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339   Engineered Persuasion: Just Do It

PAT LaPOINTE

- In a global manufacturing economy with instant information flow, it's more difficult than ever to create and sustain any real point of differentiation.

- Advertising's role in establishing and sustaining effective differentiation has been well established through a solid foundation of meta-learnings for expected impacts of marketing efforts.

- Quality of creative execution has a material effect on the financial return on marketing investments.

- There are many copy effectiveness methods; it is less important which one you use than it is to actually use one consistently over a period of time to promote continuous improvement.

- You can win more often by engineering your way to success and improving copy quality methodically.

342   Customer Insights that Matter

PATRICK BARWISE and SEÁN MEEHAN

- Long-term growth comes from delivering and relentlessly improving a relevant customer promise.

- To support this, firms should use many sources of customer insights, including, but not limited to, formal market research.

- Insights achieve nothing unless they reach decision makers and are acted on: often, poor framing, fear, vested interests, complacency and denial block the free flow of market signals—especially unwelcome ones—that fuel customer-focused innovation and growth.

- We offer a simple framework and five "killer questions" to help companies generate and exploit "customer insights that matter" to drive long-term performance.

345   The Future is Now: In Pursuit of a More Efficient and Effective Media Strategy

DAVID F. POLTRACK and KEVIN BOWEN

- Traditional demographic media buys are not in full alignment with advertisers' real definition of their core prospects who are, more often than not, defined attitudinally or behaviorally.

- Moreover, there is an emerging school of thought that programming context matters. An ad positioned in highly engaging programming is more effective than the same ad in a less engaging context.

- A Media Demand Landscape is presented which allows advertisers to understand their attitudinally-defined core prospects as consumers of media, enabling significantly more efficient and effective programming schedule optimization.

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394 Damage Control: Limiting the Fall-out from Deceptive Advertising

KATHERINE L. TWOMEY, JOHN G. KNIGHT, and LISA S. McNEILL

- Advertising should not only be literally truthful but avoid misrepresentation and misleading consumers.
- Negative consumer opinion can have a greater adverse impact than legal penalties for misleading advertising.
- In misleading advertising crises, public apologies are successful only when free from self-justification by the firm.
- Supportive actions by channel intermediaries may provide a more successful means to restore consumer opinion than television apologies.

404 What's So Funny? The Use of Humor in Magazine Advertising in the United States, China, and France

MICHEL LAROCHE, MARCELO VINHAL NEPOMUCENO, LIANG HUANG, and MARIE-ODILE RICHARD

- Humor was significantly more often used in the United States than in France and China.
- Compared to China and France, the United States used humor more frequently for personal and luxury products, than for non-personal and non-luxury products.
- Chinese advertisers tend to use humor more often for "consumer electronics" than French and American ones.
- Humor is considerably less often used in France for high-involvement products.
- The use of humor in advertising is defined by a country's culture and competition within a given marketplace.

417 Ad Bites: Toward a Theory of Ironic Advertising

EKIN PEHLIVAN, PIERRE BERTHON, and LEYLAND PITT

- While irony has been a rhetorical device for advertising professionals, the irony of ironic advertising is that it has been used but not studied.
- The degree of subtlety in ironic advertisements, ironic sophistication, and the consumer's ability to understand irony, ironic literacy, are the main factors in the process of ironic communications.
- To communicate irony the advertiser utilizes cues, and to understand irony the consumer recalls interpretive frames within a shared context.
- Ironic advertising is a two-step process in which the marketer establishes or evokes an interpretive frame and then subverts it with a second, usually contradicting, message.

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