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Abstract

This book "Launch! Advertising and promotion in real time: Theory and practice" is addressed to students of marketing, advertising, and mass media as well as to students of business administration. It is a manual that connects theory with practice. Through this textbook, the theoretical concepts of advertising are presented and combined with a real advertising campaign, from the beginning to end, enabling students to take a look to the procedures that take place "behind the curtain" in an advertising campaign. This manual describes with the form of chapters the steps and actions followed in an advertising campaign by the advertising agency SS+K, which launched msnbc.com's first branded campaign. Through this, readers are introduced to the theory and concepts of advertising and promotion as well as to the decisions made in this campaign. By that way, students get a realistic sense of how theory plays out in practice and get a taste

of the fascinating world of advertising. It begins by introducing elements of the marketing mix and the promotional mix and by addressing the economic and social impact of advertising. Then, the concept of customer communication and the various research methods are presented. Furthermore, segmentation, audience targeting and placement, campaign budget, and elements of building a strong brand are discussed. Then it covers the notions of integrated marketing communication and the elements and designing of promotional mix. Subsequently, the means of communication available to the SS+K company are presented and the media strategy to be followed is determined. In addition to this, the execution and ways to evaluate an advertising campaign followed by the creative elements of the ad are presented. Finally, there is a comprehensive presentation of the campaign created by SS+K and of its evaluation based on the goals that were initially set.

