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COMM 775

Assignment Five

Chapter 5

What is a message theme? What role does a message theme play in an advertising campaign?

According to the text, “the message theme is an outline of the key idea(s) that the advertising program is supposed to convey. The message theme should match the company's overall marketing and IMC strategies.” It is the promise that an advertiser uses to reach out to consumers. The goal is to describe the major benefit of that the good/service offers to the customer.

Define advertising management. What are the four main steps involved?

The text defines Advertising Management as the process of preparing and integrating a company's advertising efforts with the overall IMC message. The four steps include the following:

1. Review the company's activities in light of advertising management.
2. Select and in-house or external advertising agency
3. Develop and advertising campaign management strategy.
4. Develop a creative brief

Besides advertising agencies, what other types of organizations play roles in the communication process?

Other agencies that may play roles in the communication process are:

- Media Service Companies – negotiate/purchase media packages
- Direction Marketing agencies
- Consumer promotions/trade promotions
- Public Relations firms

What are the steps of an advertising campaign management process? What other process in this textbook is similar in nature?

1. Review the communication market analysis.
2. Establish advertising objectives consistent with the communication objectives developed in the promotions opportunity analysis program.
3. Review the advertising budget.

4. Select the media in conjunction with the advertising agency.
5. Prepare a creative brief.

The process seems very similar to the Advertising Management Process.

Describe the elements found in a creative brief.

- The Objective – *increasing brand awareness, building brand image, increasing customer traffic, increasing retailer/wholesale orders, responding to inquiries, providing quality information*
- Target Audience
- The Message Theme
- The Support – *the facts that substantiate the message theme*
- The Constraints – *legal and/or mandatory restrictions*