AAAA (American Association of Advertising Agencies)
National organization of advertising agency business, representing 630 agencies of various sizes. AAAA agencies place close to 80% of all advertising appearing in U.S. AAAA has developed standards of practice and the time buying contracts used by most advertising agencies.

AAF (American Advertising Federation)
The AAF advocates the rights of advertisers through educating the government, news media and general public. The AAF accomplishes these goals through a nationally coordinated grassroots network of 50,000 affiliate members including advertising associations, and college chapters.

Advertisement
A specific message that an organization has placed to persuade an audience.

Advertiser
The company paying for the advertisement.

Advertising
A paid, mass-mediated attempt to persuade by an identified sponsor.

Advertising campaign
A series of coordinated advertisements and other promotional efforts that communicate a single theme or idea.

Advertising carry-over
Amount of retention of advertising message effects (e.g., exposure, awareness, recognition, recall) on a selected target audience through time. This is the opposite of the advertising decay rate, and is often referred to as the advertising retention rate. It is useful in estimating cumulative advertising effects.

Advertising Council
A non-profit organization providing the media industry with public service campaigns on a number of social issues.

ANA (Association of National Advertisers)
The ad industry's oldest trade association (est. 1910), ANA is the only one exclusively dedicated to serving the interests of corporations that advertise regionally and nationally. ANA members (representing 2,000 subsidiaries, divisions and operation units) market a variety of goods and services that account for over 80% of all annual regional and national ad expenditures in U.S. ANA's Outdoor Advertising Committee addresses issues to advertisers using or considering those media to ensure maximum effectiveness.

ARF
American Research Foundation. Founded in 1936 by the Association of National Advertisers and the American Association of Advertising Agencies, the Advertising
Research Foundation is the preeminent professional organization in the field of advertising, marketing and media research. Its combined membership represents more than 400 advertisers, advertising agencies, research firms, media companies, educational institutions and international organizations. The principal mission of the ARF is to improve the practice of advertising, marketing and media research in pursuit of more effective marketing and advertising communications.

**Attributes**
An inherent characteristic of a product, either physical, such as what the product is made of, or perceptual, such as the way the product is thought of by the consumer.

**A to S Ratio**
Advertising to Sales Ratio. Measurement used to for both budgeting and comparison with competition.

**Audience**
A group of individuals who may receive and interpret messages sent from advertisers through mass media.

**BDI**
Brand Development Index - calculated index of the percentage of a brand's total sales that occur in a given market, as compared to the percentage of the total population of the market.

**Benefits**
Positive results that come directly or indirectly from a product based upon its attribute, features, and functions, both real and perceived.

**Brand**
A name, term, sign, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.

**Brand advertising**
Advertising that communicates the specific features, values, and benefits of a particular brand offered for sale by a particular organization.

**Brand assistant**
Support staff position within the brand group, usually reporting to the brand manager.

**Brand equity**
Developed by a firm that creates and maintains positive associations with the brand in the mind of consumers.

**Brand extension**
An adaptation of an existing brand to a new product area.
**Brand group**  
Management and support staff, sometimes including research and sales promotion personnel, assigned to a particular product brand.

**Brand loyalty**  
A decision-making mode in which consumers repeatedly buy the same brand of a product as their choice to fulfill a specific need.

**Brand Management**  
System of running competing brands of products within the same company, first proposed by Neil McElroy at P&G. Each brand group is a team that operates as a relatively independent marketing organization within the larger organization while utilizing common resources.

**Brand Manager**  
The individual in an organization responsible for decision-making surrounding the planning, developing, implementing, and controlling the marketing of a brand. Sometimes called "product manager."

**BtoB/B2B (Business-to-Business)**  
Businesses whose customers are other businesses.

**BtoC (Business-to-Consumer)**  
Businesses whose major customers are consumers.

**Category Manager**  
Marketing executive who works for a multi-brand marketer, responsible for a particular product category. These responsibilities may cover a number of brands, products, or services.

**CEO (Chief Executive Officer)**  
Top management officer responsible for overall "big picture" performance of a company.

**CFO (Chief Financial Officer)**  
Managerial position responsible for financial affairs within the company.

**CIO (Chief Information Officer)**  
Managing officer charged with directing data-collection and processing systems within the company.

**Client**  
The company or organization that pays for advertising. Also called the sponsor.

**Comparison advertising**  
A controversial method of advertising first discouraged by major agencies, larger advertisers and trade groups but supported by the Federal Trade Commission and
consumers. And legalized in 1980 when congress restricted the FTC’s power to monitoring deceptive ads.

**Cooperative advertising**
The sharing of advertising expenses between national advertisers and local merchants. Also called *co-op advertising*.

**Corporate advertising**
Advertising intended to establish a favorable attitude toward a company as a whole, not just toward a specific brand.

**CMO (Chief Marketing Officer)**
Managing officer with responsibility for a company's marketing function.

**Convergence**
Trend and tendency of technologies and business categories to merge, duplicate, compete, and overlap. For example, convergence in the financial category, banks, brokerage firms, insurance companies, and your credit card are all converging with overlapping and competitive financial services.

**COO (Chief Operating Officer)**
Managing officer with ongoing responsibility for company operations. Reports to CEO and Board of Directors.

**Differentiation**
The process of creating a perceived difference, in the mind of the consumer, between an organization’s brand and the competition’s.

**Direct Mail**
Form of advertising sent to prospects through the US Postal Service, or some other mail service.

**Direct response advertising**
Advertising that asks the receiver of the message to act immediately.

**Direct sales**
Personal presentation, demonstration, and sale of products and services to consumers, usually in their homes or place of employment.

**Durable goods**
Products with a long life span, like automobiles and televisions, which are purchased infrequently, and do not require frequent replacement. These are usually major cash expenditures or credit charges, and because of the long life span do not create a short turn-around cycle.

**Economies of scale**
The ability of a firm to lower the cost of each item produced because of high-volume production.

**External position**
The competitive niche a brand pursues.

**Field marketing**
Marketing executed at a local level, i.e. "in the field."

**Financial services marketing**
The competitive provision of monetary services by banks, brokers, insurers, and others to consumers in the marketplace.

**Functional superiority**
An actual, inherent advantage of a product or service as compared to another product within the same category.

**Global advertising**
Developing and placing advertisements with a common theme and presentation in all markets around the world where the firm’s brands are sold.

**Government officials and employees**
One of the five types of audiences for advertising; includes employees of government organizations, such as schools and road maintenance operations, at the federal, state, and local levels.

**Gross domestic product (gdp)**
A measure of the total value of goods and services produced within an economic system.

**Hard Sell**
A style of message development that relies on a structured argument as opposed to an emotional appeal. Also referred to as “Reason Why.”

**High-involvement**
Refers to a product that requires considerable thought and consideration from consumers when it comes to purchase, a computer for example.

**Household consumers**
The most conspicuous of the five types of audiences for advertising; most mass media advertising is directed at them.

**Image**
Style of message development that relies heavily on aesthetics often includes an emotional appeal. Also referred to as “Soft sell.”

**Inelasticity of demand**
Strong loyalty to a product, resulting in consumers being less sensitive to price increases.

**Inherent Drama**
Leo Burnett’s philosophical approach to creative development that finds the essence of the product and emphasizes that essence. “There’s almost always something there, if you can find the thing about the product that keeps it in the marketplace.” -- L. Burnett

**Intellectual Capital**
Value derived from ideas, patents, trademarks, and other information-driven content. The increasing value of conceptual content has become one of the driving forces in our economy, powering industries such as software, and entertainment.

**Integrated brand promotion (IBP)**
The use of various promotional tools, including advertising, in a coordinated manner to build and maintain brand awareness, identity, and preference.

**Integrated marketing communications (IMC)**
The process of using promotional tools in a unified way so that a synergistic communications effect is created.

**Internal position**
The niche a brand achieves with regard to the other similar brands a firm markets.

**International advertising**
The preparation and placement of advertising in different national and cultural markets.

**Line extension**
The strategy of applying an existing brand name to another product in the same category, usually with the objective of increasing total category sales.

**Local advertising**
Advertising directed at an audience in a single trading area, either a city or state.

**Low-involvement**
Refers to a product that requires little thought and consideration from consumers when it comes to purchase, a package of gum for example.

**Margin**
The difference between the cost of the seller’s goods and the price of the product paid by the ultimate consumer.

**Market segmentation**
The breaking down of a large, heterogeneous market into submarkets or segments that are more homogeneous.
Marketing
The process of conceiving, pricing, promoting, and distributing ideas, goods, and services to create exchanges that benefit consumers and organizations.

Marketing budget
The discretionary funds utilized in implementing the overall marketing strategy.

Marketing mix
The blend of the four responsibilities of marketing—conception, pricing, promotion, and distribution—used for a particular idea, product, or service.

Marketing plan
Written document describing the overall strategy developed to market (or promote?) a particular brand, organization, or product.

Market research
The systematic gathering, development, and analysis of new information used in marketing and advertising decisions.

Media
The plural term used to refer to all means that can be used to speak on behalf of a brand. Traditional media include newspapers, magazines, radio, television, outdoor advertising and yellow pages. Untraditional media can be far reaching and includes everything from fruit stickers to T-shirt advertising.

Medium
One of the forms of communications that can be used to deliver advertising messages to consumers (i.e. magazine is a medium; newspaper is a medium)

Members of a trade channel
One of the five types of audiences for advertising; the retailers, wholesalers, and distributors targeted by producers of both household and business goods and services.

Members of business organizations
One of the five types of audiences for advertising; the focus of advertising for firms that produce business and industrial goods and services.

National advertising
Advertising that reaches all geographic areas of one nation.

Packaged goods
Products consumed, usually repeatedly, in a fairly short period of time creating a cycle of need, purchase, use, need. There is always a new market for them.

Packaging
The physical appearance and characteristics of a product's container or wrapping.
**People**  
One of the "Five Ps of Marketing." People refers to the brands target consumer group.

**Physical distribution**  
A set of activities and organizations that deliver product from maker to consumer.

**Place**  
One of the "Five Ps of Marketing." Place refers to the distribution of the brand.

**Positioning**  
1. Marketing communication approach that focuses on where the product resides (or could reside) within the mind of the consumer. 2. Marketing which looks at the relative place of a brand in relationship to the competitive environment. 3. The relationship between the perceptual attributes and benefits of a product and the primary target's lifestyle.

**Pre-emption**  
In early advertising, a marketing strategy first used by Claude Hopkins whereby a product feature common among all products in a category is claimed by a single manufacturer as the feature that distinguishes its brand.

**Price**  
One of the "Five Ps of Marketing." Price refers not only to the price of the product, but the margins available to fund brand activities and still deliver a profit.

**Primary demand stimulation**  
Using advertising to create demand for a product category in general.

**Product**  
One of the "Five Ps of Marketing." Product refers to the brand itself - the product or service provided and the benefits that product or service delivers.

**Professionals**  
One of the five types of audiences for advertising, defined as doctors, lawyers, accountants, teachers, or any other professionals who require special training or certification.

**Promotion**  
One of the "Five Ps of Marketing." Promotion refers to the set of activities designed to advance goods and services in the marketplace. Promotion includes advertising and sales promotion as well as other marketing communications activities.

**Prospects**  
Individuals identified as those most predisposed to buying a company's product or service.
Public relations
Communication concerned with promoting the public's conception of issues, products, organizations and companies, and personalities.

Publicity
Attempts to receive favorable media coverage of a product, service, organization, or person. Typically this is achieved by use of media through press releases, press conferences, product literature, pamphlets or materials, celebrity appearances, or sponsored events.

Reason-Why
A style of advertising developed by John E. Kennedy where “logic, plus persuasion, plus conviction [are] all woven into a certain simplicity of thought -- predigested for the average mind.”

Regional advertising
Advertising carried out by producers, wholesalers, distributors, and retailers that concentrate their efforts in a particular geographic region.

Sales Promotion
The use of an incentive to encourage purchase of a product making use of price reductions, such as coupons or value added offers, such as "two-fers." These may be provided to sales force, distributors, or the ultimate consumer to stimulate immediate sales.

Selective demand stimulation
Using advertising to stimulate demand for a specific brand within a product category.

Services
The provision of time, advice, space, care, information, or other intangible such as hotel lodging, insurance, or health care, as distinguished from tangible products.

Share (of market)
The percentage of the market "owned" by your brand. This information is usually provided by some syndicated research service, such as Nielsen or IRI.

Share of voice
The percentage of media weight that a brand has relative to the media spending of all competitive brands in that category.

Slotting allowance
A fee charged by retailers for placement of a manufacture's product on retail shelves.

SKU (Store Keeping Unit)
The measurement of product based upon packaging by size or count, usually at difference
prices.

**Social meaning**
What a product or service means in a societal context.

**Soft-Sell**
A style of advertising introduced by Theodore F. MacManus referred to as “atmospheric” because the layouts are more artful and the copy more reflective, personal and less direct than the “reason why” style.

**Strategy**
A cohesive plan for directing a course of action; a guide for decision-making designed to bring about a certain (hopefully favorable) outcome.

**Symbolic value**
What a product or service means to consumers in a nonliteral way.

**Target audience**
A particular group of consumers singled out for an advertisement or advertising campaign.

**Trade journals**
Magazines published specifically for members of a trade that carry highly technical articles.

**USP**
The central selling idea for an ad or commercial; a selling point matched with consumer benefit, expressed in a unique way.

**Value**
A perception by consumers that a product or service provides satisfaction beyond the cost incurred to acquire the product or service.

**War Advertising Council**
The advertising industry effort to help out during World War II, an effort which accounted for approximately one billion dollars in agency time and media space.