

Strategic Brand Communication Campaigns

Don E. Schultz Beth E. Barnes



Strategic Brand Communication Campaigns

Peter Stockinger



Strategic Brand Communication Campaigns:

Strategic Brand Communication Campaigns Don E. Schultz, Beth E. Barnes, 1999 This new and revised edition of Strategic Advertising Campaigns provides a thorough review of the fundamentals of formulating and implementing comprehensive brand communication campaigns It includes graphs flow charts and illustrations throughout *The New Strategic Brand Management* Jean-Noël Kapferer, 2008 Adopted internationally by business schools MBA programmes and marketing practitioners alike The New Strategic Brand Management is simply the reference source for senior strategists positioning professionals and postgraduate students Over the years it has not only established a reputation as one of the leading works on brand strategy but also has become synonymous with the topic itself The new edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking Revealing and explaining the latest techniques used by companies worldwide author Jean No l Kapferer covers all the leading issues faced by the brand strategist today supported by an array of international case studies With both gravitas and intelligent insight the book reveals new thinking on a wealth of topics including brand architecture and diversity strategies market adaptation approaches positioning in the private label and store brand environment and much much more Whether you work for an international company seeking to leverage maximum financial value for your brand or whether you are looking for practical guidance on brand management itself Kapferer s market leading book is the one you should be reading to develop the most robust and watertight approach for your company **Strategic Brand Management, 4th Edition** Alexander Chernev, 2025-01-15 Strategic Brand Management outlines a systematic approach to understanding the key principles of building strong brands This book offers a cohesive framework for brand management highlighting the distinct role of brands in creating market value Topics covered include crafting a compelling value proposition designing brand attributes developing impactful communication campaigns managing brand portfolios cobranding brand repositioning managing brands over time protecting the brand measuring brand impact and creating a strategic brand management plan Clear concise and practical Strategic Brand Management is the definitive text on building strong brands Sport Promotion and Sales Management Richard L. Irwin, William Anthony Sutton, Larry M. McCarthy, 2008 This is a guide to promotion and sales in the sport industry Experts from the classroom and sports field offer insights and experiential data on the skills needed to succeed in sports promotion and sales **Principles of Strategic Communication** Derina Holtzhausen, Jami Fullerton, Bobbi Kay Lewis, Danny Shipka, 2021-07-08 Designed to support the paradigm shift in media and communication this book presents the basic tenets of strategic communication and its foundational disciplines of advertising public relations and marketing communications Drawing on the latest research in the field the text introduces students to the theories of strategic communication while at the same time outlining how to apply them to everyday practice To facilitate learning and tie concepts to practice each chapter includes introductory focus questions a contemporary global case study a career profile of

a current practitioner end of chapter discussion questions and features that highlight how research methods can be applied to strategic communication practice Principles of Strategic Communication is ideal as a core text for undergraduate students in strategic communication courses within media communication marketing and advertising programs The accompanying online support material features chapter overviews learning outcomes key terms discussion questions and links additional reading Instructors will find sample syllabi and a test bank Please visit www.routledge.com/9780367426316

Innovation in Advertising and Branding Communication Lluís Mas-Manchón, 2020-10-07 This book addresses innovative and new aspects of branding and advertising communication by drawing on a broad interdisciplinary range of theories methods and techniques from body image identity and mental imagery to self exposure and LCM4P intersecting with branding and advertising constructs and practices The editor combines the perspectives of an international group of scholars to establish new theoretical frameworks and proposes new methodological designs to conduct comprehensive studies in the field Situated at the intersection between society communication and psychology each chapter presents an innovative approach to branding and advertising research The book explores topics such as social robots body image in video advertising brand personality transmedia personal brands erotic content in commercial images and brand fandom communities Innovation in Advertising and Branding Communication will be a valuable resource for scholars working in the fields of marketing communication branding and advertising online communication sociology social psychology and linguistics

Strategic Advertising Management Larry Percy, Richard H. Elliott, 2016 The authors deal with advertising from a strategic perspective They begin with a broad look at what advertising is meant to do and then provide the reader with the keys to developing effective advertising and promotion campaigns

Strategic Brand Design Roel Stavorinus, 2024-10-24 Translated from its original Dutch Strategic Brand Design offers students and professionals a clear overview of the most important steps in developing brand identity from a marketing perspective It aims to bridge the gap between marketer and designer by containing all the knowledge that both parties need to understand and work together successfully on branding projects Consisting of four parts the book begins with a clear explanation of the most important marketing concepts in part 1 followed by a clear step by step plan for research and strategy in part 2 Part 3 provides a comprehensive toolkit for brand design based upon that strategy while part 4 contains a plethora of methods tools and models for practice as well as questions and assignments to support classroom teaching Practical accessible and firmly grounded in research and theory this book is an ideal reference guide for higher vocational students and students on modules and programs relating to the fields of brand design marketing and communication

Fundamentals of Public Communication Campaigns Jonathan Matusitz, 2022-09-08 The most comprehensive and up to date textbook on public communication campaigns currently available Fundamentals of Public Communication Campaigns provides students and practitioners with the theoretical and practical knowledge needed to create and implement effective messaging campaigns for an array of real world scenarios

Assuming no prior expertise in the subject this easily accessible textbook clearly describes more than 700 essential concepts of public communication campaigns Numerous case studies illustrate real world media campaigns such as those promoting COVID 19 vaccinations and social distancing campaigns raising awareness of LGBTQ issues entertainment and Hollywood celebrity campaigns and social activist initiatives including the MeToo movement and Black Lives Matter BLM Opening with a thorough introduction to the fundamentals of public communication campaigns the text examines a wide array of different health communication campaigns social justice and social change campaigns and counter radicalization campaigns Readers learn about the theoretical foundations of public communication campaigns the roles of persuasion and provocation how people s attitudes can be changed through fear appeals the use of ethnographic research in designing campaigns the ethical principles of public communication campaigns the potential negative effects of public messaging and much more Describes each of the 10 steps of public communication campaigns from defining the topic and setting objectives to developing optimal message content and updating the campaign with timely and relevant information Covers public communication campaigns from the United States as well as 25 other countries including Australia Brazil Canada China Egypt India Israel Singapore South Korea and the United Kingdom Offers a template for creating or adapting messages for advertising public relations health safety entertainment social justice animal rights and many other scenarios Incorporates key theories such as the Diffusion of Innovations DoI theory social judgment theory SJT the Health Belief Model HBM social cognitive theory SCT and self determination theory SDT Includes in depth case studies of communication campaigns of Islamophobia antisemitism white supremacism and violent extremism Fundamentals of Public Communication Campaigns is the perfect textbook for undergraduate students across the social sciences and the humanities and a valuable resource for general readers with interest in the subject

Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications

Management Association, Information Resources,2018-10-05 The world of brands is undergoing a sea change in the domain of consumer culture and it has become a challenge to cater to the taste and needs of audiences The process of creating iconic brands varies from product to product and market to market Effective branding strategies are imperative for success in a competitive marketplace Brand Culture and Identity Concepts Methodologies Tools and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture Highlighting a range of topics such as consumer behavior advertising and emotional branding this multi volume book is ideally designed for business executives marketing professionals business managers academicians and researchers actively involved in the marketing industry

IMC: strong in theory but struggling in practice Katja Dienel,2006-09-04

Inhaltsangabe Abstract Since the 1990s Integrated Marketing Communications IMC has particularly influenced both the theory and practice of communication management The complex and evolving shift from the nineteenth century product centred approach to that of the twentieth century customer and twenty first century stakeholder approaches has necessitated

the adaptation of the concept Integrated Marketing Communications IMC has evolved from the roots of psychology marketing and mass communication Despite its respected lineage however IMC remains an immature field that has struggled to establish its own unique body of literature A key milestone in IMC s emerge occurred in 1991 when a task force of academics and professionals was formed in an effort to agree on such fundamental issues as the most appropriate terminology and definition of the IMC concept Interestingly the task force actually debated the use of at least three different terms which were integrated communications total communications and IMC Although the task force did not forge a clear consensus on which term to use IMC emerged as most commonly cited option and began to enter the mainstream of mass communications and marketing discussions in the early 1990s Therefore literature in this paper is used as if it had intended to refer to integrated marketing communications IMC is aiming to provide a consistent and effective message to the customers and other stakeholders as strategic consistency would lead to an increased brand value providing a competitive advantage for the given company From this perspective IMC is a supportive concept Yet in practice IMC has never been fully embraced One of the most significant hindrances to IMC adaptation within a corporation has been the lack of agreement on a variable organisational structure The purpose of this paper is to investigate proposed implementation structures and evaluate their impact in practice It will identify both the benefits and limitation of these concepts This paper will suggest the theoretical adaptation of change management within the IMC process as a pathway to practical success To provide an introduction to the topic chapter one stresses the historical development of the marketplace verifying the need of integrated marketing communications practices It is in addition presenting the evolving nature of the concept followed by offering definitions this paper will be based on Chapter

Strategic Brand Management in Higher Education Bang Nguyen,T.C Melewar,Jane Hemsley-Brown,2019-02-13 University branding has increased substantially due to demands on universities to enrol greater numbers of students rising tuition fees the proliferation of courses the growing internationalization of universities financial pressures and reliance on income from foreign students As higher education continues to grow increased competition places more pressure on institutions to market their programs Technological social and economic changes have necessitated a customer oriented marketing system and a focus on developing the university brand This book is unique in providing a composite overview of strategy planning and measurement informed by ground breaking research and the experiences of academics It combines theoretical and methodological aspects of branding with the views of leading exponents of branding in different contexts and across a range of higher education institutions Expert contributors from research and practice provide relevant and varying perspectives allowing readers to access information on international trends theory and practices about branding in higher education Readers are exposed to the critical elements of strategic brand management gain insights into the planning process of higher education branding and gain a solid understanding of the emerging research area of branding concepts in higher education Advanced students and researchers will find this book

a unique resource and it will also be of interest to brand practitioners in both education and public sector markets

Strategic Communication for Organizations Sara LaBelle, Jennifer H. Waldeck, 2020-02-11 Strategic Communication for Organizations elucidates the emerging research on strategic communication particularly as it operates in a variety of organizational settings This book appropriate for both students and practitioners emphasizes how theory and research from the field of communication studies can be used to support and advance organizations of all types across a variety of business sectors Grounded in scholarship and organizational cases this textbook focuses on message design provides introductory yet comprehensive coverage of how strategy and message design enable effective organizational and corporate communication explores how theory and research can be synthesized to inform modern communication based campaigns Strategic Communication for Organizations will help readers discuss how to develop implement and evaluate messages that are consistent with an organization s needs mission and vision effectively reaching and influencing internal and external audiences

Entertainment and Society Shay Sayre, Cynthia King, 2010-04-05 The second edition of this innovative textbook introduces students to the ways that society shapes our many forms of entertainment and in turn how entertainment shapes society Entertainment and Society examines a broad range of types of entertainment that we enjoy in our daily lives covering new areas like sports video games gambling theme parks travel and shopping as well as traditional entertainment media such as film television and print A primary emphasis is placed on the impact of technological and cultural convergence on innovation and the influence of contemporary entertainment The authors begin with a general overview of the study of entertainment introducing readers to various ways of understanding leisure and play and then go on to trace a brief history of the development of entertainment from its live forms through mediated technology Subsequent chapters review a broad range of theories and research and provide focused discussions of the relationship between entertainment and key societal factors including economics and commerce culture law politics ethics advocacy and technology The authors conclude by highlighting innovations and emerging trends in live and mediated entertainment and exploring their implications for the future The new edition features updated examples and pedagogical features throughout including text boxes case studies student activities questions for discussion and suggestions for further reading

Реклама и продвижение бренда Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, 2003-01-01 Like other aspects of business good advertising is the result of hard work and careful planning Creating good advertising is an enormous challenge Imaginative and refreshingly honest Advertising and Integrated Brand Promotion 3e continues the tradition of providing students with a solid understanding of advertising strategy The table of contents is designed to follow the same process that advertising agencies follow

Strategic Retail Management and Brand Management Doris Berger-Grabner, 2021-10-25 The retail industry and associated business models have gone through a significant phase of disruption The rapid emergence of new technologies digital business models and the evolution of social media platforms as a new sales channel continue to influence the sector

Key contextual or external trends will affect and shape the retail landscape in the years to come Therefore it seems important to prepare for this situation and be ready with a head start in terms of knowledge This textbook provides its readers basic knowledge about the national and international retail sector and gives important insights into trends and developments It deals with key trends in particular new patterns of personal consumption evolving geopolitical dynamics technological advancements and structural industry shifts Moreover it explains why it is so important that retailers use these trends adapt their retail strategies and tactics create strong brands and come up with innovative new ways of doing business Today we are living in a challenging time for retail This textbook tries to give insights and explanations to better understand these challenges and provide managerial implications

The Art of Communication Peter Stockinger, 2025-02-26 The Art of Communication combines over two decades of research and teaching into a comprehensive guide on strategic communication Grounded in the theoretical and methodological frameworks of situated communication and communication project this book highlights an understanding of both traditional and emerging communication practices It particularly focuses on new genres such as branding design and digital communication strategies and introduces the innovative concept of textscapes specially crafted environments to fulfill communicative objectives This book is enriched with practical examples and is particularly relevant in multicultural and international settings providing essential insights for adapting communication strategies to diverse cultural contexts

Brand Transformation Keith Glanfield, 2018-02-05 To be of value to firms branding must operate in the real world not a theoretical one unlocking latent commercial potential and delivering tangible business results The imperative is to pragmatically change as you go making simple branding changes that deliver a commercial difference This radical new textbook combines best practice research and theory to teach how to accelerate a firm s branding performance without disrupting and derailing day to day business It demonstrates how to make practical best fit changes to a firm s branding by implementing commercially feasible branding activity to achieve commercial results Structured around a brand transformation template Brand Transformation demonstrates how to make pragmatic changes to branding by implementing improvements to six critical components of branding performance The text not only presents new and different insights importantly it contains a set of diagnostic questions frameworks tools and templates to design implementable changes to a firm s branding The text includes a set of six widely occurring firm typologies and suggests practical immediate activity on which to base a firm s implementation plan This text is essential reading for final year marketing undergraduates postgraduate students of marketing practising marketers and general managers

Visual Culture Approaches to the Selfie Derek Conrad Murray, 2021-11-19 This collection explores the cultural fascination with social media forms of self portraiture selfies with a specific interest in online self imaging strategies in a Western context This book examines the selfie as a social and technological phenomenon but also engages with digital self portraiture as representation as work that is committed to rigorous object based analysis The scholars in this volume consider the topic of online self portraiture both its social function

as a technology driven form of visual communication as well as its thematic intellectual historical and aesthetic intersections with the history of art and visual culture This book will be of interest to scholars of photography art history and media studies

Sports Marketing Michael J. Fetchko, Donald P. Roy, Kenneth E. Clow, 2018-10-09 Highly practical and engaging Sports Marketing equips students with the skills techniques and tools they need to be successful marketers in any sporting environment The book combines scholarly theory with the perspectives of those who have been actively involved in the sports business A worldwide range of examples from all levels of sports as well as insider expertise strongly ties classroom learning to real world practice and assures students that the theory is relevant New material includes Expanded coverage of marketing analytics and the use of market driven tactics showing students how to strengthen customer relationships and maximize profits Greater attention to the impact of new technologies on customer relationships such as social media content marketing ticketing strategies and eSports ensuring students are exposed to the latest advancements in marketing for sports A stronger global focus throughout the book including several new cases from outside the U S as well as coverage of international sporting organizations such as FIFA and the ever popular English Premier League Six new You Make the Call short cases to offer opportunities for analysis and decision making in sectors of sports marketing including sports media experiential events and eSports These popular You Make the Call cases and review questions stimulate lively classroom discussion while chapter summaries and a glossary further support learning Sports Marketing will give students of sports marketing and management a firm grasp of the ins and outs of working in sports

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Strategic Brand Communication Campaigns Introduction

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