

14.1: Chapter Introduction



Figure 14.1 Three Months after Launch!

“Cool ad! *But did it work?*”

That’s the million dollar question (or often even more). Advertising serves many roles, from building awareness of a new acid jazz group to informing us of an asthma drug’s side effects. But at the end of the day, *advertising is a call to action*: it can be pretty, funny, sexy, or cute—but if an ad doesn’t sell the client’s product or service, or create the behavioral change a nonprofit hopes to achieve, it’s nothing more than an entry on an art director’s “reel” that may land him another juicy assignment.

SS+K is keenly aware of the need to show results. Its client msnbc.com is counting on the new brand-building campaign to start to move the brand building, awareness, and traffic needle. Did the agency succeed in this quest? Let’s find out.

Video Spotlight

Amit Nizan and Michelle Rowley

[\(click to see video\)](#)

Amit Nizan and Michelle Rowley discuss the results of the campaign, and some outside influences that affected the results.

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