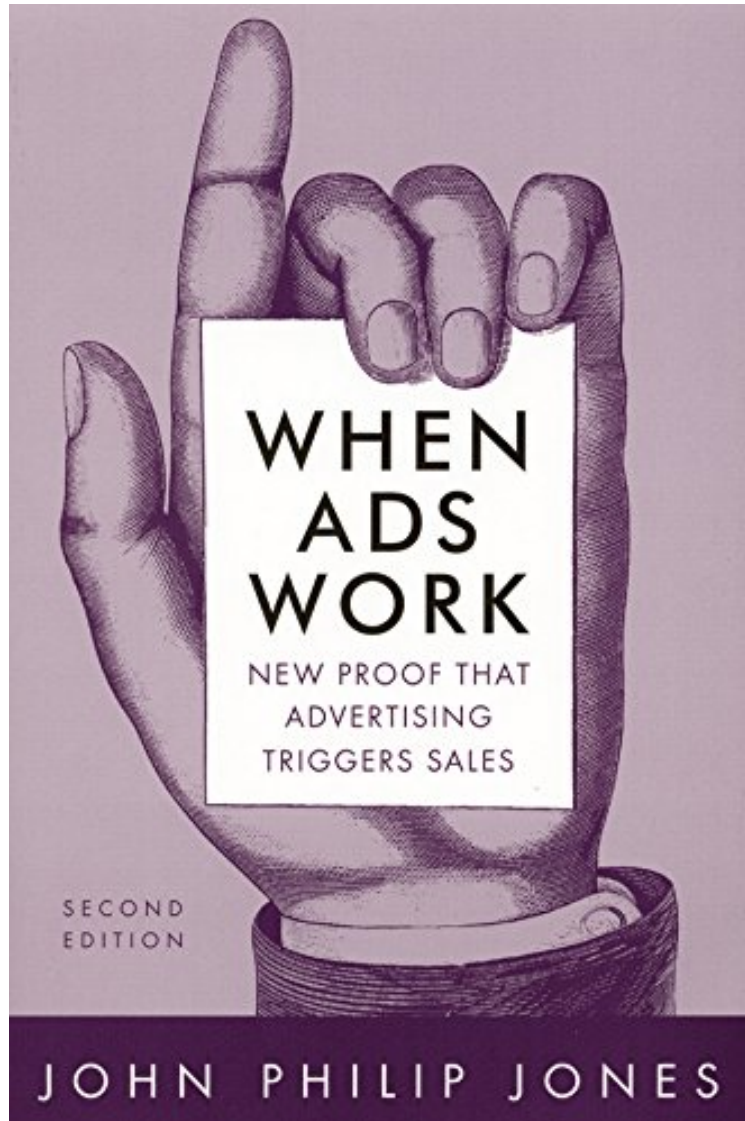


(Download ebook) When Ads Work: New Proof That Advertising Triggers Sales

## When Ads Work: New Proof That Advertising Triggers Sales

*David M Jones*

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**David M Jones : When Ads Work: New Proof That Advertising Triggers Sales** before purchasing it in order to gage whether or not it would be worth my time, and all praised When Ads Work: New Proof That Advertising Triggers Sales:

0 of 0 people found the following review helpful. 1995 edition is well worth readingBy J.IlogThis book contains many excellent points in regards to advertising, too many to list off here. It uses the term STAS frequently through out the book. STAS means Short Term Advertising Strength and is defined by "Advertising that is seen by a consumer shortly before he (or more commonly she--the female homemaker purchases a brand, and that influences the consumer's choice of that brand."Yet another worthy quote "...we see not only that advertising and promotions can work together

in strong synergy, but that the most effective advertising increases perceived value (and therefore profit) and thus reduces the need for promotions. Remember that the sales of stimulus provided by promotions always succeeds in sucking profit out of a brand, despite its positive effect on short-term volume."It also mentions that the 20% of the heaviest purchasers account for anywhere from 46-67% of sales of particular packaged goods.Pages 74-75 contain many quotes from advertising pros and chapter 13 gives a summary of the book.It contains many technical aspects of advertising that you can skim over, which is why I give it 4 stars, but there are many insights to still to be gained.4 of 5 people found the following review helpful. Marketer/Advertiser beware!By A CustomerIt's a rare business book that purports to systematically measure the impact of a business strategy, especially as one as broad as advertising. Based on a panel of 2,000 households across the US, Jones reports findings based on the evaluation of 142 branded product advertising programs. He concludes that while advertising produced an average increase of 24% in short term sales and an average increase of 6% in long term sales, he find that the majority of campaigns (60%) are relatively neutral, 20% contribute to increased consumption, and 20% actually diminish sales, at least in the short run. This is a stark reminder that any company can advertise, but its the quality not the quantity that counts0 of 1 people found the following review helpful. This book is a must for every marketerBy S. RaresAs a marketer if you don't read this you can say you are "left behind"! Every marketing professional should have and read this book.

The "accepted wisdom" in advertising is that ad campaigns are good for building brand recognition and good will, but not for immediate sales impact. "When Ads Work" argues the opposite - that well-planned and well-executed advertising campaigns can and should have an immediate impact on sales. Featuring numerous examples from recent ad campaigns, the new edition of this popular book is a model for any successful advertising research program. With a device he calls STAS (Short Term Advertising Strength) - a measure of the immediate effect of advertising on sales - the author demonstrates that the strongest ad campaigns can triple sales, while the weakest campaigns can actually cause sales to fall by more than 50 percent. He exposes sales promotions as wasteful, especially when they are unsupported by advertising, and also demonstrates the strong synergy that can operate between advertising and promotion when they are planned and executed in an integrated fashion. "When Ads Work" offers eye-opening research and practical information that no one who studies advertising or spends advertising dollars can afford to ignore.

"I used John's books when I was in the business; I continue to use his work in my classroom. This seminal work provides insights to the ultimate advertising dilemma - when ads work! The research produced in this book changed how advertisers viewed advertising's impact on sales and how to structure media plans according to short-term effects. This is an important text for current AND future practitioners." - Jan Slater, Ohio University "The advertising business has generated few profound books. When Ads Work is one of them. It changed the way marketers think about how advertising builds sales and makes a whole industry wiser." - Erwin Ephron, Partner, Ephron, Papazian Ephron, Inc. "If I had to prescribe only one book for students of advertising then this would be it. It empirically proves the most basic facts of advertising, and leads to the most practical implications for effective advertising. It is unlikely that such a far-reaching experiment will again be reported on in our lifetime." - Erik DuPlessis, President, Millward Brown"From the Back CoverFor generations advertisers, acting on little more than faith, have spent enormous sums of money without ever knowing if their ads led to a single purchase of the touted product. But recetly, employing new technology, the A.C. Nielsen marketing research organization has been able to track advertisements seen by individual household members and the actual products they buy. When Ads Work offers the first concrete information available on the actual link between advertising and sales.Filled with practical advice on using creative elements, integrating ads with promotions, and capitalizing on a brand's momentum to generate long-term sales, this book is a valuable resource that no advertiser can afford to be without.