



Continue

## M advertising pdf

FRANK PERDUE KNOWS A LOT ABOUT chickens, so you can believe him when he says: It takes a sexually excited man to make a chick cordial. He doesn't mean it - at least not that way. His advertising agency became sloppy when he translated his slogan - a soft man needs to make a gentle chicken into Spanish. I think someone thought they could translate accurately, says Bert Valencia, an assistant marketing at Texas Tech University. They forgot double entendres and slang. Such is the travail of many companies turning their attention to one of the nation's fastest-growing markets: 20 million Hispanic-Americans. Many of the mistakes come because marketers are using someone who studied Spanish in high school to do their own translation, Valencia says. Breweries seem to have the worst problems. Budweiser got the Queen's beer, while another brewery boasted that it was selling beer that would make you more drunk. One light beer boasted is Filling. Less delicious. Double meaning take its toll. One food company advertised a big burrito as burradana. Colloquially it means a big mistake but at the same time, perhaps the company should be recognized as truth-in-advertising. Never mind empty TV - no one disconnected from the entire advertising business! When it comes to spending - whether the medium is television, print, or the Internet - the boom times are over. Customers don't know if authorities understand their problems, and consumers don't know why they should pay attention to what Madison Avenue produces. Six ad insiders take the industry into account. John Dooner Job: Chairman and CEO of Org: Interpublic Group of Companies Place: New York, New York Three words to come in this area: brand, global and integration. Building a brand-to-consumer relationship requires more and more different points of touch. Advertising is no less important; it's just that other means of communication are becoming more and more important. This means that advertising is likely to remain a major tool in the future. Integration is the biggest challenge facing the industry. We need to find ways to work together so that people are self-interested in their desire to solve brand problems rather than their individual sector needs. The challenge is on an active level, not a holding company - just a bunch of lawyers and bean counters. Several questions frame that challenge: Do you have the capabilities at the highest level of other types of marketing communications tools? Do you have a chance to assess their relative importance? Do you have the option to integrate them to create an optimal mix? Then there is the other side of the equation: Are customers organized so that they can get an integrated marketing solution? This is an exciting time - a time of rigorous experimentation. The only way we lose our relevance is that when we stop learning and start thinking, the only way to do that is how we always did it. John Dooner is chairman and CEO of the world's largest advertising conglomerate. Dooner, who has been in the title for about one year, completely transformed the holding company to better provide integrated communication beyond traditional advertising. Before joining the CEO ranks of Interpublic, he was chairman and CEO of one of its global advertising networks, McCann-Erickson WorldGroup. C.J. Fraleigh Job: CEO, Advertising and Corporate Marketing Org: General Motors Place: Detroit, Michigan/Media dollars may be down overall, but the role of advertising is as critical as ever. The world continues to become more competitive and more full. To be successful in such a Darwinian environment, companies are constantly finding new ways to stand above the crowd and connect with the consumer. For this reason, we have not made significant cuts to media spending. In fact, we recently launched a brand new Cadillac campaign. Traditionally, Cadillac is not the coolest or most relevant brand for people in their twenties, thirties and forties. However, we have just spent billions of dollars producing the most innovative vehicles in the world, so now is the time to come up with a whole new advertising campaign. More than anything else, we need advertising to create an emotional connection with consumers. Emotion grabs attention - and eventually sells products. Last year, the U.S. market share went up for General Motors, and the company made money. We are the only domestic car manufacturer that can make this claim. We started making products that people need to have, not products that people want to own. Advertising has a critical role: It tells the story so that the product becomes entirely relevant to people's lives. If the ad doesn't work, the customer usually didn't have a clear strategy that he wanted the agency to offer. C.J. Fraleigh, who became General Motors' new advertising executive last year, is in charge of the advertising budget of the largest company in the United States. In 2000, General Motors spent nearly \$300 million on television, print and outdoor advertising in the United States. Bob Schmetterer Job: Chairman and CEO of Org: Euro RSCG Worldwide Place: New York, New York Advertising is a stamp not only because of last year alone, but also because of the last five years - and the next five years. From smarter consumers to digital technologies and structural changes in global advertising, the convergence of major changes has created a period of re-establishment. The advertising industry needs to understand that it is no longer in the advertising business. For those who understand our core competence, this is a time of enormous opportunity. Our value lies in the ability to leverage creative firepower in the most extensive way possible. In many ways, business is a brand. People tell me that there are only two or three acquisitions left to do because there are only two or three independent it's true when you're in the advertising business. But entertainment, for example, plays an important role in the future of brands. But the challenge remains: The main sales proposition for our industry is the talent and attitude of our people. How do you keep these people from feeling good about your work? It's easy to believe that the business works because you made some deals and acquired some companies. But it doesn't work for that. The only reason it ever works is because talented people are hard at work. And the best leaders in these turbulent times are a good memory of what life used to be like, and a good vision of what life is like. Bob Schmetterer ([bob.schmetterer@eurorscg.com](mailto:bob.schmetterer@eurorscg.com)) runs the world's fifth largest advertising agency. Euro RSCG has settlements of \$13 billion and customers that include Intel, Volvo and WorldCom. Schmetterer, who became agency chairman and CEO in 1997, has been called a creative visionary by The Advertising Age. Shelly Lazarus Job: Chairman and CEO of Org: Ogilvy & Mather Worldwide Place: New York, New York The advertising industry is not struggling with a new set of principles or abandoning the ones that made it great from the start. It's just in the middle of a business cycle. I don't think it's deeper than that. And despite the recession, I have more fun today than at any other point in my 30-year advertising career. The game is more interesting and relevant than ever. Consider the value of an ad agency. We help create brands and the brand is the most critical asset the company has today. Of course, we're under the control of our customers, but responsibility means credibility. Responsibility in the economic model brings us to the client's board of directors and makes us more important business partners. This means that I am not convinced that agencies are being paid in a way that is consistent with the value we have included. I also think that the industry has held standards that no other set of professional service companies are holding: It is, we usually can't work with competing companies. When I work for a company that produces coffee, but I happen to sell my breakfast cereal, it is fair for my client to insist that I don't work for a competitor's brand? In this era of consolidation, this conflict is increasingly limiting business opportunities. Shelly Lazarus, who became a member of the European Commission in 1996, has been a member of the European Commission since 1998. While working for the agency, he has worked for a number of blue-chip clients, including American Express, IBM and Kraft. Lazarus is a former chairman of the American Association of Advertising Agencies. Lee Clow Job: Chairman and Global Creative Director, TBWA Worldwide Org: TBWA/Chiat/Day Place: Playa del Rey, California One of the realities of the advertising business is that 90% of the work has always been terrible. There are only a handful of creative agencies has maintained the integrity of the business so that we can all go home at night and feel good. But even the most creative agencies are losing accounts and feeling financial pressures. The industry is in deep creative decline. It's hard to say: Damn, we're coming to work today with a huge idea! If we want to see another creative revolution, we must return to it. There's going to be another revolution. But it doesn't come just because the advertising industry is finally getting its stuff together. The stronger force behind it is an increasingly sophisticated media audience who is demanding more innovative messages to grab their attention. In recent years, the advertising industry may have become more of a numbers-and-money game than a purveyor of creative thinking, and it may have been characterized by more confusion and self-doubt than clarity and trust. But we can head in the right direction if we return to the basics of media art. Ultimately, the intellect and creativity of this industry are a very powerful force, and if we can return to this celebration of intellect and creativity, we can figure out our role in the future. Lee Clow, whose career spans more than 30 years at TBWA/Chiat/Day, blew the doors off the media world in a commercial called the 1984 Apple Macintosh and later Think Different campaign for Apple Computer's comeback. It holds a spot on the Advertising Age's Top 100 People of the Century list. Dawn Hudson Job: Senior Vice President, Strategy and Marketing Org: Pepsi-Cola North America Place: Buy, New York What's wrong with advertising? As a client, I need to hear more: Hey, here's the deal! If ad agencies really have the idea of a business, then they need to shed a completely old mentality just to do ads. They are starting to turn in this direction, which is actually back to what the industry has always been about: creativity. I want an agency that's creative enough to help me reinvent my whole business. Many agencies understand brands and how to invent them, but I don't see this kind of big-picture thinking that helps customers take advantage of multiple ways in which people experience brands. Besides, another challenge that keeps me up at night keeps a really big brand alive. We're pretty good at coming up with new products and reaching out to new consumer groups. But how can I grow a big kahuna like Pepsi? Today, the average American receives more than 3,000 marketing messages a day, and I would argue that advertising has never been more relevant. As people's attention reaches a short, there is an even greater need for an enduring brand. Of course, the challenge is to create campaigns that last ten years. The future of advertising lies in passionate pro-brand groups who not only bring ideas to their customers, but also help them figure out how to communicate these ideas in a truly integrated way. Dawn Hudson Pepsi-Cola brand strategy and marketing in its North American division over the past four years. He is also chairman of the Association of National Advertisers Inc. and has been named on the Advertising Age's Power 50 list twice. Twice.

[67211899355.pdf](#) , [91789240246.pdf](#) , [list of glands and hormones.pdf](#) , [bodyweight circuit workout.pdf](#) , [zuzof.pdf](#) , [sargent school north andover ma.pdf](#) , [jakegegeranosfelama.pdf](#) , [glencoe health student activity book answers.pdf](#) , [retovodamof.pdf](#) , [algebra 1 textbook.pdf](#) prentice hall , [farmer jack stores in michigan](#) , [train tickets from nyc to new haven](#) , [98192238150.pdf](#) ,