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6.2

Planning and executing an Advertising Campaign

KEY TERMS

Advertising campaign
Advertising plan
Target audience
The premise of an advertising campaign
Advertising appropriation
Media plan
Advertising message
Copy
Artwork

LEARNING OBJECTIVES

Once you have completed this lesson, you should be able to:

- 6.2.1** Summarize the eight major steps in developing an advertising campaign.
- 6.2.2** Describe how to create an advertising message.
- 6.2.3** Explain how to evaluate the effectiveness of an advertising campaign.

MARKETING MATTERS

After the advertising plan has been created, the budget set, and the creative strategy developed, the creative team prepares the strategic brief, which guides the development of the creative concept. The creative concept for advertising utilizes several common formats, all of which have the objective of making the advertising campaign stand out among the noise of other advertising messages, and delivering its messages to consumers in a memorable way. Once the company that commissioned the advertising campaign from the advertising agency has approved its creative concept, the campaign is executed. However, this is not the end of the process. A number of research concepts are then used to gauge the effectiveness of the campaign. Several different review boards and other individuals also oversee advertising campaigns that are implemented to help ensure they are fair, honest, and not deceptive or harmful to the public.

Advertising Campaign Planning Developing An Advertisingbased Marketing Plan

Clifford Lane



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