



Measuring advertising effectiveness [

Lucas, Darrell Blaine (1902-1995.)

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Advertising-

Advertising as Topic

Monografia

"This book brings together the most up-to-date information about: 1. Measurement of advertising messages (Part One) 2. Measurement of advertising media (Part Two) In other words, this is a book about creative research and media in the advertising industry of today and with emphasis on practical details. Part One explains both the planning of advertising measurement and the techniques of measuring advertising messages. There are separate chapters on recognition tests, recall and association tests, opinion and attitude ratings, projective methods, laboratory testing and analyses of content, and inquiries and sales measures. Part Two explains the basic media concepts. There are separate chapters on printed-media audiences, television and radio audiences, exposure of advertisements, audiences of advertisements, kinds of people in media audiences, and attitudes of media audiences; the book ends with a discussion of audience accumulations and combinations and the implications of mathematical programming. The text represents the combined efforts of two psychologists, who between them have spent over fifty years in advertising work. To produce this volume, they have drawn upon their psychological knowledge, experience as teachers, their own research studies, and their work as advertising consultants. It is their hope that Measuring Advertising Effectiveness will be useful to students in the classroom and useful also to those people in business who are concerned with the evaluation and improvement in methods of measuring advertising effectiveness"--Book

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