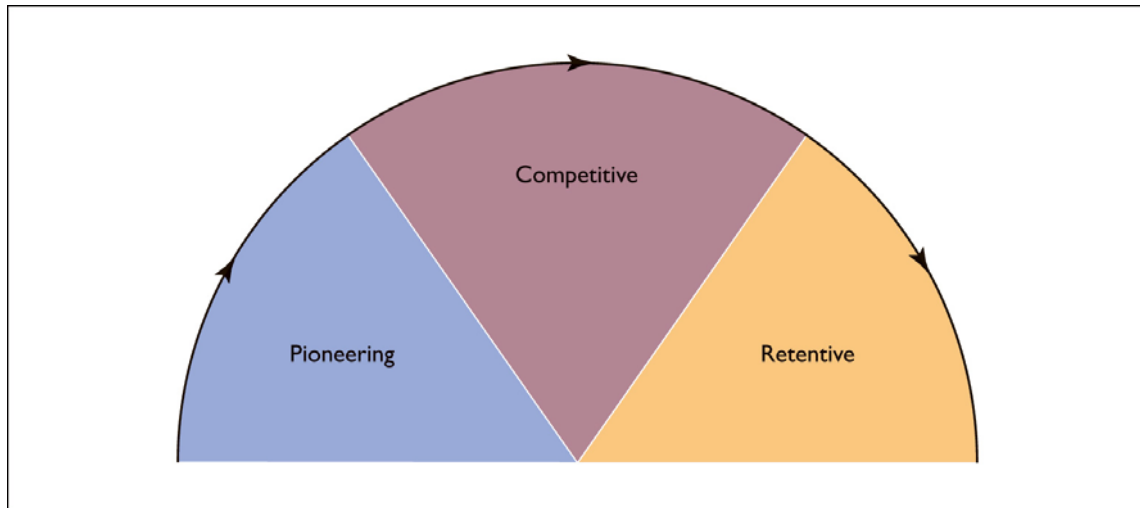




Chapter 3 The Advertising Spiral



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What is the pioneering stage of advertising? Give an example. What is the purpose of the pioneering stage?

What is the competitive stage? What is the purpose of competitive stage advertising? Give 3 examples of products in the competitive stage.

What is the retentive stage? What is the advertiser's goal in the retentive stage? What are the characteristics of reminder ads?

What is the advertising spiral and why is it important?

What is a brand? What is brand equity?

Before we start creating ads for a brand, we need a strategic plan. Before we develop a strategy we need an understanding of the market situation and the brand's equity. List and briefly define 6 strategic options.

