

# GLOSSARY

**4Ps** see **marketing mix**

**above the line** advertising

**access panels** provide respondents for survey-style information and are made up of targets who have been invited by email to take part with a link to the Web survey

**account management** responsible for liaison with the client, that their needs are being fulfilled by the agency, that timetables are kept and that all work is completed within the budget

**account planning** responsible for the changing requirements of the client and advising on the strategic direction of a campaign through pre- and post-campaign research. Account planners are expected to provide insight and understanding of the consumer and their relationship with the brand and guide the strategic direction of communications liaising closely with the creative team

**Acorn profiles** describes residential neighbourhoods and are based on the approximately 1.7 million postcodes in the UK. The full Acorn profile comprises of 17 distinct categories containing 54 Acorn neighbourhood types

**adaptation** adapting products and services for specific international markets

**ADMARS** segmentation mnemonic: Accessible (can be reached through specific media), Differentiated (different from other segments), Measurable (can be defined and measured to some degree of accuracy), Actionable (the company has the resources to reach them), Relevant (the product/service is relevant to this segment) and Substantial (the segment is large enough to warrant targeting)

**advergaming** where a game is created around a brand

**advertising** a paid-for, non-personal form of mass communication from an identified source, used to communicate information and influence consumer behaviour with a high degree of control over design and placement but potentially a low degree of persuasion and credibility. It is never either neutral or unbiased

**advertising allowances** contribution to retailers for advertising

**advertising execution thoughts** (see **cognitive response model**) relate to how favourably or unfavourably messages are received

**advertising funded programming (AFP)** where a sponsor part-funds the programme in return for product placement

**advertising objectives** see **objectives**

**advertising problem** the reason(s) why an organization is advertising

**advertising recall** unprompted awareness of recent advertising

**advertising recognition** prompted awareness of recent advertising

**Advertising Standards Authority (ASA)** UK regulatory body for advertising

**advertorials** advertising in the format of magazine or press editorial

**affective** (see **hierarchy of effects models**) feeling processes

**affinity marketing** see **loyalty marketing**

**affordable (budget)** where costs and profit margin are deducted from turnover and the balance invested in marketing and marketing communications

**AFP** see **advertising funded programming**

**agency brief** see **brief**

**AIDA** (see **hierarchy of effects models**) generally attributed to Strong (1925) the model was designed to represent the stages through which a salesperson should take a prospect but was later adopted as a basic framework to explain how persuasive communication (mainly advertising) worked. AIDA stands for attention, interest, desire and action

**AIDAS** AIDA model with the addition of after-sales service (S)

**AIO research** (activities, interests and opinions) AIO research uses consumer interviews, statements recorded in focus groups, literature and a little imagination to develop statements associated with clusters of consumers (e.g. Mondeo Man)

**allegory** where the meaning of message is represented symbolically (e.g. the Irishness of Caffrey's)

**alternative media** see **ambient media**

**ambient marketing** see **ambient media**

**ambient media** often associated with outdoor media and best described as anything that introduces a 'wow factor' capable of attracting attention and curiosity

**ambush marketing** the practice whereby another company, often a competitor, attempts to deflect some of the audience to itself and away from the sponsor

**application (brand identity)** attention to other aspects of branding such as corporate advertising, stationery, signage, livery, etc.

**arbitrary (budget)** a 'build-up' budget approach where senior management arbitrate between different organizational priorities

**area cluster sampling** where the population is divided into mutually exclusive, distinctly separate, subgroups (or clusters) on a geographical basis. A random selection of clusters is made and a random sample of units taken from these clusters

**arousal seeking** the motive underlying hedonic consumption is the need to seek arousal. Hedonic consumption refers to the use of products or services for sheer enjoyment rather than problem or need driven

**associations** see **brand associations**

**ATR model** Awareness, Trial and Reinforcement. Ehrenberg and Goodhardt (1979) suggest that the greater part of the buying experience is rooted in past experience

**ATR(N) model** extension of ATR (Awareness, Trial and Reinforcement) model to include Nudging and the proposition that advertising 'nudges' (as opposed to persuades) customers to buy a brand

**attention** in communications theory attention must be gained before a message can be delivered

**attitude** see **brand attitude**

**attitude scales** scales that measure a respondent's attitude to predefined statements. Examples include nominal scales, ordinal scales, interval scales and ratio scales

**attitudes** strongly felt, not easily changed views. Attitudes form an important part of consumer theory because it is believed to be the link between what consumers think and what they buy in the marketplace

**attribution** the inference that people draw about events, other people and their own behaviour including such factors as consistency, consensus and distinctiveness

**audit data** see **syndicated research**

**augmented (aspects of a brand)** augmented aspects of a brand include packaging/presentation, price/terms, guarantees, extras (for example built-in software) and after-sales support. Any change in augmented characteristics does not alter the basic function or performance but may affect competitive advantage, trust and other subjective measures of the brand's value

**autonomic (drive)** a motivation or drive felt physiologically and involuntarily

**award symbols** symbols that represent that a certain level of status has been gained by the brand (e.g. accreditation, awards, etc.)

**awareness** see **brand awareness**

**Awareness Index (AI)** a measure of advertising awareness

**awareness set** those products in a category that the consumer is aware of

**awareness to loyalty scale** a scale that suggests that although a relatively high percentage of consumers may be aware of a brand, progressively fewer will have a positive attitude, purchase or will be ultimately loyal

**B2B markets** business-to-business markets

**B2C markets** business-to-consumer markets

**banner-ads** vertical or horizontal website advertisements

**basic communications model** developed by Wilbur Schramm (1955) it is the most commonly used model of mass communication

**behavioural learning** suggests that an individual develops a pattern of behavioural responses because of the rewards and punishments offered by his/her environment

**behavioural paradigm** proponents of this paradigm believe it is not possible to study what goes on in the consumer's mind because it is too complex. Instead output is measured following a given stimulus. In effect it is a 'black box' into which stimuli flow and out of which behaviour occurs

**below the line** the marketing communication tools excluding advertising

**benefit positioning** positioning on the basis of brand benefits. These can be both functional (e.g. cures headaches) or emotional (e.g. shows status)

**bonus offers** extra volume incentive (e.g. 2 for the price of 1)

**bonus pack** extra volume promotional packs (e.g. 50 per cent free)

**brand analysis** the strength of the brand as perceived by consumers

**brand associations** those associations built in the consumer's mind between the brand and something else that is important and/or enjoyable (e.g. football)

**brand attitude** how the consumer feels about the brand

**brand awareness** how aware a consumer is of the brand

**brand benefits** what the brand will do for you (e.g. relieve headache, help grass grow greener, etc.)

**brand characteristics** characteristics (e.g. fun-loving) associated with a particular brand (see also **brand personality**)

**brand confusion** any misunderstanding concerning brand values and benefits, an outcome of indistinct communication

**brand equity** the value of owning a particular brand name compared to a generic brand of the same type in the same category

**brand experience** provision of brand related experiences (e.g. Tango Roadshow, Pepsi Charts, Red Bull Soap Box Derby, etc.)

**brand extension** Using an existing brand name in a different category

**brand identity** a composite of those features of a brand (e.g. design) that make it recognizable

**brand image** see **brand personality**

**brand interaction** a brand's relationship with their customer (e.g. loyalty, closeness, habit, etc.)

**brand knowledge** knowledge of the benefits, features, positioning etc. associated with the brand

**brand leader** the leading brand in a particular category

**brand life cycle** suggests that brands have different life-stages through which they pass (also see **product life cycle**)

**brand personality** the character and essence of a brand. The perceived lifestyle associations and values (e.g. status, fashion, quality, etc.)

**brand pirates** those who seek to pass-off brand characteristics (e.g. package design) as their own

**brand promise** the promise(s) (e.g. safety, comfort, etc.) associated with a particular brand. Broken brand promises may lead to a reassessment of the brand

**brand proposition** the brand's central proposition, the focus of the brand campaign

**brand recall** see **advertising recall**

**brand salience** the importance and prominence of a brand

**brand skills** see **brand benefits**

**brand values** those values associated with a brand (e.g. status, youth, etc.)

**branding, brand** a collection of physical and emotional characteristics associated with a particular identified product or service that differentiates that product or service from the rest of the marketplace

**brand status** the position (e.g. market leader) of the brand in a particular market

**brief, agency brief** details of the organization, their brands and all other information pertinent to an agency making a 'pitch'

**briefing** explanation of the marketing problem either internally or externally

**broad repertoire** see **multi-brand buyer**

**browser** web viewing programme such as Firefox or Internet Explorer

**budget modelling** various econometric and simulation techniques which seek to model investment and subsequent performance

**building wraps** giant poster advertising (usually on canvas) hung from a large building (or buildings whilst under construction)

**burst (campaign)** concentrating the campaign 'spend' in a short period to raise awareness and increase reach

**buying allowances** cash discounts, increased margins, etc. against goods purchased

**buzz marketing** see **viral marketing**

- carriers** see **connectors**
- carryover effect** see **lagged effect**
- catalogue retailing** a means by which products or services can be purchased from a selection of those on offer in a catalogue
- causal research** see **conclusive research**
- cause-related marketing** an activity in which commercial organizations join with charities or other good causes to market a product, service or the image of the organization, for mutual benefit
- cause-related promotions** promotions associated with benefiting some charitable or other socially responsible cause
- cause-related sponsorship** sponsorship associated with benefiting some charitable or other socially responsible cause
- celebrity endorsement** advertising which uses the credibility associated with a celebrity to carry the message. The greater the celebrity's influence on a particular target audience the greater the wish to mimic that celebrity
- chaining** suggests behaviour emerges from sequences of actions in which the preceding action becomes the discriminative stimulus for the final response (inducement > purchase)
- channel development** the development of distribution channels
- character-based trust** trust in individuals
- Chinese Wall** first used after the 1929 stock market crash to describe new regulations that provided a separation between brokerage and investment bankers and only later to the separation between editorial and advertising functions
- classical conditioning** (or respondent conditioning) originally identified by Ivan Pavlov. It describes a largely unconscious process through which we acquire both information and feelings about stimuli
- click-through rate** the number of times online users 'click-through' or transfer to sponsored websites
- clippings service** a service offered to companies who wish to monitor media coverage. The results are frequently used to measure the effectiveness of an organization's public relations effort
- closure** effectively the completion (based on past experience) of something that is incomplete (e.g. part of a name). See **gestalt approach**
- clubs (direct marketing)** where membership entitles members to certain privileges not available to non-members
- cluster sampling** where the population is divided into mutually exclusive, distinctly separate, subgroups (or clusters). A random selection of clusters is made and a random sample of units taken from these clusters
- co-branding** appears in two forms: (1) involves joint marketing of products or services such that both brands benefit in terms of exposure (e.g. Hotpoint and Persil); (2) involves a charitable partner (e.g. NSPCC with Microsoft). See **cause-related marketing**
- cognitive** (see **hierarchy of effects models**) the process of thinking
- cognitive, cognition** the act of knowing
- cognitive dissonance** the mental discomfort that an individual feels if they hold two conflicting cognitions (or views). Individuals will seek to reduce or eliminate this dissonance by either changing one or the other viewpoint or by introducing a third view that will account for and reduce the dissonance
- cognitive learning** cognitive learning theory suggests that humans store information for different periods of time (see **sensory storage, short-term memory** and **long-term memory**)
- cognitive paradigm** focuses on an individual's thought processes and sees consumer choice as a problem-solving and decision-making series of activities the outcome of which is determined principally by the buyer's intellectual functioning and rational goal-orientated processing of information
- cognitive response model** a model that maintains that exposure to advertising elicits different types of response and purports to suggest how these responses relate to attitudes and purchase intentions (Belch and Belch 2001)
- cold calling** contacting consumers without prior knowledge or permission with the objective of making a sale or starting the process towards a sale
- combined offers** joint brand promotion (e.g. free hair-gel with shampoo)
- commercials** television commercial advertisements
- commission (agency)** percentage (usually 10 per cent to 15 per cent) paid by media owners to agencies in lieu of fees
- communications audits** a communications audit looks at communications' needs, patterns, flow, channels and technologies, examines content clarity and effectiveness, information needs of individuals, work groups, departments and divisions; non-verbal communications and corporate culture issues and communication impacts on motivation and performance
- comparative advertising** direct comparison of one brand with another, usually its main competitor. This may be to establish the brand's position in the marketplace or to claim price or functional superiority
- competitions** in sales promotion terms where the challenge is skill based
- competitive parity (budget)** spending determined relative to the spending of the organization's major competitor(s)
- competitive positioning** focuses on the relative advantages of the brand relative to its competition. For example Hertz may be 'number one' in car rentals but Avis 'try harder' in direct response to this claim. This type of positioning is often used to establish the profile of a new brand (e.g. Ryanair 'we fly for less') or to distinguish an existing brand in a highly competitive marketplace (e.g. Tesco price comparisons with competitors)
- compiled lists** lists of individuals with identified characteristics but *not* identified product interest (IPI)
- complaints** negative reaction reported back to the source (also called customer 'voice')
- complementary branding** where two brands combine to strengthen an offer (e.g. Braun and Oral B electric toothbrush)
- component brand** where a brand is incorporated into another product (e.g. Intel, Nutrasweet) also called ingredient brand
- conative** (see **hierarchy of effects models**) doing, action processes
- concentrated marketing** see **niche marketing**
- concept stage** the period when campaign concepts are being developed
- conclusive research** provides accurate and valid descriptions of the variables (descriptive research) or by determining the relationships between them (causal research), for example between advertising and sales

- conditioned response** the outcome of a conditioned stimulus. For example the ringing of a bell (conditioned stimulus) means food (unconditioned stimulus) is coming which may cause salivation (conditioned response)
- conditioned stimulus** something that is associated with something else that is naturally stimulating (e.g. ringing of bell means food is coming)
- conditioning** see **behavioural learning**
- confidence interval** in market research how different must the results be before you can be confident of their significance
- connectors** collective name for opinion formers and opinion leaders and others (e.g. family) who help to carry the message to the consumer
- connotative** words having meaning unique to the individual
- consideration set** see **awareness set**
- consumer juries** a collection of target consumers who are asked to rank in order, ideas or concepts put to them and to explain their choices
- content analysis** used to attempt to quantify the results of unstructured (qualitative) data. This is a technique for making inferences (or recognizing patterns) from the data
- continuity series** where a finite number of items (usually in a series or set) are made available over time (e.g. monthly)
- continuous (campaign)** where there is relatively even campaign expenditure over the year
- continuous credit** paying off mail order purchases in instalments
- control and evaluation** the means by which a plan is monitored, controlled and measured
- control sample, control** the sample which is unaffected by change against which altered variables can be tested
- convenience sampling** a low-cost 'straw poll' often used in the exploratory stages of a research programme
- cookie** a small text file left on the user's PC that identifies their browser so that they are 'recognized' when they revisit a site
- cooperative branding** joint venture schemes (e.g. Ryanair with MBNA on the Ryanair.com credit card)
- cooperative strategy (retail)** retailers and suppliers working together to develop the business through distribution and other efficiencies
- copy** relates to written material. Advertising copy is the text in an advertisement. Journalistic copy relates to published articles
- core (of a brand)** functional characteristics such as basic product/service, shape/texture, performance and physical capacity. Any changes in the core aspects would directly alter the generic product or service. Also called 'intrinsic' part of a brand
- corporate advertising** advertising designed to promote and enhance the image of the company amongst its target publics
- corporate brand** brand which relies heavily on the corporate name, whether or not a sub-brand is used (e.g. Mercedes 320, Renault Clio)
- corporate communications** an organizational function that controls all aspects of communication with an organization's publics (except consumers)
- cost-based fees (agency)** remuneration based on an agreed mark-up on inputs such as media
- cost-benefit analysis** ratio of cost to benefit used to establish whether a project, research, campaign, etc. should proceed
- cost-per-thousand** a measure for comparing the cost effectiveness of media calculated by dividing the cost of an advertisement in one particular medium by the circulation
- coupons** vouchers printed in-store or from packs, magazines, etc. which offer a money-off or other incentive to buy product(s)
- covert marketing** see **guerrilla marketing**
- CPT (or CPM)** see **cost-per-thousand**
- creative brief** gives guidance to the creative team who are going to produce a communication
- creative platform** the creative idea on which a campaign is built
- creative promotions** promotions that do not rely on price reduction
- creatives** individuals who work in the creative industries (e.g. designers)
- creativity (in advertising)** the ability to attract and hold the attention of the target audience through the manner and composition of the advertisement
- credentials presentation** where an agency presents examples of previous work and the personnel who would work on particular assignments
- credit rating** based on the financial integrity of the organization, ratings are set by ratings agencies such as Dun and Bradstreet and Standard and Poor
- crisis** not a day-to-day problem but one that has the capacity to severely damage the organization
- crisis management** management of a crisis situation that has the capacity to severely damage the organization
- CRM** see **customer relationship management**
- cross-selling** selling other items (sometimes from different categories) to existing customer base
- current image** the image held by outsiders based on a consensus of perceptions modelled by their knowledge and experience
- customer acquisition** the process of acquiring new customers
- customer relationship maintenance** the maintenance of regular contact with the customer
- customer relationship management (CRM)** a management process which uses database technology and call centres to maintain customer relationships
- customer retention** the process of retaining existing customers
- DAGMAR** (see **hierarchy of effects models**) DAGMAR (defining advertising goals for measuring advertising results) was Colley's (1961) formula for setting communications orientated objectives
- data collection** the collection of data for a particular research project
- data mining** the extraction of data from a data depository in a form useful to marketers
- data warehousing** the storing of data from a variety of sources. The data is stored because it may not be currently usable either because its value is not immediately appreciated or because it requires further qualification
- database marketing** the holding and analysing of customer information thereby helping create marketing strategies
- day-after recall** see **advertising recall**
- decay** corruption of a message over time
- decision** (in terms of buyer behaviour) the decision to purchase
- decode, decoded** translating the message into understandable concepts
- de-duping** the removal of duplicate names from mailing and other lists
- demographic** statistical data relating to the population and groups within it



- demonstration advertising** advertising where the effectiveness of the product or service and the way it may be used is demonstrated
- denotative** words having meaning for everybody
- depth interviews** in-depth interviews with a limited number of respondents
- descriptive research** see **conclusive research**
- design elements (of a brand)** include the logo, graphic features, typeface, symbols and colours that stimulate the recognition and remembrance of a brand
- differentiated targeting** the selection of a number of target markets each requiring a particular market positioning and message
- differentiation** the process of making the organization's brand different from other brands through marketing
- diffusion marketing** see **viral marketing**
- diffusion of innovation** the way that new developments (e.g. mobile telephones) enter the market. Rogers' (1983) theory of diffusion suggests that various consumers enter the market at different times and called them innovators, early adopters, early majority, late majority and laggards
- direct channel marketing** where an organization sells virtually the same products/services to both consumers and businesses (e.g. Dell)
- direct debit** an order to a bank allowing a company to make withdrawals from an account on a regular basis
- direct mail** advertising, through the medium of the mail, to targeted, profiled customers
- direct marketing** seeks to target individual customers with the intention of delivering personalized messages and building a relationship with them based on their responses to direct communication
- direct opinion measurement** research that directly asks target consumers about aspects such as message clarity, interest, feelings and attitudes
- direct response media** media where the customer can respond immediately to the offer
- direct response television** the format or technology that enables viewers to respond to offerings made on television
- discriminative stimulus** see **operant conditioning**. This is a particular stimulus (e.g. light being switched on) that suggests if you do this (e.g. push a button) you will receive a reward (e.g. food)
- door-to-door** the household delivery of leaflets, samples, etc.
- double-header** quality brand on sale in a quality outlet (e.g. Rolex in Harrods)
- downward communications** management to employee communication often through house-journals or other printed material
- drip (campaign)** extends the campaign over time which increases potential frequency. This is often used for 'reminder campaigns' or when an objective is to change longer-term attitudes
- dummy** uncirculated, trial editions of magazines sent to target advertisers or target audiences
- early adopters** (see **diffusion of innovation**) frequently the opinion leaders. Their entry into the market is significant. They are generally younger with above average education and/or income
- early majority** (see **diffusion of innovation**) entry of the early majority of customers represent the first move towards general acceptance. The speed of adoption can be seen to have increased considerably
- editorial** although the term should strictly only be applied to copy written by a newspaper or magazine editor it is frequently used to describe all newspaper or magazine copy
- effective creativity** (see **creativity**) creativity that meets the commercial objectives of a campaign
- efficiency index** an index that assumes that with each exposure of an advertisement there is a greater chance of reaching and influencing your audience – up to a point. After this point is reached each exposure no longer adds 'reach' or improves effectiveness
- electronic point of sale (EPoS)** technology at the point of sale that enable transactions to be tracked on a merchandise and customer level
- e-marketing** marketing using the medium of the Internet
- emotional appeal (advertising)** advertisements that develop atmosphere and appeal to an individual's ego, status or sense of worth
- emotional strategies (of advertising)** appeal to emotions such as romance, nostalgia, compassion, excitement, joy, heroism, fear, guilt, disgust and regret
- emotive, emotion** strong mental or instinctive feeling (e.g. love, fear, etc.)
- encode, encoded (messages)** putting the idea into a format (e.g. speech, print, etc.) using a combination of appropriate words, pictures, symbols so that it can be transmitted via a medium (e.g. television)
- encoding (memory)** the process by which information is symbolically or verbally represented so that it can easily be stored and retrieved (e.g. jingles, tag lines, etc.)
- enquirers** prospects who have directly contacted the company for specific information
- EPoS** see **electronic point of sale**
- ERG theory** (Existence, Relatedness and Growth) Clayton Alderfer's (1972) theory of motivation
- erotica (in advertising)** where sexual imagery is used to attract attention and enhance 'stopping power'
- esteem needs** (Maslow's hierarchy of needs) recognition, status, etc
- ethical marketing** a set of moral principles concerned with social well-being as related to marketing practice
- ethnography, ethnographic research** where researchers submerge themselves in consumer culture to view consumer dynamics. Photography and video diaries are used by market researchers to delve into consumers' minds
- evaluation** evaluation of information collected prior to purchase
- evangelists** see **fashion icons**
- everyday low prices** strategy where the emphasis is on low prices across the store (in contrast to the hi-lo pricing strategy)
- evoked set** those products in a category that the consumer has 'front-of-mind' and will make the purchase choice from
- exclusive brands** brands that, although theoretically independent, trade on an exclusive basis with a single retailer (e.g. Ladybird at Woolworths)
- experience** (in relation to purchasing) the extent to which the consumer has accumulated prior knowledge of the product or service
- experiential learning** see **behavioural learning**

- experiential marketing** brand involvement in events or shows (e.g. Guinness Experience)
- experiential orientation** see **symbolic orientation**
- expert endorsement** advertising which uses known or supposed (from their description or appearance) experts to recommend a product or service
- expertise** expertise includes aptitude, required training and experience and is domain specific
- exploratory research** initial research designed to establish the parameters of the research problem
- extended problem-solving model** model where purchase decisions are characterized by their importance (high involvement) and rational decision making
- extensive problem-solving model** model that reflects important purchase decisions (e.g. higher expenditure) warrant greater deliberation and higher involvement
- factor analysis** systematic review of the correlation between research variables which groups together those that are highly correlated to reduce a large number of variables to a smaller set that are not correlated
- fashion icons** celebrity fashion leaders (e.g. David Beckham or Madonna)
- fear (in advertising)** advertising that uses fear of something happening (e.g. house fire) as the central theme
- fee payment (agency)** remuneration based on a quotation for individual projects
- feedback** feedback is the reaction of the receiver having received the message
- field marketing** syndicated or shared teams working largely in the fast moving consumer goods sector, who carry out a number of selling and other 'sales' associated tasks on behalf of one or more suppliers
- field of perception** an individual's range of understanding. Overlapping fields of perception enable understanding. Also known as 'realm of perception' or 'realm of understanding'
- financial analysis (brand equity)** a review of the business earnings contributing to a brand's equity
- first-mover advantage** advantages associated with being the first organization in the marketplace and which may include experience, distribution channels, etc.
- flanker brands** where a supplier takes advantage of its market strength to introduce additional brands which compete against the competition brands for shelf space
- flighting (campaign)** expenditure concentrated in some periods of the year leaving other periods with zero expenditure
- flyers** distributed pamphlets
- fly-posting** posters randomly affixed to walls rather than licensed hoardings
- FMCG** fast moving consumer goods (such as those sold in supermarkets)
- focus groups** normally consist of a small number (8 to 10) target consumers brought together to discuss elements of a campaign from the initial concept stage to post production
- follower brands** brands that are not leaders in their category
- footfall** retail jargon for number of customers (e.g. increased footfall = rise in number of customers in a particular store)
- former customers** customers who have previously purchased from the organization but no longer do so
- free draws** where the winning of a competition is randomized
- frequency** the number of times the target audience have an opportunity to see (OTS) the message
- frequency (direct marketing)** a measure of how often a customer buys from an organization
- front-of-mind-awareness** maintaining awareness of the brand in the consumer's mind
- frustration-regression principle** in Clayton Alderfer's (1972) ERG theory (unlike Maslow's hierarchy of needs) if higher needs remain unfulfilled the person may regress to lower level motivations
- fugging** fundraising under the guise of research
- full-service agency** an agency that covers a full range of agency disciplines including copy writing, design, media purchase, etc.
- functional orientation** where the brand's positioning is based on its features or attributes
- generic brands** basic, no name or own label range with limited packaging (e.g. Tesco's value range)
- generic communications** communications designed to expand the sector rather than any individual brand in it
- generic strategies (of advertising)** where brands are so dominant in a sector that there is (at that time) no need to differentiate the brand from its competitors. Effectively these brands are looking to grow the total market in the knowledge that any increase will disproportionately benefit themselves (e.g. British Telecom's 'It's good to talk')
- geodemographic profile** combining both geographical and demographic features to provide a profile
- geodemographics** a method of segregating a market on the basis of social demographics and location
- geographical identifiers** signs and symbols that suggest a particular geographical location
- gestalt approach** gestalt (German for 'whole' or 'entirely') and gestalt psychology stresses the fact that perception of a stimulus takes place within a known context and that the individual's reaction is crucially affected by their 'world-view' (see **closure**)
- giveaways** products distributed (in-store or elsewhere) without cost as a means of encouraging trial
- global organizations** strive towards commonality of products or services and communication themes normally with some regional adaptations to respond to local pressures
- glocal, glocalization** thinking global but acting local
- goodwill** (see **brand equity**) the disparity between the firm's asset value and the true worth of the business
- graphic features** those features that distinguish a brand (e.g. McDonald's 'golden arches')
- gross rating points (GRP)** an advertising media currency calculated by multiplying 'reach' and 'frequency'
- GRPs** see **gross rating points**
- guerrilla marketing** a term coined by Jay Conrad Levinson and used to describe unconventional marketing intended to get maximum results from minimum outlay
- halo effect** those aspects of the brand that is portrayed to the outside world through marketing communications. It involves image management and the building up of benefits, brand personality and associations. It is the halo characteristics consumers use to distinguish one brand from another

- halo effect (brand extension)** when the attributes of one brand are transferred to another in such a way as it affects our judgement
- hand-raisers** prospects who have indicated by their behaviour (e.g. ordering a catalogue) that they *may* want to become customers
- hard sell** promoting heavily the tangible benefits available from a product or service
- hedonic consumption** the use of products or services for sheer enjoyment rather than problem or need driven
- heuristic evaluation** where evaluation is made based upon extraneous factors such as price (e.g. the higher the price the higher the quality)
- hierarchy of effects models** models that purport to show how marketing communications can help the buying process. AIDA and DAGMAR are amongst the best known
- high consumerism** in global marketing terms, developed or highly sophisticated markets
- high involvement purchases** see extensive problem-solving model
- high-low pricing** see **hi-lo pricing**
- hi-lo pricing** (or high-low pricing) strategy, prevalent in fast moving consumer goods retailing, where each week a percentage of products are heavily discounted and promoted throughout the store
- hostaging** where the retailer/reseller is able to exert power over the brand owner in order to provide trade promotions on a more or less permanent basis
- house-lists** lists compiled from a company's own database
- html** hypertext markup language. The language used to create Web documents
- humour, humourous advertising** designed to attract, through humour, consumer attention. If it is good enough, is memorable it may also generate 'word-of-mouth'
- hypertext** see **hypertext markup language (html)**
- hypertext markup language (html)** the language used to create Web documents
- hypertext transfer protocol** the protocol by which Web documents are transferred
- hypodermiceffect** an early model of marketing communications that inferred communication was one way
- icon** a sign that looks like an object or represents it visually in a way that most people could relate to (e.g. no smoking sign)
- iconic (association)** developing an association between two or three concepts when there is an absence of stimulus. For example advertisers of certain products that are low value but frequently purchased will try and remind their target audience, repeatedly, of the brand name in an attempt to help consumers learn (effectively learning by rote)
- identified product interest (IPI)** customers with an interest in a particular product or service category
- image** a perception of an organization or brand that exists in the minds of customers, stakeholders and publics
- image study** a study of the organization's image in relation to its competitors
- IMC** see **integrated marketing communications**
- impressions** a single instance of an advertisement being displayed
- in-bound (telemarketing)** the use of telephony to facilitate responses from customers usually via a 'freephone' or local call rate number
- incentives** extra inducements to purchase
- in-depth interviews** a qualitative research technique involving the interviewing of a small number of subjects but in greater depth
- index** a sign that relates to the object by a causal connection (e.g. yawn relates to boredom)
- indirect address** in television or cinema advertising where the potential consumer 'eavesdrops' on, for example, a family, a group of friends, etc. (i.e. the message appears as if it is not directly aimed at the viewer)
- individualized targeting** see **one-to-one marketing**
- industrial markets** see **B2B markets**
- influentials** see **connectors**
- information search** where the customer collects information on a range of products or services prior to purchase
- in-game product placement** the placement of product in video games for the purpose of publicity
- ingredient brand** see **component brand**
- innovators** (see **diffusion of innovation**) those customers who are at the forefront of trends particularly in technical innovation. They are likely to have a higher disposable income and willing to pay a high price for being first in the market
- institutional trust** trust that is based on the rule of law (e.g. minimum standards legislation) or qualification (e.g. doctors, lecturers, etc.)
- instrumental conditioning** see **operant conditioning**
- integral (database)** where direct marketing is the principal marketing tool
- integrated (database)** where the database plays an important part in the business and direct marketing is one of the company's most important tools in its multi-channel operation
- integrated marketing communications (IMC)** a concept of marketing communications planning that recognizes the added value of a comprehensive plan, that evaluates the strategic roles of a variety of communication disciplines and combine these disciplines to provide clarity, consistency and maximum communications impact
- interactive media** media that interacts with the consumer (e.g. Internet, satellite/cable television)
- internal marketing** concerned particularly with internal communications and developing responsiveness, responsibility and unity of purpose in an organization
- international company** one whose home market dominates their sales but for whom the export market holds the promise of extra turnover. It is unlikely that such a company has their own distribution system in overseas markets and may instead ship direct to trade customers, employ an agent, distributor or authorize a licensee to manufacture a product or supply a service on their behalf
- Internet** a collection of wires, protocols and hardware that allows the electronic transmission of data including emails, file transfers and global networking
- interstitials** advertisements that appear between one Web page and the loading of the next
- interval scales** attitude scales usually positive or negative values about an arbitrary zero point
- interviewer bias** where the bias views of the interviewer corrupts the data collection

**intrinsic** see **core**

**involvement** (in relation to purchasing) the degree of perceived relevance and personal importance attached to the purchase

**IPI** see **identified product interest**

**iTV** **interactive television**

**joint advertising** cost of advertising shared between retailer and supplier

**judgement sampling** where the sample selection is made (by the researcher with or without the advice of experts) based on their relevance to the research project

**junk-mail** any mailing the customer decides is untargeted and obtrusive

**key account managers** marketing and/or sales executives who work specifically with one or a limited number of accounts

**knowledge capital** the knowledge held within an organization

**laggards** (see **diffusion of innovation**) sometimes technophobic, the last group to take up an innovation

**lagged effect** (or carryover effect) the time between when a consumer sees an advertisement and when they are ready to purchase.

**lapsed customers** see **former customers**

**late majority** (see **diffusion of innovation**) sceptical of new ideas but eventually take up innovations

**latent loyalty** low patronage for reasons such as distance but where attitude is high. If the situation changes likely to become a loyal customer

**law of effect** law that states that the consequences of behaviour now will govern the consequences of that behaviour in the future. In other words once a buying pattern is achieved it will continue into the future (Edward Thorndike)

**lead qualification** improving the quality of the information known about the customer/prospect

**leaky bucket** metaphor for the dual needs of customer acquisition and retention

**learning** the human capacity to know and act upon a situation based on some prior experience

**legal analysis (brand equity)** how well a brand is legally protected

**lifestyle segmentation** values, activity and lifestyle analysis (VALs)

**lifetime value** an approximation of the value of a customer over a lifetime

**Likert Scale** a scale that measures a respondent's attitude to predefined statements where the scores for individual responses are added together to produce an overall result

**limited problem-solving model** known and familiar purchases (modified or straight rebuys) with medium involvement in the purchase

**line extension** using an existing brand within a category to introduce new lines within that category (e.g. Persil tablets)

**list brokers** intermediaries between list owners and organizations wishing to rent lists

**list exchanges** exchange of customer data between companies (illegal in certain countries)

**lists** listings of potential customers with a specific characteristic (e.g. food lovers) available to rent for a specific direct mail, telemarketing or email campaign

**livery** see **signage**. Particularly relates to vehicles

**lobbying** the specialist part of public relations that builds and maintains relationships with government primarily for the purpose of influencing legislation and regulation

**logical appeal (advertising)** appeals to our sense of logic and reason, for example 'this product out-performs everything else in the market'

**logo** an emblem or device used to distinguish an organization or brand

**long-term memory** information stored for extensive periods of time although constant reorganization and re-categorization takes place as new information is received

**loss-leader** a product sold at or below cost to attract customers into a store

**low consumerism** in global marketing terms, undeveloped or unsophisticated markets

**low involvement theory** theory that suggests that consumers scan the environment, largely subconsciously to identify anything worth consideration in depth

**loyalty** loyalty in behavioural terms is repeated selection of a brand. Loyalty in attitudinal terms incorporates consumer preferences and disposition towards brands

**loyalty cards** cards issued to consumers by loyalty scheme organizers to facilitate the management and control of the scheme

**loyalty marketing** developing customer relationships over time

**loyalty programmes** programmes where customers are rewarded on the basis of general or targeted purchases

**loyalty schemes** schemes that reward customers for repurchases over time

**magic bullet** an early model of marketing communications that suggested communication is one way

**mail order** the ability (through selection in a catalogue) to order products for delivery by mail

**MAO factors** Petty and Cacioppo (1986) model suggests that it is not only motivation but ability to process information and the opportunity to make it happen that have a role to play in successful communications. The MAO factors are Motivation (a willingness to engage in behaviour, make decisions, pay attention and process information), Ability (refers to resources needed to achieve a particular goal) and Opportunity (the extent to which the situation enables a person to obtain his/her goal)

**marcoms** a frequently used short-form for marketing communications

**marked-down** products or services where the normal retail price is reduced

**market analysis (brand equity)** the percentage of earnings attributed to a brand

**market research** the study of consumer's needs and preferences

**market share** the brand's share of the market sector as a percentage of the whole sector

**marketing communications** the means by which a supplier of goods, services, values and/or ideas represent themselves to their target audience with the goal of stimulating dialogue leading to a better commercial or other relationships

**marketing communications mix** the tools used in marketing communications such as advertising, sales promotion, public relations, personal selling, direct marketing, etc

**marketing communications plan** a systematic plan to achieve organizational and marketing objectives relative to marketing communications



- Marketing Compliance Officer (MCO)** officer responsible for ensuring the organization complies with laws and regulations
- marketing metrics** the measures used to analyse the success or otherwise of marketing tools and campaigns
- marketing mix** otherwise known as the 4Ps (product, place, price and promotion) of marketing
- marketing public relations** those aspects of public relations directly associated with communication with customers (i.e. publicity)
- marketing research** a collection of 'tools' of assessment, evaluation and measurement which seek to reduce the knowledge 'distance' between the product's or service's manufacturer or supplier and the consumer, primarily through the supply of pertinent information concerning the customer
- mass customization** using technology to customize a product whilst still being able to benefit from economies of scale
- mass media** largely untargeted media including newspapers, television, radio etc.
- MCO** see **Marketing Compliance Officer (MCO)**
- measurement techniques** those techniques (largely quantitative) which are used when collecting data
- media brokers** intermediaries who purchase media space (only) without the overheads of a full agency
- media chatter** subject matter that is discussed by the media
- media dependents** media brokers that are part of a larger agency group
- media evaluation** evaluation of an organization's media coverage over a specific time period
- media fragmentation** the dilution of TV or radio station audiences due to the proliferation of channels
- media independents** independent media brokers
- media management (agency)** getting the messages that have been created into the appropriate media at a time and cost that fulfils the objective of the campaign
- media office** see **press office**
- media officer** see **press officer**
- media release** see **press release**
- media strategy** decisions on which media to use for a given campaign
- media-neutral, media-neutral planning** a customer-focused review of media based on research, analysis and insight and not habit and/or preference
- medium (or media channel)** a means of carrying the message
- merchandising** the act of deciding upon store layout and the product mix within it
- message** the vehicle by which an idea is transmitted via a medium
- metaphor** the application of a name or phrase which is imaginatively but not literally applicable (e.g. 'Lenor is like a breath of fresh air')
- me-too products** new products that are similar to existing products already available on the marketplace
- Mexico Statement** definition of public relations which originated at a public relations conference held in Mexico City in 1978
- minder** a person directed to look after a politician to ensure that they do not stray off the Party's official line
- mirror image** how internal management think outsiders see the organization
- mis-selling** selling something based on a falsehood
- mission** the core business of an organization and its ambitions usually normally set out in the company's mission statement
- mission statement** a statement that asserts the core business of an organization and its ambitions
- mobile marketing** any aspect of marketing using mobile telephone technology
- modelling approach** where the consumer through observation and imitation of others (for example in an advertisement) associates it with their lifestyle. Also called observational learning and vicarious learning
- monetary value (direct marketing)** a measure of how much a customer spends with the organization over a period
- money-off (coupons/vouchers)** coupons with monetary incentive to buy specific products
- mortgaging effect** that after a promotion sales, rather than returning to 'normal' levels fall back for a period
- motivation** inner drives which cause human beings to strive for some level of satisfaction
- multi-brand buyer** buyers who are not particularly loyal to one but to a number of brands
- multi-branding, multi-brand** where different brand names owned by one company are used in the same product category (e.g. Procter & Gamble soap powers Dreft, Daz and Bold)
- multi-dimensional skills map** matrix used to establish a customer's view of the organization relative to its competitors
- multi-level marketing** selling direct to the public through a network of self-employed salespeople, often at house parties and other private gatherings. The multi-level marketing company initially recruits distributors who in turn recruit more distributors and so on. Earnings come both from a distributor's own sales and the sales of those they recruit (and often even further down the line)
- multinational companies** operate in a number of overseas markets often through agents or distributors but would normally secure more (relative to international companies) control over them. It may be the case that foreign-based partners are involved and/or that the company has a wholly or partly owned subsidiary
- multiple image** where different people see different images dependent on their particular relationship with the organization
- multistage sampling** a form of cluster sampling used where the subgroups are widely dispersed. As with cluster sampling the population is divided into subgroups but a further stage is involved before final sample selection. Techniques may vary but commonly subgroups are selected on a weighted (i.e. proportional to the population of that subgroup) basis and further subdivided, for example on an area (county, city, etc.) basis. The final sample selection is made from these sub-subgroups on a random basis
- mystery shoppers** researchers who visit a store under the guise of a shopper for the purpose of consumer observation
- nature** those characteristics we inherit from our forebears
- need for attribution** see **attribution**
- need for cognition** a need to understand the world such that it develops curiosity for further information (see **cognitive, cognition**)

- negative association** (in sponsorship) the sponsoring of teams, individuals, etc. who engender hostility from some quarters
- negative reinforcement** punishment which reinforces the avoidance of behaviour that led to the punishment
- negotiated commission (agency)** commission system which may involve rebating on a sliding scale
- network selling** see **multi-level marketing**
- niche marketing** the targeting of one particular, perhaps specialized segment
- noise** anything that interferes with the proper delivery of the message (e.g. competing messages)
- nominal scales** attitude scales where variables are categorized and used for classification, e.g. age, sex, place of birth, etc.
- non-probability techniques** techniques which do not adhere to the law of probability and, therefore, the results cannot be generalized across the population. Rather the sample is chosen at the convenience of the researcher or to fulfil the demands of some predetermined purpose
- non-sales communications** direct marketing but not with a view of generating an immediate sale (e.g. welcome packs, newsletters, etc.)
- non-sampling errors** those aspects of research (other than sampling errors) that can seriously affect the outcome. These include such factors as misunderstanding and interviewer bias. Non-response is also a factor as it is difficult to know whether those who responded to a particular research programme were in any way different from those who refused to take part
- nurture** the effect of society upon the characteristics we are born with
- objective and task (budget)** establishing what needs to be achieved and setting the budget on the basis of achieving those objectives
- objectives** objectives are what drive an organization. They are the 'where we want to be' of any business. Objectives should be SMART (strategic, measurable, actionable, realistic and timely), communicable and aspirational
- observation (research)** examining actual as opposed to predicted behaviour. For example an observation of consumers by a researcher interested in the effects of an in-store promotion
- observational learning** see **modelling approach**
- offering** a number of factors (product, price, etc.) which together make up the offering to the customer
- off-message** not keeping to the company, party or other organization's message or official line
- off-the-page** newspaper or magazine offers with a direct response mechanism (e.g. freephone, envelope, etc.)
- oligopolies** a market situation in which there are few sellers in the market and where the marketing action of one firm will have a direct effect on the others
- omnibus surveys** surveys covering a wide range of interests, including those of specific interest to the sponsoring company, are sent to a pre-selected panel of respondents. This type of research enables the costs to be shared with other companies participating in the survey
- one-pipe convergence** the movement toward a single broadband feed which supplies television, PCs, DVDs, games consoles and stereo systems
- one-to-one marketing** a concept that proposes that customers can be individually targeted
- on-message** keeping to the company, party or other organization's message or official line
- operant conditioning** (or instrumental conditioning) where reinforcement follows a specific response. For example do this (e.g. push a button) and you will receive a reward (e.g. food)
- opinion formers** people with influence or authority over our lives for example journalists, broadcasters, analysts, politicians, scientists or anyone with some real or imagined status who can be trusted (rightly or wrongly) to impart good advice
- opinion leaders** may not be formal experts. They do not necessarily provide advice but consumers are prone to follow them. They are often, but not always, from a higher social status than their immediate contemporaries and frequently more gregarious
- opportunities-to-see (OTS)** a measure used by media buyers to estimate how many times the target audience may see the message
- optimum image** the image a company aspires to (wish image) may not be possible and so a rather less than perfect image may be sought
- ordinal scales** attitude scales where objects are ranked in order
- OTS** see **opportunities-to-see**
- out-bound (telemarketing)** the planned use of the telephone to make unstructured calls to a target audience in a measurable and accountable way
- outdoor advertising/media** posters, billboards, transport and other advertising that is located outside
- overselling** promising more than is available through the sale
- own brands** see **own label**
- own label** a retail brand that carries the retailer's name (e.g. Sainsbury's coffee)
- paid-for placement (PFP)** a paid-for service which, on the basis of certain key words, guarantees top ranking in search engine listings
- panel interviews** group interviews or focus groups
- Pareto analysis** the general supposition that business relationships follow an 80:20 ratio (e.g. 80 per cent of business comes from 20 per cent of customers)
- parity brand** a product or service with little or no intrinsically superior rewards compared with the competition, typically leaving marketers to offer extrinsic rewards to attract patronage
- pay-back period (budget)** where budget decisions are made based upon the time taken to repay the investment
- payment-by-results (PBR)** remuneration based on achievement of set targets
- percentage of sales (budget)** where the communications budget is set at a certain percentage of projected sales. This is widely used as a benchmark in many industries
- perception map** see **multi-dimensional skills map**
- perceptions** how we interpret and make sense of the world. The way an individual perceives a situation may be different from how others perceive the same situation
- performance-based compensation** see **payment-by-results**
- peripheral (database)** where the database and direct marketing play only a minor role in a company
- permission marketing** marketing where you have the explicit permission of the customer to contact them

- personal selling** an interpersonal tool where individuals, often representing an organization, interact in order to inform, persuade, or remind an individual or group to take appropriate action, as required by the sponsors
- persuasion shift** changes in preferences which occur having seen an advertisement
- PEST(L)**, PEST (or STEP) stands for elements of the macro environment: political, economic, sociological and technological, to which legal (L) is frequently added
- PPF** see **paid-for placement**
- physiological needs** (Maslow's hierarchy of needs) hunger, thirst, etc.
- pitch** agency presentation
- pitch-list** list of agencies asked to 'pitch' for all or part of an organization's communications business
- point-of-purchase** see **point-of-sale**
- point-of-sale** in-store materials displayed at the time the customer is making buying decisions
- polygamous behaviour** where customers are seen as making a stream of purchases but their loyalty is divided among a number of products. They may be more or less loyal to one brand than any other
- POP** point-of-purchase (see **point of sale**)
- population** in marketing research terms population is the group (demographic, geodemographic, users, former customers, etc.) of interest to the marketer
- pop-ups** message boxes that 'pop-up' on websites either to add additional information or as advertising
- portfolio of brands** a consumer's basket of brands from which buying decisions are made
- POS** point of sale (see **point of sale**)
- positioning** the process of creating a perception in the consumer's mind regarding the nature of the company and its products relative to the competition (see also **benefit positioning**, **user positioning** and **competitive positioning**)
- positioning statement** a statement of the brand's positioning in the market
- positive reinforcement** reward which reinforces the behaviour that led to the reward
- post-purchase dissonance** (see **cognitive dissonance**) dissonance (mental discomfort) felt after purchase regarding whether or not the buyer has made the right decision (e.g. is it value for money?)
- post-purchase evaluation** evaluation of a product or service which may lead to repurchase
- post-testing** testing after a campaign
- prebttal** the planning of a response prior to a negative action or statement
- precisely wrong** strictly an incorrect measure. Proxy measures such as brand awareness, recall or recognition whilst being easy to measure precisely are not directly associated with sales and might be said to be precisely wrong (see **vaguely right**)
- pre-emptive strategies (of advertising)** where the brand asserts its superiority in an undifferentiated market making it difficult for competitors to match such assertions (e.g. 'Carlsberg probably the best beer in the world')
- premiums** gifts given to consumers either with purchase or, if terms (e.g. collect five wrappers) have to be fulfilled, by other means
- press office** office which handles press and other media enquiries and issues press releases
- press officer** representative of the company who handles press and other media enquiries and issues press releases
- press release** (or media release) newsworthy written announcement distributed to selected media
- primary data** data that is collected specifically for a particular research problem
- priming** suggests that a short exposure to a particular stimulus can evoke an increased drive to consume more of a product
- principle of negative option** offers regular customers the benefits of continuous service without action on their part. In effect the principle takes advantage of our inclination to do nothing until something (often a negative perception) prompts us to take action
- private-label** see **own label**
- probability techniques** those techniques of selection that are free from personal influence producing a known and non-zero likelihood of any particular subject of the research being included in the sample. They are representative of (but never an exact match with) the population as a whole and a determination is made of their statistical accuracy
- problem definition** see **problem recognition**
- problem recognition** (or problem definition) recognition that a purchase must be made to fulfil a need or want
- problem-solving models** extensive, limited and routinized problem-solving models
- process-based trust** trust built up over time (i.e. reputation)
- product life cycle (PLC)** concept that suggests products go through a cycle that includes a period of introduction and growth, a maturity phase and ultimately decline unless the product brand can be reinvented. See also **brand life cycle**
- product/message thoughts** (see **cognitive response model**) those thoughts directed at the product/service and/or the claims made in the advertising
- product placement** the placement of product in films, television shows and video games for the purpose of publicity
- production department (agency)** responsible for ensuring that the creative elements are translated into the right format for the chosen media
- profiled prospects** prospects whose general profile suggests they *may* become customers
- profit optimization (budget)** suggests that investment continues as long as the marginal revenue (i.e. each additional unit generated) exceeds the marginal cost (i.e. each additional unit invested to achieve that extra unit generated)
- progress managers** responsible for ensuring that the various stages of production are completed on time
- promiscuous behaviour** where customers are seen as making a 'stream of purchases' but still within the context of an either/or decision – either the customer is always with you (loyalty) or flits among an array of alternatives (promiscuous)
- promotional mix** see **marketing communications mix**
- proposition** statement of the brand's central theme or unique selling proposition (USP)
- proprietary panels** online surveys set up or commissioned by a client firm usually made up of customers of that company
- PROs** Public Relations Officers
- prospect** a potential customer

- prospect hierarchy** a hierarchy of potential customers ranging from lapsed customers at the top to 'suspects' at the bottom
- proxy measures** measures used when the marketing communication effect on sales cannot be directly measured
- public affairs** a specialist area of practice within public relations concerned with public policy-making, legislation and regulation that may affect the interests of the organization
- public relations** the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics
- Public Relations Officers (PROs)** employees responsible for reactive and proactive relationships with the media. Also known as Media Relations Officers
- public relations transfer process** a theory of public relations that suggests incremental stages between hostility and acceptance
- publicist** a seeker of publicity on behalf of his/her clients
- publicity** building the image of the brand and creating positive associations between that brand and its publics
- publics** 'publics' has a very particular meaning and one peculiar to public relations. 'Publics' are those people, internal and external to the organization, with whom the organization communicates
- pull strategies** strategies which look to influence the end-user and attract these customers (through marketing communications) 'over the heads' of retailers direct to the individual brand
- pulsing (campaign)** continuous campaign which is higher at different times of the year and which may reflect seasonal considerations
- purchase** the act of exchange of one commodity for another (usually money)
- purposive sampling** samples based on certain criteria associated with the research. Therefore, if the research is aimed at gauging the potential impact of a media campaign targeted at, for example, doctors, a purposive sample of doctors may be selected
- push strategies** strategies designed to influence re-sellers or trade channel intermediaries (e.g. wholesalers, dealers, agents, retailers, etc.) to carry and promote particular brands (i.e. they are 'pushed' into the distribution system)
- pyramid selling** a form of multi-level marketing where the central purpose is to earn commission (or receive other payments) from those further down the line rather than sales *per se*
- qualitative research** looking to answer the 'why?' and the 'what?' type of questions qualitative research places greater emphasis on understanding consumer behaviour through insights
- quantitative research** seeking to answer the questions 'how many?' or 'who?' Research that is looking to measure something
- questionnaire research** surveys which use structured or semi-structured, personal, mail, telephone and (increasingly) email and Web-based interviews
- quota sampling** attempts of researchers to mirror the characteristics of the population by selecting on a proportional basis. For example, researchers investigating a new product might base their sample on the demographics (age, sex, etc.) of the target population in proportion to their presence in that population
- ratchet effect** predicts the advantages of an integrated strategy that builds credibility through advertising and extra volume through promotional inducements
- rate card** the published cost of media advertising
- ratings agencies** organizations which monitor companies and establish credit ratings based on commercial risk. These ratings affect the company's ability to lend, and the rate on which that loan is based
- ratio scales** attitude scales with a predetermined zero point (e.g. percentage of satisfied customers)
- reach** the percentage of the target audience exposed at least once to the message during a period (normally four weeks)
- realm of perception** see **field of perception**
- realm of understanding** see **field of perception**
- reasoning** where consumers take the information they have about a brand and deduce their own conclusion regarding the brands suitability for purchase and use. Individuals need to restructure and reorganize information already held in long-term memory and combine this with new information. Thus quite complex associations build up (e.g. Silk Cut cigarettes and silk ribbon)
- reason-why (advertising)** see **logical appeal**
- rebating** giving to the client part or all of the commission paid by media owners
- recall** see **advertising recall**
- recency (direct marketing)** a measure of how long ago a customer bought from the organization
- recency principle** (or shelf-space model) a principle which supposes that a consumer's first exposure to an advertisement is the most powerful, that the advertiser's primary role is to influence brand choice (when the customer is ready to buy) and that achieving a high level of weekly reach for a brand should be emphasized over acquiring heavy frequency
- recognition, recognition tests** see **advertising recognition**
- reference groups** groups with whom consumers associate themselves, e.g. faith groups, social groups, etc.
- referrals** those prospects who have been encouraged by existing customers to contact the company
- refunds (promotion)** by way of cash or coupons and may involve one or more purchases and submitting proof-of-purchase by mail or through claims managed via the Internet
- rehearsal** aids memory. By mentally repeating the information the individual increases the chance that it will be linked to other stored information (i.e. learning by rote)
- relationship marketing** to 'identify and establish, maintain and enhance and, when necessary, terminate relationships with customers and other stakeholders, at a profit so that the objectives of all parties involved are met; and this is done by mutual exchange and fulfilment of promises' (Grönroos 1994)
- relaunch** the reforming of an entity following a dramatic or negative occurrence
- reminder campaign** follows major campaigns and acts as a reminder and reinforcement of the message
- renegade marketing** see **guerrilla marketing**
- repetition** repeat exposure to the brand message (also called frequency)
- repositioning** the process of recreating or changing the perception of the brand in the consumer's mind
- reputation** trust and confidence built up over time
- reputation audits** see **communications audit**
- research assessment** assessing the value of research against the benefits derived from it
- research objectives** derived directly from the organizational and marketing objectives they may refer to an existing or potential



- product or service or, specifically in relation to marketing communications, existing or potential campaigns and/or media
- research problem** what the research is designed to solve
- research proposal** costed proposal for a particular research problem
- re-sellers** retailers, wholesalers, distributors
- resonance strategy** (or 'slice-of-life' strategy) attempts to match 'patterns' in the message with target audiences' shared experiences
- respondent conditioning** see **classical conditioning**
- response lists** lists of prospective customers with identified product interest (IPI)
- response mechanism** the means by which a customer responds to an offer e.g. freephone, freepost, etc.
- retainer fee (agency)** fee paid to agency to retain their services on an *ad hoc* basis over time
- retrieval (of memory)** the process where information is returned from the long-term to the short-term memory
- RFM** (recency, frequency and monetary value) a measure used to establish the value of a direct marketing customer
- rolling research** research that takes place on a regular basis and asks the same questions so that response comparisons can be made
- routine problem solving** see **routinized problem solving model**
- routinized problem solving** repeat behaviour with low involvement, usually low cost and often limited external knowledge
- safety needs** (Maslow's hierarchy of needs) security, protection, etc.
- sales communications (direct marketing)** direct marketing with a view to generating a sale
- sales promotion** the use of incentives to generate a specific (usually short-term) response. Capable of targeting and with a high degree of control over design and placement. Generally regarded as having low credibility although cause-related promotions may have a very positive effect. They are seen to add value for consumers but may bring forward future sales
- sales promotion allowances** contribution to retailers for promotions
- sample error** inherent in all research quantified through the application of statistical formulae
- sample selection** determines the body of individuals involved in a research project
- sampling** free of charge trialling of products in-store or at other locations
- sampling interval** when undertaking systematic random sampling the interval between respondents, for example if 200 people are required from a population of 19 000, the sampling interval would be 95
- saving stamps** now largely defunct method of managing a loyalty scheme where stamps were issued with purchases, collected and ultimately exchanged for gifts of cash. Another form is used in connection with savings clubs in some stores
- schedule, scheduling** the chosen media schedule format (see **burst, drip, continuous, pulsing and flighting campaigns**)
- scope** (or reach) the boundaries of an organization's operation
- search engine** a portal that enables users to search the Web
- secondary data** data which is already available from one or more sources. Secondary data may include internal company data or come from external agencies including research agencies, analysts, omnibus surveys, syndicated research or audit data, trade association reports or departments of local, national and supranational government
- sector awareness** consumer awareness that a sector (e.g. palmtops) exists
- segregation** the grouping of individual customers with individual requirements although the requirements are not exactly the same
- selective attention** the process of screening out information that does not interest us and selectively processing the information that does. Messages that successfully bypass 'selective attention' are likely to be perceived positively
- selective distortion** the tendency to hear what we want to hear. Distortion may occur because of prejudice or stereotyping
- selective exposure** where consumers selectively expose themselves to certain messages as opposed to other messages (e.g. by ordering a catalogue)
- self-actualization** (Maslow's hierarchy of needs) the need for self-fulfilment and a desire to achieve one's own potential
- self-liquidating premiums** premium (or gift) where the income received covers the outgoings of the promotion
- semantics** the branch of linguistics concerned with meaning
- semiotics** the study of signs and symbols in a language
- sensory appeal** creating fantasy and/or aura to attract attention to the message
- sensory storage** information that is sensed in our minds for a split-second. If an impression is made this will be transferred to the short-term memory
- shaping** a behaviourist theory associated with sales promotion that suggests that a response builds on prior experience and can be explained as 'appearing after preceding acts which, taken together, constitute a chain of successive approximations' (John Watson)
- shelf impact** the impact of product packaging
- shelf-space model** see **recency principle**
- shock tactics** advertising that is shocking but attracts attention
- short-term memory** maximum number of items stored (perhaps four or five) for short periods of time (perhaps 8 seconds)
- sideways communications** employee-employee communications
- signage** the identity applied to buildings, vehicles etc. denoting the organization or its brand(s)
- significance (market research)** the analysis of the differences between the observed and expected results noting whether they are real and significant differences
- silent calls** calls generated by predictive dialling technology designed to speed up agent productivity but which frequently leaves customers with a disturbing silence when they answer their telephone
- silent communication** non-verbal communication, e.g. shrug of shoulders
- simile** a figure of speech involving the comparison of one thing with another (e.g. 'like Murphy's I'm not bitter')
- simple random sampling** sampling based on the chance selection from the target population

- simulated sales** sales calculated on the basis of no advertising which can then be used to measure the contribution of advertising
- single-minded proposition** brand's unique selling proposition
- situation (situational audit)** an audit of the current state of the organization often using SWOT and PEST(L) analysis
- slice-of-life (advertising)** advertising that uses simulated 'real-life' situations and where the viewer is encouraged to get involved with the action
- slice-of-life strategy** see **resonance strategy**
- slogans** memorable phrases that sum up an important characteristic of the brand (e.g. the world's favourite airline)
- slotting allowances** payment in consideration of 'slotting in' a new product into the retailer's merchandise mix
- snowball sampling** where respondents are initially selected at random and their views sought. Interviewees are then asked to nominate other people who are part of that population and so on
- social needs** (Maslow's hierarchy of needs) love, belonging, etc.
- socioeconomic groupings** population classifications such as the National Readership Survey's (NRS) ABC<sub>1</sub>C<sub>2</sub>DE socioeconomic grouping
- soft sell** using emotional appeals to produce positive feelings for a brand
- soundbite** the encapsulation of a message in very few words (for the purposes of television and radio journalism)
- source** the originator of the message (also refers to the person delivering the message)
- source attractiveness** how attractive and persuasive the source is and how much the source identifies with the customer
- source credibility** how much confidence the receiver has that the source can provide an expert and/or objective opinion
- source orientated thoughts** (see **cognitive response model**) represent those associated (positively or negatively) with the origin of the message
- source power** where compliance with the request involves a real or perceived reward or actual or apparent avoidance of punishment
- spam** unsolicited, bulk emails
- spin doctor** public relations jargon for person who 'spins' or creates positive stories (a term often used to ridicule political advisers)
- spoiler-campaign** where the competition deliberately introduces competing, conflicting or denigrating messages to counter the message from the source
- sponsor** the provider of funds, resources or services to an individual event or organization in return for some rights and associations usually to be used for commercial advantage
- sponsorship** a commercial activity whereby one party permits another an opportunity to exploit a situation with a target audience in return for funds, services or resources
- sponsorship clutter** when sponsorship and associated advertising becomes overpowering
- spot advertisement** advertising between programming normally of 30 seconds to 1 minute duration
- spurious loyalty** high patronage but low attitude to a brand. Customer will probably go elsewhere if another choice becomes available
- stand alone brand** brand which is not directly associated with a particular manufacturer or retailer for the purpose of communication (e.g. Persil)
- standardization** push towards standardizing products for all international markets in order to save on product, packaging and communication costs
- standing order** an order to a bank to make a payment on a regular basis
- statements** what is said about the brand and how it is promoted such as copy style and slogans
- stereotyping** short-hand, generalized characteristics of people and places used in order to communicate messages quickly and effectively
- stopping power** advertising that has the effect of attracting complete attention
- STP** shorthand for segmentation, targeting and positioning
- storage (of memory)** the way the memory is organized
- story-boards** artistic impressions of a campaign
- straight re-buy** business-to-business term for re-buying a product without changing the supplier or the specifications
- strap lines** see **slogans** (also called tag lines)
- strategies** the 'how we are going to get there'. Communication strategies are the ways an organization chooses to communicate with its customers and other stakeholders
- stratified random sampling** sample based on the variable percentages as they appear in the population as a whole. Variables may include demographics, income, geography, etc. and should be appropriate to the research taking place
- street marketing** see **guerrilla marketing**
- strong theory of advertising** where advertising is presumed to have the power to inform, persuade and sell (see also the **weak theory of advertising**)
- subscriptions** a fee for membership or for the right to receive something (i.e. newspapers) on a regular basis for a set period of time
- suggestions** constructive feedback from customers
- sugging** selling under the guise of research
- summated scale** where the scores for individual responses are added together to produce an overall result (e.g. Likert scale)
- super own label** exclusive brands created for emphasis or thematic purposes (e.g. Blue Harbour at Marks & Spencer, George at Asda)
- supplier partnerships** formal or informal cooperation between organizations
- survey research** see **questionnaire research**
- suspects** based on geodemographic profiling, values, attitudes and lifestyle profiling (VALs) or previous purchase behaviour which indicates they *may* have profiles of current customers
- switching behaviour** where purchasing is seen as an 'either/or' decision – either the customer stays with you (loyalty) or turns against you (switching)
- SWOT** an analysis of the strengths, weaknesses, opportunities and threats facing an organization
- symbol** an artificial sign created for a purpose or meaning (e.g. Olympic Rings)
- symbolic orientation** where the brand's positioning is based on consumers' emotional needs and involves psychosocial rather than physical differentiation (see also **experiential orientation**)
- syndicated research** (or audit data) carried out by specialist agencies who collect and analyse data on a regular (rolling research) or one-off basis. Clients normally pay a subscription for these services which are available for both retail (e.g. Nielson) and specialist markets

- syntactics** the grammatical arrangement of words
- systematic random sampling** an anonymous sample selection based on a sampling interval. If, for example, 200 people are required from a population of 19 000, the sampling interval would be 95 (19 000 ÷ 200). In this example a random starting point (between 1 and 95) is chosen and from that point every 95th unit would be sampled
- tactics** the operational element of the communications plan and, by definition, short term. The choice may be between different media (including the Internet) or techniques (e.g. direct marketing)
- tag lines** see **slogans**
- target audience** a defined group of consumers (demographic, geodemographic, users, former customers, etc.) targeted by the marketer
- target marketing** the segmentation of markets, targeting of potential customers and the positioning of the organization in the market (STP)
- target rating points (TRPs)** a variation of gross ratings points adjusted to reflect the chosen target audience
- targeted differentiation** see **repositioning**
- task (budget)** see **objective and task**
- telemarketing** the use of telephony to maintain a relationship with your customer (see 'in-bound' and 'out-bound')
- telesales** cold-calling (without prior contact or permission) with the objective of making a sale or starting the process towards a sale
- television rating points (TVR)** a television advertising media currency calculated by multiplying 'reach' and 'frequency' (effectively TV gross rating points)
- test markets** geographically controlled testing before fully exposing the 'new feature' (product, service, campaign, distribution, etc.) or new brand to a full national or even international launch
- testimonial** a testament to a brand delivered by a personality, an expert or a representative of an average consumer
- testing** unlike marketing research testing measures actual behaviour but does not answer the 'why' and 'how' questions
- test-screening** screening of an advertisement to a sample audience prior to final transmission
- time-based fees (agency)** an established form of recompense in public relations but which is also more generally used on special agency projects
- time-space proximity** the time between a stimulus and a response
- time-to-market** the amount of time it takes an organization to get a product to market from its original inception
- tone** the feeling or emotion associated with a communication
- total set** all of the products available in a category
- trade channel intermediaries** wholesalers, dealers, agents, retailers, etc.
- trade promotions** promotions designed to develop the brand through the trade (e.g. competitions, demonstrations, etc.)
- traffic managers** see **progress managers**
- trait theory** a theory that suggests an individual should be viewed as a composite of several behaviour traits or characteristics
- transactional marketing** the traditional marketing or mass-marketing paradigm
- transfer process** see **public relations transfer process**
- transformational (advertising)** image-dominant, brand building messages
- transnational organization** an organization whose network structure is such that it is difficult to place their corporate centre (although not their original home). These types of organization utilize the worldwide facilities for production and regard its markets as outlets in a global marketplace
- trendsetters** see **fashion icons**
- trial** buying a product for the first time
- trial packs** new product, frequently in smaller than normal quantity and at a special price to encourage trial
- TRPs** see **target rating points**
- trust** a confidence in someone or something. There are three forms of trust: institutional trust, character-based trust and process-based trust
- TVRs** see **television rating points**
- two-step model** a model of communications that shows that some messages come by way of others (e.g. opinion formers and opinion leaders)
- typeface** the style of letters used within an advertisement or other communication
- typical-person endorsement** the use of everyday characters (usually played by characters) to endorse a product or service
- unconditioned response** the response (e.g. salivation) to something that is naturally stimulating (e.g. smell of food)
- unconditioned stimulus** something that naturally stimulates (e.g. smell of food)
- under-the-radar marketing** see **guerrilla marketing**
- undifferentiated targeting** takes place in those markets where the cost of segmenting and targeting is too high or where the product is too generic. In practice, however, there are few examples of truly undifferentiated markets
- unique selling proposition (USP)** the proposition which sets the brand apart from any other brand
- up-selling** selling higher quality (and, therefore, higher price) items to existing customer base
- upward communications** employee to management communications
- user positioning** user benefits relate to the specific profile of the target audience and is commonly accomplished with the aid of demographic and psychographic variables which denote specific lifestyle characteristics
- USP** see **unique selling proposition**
- vaguely right** actual sales directly related to advertising are almost impossible to gauge accurately but an estimation can be said to be vaguely right (see also **precisely wrong**)
- VALs** values, attitudes and lifestyle analysis
- values** see **brand values**
- vampire advertising** see **vampire creativity**
- vampire creativity** (or vampire advertising) occurs when the communication is *too* original, *too* entertaining or *too* involving such that it distracts the consumer from the brand message
- vanguard marketing** see **guerrilla marketing**
- vicarious learning** see **modelling approach**
- viral marketing** marketing spread by word of mouth. Alternatively marketing materials created by the brand owner that are passed on and spread 'virus-like' around the Internet
- virtual marketing** see **viral marketing**
- voice** reaction, usually negative, back to supplier (also see **complaints**)
- voice-overs** commentary over an advertisement

**waste** mass communications that are effectively wasted on non-targeted consumers

**Waterloo effect** content of good advertising campaigns, namely uniqueness, frequency and relevance

**watershed (in advertising)** denoting a time before which certain advertising (and certain programming) cannot be shown

**weak theory of advertising** sees advertising power as much more benign than the 'strong theory of advertising'. It questions the power of advertising to persuade suggesting instead that it acts more as a reminder or gentle nudge toward a particular brand than a highly influential force

**wearout** consumer boredom and/or irritation at a repeated communication

**wheel of prosperity** model detailing the direct marketing process

**win-back strategies** strategies for winning back former customers

**wish image** the image that an organization aspires to

**word-of-mouth** marketing messages that circulate around a marketplace without the aid of marketing communications

**world-view** the consumer's view the world (see **field of perception**)

**World Wide Web (WWW)** the World Wide Web exists on the Internet and is comprised of hypertext pages viewed by a browser. Web pages always begin http:// or https:// signifying the content being viewed is hypertext and transferred using the hypertext transfer protocol

**WWW** see World Wide Web

**zapping** changing channel during a television commercial break

**zipping** the fast-forwarding of pre-recorded programmes enabling viewers to bypass commercials