

Business & Industry - Marketing Terms

Expanded Definitions

Account activity - refers to discussions of accounts won and lost, and re-assignments of existing accounts.

Ad inserts - enclosures that are used to relate information as part of an overall advertising campaign.

Ad recall - the measured ability of readers or audiences to remember ads they have viewed in various media and programs.

Ad tip ins - inserts placed in a publication, such as extra pages of advertising or subscription return cards. These are also known as free-standing inserts (FSIs).

Ad volume - amount of dollars or media units (e.g., hours, number of pages) spent on advertising and marketing efforts.

Agency self-regulation - self-policing by the advertising industry, may include discussion of ethical issues, certification, standards, and reviews and recommendations by ad industry policing bodies of allegedly deceptive advertising.

All agency - searches all the mapped agency terms which include: Account activity, Agency self-regulation, General agency and Media-buying service.

All campaign - searches all the mapped campaign terms which include: Business-to-business, Campaign awards, Campaign design, Campaign effectiveness, Campaign slogan, Campaign spokesperson, Campaign theme, Character symbol, Community advertising, Cooperative campaign, Corporate sponsorship, General campaign, Global campaign, NAD review, National campaign, New campaign, Regional campaign, Sports campaign and Teaser campaign.

All general - searches all the mapped general terms which include: Association advertising, Corporate advertising, Corrective ads, Crisis communications, Other general, Political advertising, Professional advertising and Public service advertising.

All media - searches all the mapped media terms which include: Ad inserts, Ad recall, Ad tip ins, Ad volume, Cable TV advertising, Catalogs, Direct mail, Direct response TV marketing, General media, Infomercials, Interactive, Magazine advertising, Media costs, Movie theater, Network TV advertising, Newspaper advertising, Online, Outdoor, Point-of-purchase, Print ad coupons, Print advertising, Radio, Telemarketing, TV advertising and Yellow pages.

All product marketing - searches all the mapped product marketing terms which include: Brand Equity, Cobranding, Contests, Coupons, Distribution channels, General product marketing, Line extensions, Loyalty, Placement, Positioning-repositioning, Premium-luxury products, Sales promotion, Sampling and Umbrella marketing.

All research - searches all the mapped research terms which includes Consumer behavior, General research and Public opinion.

Association advertising - advertising by associations or trade groups to promote an industry or product category as opposed to a specific brand; for example: the National Dairy Board campaign to drink milk.

Brand Equity - includes discussion of creating measurable value for a brand name, often referred to as superbrands or power brands; also includes the measures of such value which includes rankings of most valuable brands, Return on Investment (ROI) for advertising spending or Brand awareness.

Business-to-business - advertising intended to sell products or services to companies. Often called industrial or trade advertising.

Cable TV advertising - advertising through basic cable networks, such as ESPN, MTV or CNN, and local cable systems, as well as non-commercial movie channels offered on cable.

Campaign awards - awards given for excellence in advertising campaigns. An example is the American Television and Radio Commercials Festival, which awards winners with a gold statuette called a Clio.

Campaign design - covers trends in ad design and copy or design of specific ads.

Campaign effectiveness - discussion of the results of a campaign in terms of increased sales, increase in market share or change in level of awareness; also includes assessment of the reasons for the campaign success or failure.

Campaign slogan - phrase or sentence used repeatedly in the advertising of a product or service that, through its repetition alone, eventually comes to identify the product or service.

Campaign spokesperson - animated or created characters as well as people living or deceased who represent a product or service. Use Character Symbol for historical figures.

Campaign theme - primary topic, subject, motif or idea around which an advertising campaign is organized.

Catalogs - publications that display a variety of merchandise available from a manufacturer or retailer.

Character symbol - historical figures, animated characters, animals, objects that are used to advertise a brand and that come to be associated with the brand, e.g. Joe Camel for Camel cigarettes, Charlie Chaplin (played by an actor) in IBM ads.

Cobranding - a partnership between two major brands that results in a joint new product. For example: Kellogg's "Healthy Choice" cereal, Channel 13 Visa card.

Community advertising - advertising by communities, states, or destinations; for example, the "I Love New York" campaign designed to attract tourists and businesses.

Consumer behavior - research that focuses on psychographics, e.g. the criteria for segmenting consumers by life-style, attitudes, beliefs, values, personality, and buying motives.

Contests - promotions, such as sweepstakes, that offer a prize and may or may not require a purchase for prize eligibility.

Cooperative campaign - collaboration of two or more advertisers and advertising in which the manufacturer of a product provides materials to and reimburses a retailer for part or all of the retailer's advertising expenditures.

Corporate advertising - advertising whose purpose is to promote the image of a corporation rather than the sale of a product or service. Also called "Image Advertising."

Corporate sponsorship - corporate financial backing for a project or event, in return for public exposure and goodwill. Often referred to as brought to you by for cultural events.

Corrective ads - advertising which is intended to correct an advertised claim that has been found by the Federal Trade Commission or another regulating body to be deceptive.

Coupons - legal certificates offered by manufacturers or retailers that entitle the bearer to a discount on an item at the time of purchase; includes rebates.

Crisis communications - action taken by a company to maintain its credibility and good reputation after a situation has occurred that may affect the company in a negative manner.

Direct mail - advertising that uses person-to-person communication through the mail rather than mass media. Advertising is sent via fliers, letters, brochures or reprints.

Direct response TV marketing - television ads that require a consumer to call an 800 or 900 telephone number.

Distribution channels - elements of the system of delivery of merchandise to customers from the manufacturer or wholesaler, including retailers, brokers, and shipping companies; also includes discussions of store merchandising and cross-merchandising.

General agency - use this code when looking for general information that does not reflect a more specific code.

General campaign - used when a record deals with general aspects of a campaign and is not covered by a more specific term.

General media - use this term when looking for information dealing with media use that is not covered by other terms.

General product marketing - use this term when records deal with "product marketing" but are not covered by other terms.

General research - use this term when looking for records dealing with research if other terms do not cover the subject.

Global campaign - advertising campaign that is designed to run in many countries. Includes Pan European or Worldwide ads.

Infomercials - a 15-60 minute television commercial typically presented in a casual talk show format that is designed to look like an ordinary television program.

Interactive - advertising through various "new media" technology such as CD- ROM-based electronic kiosks, online services (including Internet, AOL).

Line extensions - adding another variation to a product line, also can include brand extension, when an established brand name is used in a new product category; for example - Jello pudding pops.

Loyalty - includes programs for increasing customer loyalty including frequent flyer programs, frequent shoppers, etc.; also includes general discussions of consumer brand loyalty and how to increase it.

Magazine advertising - advertising in periodicals.

Media-buying service - a company other than an ad agency that purchases media time and space. Often referred to as unbundling, since the creative function is separate from the media portion.

Media costs - the price of advertising through various channels of communication, such as print, electronic, out-of-home (e.g. billboards) and direct mail.

Movie theater - advertising shown on a movie screen prior to the movie. Term also applies to ads on video tapes.

NAD review - study of cases that may involve false and deceptive advertising; initially, these are investigated by the National Advertising Division (NAD) of the Council of Better Business Bureaus. Also covers such studies by other nations' policing bodies, such as Britain's Advertising Standards Authority (ASA).

National campaign - advertising campaign conducted on a national level.

Network TV advertising - advertising on non-cable TV networks; includes ABC, NBC, CBS, and Fox.

New campaign - launch of advertising campaign.

Newspaper advertising - advertising in newspapers.

Online - advertising through an online information retrieval service, such as Prodigy, CompuServe or America Online; includes Internet and the World Wide Web.

Other general - used when a record fits into this category but does not have a specific term.

Outdoor - advertising on signs that are located outdoors in public places. Examples include billboards, posters, buses, taxis and painted displays. Often called "transit" advertising.

Placement - marketing of a product by its appearance or use in a movie or television show.

Point-of-purchase - advertising that targets shoppers within the retail environment. Often aimed at impulse purchases. POP includes counter displays, window displays, store banners, aisle displays, etc.

Political advertising - advertising whose central focus is the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. In political advertising, the product is either a person or philosophy rather than goods and services.

Positioning-repositioning - promoting a product to an unexpected audience; makeover or re-stating of a product to attract a new audience. e.g. Positioning orange juice as a soft drink to be used anytime, as opposed to a breakfast drink.

Premium-luxury products - highest-priced product or service in the competitive marketplace.

Print ad coupons - coupons that appear in print sources, such as magazines and newspapers.

Print advertising - discussions of print advertising in general , including both magazine and newspaper advertising.

Professional advertising - advertising that targets members of a profession such as law, medicine, engineering, architecture.

Public opinion - applies to polling, surveying of the public.

Public service advertising - advertising with a central focus on the public welfare. It is generally sponsored by a nonprofit institution, civic group, religious organization, trade association, or political group.

Radio - advertising through AM/FM and public radio channels.

Regional campaign - advertising campaign that focuses on a particular region of a country.

Sales promotion - activities, materials, and techniques used to supplement traditional advertising, includes trade advertising, and in-store media.

Sampling - products offered to consumers usually for free to introduce a new product.

Sports campaign - advertising at a sporting event through the use of ads, or underwriting sporting events. Includes World Cup, Olympic sponsorship, etc.

Teaser campaign - advertising intended to tease the public by offering only bits of information without revealing either the sponsor of the ad or the product being advertised. The purpose of a teaser ad is to arouse curiosity and generate attention for the campaign that follows.

Telemarketing - use of the telephone as a medium to generate sales.

TV advertising - general articles about advertising on TV.

Umbrella marketing - campaign that focuses on a family of brands, or a multi- product group. e.g. Panasonic ad showing VCR, TV, Videocam, etc.

Yellow pages - advertising that appears in a print or electronic Yellow Pages directory.