

MARKETING COMMUNICATIONS – JOHN EGAN

WEBLINKS

Chapter 1

Explore advertising history at: www.hatads.org.uk/.

Views on the marketing function are discussed further at:

<http://www.urbino.net/searchLink.cfm?ID=9&table=Bright&title=The%20Marketing%20Function&searchString=marketing%20function>

Sample agency in 'new media' at: www.theiq-group.com.

Chapter 2

Learn more about silent communication at:

<http://home.arcor.de/be/bethge/nonverbaleng.htm>.

An example of a leading viral marketing agency: www.theviralfactory.com.

Learn more about influentials at: www.brandchannel.com/features_effect.asp?pf_id=196.

Chapter 3

Test your VALS score at: www.sric-bi.com/VALS.

Explore 'Acorn' at: www.caci.co.uk/acorn/.

Learn more about cognitive experiments with rats at:

<http://psychclassics.yorku.ca/Tolman/Maps/maps.htm>.

Chapter 4

See advertising the 'brand' in action at:

www.brandpower.com/.

Useful industry insights into current brand activities can be found at:

www.brandrepublic.com/magazines/campaign.

Stand-alone brands or master brands?:

www.honeywell.com/sites/brandM/standb2mb.htm.

Chapter 5

Industry news can be found at:

www.marketingweek.co.uk

and

www.brandrepublic.com/magazines/marketing.

Look at the Italian Mediaworld website at:

www.mediaworld.it

Chapter 6

Online survey options at <http://web-online-surveys.com>.

See online data source examples at:

www.cia.gov/cia/publications/factbook/index.html

and

<http://smallbusiness.dnb.com/>.

Read about the Likert scale at:

<http://ourworld.compuserve.com/homepages/jsuebersax/likert.htm>.

An example of online research at: www.nielsen-netratings.com

and Internet gateways at: www.intute.ac.uk/socialsciences and www.hero.ac.uk.

Chapter 7

Take the VALs survey at: www.sric-bi.com/VALS.

Further commentary on mass customization can be found at:

www.managingchange.com/masscust/overview.htm.

Customer loyalty, can it be bought? Consider the arguments at:

<http://sbinformation.about.com/od/advertisingpr/a/customerloyalty.htm>

and

www.cio.com/archive/010102/loyalty.html

and

www.thewisemarketer.com/features.

More information on perceptual mapping can be found at:

www.populus.com/techpapers/map.php

and

www.learnmarketing.net/perceptualmaps.htm.

Chapter 8

Creative brief ideas can be found at: www.adcracker.com/brief/index.htm

and

www.bytestart.co.uk/content/marketing/articles/creative-brief-writing.shtml

and

www.isba.org.uk/isba/documents/Client-brief.pdf#search=%22'agency%20brief'%22.

Advertising slogan examples can be found

at: www.adslogans.co.uk.

View a range of past television advertisements online at:

www.absolutelyandy.com/tvadverts.

For an example of how advertising online operates, look at: www.bidvertiser.com.

Chapter 9

Explore questions of advertising effectiveness at: www.adcracker.com/theory/feel.htm and http://papers.ssrn.com/sol3/papers.ctm?abstract_id=906662

View the latest advertisements online at: www.adwatch.tv/.

Look at the Centre for Interactive Advertising at: www.ciadvertising.org.

For more examples of music used in advertising look at: <http://www.commercialbreaksandbeats.co.uk/>.

Chapter 10

Visit the Institute of Sales Promotion's website at: www.isp.org.uk.

An example of a Sales Promotion Magazine at: www.salespromo.co.uk.

For examples of sales promotion product suppliers look at: www.4imprint.co.uk
www.britishcompanies.co.uk/promotionalitems.htm
www.promotional-merchandise.org.uk.

Chapter 11

CIPR is the largest public relations institute in Europe: www.ipr.org.uk.

Useful industry information on public relations can be found at: www.prweek.com/uk/.

For examples of public relations agencies look at: www.greenpr.co.uk and www.nelsonbostock.com.

Getting your message out: www.prnewswire.com.

Chapter 12

Sponsorship news can be found at: www.sponsorship.com.

More information on sports and arts sponsorship can be found at: www.sports-sponsorship.co.uk and www.uksponsorship.com/arts1.htm.

For more information on marketing and London 2012 look at: www.london2012.org/en/olympic_marks.htm.

Chapter 13

For more information on direct marketing look at the Institute of Direct Marketing's website at: www.theidm.co.uk.

For an example of how consumers can prevent unwanted mail look at: www.mpsonline.org.uk/mpsr.

More information on direct marketing can be found on the Direct Marketing Association's website at: www.the-dma.org and on the Institute of Direct Marketing at www.theidm.co.uk.

Examples of direct marketing trade magazines can be found at: www.responsemagazine.com/responsemag

and www.directmag.com.

Chapter 14

For more information on in-store marketing look at *In Store Magazine*'s website: <http://www.instoremagazine.co.uk/>.

POP Industry Bodies:

www.popai.co.uk

and www.instoremarketer.org.

For more information on in-store research look at:

www.ddimagazine.com/displayanddesignideas/design_center/instore_marketing.jsp.

For an example of a retail activity research company look at: www.rms-uk.com.

Chapter 15

The American Association of Advertising Agencies website can be found at: www.aaaa.org.

For fascinating insights into what industry professionals are thinking look at: www.adverblog.com.

Integration in practice at: www.bima.co.uk and www.netline.com/newsletter/h/feature02_02.html.

An example of integrated marketing communications in action at: www.mediacampaign.org.

Chapter 16

For an example of a marketing communications company with a specialism in internal marketing look at: www.frameworks.co.uk.

For a view on what makes employees happy look at:

www.insightlink.com/What-makes-employees-happy.html.

For advice on building an internal marketing programme look at: www.brandbuilding.com/best/buildinginternal.htm.

Chapter 17

For examples of trade magazines look at:

www.pharmafield.co.uk

and

www.sme.org/cgi-bin/find-issues.pl?&&ME&SME&

and

www.retail-week.com.

For an example of business-to-business and business-to-consumer look at Viking Direct's website: www.viking-direct.co.uk.

Visit the Star Alliance website at: www.staralliance.com.

Chapter 18

Look at Advertising Standards Authority's website at: www.asa.org.uk/asa.

For more information on understanding data rights look at: www.ico.gov.uk.

Look at the Office of Fair Trading's website at: www.offt.gov.uk.

Look at the European Advertising Standards Alliance's website at: www.easa-alliance.org.

Chapter 19

Look at BRAD's website at:

www.brad.co.uk/info/.

Useful information on the history of UK advertising can be found at:

www.hatads.org.uk/links.htm.

See the ISBA's website at: www.isba.org.uk/isba.

For an example of a full service agency look at: www.principlesagency.co.uk.

Chapter 20

For an online guide to globalization look at:

www.globalisationguide.org.

For more information on John Kenneth Galbraith look at:

www.johnkennethgalbraith.com.

For more examples of translation errors look at: www.mistranslatedsigns.com.

Chapter 21

The future of retailing? Take a look at: www.future-store.org.

Take a look at *PR Week's* website: www.prweek.com.

Learn more about marketing metrics at:
www.ad-mkt-review.com/public_html/docs/fs059.html.

Learn more marketing terms at: www.marketingpower.com/mg-dictionary.php.