

# Big headache for advertisers and agencies marketing essay



**ASSIGN  
BUSTER**

Despite the explosion of new media in recent years cable television stations, direct marketing technologies, Web options, digital and mobile alternatives today s media options are actually reduced from those of past decades.

1. True

2. False

Save Answer

5.

(Points: 2. 5)

Even in the face of new communication formats such as online, branded and sponsorship options, today s companies are putting more faith and energy back into traditional advertising formats placed in mainstream media.

1. True

2. False

Save Answer

6.

(Points: 2. 5)

While many full-service agencies have depended on giant accounts, some have managed to build a stable base of international clients by acquiring and grooming one smaller or midsize account at a time.

1. False

2. True

Save Answer

7.

(Points: 2. 5)

Creative boutiques are often referred to as idea factories.

1. False

2. True

Save Answer

8.

(Points: 2. 5)

Digital/interactive agencies are those that have expertise in preparing communications for new media, such as the Internet, mobile marketing, and interactive television.

1. False

2. True

Save Answer

9.

(Points: 2.5)

Societies tend to monitor advertising to determine what is irresponsible, unethical, or illegal. Despite social shifts and technological advances, a culture's views on what is acceptable and unacceptable never change.

1. False

2. True

Save Answer

10.

(Points: 2.5)

As a promotional tool and an industry, advertising gets a lot of attention, scrutiny, and criticism today because it is so conspicuous and has established a global presence.

1. True

2. False

Save Answer

11.

(Points: 2.5)

Though some are legitimate, many criticisms of advertising prove to be uninformed and simplistic, based on emotion rather than fact, and ignoring complex social and legal factors.

1. True

2. False

Save Answer

12.

(Points: 2.5)

There are those who insist that advertising creates conformity and status-seeking behavior, while others argue that advertising reflects, not causes, America's age of consumption.

1. False

2. True

Save Answer

13.

(Points: 2.5)

The calls for restrictions on advertising to children over the years have been based on a number of concerns, one of which is the promotion of superficial material things as necessary and valuable.

1. True

2. False

Save Answer

14.

(Points: 2. 5)

The Children s Food and Beverage Advertising Initiative is a voluntary commitment, signed by many well-known corporations, to stop advertising on children s television programs.

1. False

2. True

Save Answer

15.

(Points: 2. 5)

The three primary areas of advertising regulation are obscenity and profanity, deception, and unsolicited or direct marketing.

1. False

2. True

Save Answer

16.

(Points: 2. 5)

Agencies that specialize in \_\_\_\_ are experts in designing incentive programs, trade shows, sale forces contests, and in-store merchandising.

1. trade-market sales promotions
2. direct marketing
3. direct response advertising
4. consumer sales promotions

Save Answer

17.

(Points: 2. 5)

The \_\_\_\_ services department of an advertising agency typically houses its art directors, illustrators, and copywriters.

1. marketing
2. creative
3. production
4. account

Save Answer

18.

(Points: 2. 5)

What type of firm or group takes creative ideas and turns them into actual ads?

1. marketing research services
2. production services
3. account services
4. creative services

Save Answer

19.

(Points: 2. 5)

A Los Angeles agency uses a compensation system much like that used by consultants or attorneys to bill clients. This agency is using a \_\_\_\_ system.

1. fee
2. markup charge
3. commission
4. media commission

Save Answer



20.

(Points: 2. 5)

Which type of compensation system became popular in the advertising industry due to all the outside facilitators that were being used?

1. commission
2. pay-for-results
3. fee
4. markup

Save Answer

21.

(Points: 2. 5)

Ad agencies have recently developed compensation programs that are based upon achievement of specific objectives for the client. These programs are known as \_\_\_\_ compensation.

1. commission
2. markup
3. fee-based
4. pay-for-results

Save Answer

22.

(Points: 2. 5)

What is a new type of consultant who gathers and analyzes information, cross-references and merges it, working with both advertisers and agencies to develop effective communications?

1. Web developer and consultant
2. database consultant
3. financial consultant
4. brand consultant

Save Answer

23.

(Points: 2. 5)

The owners of Brush Strokes are concerned that their agency may be recommending television advertising because it would be profitable for the agency. To protect against this, Brush Strokes wants to switch to an incentive-based compensation plan. To do so, Brush Strokes suggests that compensation for the agency should be

1. changed from a commission system to a fee system.

2. set at a 15 percent commission with no additional charges.
3. based on services plus markup.
4. changed to a pay-for-results basis for compensation.

Save Answer

24.

(Points: 2.5)

One of the problems the Miss America Pageant has encountered has been an indifference or sometimes negative response to beauty pageants in general. Many viewers are critical of the swimsuit competition which awards points for physical characteristics. The pageant feels this part of the competition is integral to the overall program and wants to educate the public about why the swimsuit competition is included and how it contributes to a well-rounded program. To achieve its goals in this area, the pageant might employ the services of a(n)

1. media buying service.
2. in-house agency.
3. sales promotion agency.
4. public relations specialist.

Save Answer

25.

(Points: 2. 5)

What type of agency would Subway most likely select to promote its new line of sandwiches and bread to a national television audience?

1. a creative boutique
2. an Internet publisher
3. a full-service advertising agency
4. an in-house advertising agency

Save Answer

26.

(Points: 2. 5)

Because Groupon s services differ depending on the city in which it is offered, its CEO decides each variation needs to have a catchy slogan that relates to that particular market. Which of the following types of advertising agencies would likely be the best choice to accomplish this specific goal?

1. a creative boutique
2. a full-service agency
3. a in-house agency

4. an interactive agency

Save Answer

27.

(Points: 2.5)

SC Johnson has recently hired an advertising agency to help promote their products. Several of SC Johnson's senior managers have indicated that they are uncertain as to the specific benefits of advertising their consumer products or how to best position their products in the competitive market. Which of the following departments of their advertising agency should be involved in giving this information to this client?

1. creative services
2. account services
3. marketing research services
4. administrative services

Save Answer

28.

(Points: 2.5)

In response to the argument that advertising provides little useful information about product features and functions, proponents say that

1. brand name is all that really matters to most people.
2. emotional significance and lifestyle factors are often more important to a consumer.
3. all relevant facts about a product cannot fit into a single ad.
4. today s detailed ads are often overflowing with too much utilitarian information.

Save Answer

29.

(Points: 2. 5)

A Planetfeedback. com survey found that as many as 95 percent of respondents considered themselves as

1. easy targets for online fraud or identity theft.
2. benefiting from individualized messages and personalized ads.
3. angry or furious over spam and pop-up ads.
4. frequent Internet shoppers.

Save Answer

30.

(Points: 2. 5)

According to Maslow's hierarchy of needs, ads for breakfast cereals and soft drinks, as well as antibacterial soap and fluoride toothpaste, can be thought of as promotions for products that address

1. physiological needs.
2. self-actualizing needs.
3. love and belonging needs.
4. esteem needs.

Save Answer

31.

(Points: 2.5)

A high-end specialty store, recognized nationwide for its prestigious reputation, is busy with customers eyeing and buying costly items of clothing with designer labels. They're also adding \$400 purses, \$500 shoes, and \$1,000 bracelets and necklaces to their ensembles. Which basic needs on Maslow's Hierarchy are most likely being fulfilled by these purchases?

1. esteem needs
2. love and belonging needs
3. safety needs
4. self-actualization needs

Save Answer

32.

(Points: 2.5)

Stephen Fox, chronicler of advertising history, maintains that America's materialistic consumption culture

1. is a healthy situation and a positive economic phenomenon thanks to decades of advertising.

2. is reflected by advertising in its visual manifestation of that culture, not caused by advertising.

3. is the work of hidden persuaders who create artificial symbols of success and push our buttons to aspire toward these.

4. is a direct result of our society's rush toward progress with massive amounts of advertising.

Save Answer

33.

(Points: 2.5)

In their 2004 Campaign for Real Beauty, the people creating the groundbreaking Dove ads attempted to be realistic, show sensitivity, and fight stereotypes by featuring



1. real women displaying various ethnicities, looks, and sizes.
2. plus-size models who do not fit the narrow norm of beauty.
3. both men and women using Dove products.
4. endorsements by famous elderly actresses with young-looking skin.

Save Answer

34.

(Points: 2. 5)

Some people believe that advertising can communicate below the threshold of consciousness, despite no solid evidence to prove this. Still, based on this belief, they have concerns that advertising is

1. deceiving due to subliminal stimulation.
2. perpetuating cultural stereotypes.
3. consistently offensive.
4. influencing program content.

Save Answer

35.

(Points: 2. 5)

Well-known illustrator Andy Warhol felt strongly that the American ads that had promoted the nation's most popular products over the decades were

1. flashy images and tasteless visuals that cluttered the cultural landscape.
2. visual manifestations of a sick society overtaken with consumerism and greed.
3. anti-elitist artworks for the masses depicting ordinary goods used by both rich and poor.
4. pioneering graphic innovations that visually displayed the power of capitalism.

Save Answer

36.

(Points: 2.5)

One way that advertising has shaped media in a negative and unhealthy way is seen in \_\_\_\_, in which reporters are paid by corporations in exchange for favorable treatment and promotion in editorials and commentaries.

1. subliminal advertising
2. unfair advertising
3. behavioral targeting
4. stealth sponsorship

Save Answer

37.

(Points: 2. 5)

According to your text, how are most of our decisions made regarding what is ethical or unethical in advertising?

1. through personal judgment
2. through industry codes of ethics
3. through artistic instinct
4. through government regulation

Save Answer

38.

(Points: 2. 5)

What is the most fundamental ethical issue in advertising?

1. materialism, which also is a key legal issue
2. taste, particularly regarding society's exposure to offensive messages
3. deception, particularly false or misleading statements
4. exaggeration, which is a serious but increasingly common practice

Save Answer

39.

(Points: 2.5)

Which of the following claims demonstrates puffery in advertising?

1. " Ford Trucks Have Lower MPG than Chevy Trucks!"
2. " Tide Beats Cheer in Sales 8th Year in a Row!"
3. " Only Crest Earns the Dental Seal of Approval Among All Major Brands!"
4. " World s Best Cup of Coffee Served with a Smile Here!"

Save Answer

40.

(Points: 2.5)

Which aspects of advertising are legal but fall into an ethical gray area, making them almost impossible to legislate against?

1. emotional appeals
2. contests and sweepstakes
3. disclaimers
4. testimonials

Save Answer