

15.9: Key Terms

advertising | paid communication messages that identify a brand or organization and are intended to reach a large number of recipients

aided recall | a type of advertising posttest that uses cues to assist a sample audience in recalling brands and products in an advertisement

all-you-can-afford approach | advertising budget approach that ensures everything else in the organization is budgeted for and then sets aside the remaining funds for advertising

attitude tests | a type of advertising posttest that investigates the attitudes of a sample target audience toward a product or service

brand awareness | metric used to determine if audiences can recall information about a brand

brand recognition | the ability of a campaign audience to recognize and identify a specific brand

comparative advertising | type of advertising that showcases the benefits and values of one product as compared to its competitors

competitive-parity approach | advertising budget strategy that relies on setting budgets based on the expected budgets of competitors

conversion rate | the percentage of an audience that has completed a desired action

engagement | any interaction with advertising content

frequency | how many times someone is exposed to an advertisement in a given time period or how many times an advertisement is shown in a time period

impact | how quickly members of the audience receive an advertising message

impressions | quantifying how many times an advertisement appears in a medium

informative advertising | a type of advertising intended to raise awareness of a product through educational communication to increase demand of the product

inquiry test | a type of advertising posttest that runs two or more similar ads on a limited scale and determines which of the ads are most recalled by and effective for respondents

institutional advertisements | advertisements intended to create a positive image or support for an entire organization

jury tests | a form of pretesting in which the respondents discuss the advertisements that are most likely to induce a purchase

key performance indicators (KPIs) | indicators (metrics) that measure how an advertising campaign is achieving certain goals or objectives

lobbying | networking and other efforts that have the intention of influencing public policy and law

objective-and-task approach | advertising budget strategy that is based on the objectives set previously for the advertising plan

percentage-of-sales approach | advertising budget strategy that utilizes prior years' sales or predicted year's sales and sets a percentage of those sales aside for advertising

persuasive advertising | a type of advertising that aims to highlight the benefits of a product or service being advertised

portfolio tests | a type of advertising pretest that consists of respondents browsing through various versions of an advertisement and then being asked to recall certain details from each

press relations | efforts to establish and maintain positive relationships with those in the media by sending press releases and other stories that help to maintain a positive image of the brand

pretesting advertising | research that predicts the performance of an advertisement before it airs

product advertisements | advertisements that promote a specific product within the organization's product mix

public affairs | efforts to influence public policy and engage with public officials and trade associations

public relations | any actions that help to create and maintain a favorable public image

publicity | notice or attention given by the media

pull strategy | advertising strategy intended to bring audiences to the product

push strategy | advertising strategy aimed at pushing the brand in front of an audience

reach | the estimated number of potential customers you can reach with an advertising campaign

reminder advertising | advertising aimed at bringing a product back into the forefront of the consumer's mind

return on ad spend (ROAS) | metric that measures the amount of revenue earned for every dollar spent on advertising

return-on-investment (ROI) approach | advertising budget strategy that focuses on every dollar spent on advertising; a return of that dollar—plus some—is expected

sales test | a type of posttest in advertising that determines how many sales will be made based on a test market

theater tests | a form of advertising pretest in which the audience is shown advertisements—usually television ads—in the context that they would be shown to the entire market

unaided recall | a type of advertising posttest that does not use any cues or prompts to test the recollection of the advertisement message

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