This course is a soup-to-nuts immersion in the total advertising process. From 19th century print ads to 21st century digital, from strategy development, the identification of the “big idea,” execution, and evaluation, the focus will be on collective learning. what works, what doesn’t and why. The agenda is filled to the brim with industry case histories which the class will participate in with critiques, alternative approaches, discussions, etc.

Guest lectures from leading practitioners will further the strategy of bringing the marketplace into the classroom.

Course Objective: A clear understanding of the role of advertising and the process of developing superior advertising in the 21st Century.

Strategy: Within practical limits, bring the past and current world of advertising into the classroom for observation, discussion, and evaluation.

Execution: Pepper the class schedule with collective learning reviews of all media advertising, case histories, and guest lectures. We’re shooting for at least two guests from industry: ad agencies large and small, creative and media, advertisers, advertising research firms and media companies.

Promise: You will never view or listen to another ad without questioning its effectiveness, its strategy, and its execution.

You will create advertising for a beverage in your team assignment. You will also critique/judge “live” advertising award candidates – for David Ogilvy Awards.

Required Material

- Bulk Pack – contains cases and assigned readings and is available from Wharton Reprographics/Study.net.
- Canvas (on line)
Readings and Class Participation

I will assume you have completed the assigned reading and are prepared to offer your input and interpretation. I am comfortable calling or participation from anyone at any time.

We will have short class to class oral and written assignments designed to pull you into key milestone subjects and issues – so if a class is missed, you should catch up with colleagues to stay current.

Grading

Grades will be weighted as follows:
- Advertising strategy team project (groups of 6-7) with Peer Review 45%
- Written strategy brief/David Ogilvy Award 35%
- Class discussion/participation/assignments 20%
Building an Advertising House of Excellence

Track, Model, Learn

Media

Execution

"Pre-Test"

The "Big Idea"

Creative "Brief"

Positioning

Marketing Research

The Powerful Concept of Branding

Advertising Objectives/Budget

Corporate/Company Strategy/Porter
Course Outline

- Advertising Defined
  - Role of advertising
  - What it can and can not do
  - What is strategy?
  - Setting advertising objectives

- The Importance of a Well-Planned Strategy
  - Sources of Strategy Development
  - The Consumer
  - Segmentation
  - Optimizing Brand Strategy
  - The Positioning Statement
  - The Creative Brief

- The Big Idea/Creativity
  - How to advertise
  - Key drivers of successful advertising
    * Print, Radio, TV

- Advertising Execution

- Evaluating Advertising
  * "Counting Eyeballs"!
  - Recall? Persuasion? Both? Neither?
  - How advertising works
  - Advertising and profitability
  - Modeling advertising

- Advertising Agencies
  * Pitching clients, compensation

- Media
  - Planning
  - TV, print, radio, outdoor, yellow pages, Internet
  - Creating a "Buzz"
  - Non-traditional media
Biography

Anthony J. Adams

Anthony J. Adams (Tony), after a first “career” in business, joined the faculty of the Wharton School at Pennsylvania in September, 1994. Since that time, he has taught a number of undergraduate and MBA courses, including Advertising, New Products and Consulting. He has also taught MBA courses at Villanova University, Cheung Kong University in Shanghai, China and Executive MBA courses at St. Josephs University. In addition to teaching, he has been a consulting Partner with Marketing Insights, Inc., completing assignments for a number of Fortune 100 companies, including Clorox, Sears, Colgate, Hasbro, Bristol Myers Squibb, Merck, Hewlett Packard and others.

Mr. Adams was previously Vice President (Principal) of Marketing at The Vanguard Group, the #1 mutual fund family in the U.S., Director of Strategic Marketing Research at the Coca Cola Company and Vice President of Marketing Research at Campbell’s Soup Company.

Tony was the founder of the prestigious “David Ogilvy Award” for the ARF, recognizing the role of marketing research in the creation of superior advertising. Other affiliations include: Chairman of the Marketing Advisory Committee of the U.S Census, prior Chairman of the Board of Directors of the Advertising Research Foundation (ARF), former Chairman of the Research Committee and a member of the Advertising Management Committee of the Association of National Advertisers (ANA), a former member of the Board of Directors of the Police Athletic League (PAL) and a member of the executive committee and volunteer for PROJECT SUSTAIN (projects in Russia, Malawi and Guatemala).
One of the most frequently quoted marketers (CBS Evening News, The Wall Street Journal, New York Times and other business publications), Mr. Adams has also lectured in numerous colleges and professional organizations (FTC, ANA,AMA,ARF,IFT,FMI). Tony was recently the Editor of the AMA’s Marketing Research magazine and authored chapters in two books on packaging strategy and advertising research.

David Ogilvy wrote about Adams, “my admiration for you, professionally and personally, has no bounds”. Faith Popcorn referred to Adams as “gutsy and creative” in her book, Clicking. Except for a tenure in Atlanta working with Coke, Tony has lived in the Philadelphia area. He’s a graduate of the Wharton School at The University of Pennsylvania, is married to Ellen Adams, has two children and six grandchildren and lives in Wayne, Pa.
# Marketing 224 – Advertising
## Class Schedule

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<th>Class</th>
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<th>Bulk Pack Read/Presentations</th>
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<td>Advertising Immersion “Hello”, Logistics Advertising Defined Team Formation</td>
<td>Superior Television Presentation PDF#1</td>
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<td>#2 – 22nd</td>
<td>Role of Advertising - Role of Advertising (ANA) What Ads Can and Cannot Do (Harper), Porter’s “What is Strategy?” Advertising Objectives, budget Teams Formed</td>
<td>Ogilvy “Winner” video Class 2 assignment PDF # 1&amp; 2, 3</td>
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<td>#3 –27th</td>
<td>The Concept of Branding Segmenting, Targeting Positioning</td>
<td>.PDF #4,5 Handout Class 3 assignment</td>
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<td>#4 –29th</td>
<td>Segmenting, Targeting, Positioning Continued Ogilvy’s Advertising that Sells Positioning Tools Marketing Research</td>
<td>PDF #5.6 Class 5 assignment PDF #6</td>
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<td>#5 –3rd</td>
<td>The Creative Brief Team Assignment,PDF #7</td>
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<td>#6 –5th</td>
<td>Guest Lecture, Bill Moult; Neuroscience in Marketing Advertising and Research</td>
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<td>#7 –10th</td>
<td>Guest Lecture, Peter Intermaggio, Snr. VP, Comcast Xfinity, Marketing and Communications</td>
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#8 - 12th  The “Big Idea!!” Creative Techniques Slogans, etc.

#9 - 17th  How to Create Great Print (Digital Billboards) Presentation. Hand out “Digital workbook”; Evaluating Advertising, Product Placement

#10 - 19th - Guest Lecture, Andrew Lipsman ComScore, “Digital Advertising – Where have we been? Where are we going?”

#11 - 24th  Media, Int’l, Agencies, PDFs 10, 11, 12

November 26th (Wed), No Class

#12 – 1st “Digital Day” – Assignment due

#13 – 3rd  Team Presentations -Written Assignment Due

#14 - 8th  Team Presentations/ Last Class
Part One (1)

1. You have been chosen a 2014 David Ogilvy Award Judge – judging the merits of (X) “live” entries which are current case histories of advertising success. You will judge the entries on the basis of marketing research’s contribution to superior advertising (as David Ogilvy would define as “advertising which sells!”). But more importantly, you will also judge them on criteria beyond just marketing research including all issues covered in class and in our course pack-ad objectives, positioning (target group, core user, segmentation, etc.) “Big Idea”, media plan, use of non traditional media, “buzz”, tracking/results, etc.

2. After reading and analyzing the ten cases, provide a written critique of each entry, your choice for a “winner” and reasons why. Your critiques of each candidate and reasons for choosing your winner should incorporate at least eight (8) key learnings from class, guest lecturers and course pack. These eight should be highlighted and footnoted as to which class, which reading, etc.

3. Don’t be influenced by the “fancifulness” or finish of an entry. Samples of the actual advertising are on Canvas. However, you might want to add more input using Ad Age.com, Adweek.com, YouTube, Hulu, TV viewing, magazines, etc. If you do, you can use our class/bulkpack knowledge to add to your eight learning’s critique.

4. Your total written critique should be no longer than four (4) pages. (Hint: Comparison tables are space efficient) Keep your evaluations and the cases themselves confidential! The ARF, the Ogilvy Award committee have asked me to request this.

Part Two (2)

1. Ten 2005 Ogilvy winner cases are behind the ten 2014 candidates. Review each one page summary for these brand winners and answer the following:
   • Which had the best, most actionable target group/core user and why?
   • Which brand best used a “competitive set” definition to leverage its positioning and sales result and why?
   • Which brand has the most unique benefit and why?
   • Which brand has the strongest “results” story and why?
   • Which should be the overall winner and why?
Marketing 224 – Team Project

What’s Expected?
• Objective – Deliver an integrated Marketing/Advertising presentation to brand management team
• Number of teams – 8 “max” (2 days of presentations); Ideal team size is 6 but 7 is max
• Presentation length – 15 to 17 minutes
• Executive Summary of your pitch – maximum of 4 pages
• Total Report, including copy of your PowerPoint presentation, plus exhibits, videos, storyboards – as long as you like

Marketing/Advertising Plan:
• Marketing Objective
• Advertising Objective
• Marketing and Advertising Strategy
• Positioning (Must include the Positioning “Formula”)
• Creative Brief
• Marketing Research supporting the positioning and brief. This should include some type of primary research (research your team does) as well as secondary research. Primary research usually consists of a focus group or two and/or a “promise” test or test of the creative
• Creative – actual video, outdoor, radio, internet, etc. are optional, At least one “buzz”/PR recommendation is required
• Media Plan (include a calendar)
• Your plan should include at least three (3) specific class/bulk pack “learnings”. These should be highlighted.

Brand Chosen:

Team Facilitator/Coordinator:

Other Team Members and phone:

Due: Last or next to last class
Possible Team Roles

First, it’s important to say that all members of the team will probably (and should) participate in all stages of the process.

That said, it’s usually productive to assign specific team members to take responsibility (and accountability) for key functions. Some functions may have 2 or 3 assigned individuals. Functions may include:

- Marketing Research – both qualitative and quantitative, i.e. focus groups, one on ones, promise test (if chosen), storyboard focus groups, “copy test”, etc.
- Creative development – storyboards, print, internet concepts
- Media selection – TV, print, radio, outdoor, internet, new “alternative” media, the budget, the “calendar”
- “Buzz” – product placements, viral marketing, promotional tie ins, etc.
- Final presentation, PowerPoint “ace”, rehearsals, etc.
Fall 224 Extra Credit Opportunities

- We’re offering an opportunity for you to “show your stuff” in Advertising for extra credit/class participation score:
- Beginning each class starting with Class #4, one student will show a TV commercial (or Internet ad) to the full class. Based on “knowledge to date”, what has been covered in class up until that class, the student will offer a 3 to 5 minute critique of the ad. What “worked”, what didn’t and why? Students will “sign up” for this opportunity by e-mailing Prof. Adams at aantony@wharton.upenn.edu or zachsplace_1@msn.com. In the order these emails are received, you will be assigned a class #. (Don’t wait too long – history says these slots will fill up fast!)
2.4 Class #2 Assignment
One page write up

1. Read Porter’s Harvard article
2. Porter cites a number of companies which meet his definition of superior strategy (Ikea, Southwest Airlines, Vanguard, etc.). Name 2 additional companies(or brands) which also meet his definition and criteria. Why?
3. Name 2 companies (or brands) which do not meet his criteria? Why?
4. Draw a rough “activity grid” similar to those Porter does for my old company, Vanguard (and Southwest Airlines) for (pick one), either Google, Apple, Facebook or, a company you used to work for. Does it meet Porter’s definition of “good strategy? Why?
5. What do you think Porter’s article on business/company strategy has to do with Advertising?? How does it tie in with the “TV Advertising Guidelines” presented in class 1?
Revised Class #3 Assignment (Written, 1 page)

Since the Super Bowl is still fresh in many of our minds and I’ve obtained all of the commercials run on the Super Bowl, let’s have some fun!!

1. You can find all of the super Bowl commercials on Canvas. It is formatted to view either alphabetically or by the “ratings” given each commercial by Ad Age and USA Today. Choose the “ratings” format

2. Look at the first 10 commercials. Have your “Adams” TV advertising guide lines handy as you watch the 10 commercials.

3. Which of the commercials seem to follow the best practices Adams guidelines the best. Why?

4. Which of the commercials “violate” the guidelines? How and/or why?

5. After watching these commercials, are there any “Adams” guidelines you now feel are not valid?? Why? (Yes, you can disagree with your Prof)

6. Which commercial did you feel was your favorite in terms of “liking” (USA Today’s criteria). Which commercial do you think did the beat job of selling the product? Are your choices different or the same? Why so?
TV Advertising Guidelines

- **Brand Differentiating Message**
- **Clear Brand Registration** (the “early, often” factor)
- **Clear, Concrete** (as opposed to abstract) **Positioning**
- **Recognizable Benefit or Reward**
- **Keep it Simple!!**
- **“Surprise em”!!**
- **Relevant Humor**
- **Build Viewer Involvement**
- **Good-** supers, “start with a fire”, get attention, surprises, dramatic pauses, “news”, good casting, convenience or other “trends”
- **Bad –** quick cuts, don’t show the package or brand name, gimmicks
The Role of Advertising

- Advertising: A Pillar of the Economy
  $400 Billion – 2% of GNP, constant “It pays to advertise!

- Advertising is the Foundation of Media
  Supports TV, Radio, Print, Digital, Social Networks, etc.

- Advertising is a cost of doing business and is 100% tax deductible

- Advertising is Regulated by the Gov’t, FTC, etc. as well as Self Regulating itself, NAD, NARB of BBB

- Advertising creates, produces and runs
  Public Service Campaigns, Drgs, Smoky the Bear, Anti Smoking