

Glossary

banner ad

An Internet advertisement appearing above, below, or beside the content of a website, usually featuring graphics and containing a link to the advertiser's own site.

benefit

A positive effect corresponding to a given feature of a product.

blog

Short for "weblog." A personal online journal or commentary that is frequently updated and available for public consumption. A blog consists of text, hypertext, images, and links to other Web pages.

body copy

The text that comes after the headline and *tagline*, forming the bulk of the textual content.

BOGOF

"Buy one get one free."

brand

Primarily, the name, term, design, or symbol intended to distinguish one good or service from others. By extension, the psychological associations built around that name or symbol, which define its perceived image or personality.

branding

The deliberate creation and cultivation of a brand's identity and personality through design, advertising, and other communication.

brand identity

The features of a brand, typically coming from graphic design, which make it readily identifiable to consumers.

brand matrix

A hierarchy that organizes and separates core customer messages for a number of products or lines within the offering of a consumer brand: for example, a retail chain.

brand positioning

Part of the branding process. Identifying and establishing a range of positions within a market (high end, mid-range, fashionable, practical, etc.) that a brand is intended to occupy.

brief

The information given to a creative team by the client. A full brief will provide all that is required to produce the finished work.

call to action

A message contained within a piece of copy instructing the reader to do something, such as booking a holiday or calling a number.

conceptual advertising

A style of advertising, originating in the 1970s, in which exciting, creative, and unexpected approaches are used to sell products.

copy

Text intended for printed reproduction.

core message

The most fundamental and defining property being communicated about a product or service.

cover line

A brief announcement or blurb displayed with the headlines on the cover of a periodical or catalog.

customer journey

The complete process a customer experiences from entering to leaving a store.

direct mail

Direct marketing conducted by post. Sometimes known as "junk mail."

direct marketing

Marketing messages sent directly to the consumer or business, intended to generate an immediate response.

Flash

A software program used to add animation, video, and interactivity to Web pages.

focus group

A formal or informal research group intended to represent the audience for a campaign or brand, gathered to discuss and gauge their responses to proposed marketing ideas.

FUD

"Fear, Uncertainty and Doubt." An advertising approach used by professional services such as insurance brokers that highlights risks and questions feelings of security, in order to offer consumers protection from these risks.

hero product

A product that features prominently on a catalog page.

house brand

Also known as "own brand" or store brand." A brand aligned and identified with that of the retailer.

house style

A set of standards indicated by a style sheet that relate to one publisher, publication, or organization.

hyperlink

Usually known simply as "links." Special areas on a Web page that provide direct access to information on other Web pages. Hyperlinks can appear as text or graphics. By clicking on a hyperlink, a user can quickly find different content.

INCI

"International Nomenclature of Cosmetic Ingredients." An international system of names for ingredients in soaps and cosmetics, based on English, Latin, and scientific names.

internal communications

Material sent within an organization to its members, such as company magazines and newsletters.

jargon

Technical language or terminology specific to a particular industry or specialist field, which may not be clear to people outside that industry or field.

landing page

The first page a website user is shown when accessing a particular topic, which will lead them to further information.

list brokers

Firms who specialize in selling mailing lists and customer data to direct marketers.

list buying

In *direct marketing*, the strategic procurement of customer details corresponding to an audience profile.

loyalty campaign

A campaign aimed at current customers, intended to retain their loyalty.

market share

The portion of an industry or market's total sales earned by a particular company or product.

matrix

see *brand matrix*.

merchandising

The displaying of products in a retail environment in order to highlight their prices and relevant details of special offers or specific benefits.

milestone

Contained within a creative *brief*, a process that must be completed by a certain deadline.

mission statement

A written document detailing the purpose of a company or organization, guiding its actions and decision-making and spelling out its overall goal. Important when considering *tone of voice*.

mock-up

A rough rendition of a finished piece of work, intended for training or demonstration purposes.

nameplate

Also known as a "masthead" (UK). The title of a newspaper or periodical in the style as it appears on the front cover.

page plan

A plan of how the content will be laid out across all pages of a magazine or newsletter.

placeholder text

Dummy text inserted by a designer before the actual copy has been written.

positioning statement

In a catalog, text on the cover identifying the brand's features and the choice, value, and quality within.

price point

The price at which an item is sold, intended to optimize overall profits rather than sales or individual margins.

profiling

Building up a profile of an intended audience, understanding what they are like and what language they will relate to.

proprietary brand

A brand owned and managed by the producer of the good rather than the retailer.

relationship marketing

Activity focusing on retaining existing customers and building stronger relationships with them.

SEO

"Search Engine Optimization." The process of increasing the amount of visitors to a website by choosing keywords on the site to achieve a high-ranking placement in the search results page of a search engine.

sign-off

Permission to proceed to the next stage of a *brief*, or to conclude work on a project, given by the client, agency account manager or other agreed authority.

site plan

A plan showing the layout of the pages on a (proposed) website showing how they link to one another.

smartphone

A cell phone with an advanced operating system which allows the user to install and run computer applications and access the Internet at high speed.

social media

Internet-based services such as Facebook and Twitter through which users communicate and share content directly with other users.

stakeholder mapping

Assessing the relative levels of interest and influence in a project among the various stakeholders, and tailoring communications toward them based on this.

stakeholder

Those within the client organization entrusted to sign off on a project, or the owners of the department or product group that has commissioned it.

style sheet

Also known as a "style guide" or "style manual." A guide outlining spelling, design, and style conventions to be adopted to ensure uniformity.

tablet computer

A portable, wireless computer with a touch-screen interface.

tagline

Also known as a "strapline." A slogan displayed below the headline or title in advertising, packaging, or direct marketing.

telemarketing

Direct marketing conducted by telephone.

tone of voice

A writer's style and choice of words, and the personal and professional values they imply.

top and tail

Opening and closing a piece of writing with clear, punchy summaries.

trade catalog

Catalogs used by businesses to market to other businesses.

trademark

A symbol, word, or words legally registered or established by use as representing a company or product. Trademarks can be limited to specific regions and categories of use.

typography

The craft of selecting and arranging type on a page to maximize readability, visual appeal, and impact.

USP

“Unique Selling Point” or “Unique Selling Proposition.” A specific benefit to customers of a product, brand, or service that none of its competitors can offer.

value-pricing system

A pricing system based on the perceived value of a good to the customer, rather than its actual value or market value.

word bank

A collection of evocative words that create a feeling to be maintained throughout a piece of copy.