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THE INDUSTRIAL ADVERTISING CAMPAIGN
DIRECTORY PUBLISHING COMPANY: A CASE STUDY

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CONCENTRATION RELATED RESEARCH PROJECT
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I. Introduction

The topic of this research and case study falls under the generic umbrella of industrial (business-to-business) marketing. The emphasis is on the development of an advertising campaign for the corporate marketing division of a multi-million dollar publishing concern. The application of the case study will be valuable to both students and practitioners of industrial marketing in general, and industrial advertising specifically. It will show how an advertising campaign was actually developed at the company upon which the case is based. The purpose of the study is two-fold: firstly, to define and explain industrial advertising and campaign development; and secondly, to portray the actual development of a campaign.

This paper will not attempt to broach the subject of marketing in toto nor even that of promotion. It will be limited to an abstract of promotion: advertising. This is to be clearly distinguished from the other general areas of promotion, personal selling, publicity, and sales promotion. Even more specifically within advertising it will be limited to media most closely related to industrial marketing; i.e., trade and business publications, and direct marketing. This again is to be distinguished from the other media, television, radio, newspapers, consumer and general magazines, outside advertising, etc. The

terms "industrial" and "business-to-business" are synonymous and, therefore, will be used interchangeably. Industrial advertising does not refer to just business-to-business advertising. "Industrial marketing is the marketing of goods and services to commercial enterprises, governmental or the non-profit institutions for resale or for use in the goods and services they produce."¹ This is important because the company under study markets its product offering exclusively to institutions of higher learning. Directory Publishing Company will be referred to as DPC throughout the text. The firm upon which the study is based is not identified by its corporate name. DPC is used ficticiously and is not to be construed in any other manner, nor as a representation of any existing company.

The body of the thesis will be presented in six sections: an overview of the research; an overview of advertising in the business-to-business marketplace; the advertising campaign; background on DPC; the advertising campaign for DPC; and the conclusion. Footnotes, the bibliography and an appendix of industrial ads follow these sections.

II. Review of Research Sources

The sources used to gather information for this study are varied. In a case study, the primary data must come from the company. Nevertheless, I did want to provide an up-to-date case with an