



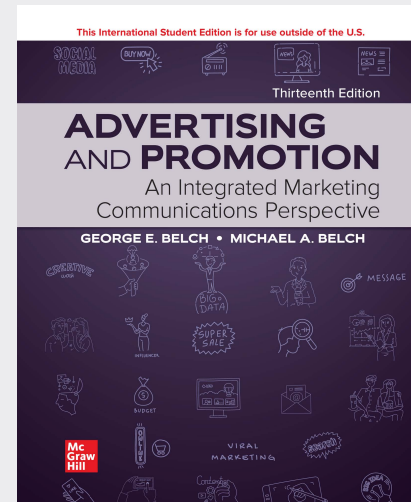
LIST OF CHANGES

Advertising and Promotion: An Integrated Marketing Communications Perspective

13th Edition

Belch/Belch

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The 13th edition of *Advertising and Promotion: An Integrated Marketing Communications Perspective* has been revised to keep pace with the changes affecting the way marketers communicate with consumers.

Key revision highlights include:

- Focus on the changes in media consumption patterns among consumers, how they utilize different media sources to make purchase decisions, and the implications of these changes for IMC strategies and tactics.
- Focus on the changes occurring in digital marketing and social media and how they are influencing integrated marketing communications, including extensive focus on social media platforms and how they have become an integral part of the IMC programs of most marketers.
- Extensive discussion around challenges facing traditional media such as television, magazines, newspapers, and radio as they compete against digital media. Many households are cutting the cord from cable and satellite services in favor of streaming services. Readership of print media has declined dramatically, which is affecting their role in the media strategy of many advertisers.
- Timely, interesting, and relevant examples as well as all new chapter openers that show the effective use of IMC by marketers or discuss a topic relevant to the chapter material. Nearly all of the IMC, Ethical, Global and Digital, and Social Media Perspectives included in each chapter are new or updated.

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McGraw Hill Connect® is a complete course platform. It helps you deliver cohesive learning experiences through structured content and interactivity. When students engage with Connect, their individual needs become clear. This enables you to assign coursework, aligned to the levels of Bloom's Taxonomy, that keeps your students moving forward on their unique learning path from foundational cognitive skills to higher-order thinking and application. The chart below shows how each asset type aligns to Bloom's Taxonomy.

LOWER → HIGHER

ASSET	DESCRIPTION	REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
SmartBook® 2.0	Provides personalized learning to individual student needs, continually adapting to pinpoint knowledge gaps, and focusing learning on concepts requiring additional review.	✓	✓				
NEW! iSeeit! Videos	Brief, contemporary, and engaging videos with dynamic, student-centered introductions, illustrations, and animations to guide students through challenging concepts. Effective before class as an introduction, during class to launch or clarify a topic, or after class for formative assessment.	✓	✓				
NEW! Click and Drag	Click and Drag exercises challenge students to apply business communication concepts to a variety of scenarios critically thinking about concepts and apply them to real world scenarios.	✓	✓	✓			
NEW! Video Case	Feature real-world scenarios designed to challenge students' abilities to apply business concepts to everyday situations and real products and companies helping develop their workplace readiness skills.	✓	✓	✓	✓		
Case Analysis	Mini-cases and scenarios of real-world firms accompanied by questions that help students analyze and apply core business concepts.	✓	✓	✓	✓		

ASSET	DESCRIPTION	REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
<p>NEW! Application-Based Activities (Role-Play)</p>	<p>Prepare students for the real world with Application-Based Activities (ABA) in Connect. These highly interactive, assignable exercises boost engagement and provide a safe space to apply concepts learned to real-world, course-specific problems. Each ABA involves the application of multiple concepts, providing the ability to synthesize information and use critical-thinking skills to solve realistic scenarios.</p>	✓	✓	✓	✓	✓	
<p>Marketing Mini-Simulations</p>	<p>Marketing Mini Sim ABAs put students into the role of a marketing manager for a backpack manufacturing company. Each simulation focuses on a different element of the marketing mix and forces students to make business decisions using the information provided to achieve the established “Mission Goal.”</p>	✓	✓	✓	✓	✓	
<p>Practice Marketing Full Simulation</p>	<p>This 3D marketing simulation enables students to put their marketing skills to the test in a fun and competitive environment. Within the game, students discover what it takes to be an effective marketing manager. Using strategies learned in class, students must successfully launch a new product to market. Players must analyze sales results, collect competitive information, and refine their product, price, place, and promotional strategies to maximize results and become a market leader.</p>	✓	✓	✓	✓	✓	
<p>Writing Assignment</p>	<p>Help students improve their conceptual understanding and written communication skills with McGraw Hill Connect’s Writing Assignments. Integrate writing skill development into your course with ease and help your students gain the critical writing skills they need for success now and beyond. Assign, monitor, mark, and provide feedback all in one place.</p>	✓	✓	✓	✓	✓	✓

Connect Platform-Wide Updates

- **NEW!** Updated instructor experience provides a simplified dashboard, quicker and easier access to information you need with fewer clicks. Newly optimized for mobile usage and with accessibility enhancements, pages are now screen-reader compatible, keyboard navigable, and allow for up to 400% magnification.
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- **NEW!** Streamlined integration with your Learning Management System (LMS). The new LTI Advantage integration allows for easier section pairing, automatic account creation for new users, improved visibility into grade sync features, automatic relinking, and better security.
- **NEW!** Polling Tool is now available as a resource in Connect.
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- Accessibility enhancements ensure new content and technology follow the WCAG version 2.1 AA guidelines and best practices. Some examples of enhancements include a compliant click-and-drag question type in the Question Bank, alt descriptions added to eBook for screen reader users, increased accessibility to presentation PowerPoints, and read-aloud functionality in SmartBook 2.0. For further information regarding McGraw Hill accessibility, please contact us at accessibility@mheducation.com.
- World-class reliability with 99.9% platform uptime.
- Option for students to purchase a loose-leaf version of the text at a significant discount with free shipping.
- Partnership with the Online Learning Consortium (OLC) provides an even higher level of expertise and support when transitioning your course.



Chapter-by-Chapter Changes

Chapter 1

A new chapter opener, “Celsius Takes On the Energy Drink Giants,” focuses on how the brand has been disrupting the energy drink market with a gender-neutral marketing strategy that targets health-conscious consumers and differs from the extreme sports-focused approach used by other brands such as Red Bull and Monster. Celsius has a unique IMC strategy that uses traditional media but also relies heavily on social media influencers as well as experiential marketing.

- A new Digital and Social Media Perspective, “Advertising Revenue Still Pays the Bill for Media,” discusses how consumers are trying to avoid advertising by subscribing to one of the many streaming services now available such as Netflix, Amazon Prime, Apple TV +, Disney+, Hulu, and HBO Max. It also discusses how consumers are using technology to avoid traditional as well as digital ads and the long-run implication of this for the media as well as the advertising industry.
- A new Ethical Perspective, “Brand Activism—Taking a Stand to Build Your Brand,” discusses how there have been a number of events and developments recently that have led to greater attention being focused on issues such as economic, social and racial equality, as well as diversity and inclusion. This has led to an increase in brand equality activism, which involves a company or brand taking a stand on these issues and engaging in efforts to promote social, political, economic or environmental reform to help drive change and improve society. The pros and cons of brand activism are discussed.
- The chapter provides an updated overview of the promotional mix and the various IMC tools including advertising, direct marketing, and digital/Internet marketing, sales promotion, and publicity/public relations. Attention is given to the growth of digital and social media and how they have surpassed traditional media in terms of media spending and use by marketers.

Chapter 2

A new chapter opener, “Why Are So Many Companies and Brands Changing Their Names?” examines the trend of companies changing their names and why they are doing so. From Facebook and Google to Apple, Dunkin, and KFC, the vignette examines companies who decided it was time for a name change. Some of these have been significant changes, while others like Dunkin and KFC are more just keeping with the times. The opener discusses some of the reasons for these changes and how well they have been working.

- A new IMC Perspective, “Segmenting the Online Dating Industry: There’s a Site for Everyone,” discusses the growth of online dating and how it has led to the development of market segmentation and target marketing in the online dating community. The market segments being targeted, and the various positioning strategies employed by the dating sites to reach them are also discussed.
- A new IMC Perspective, “Changing Market Conditions Lead Brands to Reposition—Some Successfully, Some Not,” discusses why companies and brands are repositioned and examines some that have undertaken this strategy. The perspective examines a number of examples of companies that have been repositioned including Victoria’s Secret, Taco Bell, Gillette, and Spotify and whether they have been successful.

Chapter 3

A new chapter opener, “Accenture’s Acquisition of Droga5 Rocks the Advertising Industry,” focuses on the disruptions taking place in the advertising industry as a result of the rapid growth of digital media and other emerging technologies marketers are using to communicate with their target audiences. The opener discusses how accounting and management consulting firms such as Accenture, PwC, Deloitte, and IBM have opened divisions that use their digital and analytic capabilities to compete with traditional advertising agencies. Accenture Song sent a strong message to the traditional advertising agency industry with its acquisition of Droga5, a leading independent agency widely recognized as a creative powerhouse. The acquisition puts to rest the idea that consultancies pose little threat to advertising agencies as they continue to expand their creative capabilities.

- A new Digital and Social Media Perspective, “Media Buying Moves In-House for Many Companies,” discusses how many marketers have begun moving some of their media planning and buying in-house rather than relying on an outside agency. Reasons why marketers are moving media buying in-house are discussed, along with the challenges they face in doing so. A new IMC Perspective, “Bud Light Searches for a New Agency,” discusses how client-agency relationship breakups are becoming more common as marketers search for a new ad agency that can bring new creative ideas and a fresh perspective to their business. The perspective discusses the process Anheuser-Busch (AB) In-Bev, the world’s largest brewer, went through in searching for a new agency for its Bud Light portfolio of brands.
- There is discussion throughout the chapter on changes occurring in the advertising industry and how they are affecting the role of traditional advertising and media agencies.

Chapter 4

A new chapter opener, “Environmental Factors Have Changed Consumer Behavior—Maybe Forever!” examines the impact that recent environmental factors have had on consumers’ purchase behavior. COVID, inflation, and the war in Ukraine have all affected consumers and forced marketers to adapt to the new normal. A number of articles written by academics as well as industry experts have identified a number of ways people have changed their behavior and discuss whether these changes are likely to be temporary or long lasting.

- A new IMC Perspective, “Are Emotions More Important than Information in Consumer Decision Making?” examines the role of emotions in consumer decision making and compares the importance of them to cognitive information processing factors. The perspective discusses George Boykin’s concepts of rational versus emotional persuasion and provides examples of the role of each. Lucas Conley’s discussion of Obsessive Branding Disorder (OBD) as related to the luxury fashion industry is introduced.
- A new IMC Perspective, “Storytelling Has Become an Effective Marketing Strategy in Sports,” discusses how marketers are constantly exploring new research methods in their efforts to better understand consumers and market to them more effectively. The latest trend involves the use of storytelling to gain deeper insights into consumers’ motivations. The perspective describes this research method and how a number of companies, including the New York Yankees baseball team and Nike, have used it to develop marketing campaigns and how athletes themselves might consider it.

Chapter 5

A new chapter opener, “Tesla Uses Word of Mouth to Lead the EV Market,” discusses how Tesla has become the most valuable automotive company in the U.S. and dominates the electric vehicle (EV) market, while spending no money on media advertising. A major reason for Tesla’s success is its effective use of word-of-mouth, as Tesla has a strong referral program that rewards those who share their experiences with the company and its cars with others. Tesla controls all steps of the customer journey and creates a very positive experience for its customers, which has resulted in very high levels of customer loyalty and satisfaction. The opener also discusses the “Elon Musk” factor in reference to the company’s mercurial CEO, who purchased the social media company Twitter in 2022, and the media attention this has created for the company.

- An updated Digital and Social Media Perspective, “Logos Change for the New Era of Business,” discusses the importance of logos and how the way marketers think about them has changed, particularly for digital technology companies whose services are accessed primarily through apps and mobile devices. Logo redesigns of other major corporations including General Motors, Kia Motors Corp., and Pfizer are discussed.

- A new Digital and Social Media Perspective, “Influencer Marketing Continues to Grow,” discusses how the use of social media influencers by marketers continues to increase. Reasons underlying the use of influencers are discussed along with factors marketers consider when deciding to use both macro and micro influencers.
- A new Digital and Social Media Perspective, “Adapting a Classic Model for the Age of Social Media,” discusses how a very popular advertising planning model, the FCB grid, can be adapted for the digital age. The digital planning grid shows how various digital and social media platforms can be integrated into this classic model.
- The discussion of viral marketing and word-of-mouth communication has been updated.

Chapter 6

A new chapter opener, “College Athletes Are the New Endorsers,” discusses the 2021 U.S. Supreme Court ruling that the NCAA can no longer limit college athletes from using their name, image, and likeness (NIL) to make money from endorsements and other business ventures. The new NIL rules are discussed, showing how they allow college athletes to earn money in various ways including serving as advertising endorsers, selling ads on their social media pages, and being paid for posts on social media. Concerns over the new NIL rules leading to abuses at many major collegiate athletic programs, such as major donors funding collectives to pay athletes to play for a major college sports program, are discussed.

- A new IMC Perspective, “Tennis Star Roger Federer Joins the Billion-Dollar Club,” discusses how the popular Swiss tennis star became the latest athlete to join the \$1 billion club in career earnings. Nearly \$900 million of Federer’s earnings has come from his endorsement portfolio that has included deals with major companies such as Nike, Gillette, Rolex, Mercedes Benz, Wilson, and Japanese retailer Uniqlo.
- A new Digital and Social Media Perspective, “Are Social Media Influencers Really Celebrities?” discusses how influencers have become the new celebrities of our age as many of them have amassed large numbers of followers and fans that rival traditional celebrities. Attention is given to whether influencers should be accorded the same status as traditional celebrities who have built their star power based on their talent as singers, actors, entertainers or athletes. Influencers become popular by posting engaging content on social media platforms and their popularity is often limited to these platforms.
- A new Digital and Social Media Perspective, “The Tweet That Started the #Chicken Wars,” discusses a comparative advertising battle involving quick-service restaurants Popeyes and market leader Chick-fil-A that took place primarily on social media platforms. The Twitter battle ensued when Chick-fil-A sent out a Tweet in response to Popeyes launching a test market of its chicken sandwich. Popeyes responded with a simple two-word tweet “y’all good?” that generated nearly 8 billion impressions and an estimated \$87 million in earned media.

Chapter 7

A new chapter opener titled “How Much Should a Company Spend on Advertising? It’s Complicated!” examines this age-old budgeting issue. Increases in inflation and interest rates are among the numerous environmental factors that have led a number of companies to make significant cuts in their advertising spending. At the same time, a number of other companies and advertising experts in academia and business argue that this is not a smart strategy and suggest the opposite approach. Examples of actions taken by companies such as Coca-Cola and Procter & Gamble are discussed.

- A new Digital and Social Media Perspective, “A Century Later the Consumer Purchase Funnel Continues to Be Debated,” discusses the use of consumer purchase funnels for setting objectives. As the use of digital media continues to grow, so too does the belief that traditional consumer funnels are outdated. However, the use of these funnels has continued and adapted to the new digital environment and shows little sign of going away.
- An updated Digital and Social Media Perspective, “Winners and Losers in the Budget Allocation World: Traditional Media Not Dead Yet?” provides updated numbers showing how companies are moving their monies from traditional media to digital, including companies such as Hershey. It also explores some of the long-term implications of the shift to digital for traditional media such as television, magazines, and newspapers.

Chapter 8

A new chapter opener, “TikTok’s Impact on Creativity,” discusses how the popular social media platform has become the leading destination for short-form videos. Its surge in popularity has been driven by the entertaining user-generated content and creative formats that allow users to participate in and respond to the content they are watching. One of the keys to the success of TikTok is its authenticity—the antithesis of the heavily staged and filtered content often found on social media platforms. Attention is given in the chapter to the political uncertainty TikTok is facing, as it is owned by a Chinese company, which is leading to security concerns over how the data it collects on users of the platform might be used by the Chinese government.

- A new IMC Perspective, “Are Analytics Killing Advertising Creativity?” discusses how many in the advertising industry are concerned that the new focus on analytics and metrics is having a negative impact on advertising creativity, as more emphasis is being placed on data-driven practices, rather than creative planning and execution. Most advertising creatives feel that data should be used to inform creative decisions, not to make them. The need for a balance between analytics and creativity, particularly as marketers become more interested in measurable, data driven results, is discussed.

- A new IMC Perspective, “Auto Insurance Companies Use Different Creative Strategies, But Do They Work?” discusses the different creative strategies used by advertisers of automotive insurance, which is one of the most heavily advertised product/service categories. The creative strategies of various insurance companies including GEICO, State Farm, Progressive, and Allstate are discussed. Attention is also given to the debate over whether all the money spent on advertising by automotive insurance companies is really having an impact on consumers’ choice of carriers.

Chapter 9

A new chapter opener, “Fancy Like Applebee’s,” discusses how the neighborly restaurant chain capitalized on being part of the lyrics in the hit song “Fancy Like” by country singer Walker Hayes. Hayes and his daughter created a dance to the song and posted the video on TikTok, which became a viral sensation and spawned a myriad of reenactments on TikTok and other social media platforms. Applebee’s capitalized on its viral fame by creating a series of TV commercials featuring Hayes and his hit song and various renditions of the dance.

- A new Digital and Social Media Perspective, “Dove Fights Digital Distortion with ‘Reverse Selfie,’” discusses an impactful video created by Unilever’s Dove brand as part of its long-running Campaign for Real Beauty, which fights against unrealistic beauty standards. The “Reverse Selfie” video features a young woman who drastically edits a picture of herself before posting it online. The film plays backwards starting with the posted selfie, then reversing the various editing that went into creating it before revealing that it is not a woman but rather a young girl barely in her teens. The video is part of an integrated campaign that Dove uses as part of its campaign against unrealistic beauty standards and the negative impact they are having on young people. A new Digital and Social Media Perspective, “Video Advertising Explodes—But Is More Creativity Needed?” discusses how video is becoming the dominant format for digital marketing as people spend a great deal of their time online, particularly on YouTube and various social media platforms. While the use of online video advertising is increasing, marketers face challenges in getting consumers to pay attention to their advertising messages. The perspective discusses the need for more creativity and the need for marketers to develop online ads that are entertaining and engaging rather than continuing to bombard consumers with more videos that they are likely to ignore.

Chapter 10

A new chapter opener, “The Nielsen Ratings: Will Advertisers Really Say Goodbye?” discusses the controversy currently surrounding the Nielsen Ratings. Since the 1950s these ratings have been the standard by which marketers measure the viewing audience for television programming. The prices charged for TV advertising are based on the ratings and for years Nielsen has been criticized for numerous problems and weaknesses in its methodology. Despite the criticisms, Nielsen did little to change or improve the ratings system until 2021 when the Media Ratings Council (MRC) revoked their accreditation for having unreliable data. While Nielsen claims they will improve their methodology, a number of competitors are now offering alternatives. The question is, will advertisers abandon a 70-year-old system?

- A new Digital and Social Media Perspective, “Despite Issues, Programmatic Continues to Grow,” examines the status of programmatic media buying today and some of the issues leading to potential problems with it. Nevertheless, marketers have increased their use of the media buying technology.
- The chapter opener from the previous edition has been updated and included as an IMC Perspective titled “Do We Really See 10,000 Commercials a Year?” It examines the wear out effect that occurs when viewers see commercials too many times. While advertisers are aware of the problems associated with excessive exposure, they struggle to determine how many times an ad is actually seen and at what point people become tired of it.

Chapter 11

A new chapter opener, “Television Viewers Are Screaming for Streaming,” discusses the tremendous growth in the number of streaming services. Nearly 85 percent of U.S. households now subscribe to at least one streaming service and half subscribe to three or more. The chapter opener discusses the impact the growth in streaming is having on the traditional broadcast and cable networks.

- A new IMC Perspective, “Can Live Sports Save Traditional Television?” discusses how the major television and cable networks are relying heavily on live sports programming to compete against the growth of streaming services and the decline in linear television viewing. The networks are willing to pay large amounts of money for the rights to broadcast professional and collegiate football, baseball, and basketball games as well as major sporting events because live sports still attract a very large viewing audience. However, they are also facing competition from major technology companies such as Amazon, Apple, and Google, which have begun acquiring sports rights to provide programming for their streaming services.

- A new Digital and Social Media Perspective, “Podcasts Are Becoming Popular among Listeners and Advertisers,” discusses the tremendous growth in podcasts, as there are now more than 2 million active podcasts available for listening. Marketers have recognized that podcasts are a very good medium for delivering advertising messages. Podcast advertising is one of the fastest-growing channels in digital media.
- The chapter covers the changes taking place in the television industry and how they are affecting its use as an advertising media vehicle. Developments such as declining viewership of TV, cord cutting, and changes in audience measurement are discussed.

Chapter 12

A new chapter opener, “Can Newspapers Survive in the Digital World?” discusses the challenges facing the newspaper industry as more people go online to get their news and information and entertainment. Revenue from advertising has long been the primary source of income for newspapers in the U.S. but has been in a steady decline for nearly two decades. The newspaper industry reached a major turning point in 2020 when it generated more revenue from circulation than advertising. Factors leading to the decline in newspaper readership are discussed along with how newspapers are responding to the digital disruption.

- An updated Digital and Social Media Perspective, “Magazines Continue to Go Digital,” discusses how many magazines are moving to a digital-first or only strategy and reducing the number of print issues they publish or shuttering their print editions altogether in favor of digital-only editions. The perspective discusses magazines that have moved to digital-only editions and their reasons for doing so.
- A new Ethical Perspective, “The Decline in Newspapers Is Creating More ‘News Deserts,’” discusses how the decline in readership and advertising revenue has led to the closing of many newspapers in the U.S. As more newspapers go out of business, the number of news deserts, which are communities in which inhabitants have no local newspapers, continues to grow. The importance and value of local newspapers to communities and their citizens and businesses has been recognized by the federal government, which is considering legislation to address the crisis facing local news outlets.
- Factors affecting the magazine and newspaper industries are discussed in the chapter along with how the two major print media are responding to them.

Chapter 13

A new chapter opener, “Now Streaming: Virtual Product Placements,” discusses how as more viewers “cut the cord” and opt for streaming versus linear television, advertisers are finding it more difficult to reach their target audiences with TV advertising. As a result, they have increasingly turned to product placements as an option. While not the same as a TV commercial, product placements can be effective and the advertiser still gets their product or brand in front of an audience and with less annoyance to the viewer. The chapter opener discusses new virtual product placement formats being used by marketers, which allow the placement to take place even after the program has been completely developed.

- An updated IMC Perspective, “Now We Are Even Watched in Retail Stores! Is Privacy Dead?” discusses the many new ways marketers are invading consumers’ privacy without them being aware of it. While this is nothing new, the ways they are doing so certainly are different. For example, cameras in the cooler aisles of grocery stores read facial expressions and try to determine shoppers’ age and gender, as well as their mood, and then use this information to display ads or promotions by posting them on the cooler window.
- The chapter updates various ways marketers are using branded entertainment including product placements, product integrations, advertainment, and advergaming.

Chapter 14

A new chapter opener, “Will Connected TV (CTV) Mean the End for DRTV?” details the sophistication and adaptability of direct marketing on connected TV. While direct response ads on linear TV continue to be successful, CTV claims to offer a number of advantages over the traditional direct response model including better targeting, greater appeal to millennials, and more sophisticated ad testing. At the same time, the CTV option has its limitations and has yet to be embraced by many advertisers.

- A new IMC Perspective, “The Ever Evolving World of Direct Marketing,” discusses how legacy companies are using direct-to-consumer marketing, including Procter & Gamble, Nike, Under Armour, and PetSmart. In addition, the strategies behind successful new brands such as Allbirds and Harry’s Shave Club that use direct to consumer marketing are discussed.
- An update on the state of the direct response industry is provided.

Chapter 15

A new chapter opener, “Let’s Get Phygital! The Metaverse and the New 3.0,” discusses what is meant by getting “phygital” and how major companies like Meta, which owns Facebook and Instagram, are preparing themselves for movement into the integration between the digital and “real-life” experiences that will constitute Web 3.0. Augmented and virtual reality are expected to be a major component of the changes that occur as we move into the metaverse.

- A new Digital and Social Media Perspective, “Have the ‘Big Three’ of the Internet Met Their Match?” discusses the current state of Google, Amazon, and Meta (Facebook), which are the three companies that dominate online advertising. Some of the successful and not so successful moves they have made in recent years are discussed.
- A new Digital and Social Media Perspective, “Changes in Privacy Regulations May Lead to Major Impacts for Consumers and Advertisers,” examines how changes allowing consumers to opt out of tracking are affecting digital advertisers as well as consumers.
- The rapidly changing digital environment once again required a major updating and revision of this chapter from the last edition. As we embark on Web 3.0, marketers are increasing their use of digital media at the expense of traditional channels, and social media continues to evolve and offer new alternatives. As difficult as it is to keep up with the changes in digital and social media, some consistent issues are beginning to emerge. Privacy issues remain important and concerns over societal impact are increasing, particularly among young people.
- The chapter provides an update on the status of social media including a discussion of TikTok, which is becoming the most popular platform for most young people. Examples of how companies are using the various social media platforms for a variety of marketing activities are discussed.

Chapter 16

A new chapter opener, “Fast-Food Restaurants Use Loyalty Programs to Engage Customers,” discusses how loyalty programs are becoming very popular among the quick-service and fast-food segments of the restaurant industry. While customer loyalty programs have been popular in the travel and hospitality industry as well as among retailers, companies such as McDonald’s and Chipotle have just recently begun using them to attract and retain customers. Various features of these loyalty programs are discussed in the chapter-opening vignette.

- A new IMC Perspective, “What’s the Deal with Coupons?” discusses how coupon distribution and redemption have been declining over the past decade. A major reason is the decline in newspaper circulation, which has resulted in fewer free-standing inserts (FSIs) being received by households. Other factors affecting the distribution and use of coupons by marketers are discussed.
- A new Digital and Social Media Perspective, “Burger King Gets People to Take a Whopper Detour,” discusses an award-winning promotion the fast-food chain developed to challenge McDonald’s and encourage consumers to switch to a BK Whopper instead of going to the Golden Arches. The “Whopper Detour” was a very creative and technologically challenging promotion that involved geofencing nearly every McDonald’s restaurant in the country and offering consumers with the BK smartphone app the opportunity to order a Whopper for 1 cent if they placed an order on the app, which would direct them to the nearest Burger King to redeem the offer.

Chapter 17

A new chapter opener, “What Do Cristiano Ronaldo and Kanye West Have in Common? They Both Have Cost Companies Billions of Dollars!” discusses how involvement with the two celebrities has resulted in negative publicity for companies such as Coca-Cola and adidas. A number of other companies that have been on the downside of publicity and their ensuing actions are also discussed.

- A new IMC Perspective, “My Reputation Was Tarnished! Now What Do I Do?” discusses how easy it is for a company to lose a good reputation, and how it often can be very difficult to get it back. Krispy Kreme, Tom’s Shoes, BP, and other companies that have suffered damage to their reputations and brand image are discussed along with what they did to try to recapture it.
- An updated Ethical Perspective, “Companies Show Their Good Side for Important Causes,” discusses how a number of companies from around the globe support Water Day and Earth Day as philanthropic efforts. The Ethical Perspective discusses how while companies often are on the wrong end of negative publicity, many others are quietly doing good things around the globe, often with little awareness by the public.

Chapter 18

A new chapter opener, “What Are the Best Commercials of All Time?” examines different perspectives on what makes a great TV commercial. Some of the commercials considered the best go as far back as 1968 and 1984 (e.g., Apple’s classic “1984” commercial) while others are more recent. The chapter opener discusses some of the factors that lead to effective commercials and notes that not all favorites are necessarily the most effective from a marketing standpoint.

- A new IMC Perspective, “The Winners of the Ogilvy Awards Rely on Research,” discusses recent winners of the David Ogilvy Awards. This award is given in a number of categories each year to companies and their agencies for the best use of research in the development and/or measurement of advertising campaigns. The perspective describes the award-winning campaigns for Microsoft, the Bank of Montreal, and Michelob and discusses some of the criteria used to measure their effectiveness.
- A new IMC Perspective titled “Advertising Attribution: Is It the Holy Grail for Measuring Effectiveness?” discusses the use of attribution modeling to measure the effectiveness of various IMC elements. While such measures have been available for years, only recently have marketers and academicians put faith in them.
- The various measurement methods discussed in the chapter have been reviewed and updated to ensure they are current and still being used by marketers.

Chapter 19

A new chapter opener, “Australia Invites Tourists to ‘Come and Say G’day,’” discusses a new global advertising campaign created by Tourism Australia, which is a government agency responsible for attracting international visitors to the country. Australia was closed to visitors for nearly two years during the COVID pandemic and when it was reopened to tourists in 2022, the country recognized that a global advertising campaign was needed to lure visitors to the land down under. The opener discusses the “Come and Say G’day” integrated campaign which includes TV, print, and out-of-home media, as well as social, digital, and content marketing initiatives.

- An updated Global Perspective, “Qatar Delivers ‘Amazing’ as Host of the FIFA World Cup,” discusses the IMC strategy used by Qatar to help the small Persian Gulf country win the rights to host the 2022 soccer tournament and become the first Middle Eastern and Arab nation to host the prestigious sporting event. Despite considerable controversy over being awarded the rights, Qatar hosted a successful World Cup that was won by Argentina. Two video cases on Qatar’s IMC campaign are available and include assignable content for students in Connect.
- A new Global Perspective, “Coca-Cola Wants to Create ‘Real Magic’ Around the World,” discusses the global advertising campaign developed by the Coca-Cola Company as part of its “one brand” strategy that unites various soft drink brands marketed by the company under one personality. “Real Magic” is a global marketing platform that includes a new design identity for the Coke trademark brands, anchored by a fresh expression of the Coca-Cola logo. To launch the “Real Magic” platform a global IMC campaign was created using the theme “One Coke Away from Each Other” with the tagline serving as a metaphor that celebrates our common humanity.
- A new Digital and Social Media Perspective, “China Leads the Way in Digital Marketing,” discusses the opportunities available in the world’s largest market as well as the challenges marketers face in trying to compete there. China has moved away from traditional media and has become a “mobile first” market as digital advertising accounts for nearly 80 percent of the total advertising spending in the country. Many feel that the developments occurring in China will soon happen in other countries as the world moves to a digital- and mobile-first mindset.

Chapter 20

A new chapter opener, “High-Profile Celebrities Run into Trouble for Endorsing Failed Cryptocurrencies,” discusses how celebrity and social media influencer Kim Kardashian was fined \$1.26 million by the Securities and Exchange Commission (SEC) for posting a message on Instagram promoting Ethereum Max (EMAX), a new crypto token. Kardashian violated SEC regulations by not disclosing how much she was paid for the post. The opener also discusses other celebrities named in class-action lawsuits for appearing in ads endorsing the cryptocurrency exchange FTX, which went bankrupt in late 2022.

- A new Ethical Perspective, “False Advertising Lawsuits for Food and Beverage Products Surging,” discusses the increase in the number of lawsuits brought against marketers of these products for making claims that cannot be substantiated or may be false and misleading. Many of these are class-action lawsuits brought on behalf of a larger group or class of consumers who may have suffered common injury or damage.
- A new Digital and Social Media Perspective, “Privacy Regulations Are Changing Digital Marketing,” discusses how privacy has become a major concern as the growth of digital advertising and marketing overtakes the use of traditional media by marketers. Companies such as Google, Meta (Facebook), and many others have a tremendous amount of data about consumers who use their platforms, and many critics, as well as government regulators, are very concerned over how this information is used. The European Union enacted its General Data Protection Regulation (GDPR) in 2018. The California Consumer Privacy Act went into effect in California in 2020 and a number of other states are implementing similar laws regulating privacy.
- Changes in the self-regulation of advertising are discussed in the chapter along with updates on how the Federal Trade Commission has revised its rules and regulations regarding the use of online endorsements by influencers. Companies that have run into regulatory problems in recent years—such as Tesla, Google, Meta, and Epic Games Inc., which makes the popular video game Fortnite—are discussed.

Chapter 21

A new chapter opener, “Why Do Companies Continue to Run Offensive Ads?” discusses a number of companies that have run ads seen as offensive by consumers. A recent example is fashion designer Balenciaga, which ran an ad showing young girls in bondage styled harnesses holding Teddy Bears. It was not the first time that Balenciaga was accused of running this style of advertising and some critics argue it is a purposeful strategy designed to garner attention and publicity.

- An updated Ethical Perspective, “Was the Beginning of #MeToo the End of Sexy Advertising?” discusses how the changing emphasis on women’s rights— among other factors—has contributed to less use of sex in advertising. The perspective discusses how women see a difference between sexy ads and sexist ads, having less of a problem with the former. It also discusses how some companies that formerly used sex in ads in the past have now changed their appeals.
- An updated Digital and Social Media Perspective, “As We See More Interracial Ads, How Do Consumers React?” discusses new research by both academics and companies regarding consumers’ reactions to the increase in advertising featuring interracial couples.

Chapter 22

A new chapter opener, “B2B Personal Selling in a Virtual Environment,” discusses how sales and marketing departments are now breaking down silos that have existed for decades by making effective use of online tools. As communication between departments as well as with customers has continued to increase, both sales and marketing have become more effective.

- Updated IMC Perspective, “Personal Selling and Marketing: Can They Co-exist?” discusses how companies are realizing the importance of marketing and sales working together. The perspective discusses how the two departments often have different objectives and sometimes work against one another to achieve them, but now are improving the relationship.

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