Spring 1996

UA68/13/4 AdViews

WKU Journalism

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_records

Part of the Advertising and Promotion Management Commons, Mass Communication Commons, and the Public Relations and Advertising Commons

Recommended Citation
http://digitalcommons.wku.edu/dlsc_ua_records/3373

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.
The Future According To Don Schultz

by Cliff Shaluta

Can you imagine a campaign in which advertising, public relations, direct marketing and sales promotion are all selectively used to reach the goals of the client?

According to Dr. Don Schultz, professor of advertising and integrated marketing communications in the Medill School of Journalism at Northwestern University, more and more campaigns are utilizing a complex blend of communications. During his recent visit to Western, Dr. Schultz described a world in which consumers are exposed to so many sales messages, that the only way advertisers will be able to break through the clutter is to combine efforts.

This type of integration has been used by advertisers in the past, but today the stakes are much higher. In fact, many ad agencies are restructuring their businesses to provide an integrated approach to their clients.

In addition to combining communication efforts, advertisers are using computer technology to uncover valuable information about consumers. For example, Waldenbooks created the Preferred Readers Program. Members of the program receive discounts after a certain amount of purchases, but more importantly, the company finds out what types of books members purchase and the company can target these special interests. Database technology is an important part of the integrated approach. It allows advertisers to create a loop of communication in which the consumer is exposed to a message and his/her response dictates future communications.

Dr. Schultz made presentations throughout the day to faculty, students, continued on page two
AdClub Tours Sheehy Agency in Louisville

"The agency business is hard work," Bill Sheehy told Western Kentucky University advertising students and faculty on February 7.

"We're constantly pitching new business, and the presentations have gotten more elaborate. There's a lot of competition for clients today."

Sheehy, president of Sheehy and Associates, spoke to the WKU group as part of their spring agency tour to Louisville. He gave students a very realistic picture of the agency business.

Part of his presentation was the showing of the "agency reel," a video tape of commercials that they prepare for clients. Students were intrigued by an elaborate, animated spot the agency had produced for the Kroger Company. Sheehy said the spot cost $450,000 which is more expensive than most spots produced by Louisville agencies.

The students had an opportunity to talk to Sheehy and many of this agency department heads about the work that they do for clients.

The agency tour was organized by Melanie Dyer, a graduate of Western who is a media buyer for Sheehy and Associates. Other Western graduates who met and discussed the agency business with students were Gretchen Leachman, Leslie Arthur and David Waggoner who are assistant account executives. Mark Nichols, who is head of Sheehy's new interactive division, joined the students and faculty for lunch which the agency provided in one of its meeting rooms.

Campaigns 96 Targets Twenty-Somethings for American Red Cross

The 1996 American Advertising Federation competition is heating up as WKU ad students put the final touches on their entry into the national competition. The students have been asked to design a complete integrated communications plan to encourage twenty-somethings to volunteer their time to help out their local Red Cross Chapter.

"This year's case is unique in that it is a public service client rather than a manufactured product of some kind," says Cliff Shaluta, associate professor of advertising. He adds, "the goal of persuasion is comparable to other campaigns, but the process is entirely different with a nonprofit organization. You are somewhat limited in the type of approach you can take."

The regional AAF competition will be held in Dayton, OH on April 22. The national competition will be in San Diego, CA on June 5-9.

Don Schultz continued from page one

and area advertising professionals. In those sessions, Dr. Schultz urged advertisers to realize that they are trying to communicate with the most technologically savvy consumers in the history of the planet. The market has changed, but the way advertisers are communicating with consumers has not kept pace.

For example, many advertisers rely on network TV to get their message out to consumers. While Dr. Schultz feels that network TV will always exist in some way, it may not attract an audience that is of interest to advertisers. As the reliance on mass advertising lessens, there will be tremendous opportunity for niche oriented vehicles. The internet is just one type of narrowly focused medium that will continue to grow as advertisers move from mass marketing to individualized marketing.

Dr. Schultz describes these changes and more in his book Integrated Marketing Communications, by NTC Business Books. He and his associates have pioneered the country's first graduate program in IMC at Northwestern. Schultz has consulted, lectured and held seminars on communication management in Europe, South America, Asia/Pacific, Australia, and North America. Dr. Schultz's visit was part of the Hearst Speakers Series in the Journalism Department.

Ad Students Are On The Move...

News of Advertising Graduates

• Tom Walthall has been promoted to media supervisor at Doc-Anderson Agency in Louisville.

• Nicole Zirnheld is an electronic imaging artist for the April Group, a division of Bandy, Carroll and Hellige agency in Louisville.

• Amy Washburn Bramblette, Steve Tompkins and Beth Taylor are working for Fastline Publications in Buckner, Ky. Fastline produces 25 monthly trade magazines with circulation nationwide.

• Sean Ward has started his own business. He is president of Digital Design in Bowling Green, which services a number of accounts.

• James Strickland and Steve Haycraft are graphic designers for the Elizabethtown New-Enterprise.