



Advertising Strategy

By Brian Sternthal and Derek D. Rucker

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Drawing on research in psychology, sociology, and behavioral science, this book serves as a strategist's guide for constructing an advertising campaign. In doing so, this book helps the reader to understand how advertising can be subjected to sound frameworks related to its planning, execution, and evaluation.

Advertising Strategy examines how to plan and execute advertising campaigns. The initial chapters examine the planning of advertising strategy. This analysis begins with an assessment of how to select the target for an advertising campaign and describes how insight about the target's knowledge and beliefs are used to guide the development of a brand position. Insight about how consumers use advertising content to make decisions is described and strategies for sustaining the impact of a position over time are evaluated.

This is followed by a discussion of the execution of an advertising plan. Approaches to the selection of the media used to transmit the advertising message and the development of creative strategy are detailed and the criteria used to evaluate the effectiveness of a campaign are outlined. In the appendices, the structure of brand and agency organizations and the history of advertising are presented.

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Editorial Review

About the Author

Brian Sternthal is the Mondelez International Chair in Marketing at the Kellogg School of Management, Northwestern University. He holds a Ph.D. in Consumer Research from The Ohio State University. His research focuses on the factors that influence the persuasive impact of advertising messages. They appear in the Journal of Consumer Psychology, Journal of Consumer Research, and Journal of Marketing Research. He teaches advertising strategy at the Kellogg School of Management.

Derek D. Rucker is the Sandy & Morton Goldman Professor of Entrepreneurial Studies in Marketing at the Kellogg School of Management, Northwestern University, where he teaches advertising strategy. He received his Ph.D. in Psychology from The Ohio State University. His work focuses on understanding consumer persuasion, power insight, and confidence. This work has appeared in scholar outlets such as the Journal of Consumer Psychology, Journal of Consumer Research, and Journal of Marketing Research.

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