contributors provides a valuable insight for practitioners and students wishing to gain a solid grounding in the subject. By looking at the current situation as well as considering developments likely to occur in the future, the text demonstrates how best to implement existing methods as well as considering how improvements can be made.

The Psychology of Advertising Bob M. Fennis, Wolfgang Stroebe, 2010-07-12 Advertising is a ubiquitous and powerful force seducing us into buying wanted and sometimes unwanted products and services, donating to charity even to causes we have not heard of before, voting for political candidates even of questionable reputation and changing our health-related lifestyles for better or worse. The impact of advertising is often subtle and implicit but sometimes blatant and impossible to overlook. This book discusses key topics from the fields of social and consumer psychology. Important questions are addressed in the volume such as: What impact does advertising have on consumer behaviour? What causes this impact? What are the psychological processes responsible for the effectiveness of advertising? How do consumers make sense of advertising messages? What messages get across and when and why? This is the first book to offer a comprehensive and state-of-the-art overview of the psychological findings on the impact of advertising and to discuss this research in the context of recent developments in the fields of social and consumer psychology. It presents and discusses results of both classic and contemporary studies in an engaging style that avoids highly technical language. The authors have included a glossary of frequently used concepts which assists student comprehension, making it a unique and invaluable volume for advanced

undergraduate and graduate students as well as researchers and lecturers in social psychology marketing and communications It is also a useful resource for professionals working in advertising public health public services and political communication

*Advertising in the Aging Society* Florian Kohlbacher, Michael Prieler, 2016-04-08 Population aging is a powerful megatrend affecting many countries around the world This demographic shift has vast effects on societies economies and businesses and thus also for the advertising industry Advertising in the Aging Society presents insights from a large scale content analysis as well as questionnaire surveys among advertising practitioners and consumers in Japan As the most aged society in the world Japan lends itself as particularly suitable to study the implications of population aging This book shows that older people and especially older women are highly underrepresented in advertising and are generally portrayed in stereotypical albeit not necessarily unfavorable ways This is despite the fact that advertising practitioners have a generally positive view towards using older models even though only for an older target audience Finally the book explores how both younger and older consumers perceive the representation of older people in advertising as stereotypical and partly negative and are willing to boycott companies portraying older people negatively

**Advances in Advertising Research (Vol. VII)** George Christodoulides, Anastasia Stathopoulou, Martin Eisend, 2016-08-24 Focusing on a range of advertising formats this book provides international state of the art research inter alia on the fast evolving and increasingly complex advertising landscape that raises a number of challenges for advertisers Further research is needed to guide choices regarding ad content and execution media placement social networks and campaign effectiveness Advances in Advertising Research are published by the European Advertising Academy EAA This volume is a selective collection of research presented at the 14th International Conference in Advertising ICORIA which was held in London UK in July 2015 The conference gathered more than 150 participants from various countries from nearly all continents including Europe North and South America Asia and Australia

Encyclopedia of Communication Theory Stephen W. Littlejohn, Karen A. Foss, 2009-08-18 The Encyclopedia of Communication Theory provides students and researchers with a comprehensive two volume overview of contemporary communication theory Reference librarians report that students frequently approach them seeking a source that will provide them with a quick overview of a particular theory or theorist just enough to help them grasp the general concept or theory and its relation to the discipline as a whole Communication scholars and teachers also occasionally need a quick reference for theories Edited by the co authors of the best selling textbook on communication theory and drawing on the expertise of an advisory board of 10 international scholars and nearly 200 contributors from 10 countries this work finally provides such a resource More than 300 entries address topics related not only to paradigms traditions and schools but also metatheory methodology inquiry and applications and contexts Entries cover several orientations including psycho cognitive social interactional cybernetic and systems cultural critical feminist philosophical rhetorical semiotic linguistic and discursive and non Western Concepts relate to interpersonal communication groups and

organizations and media and mass communication In sum this encyclopedia offers the student of communication a sense of the history development and current status of the discipline with an emphasis on the theories that comprise it

Champagne in Britain, 1800-1914 Graham Harding, 2021-10-07 Winner of the 2022 OIV AWARD 2022 in the History category From its introduction to British society in the mid 17th century champagne has been a wine of elite celebration and hedonism Champagne in Britain 1800 1914 is the first book for over a century to study this iconic drink in Britain Following the British wine market from 1800 to 1914 Harding shows how champagne was consumed by branded for and marketed to British society Not only did the champagne market form the foundations of the luxury market we know today this book shows how it was integral to a number of 19th century social concerns such as the temperate turn anxieties over adulteration and the increasingly prosperous British middle class Using archival sources from major French producers such as Mo t Chandon Veuve Clicquot and Pommery Greno alongside records from British distributors newspapers magazines and wine literature Champagne in Britain shows how champagne became embedded in the habits of Victorian society Illustrating the social and marketing dynamics that centered on champagne s luxury status it reveals the importance of fashion as a driver of choice the power of the label and the illusion of scarcity It shows how through the reach of imperial Britain the British taste for

Champagne spread across the globe and became a marker for status and celebration **The SAGE Handbook of Marketing Ethics** Lynne Eagle, Stephan Dahl, Patrick De Pelsmacker, Charles R. Taylor, 2020-10-05 The SAGE Handbook of Marketing Ethics draws together an exhaustive overview of research into marketing s many ethical conundrums while also promoting more optimistic perspectives on the ways in which ethics underpins organizational practices Marketing ethics has emerged in recent years as the key and collective concern within the ever divergent fields of marketing and consumer research This handbook brings together a rich and diverse body of scholarly research with chapters on all major topics relevant to the field of marketing ethics whilst also outlining future research directions PART 1 Foundations of Marketing Ethics PART 2 Theoretical and Research Approaches to Marketing Ethics PART 3 Marketing Ethics and Social Issues PART 4 Issues in Consumer Ethics PART 5 Ethical Issues in Specific Sectors PART 6 Ethical Issues in the Marketing Mix PART 7 Concluding Comments and Reflections

**E-Commerce Growth Strategy** Kunle Campbell, 2023-08-03 Increase visibility customer engagement and conversion rates with the ultimate blueprint for e commerce growth E commerce Growth Strategy shares valuable insights and practical strategies to help businesses thrive in the rapidly accelerating e commerce landscape By connecting e commerce tools and metrics to broader brand building and marketing strategies this book guides readers through essential areas such as customer centricity cross functional collaboration consumer data and behaviour acquisition and retention strategies community building search engine marketing paid social advertising product development alternative growth routes and tracking success Written by an experienced e commerce growth advisor and operator E commerce Growth Strategy features bullet pointed chapter summaries interviews with industry leaders case studies and

online toolkits E commerce Growth Strategy is a vital resource for brands seeking to methodically plan execute and manage their e commerce growth plans

*The Internet Trap* Matthew Hindman,2018-09-25 A book that challenges everything you thought you knew about the online economy The internet was supposed to fragment audiences and make media monopolies impossible Instead behemoths like Google and Facebook now dominate the time we spend online and grab all the profits from the attention economy The Internet Trap explains how this happened This provocative and timely book sheds light on the stunning rise of the digital giants and the online struggles of nearly everyone else and reveals what small players can do to survive in a game that is rigged against them Matthew Hindman shows how seemingly tiny advantages in attracting users can snowball over time The internet has not reduced the cost of reaching audiences it has merely shifted who pays and how Challenging some of the most enduring myths of digital life Hindman explains why the internet is not the postindustrial technology that has been sold to the public how it has become mathematically impossible for grad students in a garage to beat Google and why net neutrality alone is no guarantee of an open internet He also explains why the challenges for local digital news outlets and other small players are worse than they appear and demonstrates what it really takes to grow a digital audience and stay alive in today s online economy The Internet Trap shows why even on the internet there is still no such thing as a free audience

**Business Ethics and Continental Philosophy** Mollie Painter-Morland,René ten Bos,2011-10-06 Business ethics has largely been written from the perspective of analytical philosophy with very little attention paid to the work of continental philosophers Yet although very few of these philosophers directly discuss business ethics it is clear that their ideas have interesting applications in this field This innovative textbook shows how the work of continental philosophers Deleuze and Guattari Foucault Levinas Bauman Derrida Levinas Nietzsche Zizek Jonas Sartre Heidegger Latour Nancy and Sloterdijk can provide fresh insights into a number of different issues in business ethics Topics covered include agency stakeholder theory organizational culture organizational justice moral decision making leadership whistle blowing corporate social responsibility globalization and sustainability The book includes a number of features designed to aid comprehension including a detailed glossary of key terms text boxes explaining key concepts and a wide range of examples from the world of business

Campaign Strategy in Direct Democracy Laurent Bernhard,2012-10-30 In the first study of comparative direct democracy Laurent Bernhard explores the nature of direct democratic campaigning in Switzerland The author examines four policy areas immigration healthcare welfare and economic liberalism focussing on interviews with campaign managers to provide a comprehensive analysis of direct democratic campaigning

Ad Campaign and its Management Dr. Syed Valiullah Bakhtiyari,2024-09-28 This book titled Ad Campaigns and Its Management is a masterpiece for budding managers and students of advertising and marketing It highlights the various means through which the organization can enhance the effectiveness of ad campaigns for obtaining sales leads It also discusses various challenges and how to address them in the field of promotions This book will be an asset for those who want to make their carriers in the



advertising and marketing fields      *Pharmacy Management, Leadership, Marketing, and Finance* Marie A. Chisholm-Burns, Allison M. Vaillancourt, Marv Shepherd, 2014 The Second Edition of the award winning Pharmacy Management Leadership Marketing and Finance has been updated to make this quality textbook an even more integral resource for your Pharmacy Management course All previous chapters have been updated and multiple new chapters have been added including Quality Improvement The Basics of Managing Risk Insurance Fundamentals Integrating Pharmacoeconomic Principles and Pharmacy Management and Developing and Evaluating Clinical Pharmacy Services Chapters continue to be written in a concise and reader friendly style facilitating a deeper level of understanding of essential leadership and management concepts The updated content has been designed with the next generation of pharmacists in mind and to prepare them using an integration of knowledge skills attitudes and values This includes new in text features such as the Management Challenge found at the end of each chapter and online self assessment questions and answers With an easy to read and colorful new layout engaging pedagogical features and online tools and resources for both students and instructors this new edition has everything needed to provide a complete and enriched learning experience Instructor Resources Lesson Plans PowerPoint Presetnations Sample Syllabus Answers to End of Chapter Questions Case Studies Test Bank Student Companion Website includes Self Assessment Questions Interactive Glossary Crossword Puzzles Flashcards Web Links to additional learning materials      **The Digital World of Sport** Sam Duncan, 2020-09-28 This book is about how new media and in particular digital and social media has changed the world of sports forever The way fans receive information communicate and form communities now predominantly lives online But perhaps even more significant is the evolution of the sports media industry where digital media has impacted the broader media industry stimulated new media organisations changed old media organisations and altered old conventions of journalism in equal measure Drawing on the expertise of academics scholars experts and professionals at the forefront of the sports media and journalism fields the book suggests that new media has turned the sports industry on its head with profound implications both exciting and disturbing

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