

“This compilation delivers admirably on the promises in its introduction and should be held by every public, special, or university library that serves marketing or advertising professionals or students.”

– *Library Journal* (05/15/00; on the first edition)

Encyclopedia of Major Marketing Campaigns

THE MARKETING BEHIND THE MEMORY

NEW EDITION  Everyone knows that bologna’s first name is O-S-C-A-R and its second name is M-A-Y-E-R. Not so clear is the marketing strategy behind this memorable product positioning. The second edition of the *Encyclopedia of Major Marketing Campaigns* profiles the Oscar Mayer campaign for Kraft Foods along with nearly 500 other notable advertising and marketing initiatives. Originally published in 2000, this well-regarded resource is completely new with featured campaigns spanning a wide variety of media such as television, radio, print, billboards and the Internet.

“WE’LL LEAVE THE LIGHT ON FOR YOU”

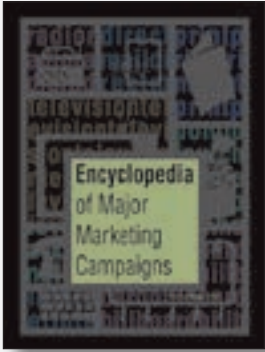
What’s the strategy behind the Motel 6 campaign of homespun hospitality that leads you to believe someone is truly concerned with your safe arrival? The *Encyclopedia of Major Marketing Campaigns* provides exhaustive coverage of such strategy including the historical context of the initiative, development hurdles, competition, and the expected and actual outcomes.

Students, advertising and marketing professionals and general readers will become both educated and enlightened by profiled campaigns from new companies, new products from well-established companies or simply, companies with particularly effective or interesting initiatives.

The single-volume *Encyclopedia* features:

- Nearly 500 detailed, custom-written essays including overview, history, strategy, competition, outcome and further reading
- Approximately 600 graphic elements including photographs and sidebars
- Full contact information for each profiled company
- Guest foreword written by an industry expert
- Comprehensive general index

In addition, anecdotal aspects of particularly memorable campaigns are presented – making the *Encyclopedia* an interesting and amusing resource for both researchers and general readers. Students majoring in business, advertising, mass communications and marketing will refer to the *Encyclopedia* time and time again while entrepreneurs looking for inspiration or competitive advantages will also be frequent users.



IN-DEPTH COVERAGE OF NOTABLE CAMPAIGNS

From soft drinks to public awareness issues, featured companies and campaigns include:

- Borden, Inc.: Elsie the cow
- The Coca-Cola Company: "Always Coca-Cola"
- DeBeers: "A Diamond is Forever"
- Dr. Pepper: "Wouldn't You Like to be a Pepper Too?"
- General Electric: "We Bring Good Things to Life"
- General Mills: "Breakfast of Champions"
- Kellogg Company: "Snap, Crackle and Pop"
- Kraft Foods: "My bologna has a first name ..."
- McDonald's: "Big Mac – two-all-beef-patties-special-sauce-lettuce-cheese-pickles-onions-on-a-sesame-seed-bun"
- Motel 6: "We'll Leave the Light on for You"
- Procter & Gamble: "Look Ma, no cavities!"
- United Negro College Fund: "A Mind is a Terrible Thing to Waste"
- U.S. Department of Transportation: "Friends Don't Let Friends Drive Drunk"
- Whitman Candies: "A Woman Never Forgets the Man Who Remembers"
- Wrigley's: "Kiss a Little Longer"

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