

History of Advertising Trust

Preserving the past. Documenting the present. Inspiring the future.

GLOSSARY OF ADVERTISING TERMS

A

Above the Line

A term that originated in the book-keeping department of advertising agencies to describe advertising aimed at the general public that is hard to escape, especially TV and radio commercials, print advertisements and posters. The line is generally used to distinguish between advertising mass media that pay commission to agencies and those that do not.

Account/Team Director

A senior executive in Account Management who is dedicated to a particular piece of business and reports to the upper management of an advertising agency

Account Planning

An agency department which ensures that an understanding of consumer attitudes and reaction is involved at every stage of advertising development. Account Planners use market research data to guide the process of devising advertising strategy and producing effective creative work. They have the ultimate responsibility for the strategy and creative brief. Their mantra is, "relevant plus distinctive equals more effective"

ACORN

A Classification of Residential Neighbourhoods. Classifies people according to the area in which they live on the basis that similar neighbourhoods attract similar types of people with similar spending habits

Adaption

An advertisement modified to a different format

Ad-creep

Refers to the increase of advertising. The virtues of advertising are debated, but ad creep especially refers to advertising which is invasive and coercive, such as ads in schools, doctor's offices and hospitals, restrooms, elevators, on ATM's, on garbage cans, on vehicles, and on restaurant menus

Adshel

1. A poster contractor
2. A 4-sheet poster in shopping precinct or high street

Advance

Money paid to an author or other contributor in advance of publication chargeable against subsequent royalty payments

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Advertisement

A paid for public announcement published or broadcast through one or more medium

Advertising

1. The profession of planning, designing and writing advertisements
2. A means of communication used to attract public attention to a product or service in order to inform, influence, encourage or persuade an audience to take some action.

Advertising agency

A company or firm that provides advertising services to a range of clients for a fee or commission

Advertising Association (AA)

A federation of trade bodies and organisations representing the advertising and promotional marketing industries including advertisers, agencies, media and support services.

<http://www.adassoc.org.uk/>

Advertising costs

1. The costs of space and/or airtime (rates)
2. The costs of production (above-the-line and below-the-line costs)
3. The cost-efficiency of media employed to reach a desired market

Advertising plan

An outline of the goals and rationale for the costs of an advertising campaign, how to accomplish them, and whether the goals were achieved

Advertising research

Research relevant to an advertising campaign to increase its effectiveness

Advertising Standards Authority (ASA)

The UK's independent regulator for advertising across all media. <http://www.asa.org.uk/>

Motto: Legal, Decent, Honest and Truthful

Affiliate

Network -owned or independently owned TV or radio station that carries programmes provided by the network under contract

Agency commission

Percentage of advertising costs earned by agencies for their services to advertisers

Agent

Representative of writers, actors and other talent in the performing arts in connection with engagements and contracts negotiations

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Air-brush

A mechanical painting tool producing a fine spray of paint or ink, used in illustration, design and photographic retouching

AIRC

Association of Independent Radio Contactors. The trade organisation representing independent radio stations

Air Date

Broadcast date of a TV or radio commercial

Airtime

Time available for transmission of programmes and commercials in a contractor's area. An agency buys airtime comprising individual spots for an advertising campaign

Analysis

Term used in market research to summarise the data in a form that is understandable

Animatic

A moving, animated element within a TV commercial; a film in which sound has been put over still shots

Animation

A method of film making that produces movement by using a series of sequential still images, usually drawings or cartoons, but also includes models

Appropriation

Total advertising expenditure by advertiser

Art Buyer

A member of staff in an advertising agency who works within the creative services department to negotiate buying outside creative services, such as photography, model-making and illustration.

Art Director

An executive who is responsible for the visual aspect of an advertisement, for getting it noticed among the thousands of ads that people see each day. With the copywriter, the art director is half of the creative partnership that makes up a creative team. Elevated from their original status as mere visualisers, art directors are responsible for the look, and hence the feel of an advertisement

Artwork

Illustrations, diagrams and photographs forming part of an advertisement

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Attention Factors

Research-based factors applied to the BARB-reported audience to allow for distractions or breaks in viewing

Audience

Those people who have viewed, read or listened to an advertisement

Audience composition

The breakdown of an audience in terms of physical characteristics, age, gender, race, location etc. Sometimes referred to as Demographics or Profile

Audio

The sound track of a TV commercial

Availability

The times when a space or TV spot is available to take advertising

B

Balloon

Circle enclosing copy in an illustration or dialogue in a cartoon

Banded pack

Two or more items banded together for sale, often at a reduced price.

Banner

Main headline across full width of a printed page or website page

BARB

Broadcaster Audience Research Board, responsible for television ratings research reports

Barcode

Pattern of vertical lines carrying details of the product including price, conforming to a universal code and read by a computer controlled sensor, or bar code reader

Basic rates

The price for airing a TV commercial, according to day and time of transmission

BDMA

British Direct Marketing Association - Organisation representing advertisers, agencies and suppliers in the direct marketing business

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Behavioural research

Research into what people do, what they buy, what they read, how they behave etc

Below the line

Sales Promotion. Publicity other than direct advertising, eg store displays and consumer giveaways. A common technique used for "touch and feel" products (consumer items where the customer will rely on immediate information rather than previously researched items).

Billboard

Large outdoor advertising sign

Billing

Amount of money spent by an agency on behalf of a client

Bleed

1. Illustration that runs to the very edge of the page
2. To trim, leaving no margin or white space between an illustration and the edge of a page

Boards

Stiff papers usually made from waste paper, wood pulp or other inexpensive material

Body (Type)

Measurement of type from top to bottom. The text of a page as distinct from headings or display lines

Body copy

Main part of the printed work, not including headings

Bonus spot

Free advertising spot given when a broadcaster makes a mistake, eg cutting a advertisement short, or as a supplement to a booked campaign when demand is low

BRAD

British Rate and Data. Monthly trade publication giving advertising costs, listing advertisers and their agencies and other technical information. Now online <http://www1.bradinsight.com/>

Brand

A name, term, sign, symbol, design, or some combination that identifies the products or services of a single company or manufacturer.

Brand equity

A brand's power derived from the goodwill and name recognition that it has earned over time, which translates into higher sales volume and higher profit margins against competing brands.

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Brand image

What the name of a product conveys; the conception of a brand by a consumer – the consumer's opinions and attitudes in respect of the brand

Brand leader

Best selling product of its kind

Brand loyalty

The use of one brand of product to the exclusion of other, similar products

Brand manager

Employee of a manufacturer responsible for the overall marketing, including advertising and promotional activity, of a brand

Brand planning

Having a fresh, compelling, proposition that makes products and services stand out from the competition. Brand marketing will have the brand planning targeted at specific people who are especially likely to want to buy the products and services, and who will give the return on investment that is needed.

Breakdown

Analysis

Brief

A summary of facts, objectives and rules and instructions agreed between client and agency before an advertising campaign is created

Broadcast

1. A single radio or TV programme or commercial
2. To transmit a radio or TV commercial

Budget

Breakdown of funds available for individual media and other promotional services by an advertiser

Bus Sides

Long space on the sides of buses available for advertising

Buzzword

A jargon word or phrase used more to impress than explain

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C

Call to action

Words that urge the reader, listener, or viewer to take immediate action, such as 'Call Now' or 'Click Here'

Campaign

A series of messages that share a single idea or theme which make up an integrated marketing programme – one idea expressed in several different forms.

CAP Codes

The Code of Advertising Practice Committee. UK Advertising Codes lay down guidelines and rules for advertisers, agencies and media owners to follow. They include general rules that state advertising must be responsible, must not mislead, or offend and specific rules that cover advertising to children and ads for specific sectors like alcohol, gambling, motoring, health and financial products.

<http://www.cap.org.uk/>

Caption (also Legend)

Description adjacent to an illustration

Carryover effect

The level of recall after an advertising campaign

Centre Spread

Middle opening of a booklet, magazine etc where the design is carried across a double page

Chroma

Strength of colour

Chromolithography

Lithographic printing in several colours

CIPR

Chartered Institute of Public Relations

www.cipr.co.uk

Circulation

Number of copies of a publication sold or given away daily, weekly, monthly etc

Client-time

The agency's term for the customer it represents and time spent with them

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Close-up

Near or very near view

Cognitive Dissonance

Research term for a reaction of disappointment the consumer may have after purchasing a product, often based on the difference between the advertised promise and actual performance

Collating

Gathering printed sections of work in correct order

Colour Bars

Strip of colours at the top of a proof acting as a guide to colour strengths

Colour Filters

Thin sheets of transparent coloured material placed over camera lens to adjust or change the final result

Commercial (TV and cinema)

An advertising film for broadcast on television or in the cinema

Comparative or comparison advertising

An advertising campaign that actively compares itself to a competitor brand or product Content

Composition

The relationship of elements within a picture to each other

Computer graphics

Use of specialised computer hardware and software to generate representations of images

Consumer

The user or buyer of a product for household or personal needs, rather than for business use or resale.

Consumer advertising

Advertising directed at the general public rather than trade, business or industry

Consumer awareness

What the buyer knows about the product

Consumer magazine

Usually weekly or monthly publication appealing to an audience with a general or specific interest

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Consumer products

Products used by the general public

Contact group

Group dealing with the client

Contact report

Report of any written, verbal or electronic contact with the client

Continuous advertising

Regular scheduling of advertisements, used as a brand reminder

Copy

1. A reproduction of the original
2. The text of an advertisement

Copywriter

Person responsible for transforming ideas into words, writing the body copy for advertisements etc

Corporate advertising

Advertising run by a company to promote its image rather than the product it makes

Corporate Identity

Consistent and recognisable identity of a company or institution used in its promotion and communication

Cost per thousand

The cost of advertising to for each 1,000 homes reached by TV or radio or each 1,000 circulation of a publication

Coverage

The number of people who see the advertisement, expressed as a percentage

CPI

Cost Per Inquiry. Total cost of a mailshot or advertisement divided by number of enquiries recieved

Creative

The copy, art and ideas department of an agency. It is also a term describing a member of an advertising agency's creative department, either a copywriter or an art director. It is used to describe what is regarded as arty, not necessarily hard-sell advertising

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Creative brief

A document explaining what an advertisement or an advertising campaign is intending to achieve and who it is aimed at. It includes things like campaign requirement, target audience, mandatory inclusions and desired brand image

Creative Director

Most senior level of creative in an advertising agency. The creative director hires creative teams and has the final say on an advertisement before it is shown to the client, and, with the client, before it is published or broadcast

Credit line

Text acknowledging the company or individual supplying material

Cross hatch

Series of two sets of parallel lines crossing a picture at any angle

Crowner

A poster size

Customer

One who buys products or services

D

Deadline

Final date set for completion of a job

Demographics

Statistical division of potential consumers

Designated Market Area rating (DMA)

A Nielsen rating concept. The percent of homes within a designated marketing area viewing TV from an individual station during a particular period of time

Digital Agency

A business that delivers services for the creative and technical development of internet based products. These services range from the more generalist such as web design, e-mail marketing and microsites etc. to the more specialist such as viral campaigns, banner advertising, search engine optimisation, podcasting or widget development

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Digital seeding

Digital Seed is a multimedia-rich, web-based content delivery and community platform that helps you collect, manage and deliver knowledge

Direct address

A construction in which a speaker or writer directly addresses another individual

Direct advertising

Advertising that is delivered directly to the recipient through the control of the advertiser, rather than an established medium. For example, free sampling

Direct mail

Advertising material mailed direct to persons in a target audience

Direct response

A type of advertisement that allows recipients to respond directly to the sender to order a product/service or for more information. This is commonly by mail, telephone, text or email

Display advertising

Print advertising that is intended to attract attention and communicate easily

Distribution

The geographical area an advertisement can reach.

Double spread

Two facing pages with material continuous across each page

Drive time

The commuting hours in the morning and afternoon when radio listening is at its peak

Dummy

1. Rough layout of a book, magazine etc showing the exact size and general arrangement of the completed job
2. Empty wrapper, box or bottle for display purposes

Duplication

The number of homes, viewers etc exposed to the same message through various media. Also Duplicated audience

Durables

Usually 'consumer durables' - washing machine, radio, television set, cookers etc

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E

E-marketing

Internet enabled marketing

Edit

To prepare material for a publication by correcting, revising, or adapting

Effective frequency

Level or range of audience exposure that provides what an advertiser considers to be the minimal effective level

Efficiency

The ability of a medium to provide reach, frequency, delivery etc at the lowest possible cost

Electrotype (Electro)

A replica of type or engraving made by the deposit of copper by electrolytic action on a wax impression of the original

Embossing

Raising of letters printed by an inked block on paper or card

Emotional branding

Appeals to how the consumer feels about the product advertised

Engagement planner

Measures the extent to which a consumer has a meaningful brand experience when exposed to commercial advertising, sponsorship, television contact, or other experience

Etching

Process of engraving on copper or zinc

Execution

The practical management of getting things done that allows a business to actually achieve its goal

Ex-factory

When it leaves the factory

Experiential marketing

A form of advertising that focuses on helping consumers experience a brand by engaging as many human senses as possible

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F

Face

Printing surface or type

Fade in / fade out

The gradual appearance/disappearance of a picture or sound over the preceding one

FD

Financial Director

Field

The area in which a salesman or an interviewer works; area in which a product sells

Flat rate

A fixed rate for advertising regardless of the amount of time, space or frequency used.

Flight saturation

Concentrating advertising within a short time period

Focus group

Research method that engages a small group of consumers in guided discussions about the product or service intended to be advertised

Folio

1. Sheet of paper of standard size folded in half across the longer edge
2. Number of each page

Font

Style of type

Format

Size, make up and general appearance of materials or a publication

Four-colour process

Method of printing colour illustrations using four separate colour plates – black, blue, red and yellow

Fractional page

Print advertising space of less than a full page

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Framing of shots

The composition of a scene

Frequency

The number of times a audience member see or hears an advertisement

Full Out

To start text without indentation

Full position

An advert surrounded by editorial text, making it more likely to be read

G

Gatefold

Folded pages, generally in magazines, that expand into a large advertisements

Glossy/glossies

Expensive magazines printed on glossy art paper

Golden mean

An area considered to be the most pleasing rectangular shape, ratio 5 to 3

Graphic Design

The art of visual communication. The conception, planning and execution of designs that communicate a specific message to a specific audience by means of two-dimensional processes including illustrations, typography, photography and printing

Gross audience

The total number of households or people who are reached by an advertising schedule

Guard book

Book containing proof copies of all advertising and other essential information from a campaign

Guaranteed circulation

Number of copies of a publication which the publisher guarantees to deliver to readers

Guerrilla marketing

Unconventional marketing strategies intended to get maximum results from minimal resources

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Gutter

The space down the middle of two facing pages of a bound publication

H

Handbill

Small printed advertisement delivered by hand

Hard sell

An advertisement or campaign that uses a more direct, forceful, and overt sales message

Headline

1. Short sentence summarising the content of a news or feature story
2. Short sentence in a prominent position in an advertisement in type larger than the body copy

Heavy up

A high concentration of advertising in a short period of time in the advertising schedule

Height

Height of a character measured in points

Hiatus

A period during a campaign when an advertiser's schedule is suspended for a time, after which it resumes

Holding power

Percentage of total audience retained throughout the entirety of a broadcast

Holdover audience

Those persons who stay tuned to that station for the following programme

House agency

Advertising agency owned wholly or in part by an advertiser, who is the agency's only, or most important client

House style

The style of printing, punctuation and spacing set by a publishing house, agency etc to ensure consistency

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IFC

Inside Front Cover

Illustrator

The artists who paint, sketch, or draw the pictures we see in advertising

Image

Perception of a brand, product or service influenced by advertising, publicity and experience

Image advertising

Promotion of the image or perception of a product or company, rather than its functional attributes

Impact

The degree to which an advertisement (campaign) affects its audience

Impressions

Total audience, including duplications for all commercials in an advertiser's schedule

Independents

Independently owned shops

Infomercial

A TV commercial that gives the appearance of being part of regular programming

Insert

An advertisement that is enclosed with bills or letters, or inside a magazine

In-store

Taking place in a store or shop

Institutional advertising

Advertising whose objective is to build favourable awareness and enhance the image of an advertiser rather than sell products

Integrated commercial

A broadcast advertising message that is delivered as part of the entertainment portion of a program

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Integrated communications

In theory, this is the most effective use of a marketing budget through investment in whatever disciplines best meet the business objectives

Interactive ad

All forms of online and wireless advertising, including banners, sponsorships, email, keyword searches, referrals, slotting fees, classified ads and interactive television commercials, designed to communicate with consumers to promote products, brands and services.

Interstitial ad

Advertisements which are usually full-page ads displayed as a reader is in transit from one page to another. On the Internet these ads can be displayed before or after the expected content. In television advertising interstitial refers to very short-duration commercials inserted between two programs or ads of longer duration

Intellectual Property (IP)

The legally recognised exclusive rights to creations of the mind. Under intellectual property law, owners are granted certain exclusive rights to a variety of intangible assets, such as musical, literary, and artistic works; discoveries and inventions; and words, phrases, symbols, and designs. Common types of intellectual property rights include copyright, trademarks, patents, industrial design rights, trade dress, and in some jurisdictions trade secrets.

Institute of Practitioners in Advertising (IPA)

The professional body for advertising, media and marketing communications agencies in the United Kingdom. <http://www.ipa.co.uk/>

ISBA

Incorporated Society of British Advertisers. <http://www.isba.org.uk/>

J

JICNARS-NRS

Joint Industry Committee for National Readership Surveys – the definitive and comprehensive survey for UK publications

Jingle

Catchy music and verse combined in a commercial, used to embed an advertising message in consumers' minds

Journey cycle

A salesman's work programme

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K

Key

1. Letter, number or code in advertisements to indicate publication from which replies result
2. Colour that may be used as a guide for position of others in colour printing

Keyword

Words describing an image/product and used when searching for the advertised product or service

Keyword density

The number of keywords on a page as a percentage of indexable text words

Keyword marketing

Using keywords to put your message in front of consumers/buyers searching that keyword

Kill

To delete from copy

L

Landing page

An advertiser's web page to which a user is directed after clicking an ad. It is important that the landing page is one which entices users to the product or services, rather than simply the home page

Launch

Introduction of product to the market

Layout

A drawing intended to show the planned contents and arrangement of a printed page, poster, advertisement, etc

Letterpress

A printing process in which raised image surfaces are inked and pressed on paper

Life

The length of time for which an advertisement is used

Lighting

The method or equipment used to provide artificial illumination

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Lip sync (synchronisation)

Recording in which the sound of words are synchronised with the movements of the mouth

Local advertising

Advertising by a local merchant in a specific locality

Log

List of a station's broadcast programmes, in order

Logo

A name, symbol, or trademark of a product/brand designed for easy and definite recognition

Lower case

Small letters, as distinct from capitals

M

Magazine supplement

Section of newspaper presented in magazine format

Mail order

Method of generating sales through the mailing of catalogues, brochures and flyers inviting direct ordering of products

Mail shot

Advertising letter, postcard etc addressed to an individual or company

Main message

The central theme of the advertisement.

Make-good

A repeat of an advertisement to compensate for an error, omission, or technical difficulty with the publication, broadcast, or transmission of the original

Make-up

The general arrangement of a publication

Maquette

A usually small model of an intended work, such as a sculpture or piece of architecture

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Market

1. Geographical area in which goods and services are sold
2. Demographically defined group of actual or potential customers

Marginal analysis

Method of setting advertising budgets by assuming the point at which additional money spent on advertising equals additional profit

Market potential

The maximum market share that a product or service can be expected to achieve

Market segmentation

Strategy aiming to gain a large portion of the sales to a subgroup, rather than a smaller share of purchases by all consumers in the category

Market share

The share of sales held by a product against other products of the same kind

Marketer

Person who studies the market and trends and advises clients and creatives where to aim their advertising

Marketing

The activity involved in transferring a product from a producer to the consumer. Marketing is an integrated process used by brand owners to build strong customer relations and create value for their customers, and themselves

Marketing Strategy

An overall program for selecting and satisfying a target market

Mass media

Communications aimed at the general public, including newspapers, magazines, TV etc

MD

Managing Director

Media

The channels into which advertising is placed, eg tv, newspapers, radio, magazines, billboards

Media Expenditure Analysis Limited (M.E.A.L)

Media service tracking and reporting competitive activity from TV, print and radio.
(Now Nielsen Media Research)

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Merchandising

The promotion of a product other than with conventional advertising to heighten brand awareness and stimulate sales

Metro rating

The broadcast rating figure within a metropolitan area

Mind maps

A diagram used to represent words, ideas, or tasks linked to and arranged around a central key word or idea

Mind Share

Development of consumer awareness or popularity. The aim is to establish a brand as being one of the best kinds of a given product or service, and to even have the brand name become a synonym for the product or service offered

Mise-en-scene

Arrangement of scenery and properties to represent a place where the story is enacted

Mock-Up

A rough sample of the proposed finished work

Mood board

A board used within a semiotic framework to explore key aspects of a brand, cultural issue or idea

Mood programming

Maintaining a single approach, characteristic or feel throughout an advertisement

Motivational research

Research designed to uncover feelings and behaviour in connection with exposure to advertising

Mount

Put on display, show, present

MPS

Mail Preference Service, where consumers can have their details added to or removed from mailing lists.

Multiples

Stores with several branches

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N

Narration

A message in which a story is told with words and images.

Narrowcasting

Use of a broadcast medium to appeal to special interest audiences, e.g. advertising on a travel channel

Network

Multiple TV or radio stations linked together on a national or regional basis

Nielsen Media Research

See M.E.A.L.

Niche

A part of the market catering for a specific type of person/persons

O

OAA

Outdoor Advertising Association. (Now Outdoor Media Centre)

<http://www.outdoormediacentre.org.uk/>

Objective

A specific result that a campaign aims to achieve within a given time frame

On-pack

On the package

Optical effect

Special effect used in transition between scenes

Outdoor advertising

Posters, supersites, signs, facias, and all advertising which appear out of doors

OBS

Outside Back Cover

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Outlet

Where the product is on sale

Overlay

Part of the illustration laid over another when block making

Overprint

To print one colour or design over another

Overrun

Additional advertisement copies to replace any damaged outdoor posters

Overt message

A message that is understood at first sight

P

Pack Shot

Picture of the package of the product being advertised

Painted wall – ghost sign

Outdoor advertisement painted directly onto the wall of a building

Participation

A commercial announcement within a broadcast programme, as compared with one scheduled between programmes

Pass-along readers

Readers of a publication who acquired a copy other than by purchase

Penetration

The percentage of a target audience having an opportunity to see or hear an advertisement or campaign: another word for coverage or reach

Persuasion process

A process used by advertisers to influence attitudes and product perception by appealing to emotion

Plate

1. Printing block
2. Illustration in book separate from page

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Platforms

The basic issues or selling points that an advertiser wishes to include in the advertising campaign

Plug

A free mention of a product or service

Podcast

A series of digital media files (either audio or video) that are released episodically and often downloaded through web syndication

Point of sale

Display or product identification used in-store by retailers.

Positioning

Sophisticated process of choosing the market niche for a product

Potential audience

The maximum possible audience

PPA

Professional Publishers Association. Trade association for magazine and periodical publishers

<http://www.ppa.co.uk/>

Premium offer

Offer of goods at a reduced price in return for coupon from pack or advertisement

Premium price

The higher price level for a product

Press kit/release

Material distributed to members of the press for publicity purposes to supplement or replace an oral presentation

Primary audience

Individuals in the print media who purchase or subscribe to the publication

Prime time

The hours when television viewing is at its peak. Usually the evening hours

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Producer

Person responsible for keeping the project running smoothly and under budget

Product placement

Paid placement of products within film or television productions

Production

Process of physically preparing the advertisement idea into a print or broadcast advertisement

Professional advertising

Advertising specifically targeted towards professionals; such as doctors, who can then promote products to patients or customers

Profile

A term used to describe the characteristics of a target group

Programme compatibility

Broadcast programming or editorial content that is suitable for the product or service being promoted

Progress report

Details of work being done on a product

Project

Forward plan

Promotion

Any activity designed to encourage and boost sales

Proof

Trial impressions taken from type or illustration block in which corrections are made

Prototype

An early, typical example used to test the concept and design

Psychographics

Categorisation of consumers on the basis of psychological dimensions

Public relations (PR)

The relationship that a company has with the various groups of people it has contact with

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Publicity

Information about an organisation or its products that is offered to the media for broadcast free of charge

Pull

To take a proof from type for reading or checking

Q

Qualified circulation

The distribution of a publication which is restricted to individuals who meet certain requirements

Qualitative research

A research method that records consumer attitudes, investigating the *why* and *how* of decision making, not just *what*, *where*, *when*.

Quantitative research

A research method that statistically records and measures consumer trends and responses

R

Rating

Expressed as a percentage, the size of a TV or radio programme's audience

Reach and frequency

A criterion for evaluating the level of cumulative audience exposure of an advertising effort

Readership

Number of people actually reading the publication

Recall

How much a person remembers about an advertisement, especially the brand it was advertising

Recognition

The ability to recall a particular ad or campaign when seen or heard, and its product and message

Register

Tone in which an audience is addressed

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Release Form

Form signed by models and individuals being filmed or photographed, giving permission for their image to be used in advertising

Reminder advertising

Often a brief advertisement intended to keep the name of a product or service in the public consciousness

Repetition

Reiteration of an advertisement, slogan or theme to strengthen its impression

Representative

Salesman from a publication who sells advertising space. Also called a space rep

Reproduction proof

Proof on fine quality paper for photographic reproduction purposes

Research

Investigation to determine facts that can be analysed and interpreted to help plan, develop and execute sales programmes

Research service

Company that gathers information and data on trends, attitudes and opinions regarding products and services, usually on behalf of advertisers and agencies for a fee

Residual

Fee paid to a performer for use of their services beyond what was originally contracted

Resource Director

Role created recently in BBH where the staff best suited to the client or piece of work are skilfully picked and matched

Retoucher

An expert in making a photograph fit to print from

Retouching

Alteration of a photograph by hand to give more detail to the picture when reproduced

Rich media

A media advertisement constructed using dynamic tools such as Flash, HTML forms, Java, ASP, Shockwave, Javascript and other such programmes to enhance the appearance or functionality of an advert beyond that which can be achieved with a static or animated image

History of Advertising Trust

Preserving the past. Documenting the present. Inspiring the future.

Rival

A competitor

Roadblock

Slang term for placing television advertisements at the same time on two or more networks. This is often used as a remedy to channel switching during a commercial break

Rollout

The extension of marketing activity, including advertising, into progressively more areas, whether regional or national, over time

Rough

A crude layout or sketch

RPM

Retail Price Maintenance

Rushes

Rough unedited prints of a commercial

S

Sales Force

Salesmen employed by a company

Sample

Representative segment of a market or audience corresponding to a whole within acceptable limits of error

SAP

Station Average Price – the estimated cost of audience delivery on a TV station, based on advertising cost per thousand for a specific audience category

Saturation

An amount of advertising well above the normal levels of frequency

Scale models

A three-dimensional representation of an object or structure having all parts in the same proportions

History of Advertising Trust

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Scamp

An art director's rough drawing of an idea for an advertisement

Scatter plan

A broadcast advertising method of scattering a series of advertising announcements at random during a number of television or radio programs

Schedule

A list of advertisements or media to be used in a campaign

Secondary audience

The readers of a publication other than those for who it is intended

Segment

An identifiable subgroup of purchasers within a market who share a common characteristic or special need

Segmentation

A marketing strategy which designates a market segment as a target prospect group

Selective demand advertising

Advertising promoting an individual manufacturer's brand rather than a generic product

Self-mailers

Mail shot with tear-off reply paid section

Semiotics

Theories regarding the symbolism of words and pictures. Often applied when planning advertisements

Shopper

Tabloid sized publication printed on newsprint and distributed locally free of charge

Shoot

Filming a television or cinema advertisement

Show reel

A compilation of film or video designed to showcase previous work

Simulcast

The simultaneous broadcasting of a TV channel or programme on two or more different transmission systems

History of Advertising Trust

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Sixteen – sheet

Standard poster size measuring 305x203cm (120"x80")

Slogan

A pithy, memorable phrase expressing the aims or nature of a product or an enterprise

Socio-economic grouping

The population classified by income and profession eg.

A.B.C. – Upper and upper middle classes

1. Lower middle class and skilled workers
2. Unskilled workers
3. Old age pensioners, unemployed etc

Soft goods

Products made of woven and nonwoven materials, less durable than those made of metal, wood etc

Soft sell

The technique of using subtle, low pressure appeals in advertisements

Soft Skills

A sociological term relating to a person's "EQ" (Emotional Intelligence Quotient), the cluster of personality traits, social graces, communication, language, personal habits, friendliness, and optimism that characterise relationships with other people.

Space

1. Pages or parts of pages available for advertising
2. Interval between words and lines in printed copy

Sponsorship

Funding provided to a television program or network to help pay for airtime and usually such offered in return for commercial advertisement. An effective way for advertisers to communicate their message by association and alliance to a specific programme or event.

Spot

Pre-booked and purchased time at which a television commercial is shown

Staggercast

Broadcast of channel content on a secondary channel at a fixed time after the original broadcast, usually one hour. Also called **Timeshift broadcast** and commonly labelled '+1'.

Stereotype

A generalised image or impression of the attributes that characterise a group or class of persons

History of Advertising Trust

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Still

Photographic image

Storyboard

A visual presentation, usually one sheet, of a film story

Strip programming

A broadcast program or commercial that is scheduled at the same time of day on successive days of the week

Subliminal message

An embedded signal or message, designed to pass below the normal limits of perception

Surround Sound Marketing

The way in which a combination of marketing messages using different media formats work together to produce an effect different from or greater than the sum of their individual effects

T

TAM

Television Audience Measurement

TAM rating

Research carried out by an independent company that determines the number of viewers watching different television programmes

Tag Line

A final line of an advertisement treated to give it point or impact

Target audience

The audience the advertiser intends to reach; the segment the advertisement is directed at

Target market

An occupational, demographic, or psychographic group of consumers designated as the best prospects for sales

Tear sheet

Page of advertising torn from a publication and filed as reference material, or stored in lieu of a proof

History of Advertising Trust

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Teaser

A short advertisement that precedes the main advertising campaign, intended to build curiosity

Test

An effort to minimize risk in a marketing decision by conducting a miniature simulation of the proposed conditions in order to observe results

Testimonial

A statement, often given by a celebrity or satisfied customer, affirming the value of a product

Test Market

Putting a new product on sale in a restricted geographical area to test public reaction in anticipation of a wider roll out

Text

The principle verbal content of an advertisement

Theme

The general subject or idea of an advertisement

Themed break

Break in programming where two or more advertising spots are booked together by an advertiser

Time buyer

Media expert who evaluates, recommends and selects advertising time on TV and radio

Time slot

Specifically identified TV or radio time period available for advertising

Trademark

Distinctive word or symbol identifying a product and linking it to the manufacturer

Transparency

Full colour positive image on photographic film mounted individually and viewed via a projector

Trends and styles

The current custom

TOM

Top Of the Mind. Refers to the high level of brand awareness people have in their minds when thinking of a particular product

History of Advertising Trust

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Traffic builder

A promotional tactic designed to draw consumers to an advertiser's physical or virtual location

Transit advertising

Advertising that appears on public transport, waiting areas and bus stops

TVR

Television rating. Unit of measurement indicating the percentage of the total audience viewing a particular spot, expressed in terms of the target audience

TV Spot

A TV commercial

Twenty-Four sheet poster

Standard billboard poster size

Two-shot

Still photograph or scene that includes two people only

Typo

Spelling or punctuation error

Typography

The designated setting of type for printing purposes

U

Unduplicated audience

The total number of different people exposed to an advertising campaign through multiple insertions in more than one media field

Unit

The form and context in which an advertisement appears. For example, full-page, half-page

Universal price code

See Barcode

Upfront buying

Initial purchase of network television advertising by firms wishing to have optimal selection of available programmes

USP

Unique selling proposition. The feature of a brand that distinguishes it from its competitors

History of Advertising Trust

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V

Vehicle

An individual outlet of an advertising medium, such as a specific broadcast station or program

Vertical Publications

Publications with editorial content specific to the interests of a certain industry

Vertical saturation

Many broadcast advertising announcements broadcast throughout the course of a single day, designed to reach a high percentage of the broadcast audience

Video

The visual, as opposed to the audible, part of television

Videotape

Magnetic tape on which sound and picture can be recorded simultaneously

Viewer

A person who watches television

Viral Marketing

Advertising that propagates itself by web visitors' use of a web site features or services. This type of advertising encourages viewers to pass along the ad or link to it, to others

Visual

A rough sketch depicting an advertising layout or illustration

Voice-over (VO)

The spoken word commentary added to a TV commercial

W

Wall banner

A hanging advertisement in a retail store

History of Advertising Trust

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Waste Circulation

A figure reflecting the readers of a periodical who are unlikely to purchase a certain product or service advertised in it

Wave scheduling

A strategy that uses intermittent bursts of advertising to attract attention

Wearout

The point at which an advertisement loses its sales effectiveness due to excessive exposure and consequent disregard

Web 2.0

The second generation of Internet-based services. Definitions differ, but Web 2.0 made the internet more personal and interactive. It is epitomised by social networking sites such as Facebook, MySpace and Wikipedia

Webmercials

Full screen animated ads accompanied by voice over and sound effects, usually appear between web pages for 5-30 seconds

Website traffic

The number of visitors to a website

Whip pan

A very rapid panning shot

White coat rule

The restriction which prohibits advertisers from using spokesmen who purport or appear to be medical professionals in advertisements

White space

An area of unprinted space in or surrounding an advertisement

Wide-angle lens

A camera lens that covers a large area of a scene, with deeper perspective

Widgets

Interactive virtual tools that provide single-purpose services

Window streamer

A strip of advertising posted in a store window

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Word association test

A test used for evaluating attitudes, in which a respondent is asked to reply to a word spoken to him with the first word that comes to mind

Word painting

A copywriting technique that employs highly descriptive words to evoke images

Word-of-mouth advertising

Advocacy of action regarding a product or service which is passed from one person to another without a sponsor's paid support

X

Y

Yield

In the context of internet banner ads, 'yield' indicates the percentage of clicks generated from the number of impressions delivered

Z

Zine

Magazine published online instead of print. These are often specialized and therefore have very targeted audiences

Zone plane

A plan for a nationwide advertising campaign beginning with an experimental campaign in one sales zone

Zoom in

To move swiftly from a long or medium camera position, to a close-up, without changing shots

Zoom out

To pull back rapidly from a close-up or medium camera position to a long position, without changing shots