MARKETING DEPARTMENT
The Wharton School
University of Pennsylvania

MKTG 265: Advertising Management
Fall 2015

Office Hours:
By appointment

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This course is a soup-to-nuts immersion in the *total* advertising process. From 19th century print ads to 21st century digital, on-line and mobile 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 objective 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 four 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** 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.**
- **Canvas- on line**

1

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   40%
- Written strategy brief/David Ogilvy Award   33%
- Class discussion/participation/assignments   17%
- Mid Term Quiz   10%

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
    - "Traditional" TV, print, radio, outdoor,
    - Creating a **"Buzz"**
    - **Digital** including a "Digital Handbook", a Digital Guest speaker and "Digital Day

Marketing 265
Written Assignment
Due: November 30th
David Ogilvy Award Critique

Part One (1)

1. You have been chosen a 2015 David Ogilvy Award Judge – judging the merits of twelve (12) "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 twelve 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 265 – 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 but recommended, At least one "buzz"/PR recommendation is required
- Media Plan (include a calendar)
- Your plan should include at least five (5) specific class/bulk pack "learnings". These should be highlighted.
- Finally, you have to choose an **outside ad agency** as a back up to your assignment. From the **agency profiles in your coursepack**, and **your brand objectives**, strategy and brief, **select one agency** and give reasons for their selection

Brand Chosen:_____

Team Facilitator/Coordinator:_____

Other Team Members and phone:_____

_____

_____

_____

_____

_____

Due: Last or next to last class

Marketing 265- 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, Print ad or Digital/Internet ad. Based on **"knowledge to date"**, what has been covered in class, you will offer a **3-5 minute critique** of the ad. What worked? What didn't? and Why?

- You can sign up for this opportunity by e mailing Prof. Adams at aanthony @wharton.upenn.edu. In the order these e mails are received,, you will be assigned a **class #.** Don't wait too long – history says **these slots will fill up fast!!**

265 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 <u>do not</u> 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 <u>Google, Apple, Facebook</u> 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?

265 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.
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?