

Building Brand with Direct Response Television



*Freeing this Powerful Modern Medium
from the Shackles of Yell & Sell
and the Misperceptions
of Traditional Advertising*



by Doug Garnett

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Building Brand With Direct Response Television

City of London College of Economics



Building Brand With Direct Response Television:

Building Brand with Direct Response Television Doug Garnett, 2011-09-01 If you think carnival barkers are synonymous with direct response television think again In the early 1990s Doug Garnett and a small set of advertising pioneers recognized that DRTV could do much more than sell gimmicks on TV that it could be powerful advertising for brands Valuable lessons from nearly two decades creating many of the most successful brand and Fortune 500 DRTV campaigns have led to this unique book Building Brand with DRTV examines the critical strategic and tactical issues for this underutilized advertising medium and delivers powerful information from cover to cover Inside you ll learn The key strategic role DRTV can play in a marketer s advertising mix How DRTV turns brand television into a measurable medium How to identify products on the shelf that can turn into retail superheroes with DRTV Tips and Tricks for succeeding with DRTV leveraging research choosing an agency and guiding creative development And at the core you ll find Doug Garnett s secret weapon the Six Degrees of Brand DRTV that leverages the total power of DRTV In this age of new media ad agencies often promise big results then under deliver But Building Brand with DRTV puts you in control of your brand s future with the advertising business s proven game changer *MBA in Marketing - City of London College of Economics - 10 months - 100% online / self-paced* City of London College of Economics, Overview An MBA in Marketing or Master of Business Administration is a degree that will prepare you for leading positions in marketing such as Chief Marketing Officer Content What is Marketing Marketing Management Marketing Management Philosophies Marketing Challenges into the Next Century Marketing and Society Social Responsibility and Marketing Ethics Social Criticisms of Marketing Citizen and Public Actions to Regulate Business Actions Towards Socially Responsible Principles for Public Policy Towards Marketing Strategic Marketing Planning The Global Market Place Business Markets and Business Buyer Behaviour Market Information and Marketing Research Core Strategy Digital Marketing Strategy Customer Relationship Management E Commerce Fundamentals of Management And many more Duration 10 months Assessment The assessment will take place on the basis of one assignment at the end of the course Tell us when you feel ready to take the exam and we ll send you the assignment questions Study material The study material will be provided in separate files by email download link **Advanced Media Planning** John R. Rossiter, Peter J. Danaher, 2011-06-27 Media planning consists of formulating a media strategy to deliver the creative so as to best meet the brand s advertising objectives and then implementing that strategy in an accurate and cost effective manner Given that approximately ninety percent of advertising dollars are spent in media a sound understanding of media planning is essential for the researcher and professional media planner alike Although this book provides a novel and advanced approach to media planning the basics are covered as well making the book suitable for trainees The authors argue that current media planning is still too conventional that while reach and frequency are not incorrect they are certainly too simplistic for modern media planning This book introduces the advanced concept of using

reach patterns in making the reach decision and develops the method of factoring in effective frequency when making the frequency decision Reach patterns are an entirely new concept Effective frequency while not new needs proper definition and an operational formula for its calculation both of which are provided here Other new concepts are introduced and shown to be necessary for choosing an appropriate media strategy The media planning software Media Mania designed by Peter Danaher can be downloaded using the following link <http://www.mbs.edu> Media Mania Software

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The Bare Bones Introduction to Integrated Marketing Communication Robyn Blakeman,2009 This small inexpensive text is an in depth yet simply stated discussion on the business and structure of integrated marketing communication IMC The book focuses exclusively on introductory issues concerning integrated marketing communication as both a communication device and as a profession

The Complete Idiot's Guide to Direct Marketing Robert W. Bly,2001 Offers advice on starting a direct marketing campaign including tips on doubling response rates writing creative copy and evaluating mailing lists

Killing Giants Stephen Denny,2011-03-31 Everyone thought Eric Ryan and Adam Lowry were crazy to start Method a new cleaning products company The category had long been dominated by P G Unilever and Colgate Palmolive Those giants had so much clout with the retail chains that their soaps had barely needed updating for decades But by taking advantage of its underdog position Method carved out a very profitable niche environmentally sound products in stylish innovative packaging Despite having a far smaller marketing budget than their competitors Method connected with a substantial minority of people who

wanted to buy green but who also wanted high quality products Marketing expert Stephen Denny argues that like Method any brand can directly challenge the giant of its category and not only survive but thrive While it s inconvenient to be the little guy it can also be a blessing in disguise Giant killers can afford to shake things up and take bold steps They can be faster and nimbler than giants who are too slow and hidebound to make the painful but necessary changes to stay competitive By the time they notice that slingshot they re already keeling over During his two decades in the trenches Denny has taken on quite a few giants And he has interviewed more than seventy other giant killers across industries from software to cosmetics to aviation for their most powerful techniques Our need to work smarter with fewer resources isn t dependent on the state of the economy or on any sense of stability you think you have in your industry Denny s ten powerful strategies will help you overcome stale business thinking and bureaucracy They include Win in the last three feet Leverage someone else s investment just be there the moment the customer grabs their wallet Create thin ice arguments Shift the conversation to places where the competition can t or won t go Fight unfairly Learn how the underdog can turn the tables From the hypercompetitive world of social media to high stakes business to business sales to the trenches of retail Killing Giants is The Art of War for a new era It proves that size does matter the size of the fight in the dog The Media Handbook Helen Katz,2022-07-07 The eighth edition of The Media Handbook continues to provide a practical introduction to the media planning and buying processes Starting with the broader context in which media planning occurs including a basic understanding of competitive spending and target audiences the book takes readers through the fundamentals of each media channel leading to the creation of a media plan Throughout concepts and calculations are clearly explained This new edition reflects the changes in how people consume media today with a new chapter on how audiences are defined and created reorganization of the media channel chapters to cover planning and buying together expanded coverage of digital formats in all channels added discussion of measurement completely updated data and examples The Media Handbook Eighth Edition is the ideal text for courses in media planning and buying in advertising communication departments Supplemental online resources for both students and instructors are also available For students there is a list of key media associations and chapter overviews To assist in their course preparation instructors will find lecture slides sample test questions and new sample media planning exercise scenarios with accompanying practice spreadsheets These resources are available at www.routledge.com/9780367775568 under Support Material Direct Marketing in Practice Matthew Housden,Brian Thomas,2012-04-27 Direct Marketing in Practice is a practical manual for all managers and marketers getting to grips with the powerful techniques available to skilled direct marketers The book shows how to Plan a direct marketing campaign Integrate new technology with conventional direct marketing practice Maximise the impact efficiency and return on investment of your activities Evaluate the success of a campaign and improve on it next time Accessible and illuminating each chapter in the book includes review questions and exercises to help you practice what you have learnt In addition the authors

have used their considerable experience in the field to assemble many examples of best practice worldwide These place the theory in a practical real world context and demonstrate what a dramatic effect direct marketing can have on sales and profitability Those contemplating or starting a career in direct marketing will find Direct Marketing in Practice an invaluable guide to contemporary practice It is essential reading for all undergraduate students of marketing and business as well of those undertaking professional examinations in this area

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