

# MAJOR MARKETING CAMPAIGNS ANNUAL

*One source provides a comprehensive look at the high-impact campaigns of 1997*

**N**ew from Gale, *Major Marketing Campaigns Annual* profiles

100 of 1997's major marketing initiatives. Marketing students and researchers will find this single source saves hours of research time. They will discover hard-to-find information compiled from periodical articles, trade magazines, corporate public relations departments, marketing industry experts and more. The result is a fascinating look at the year's most outstanding marketing campaigns.

## THE TOP 100 CAMPAIGNS, SELECTED BY INDUSTRY EXPERTS

An advisory board compiled of university professors and industry experts was consulted to identify the top 100 marketing initiatives profiled in *Major Marketing Campaigns Annual*. Cases were chosen from among domestic and international campaigns based on their relevancy in terms of social context, the consumer attention they attracted, their ability to change consumer perspective, their impact on lifestyle or the revenue the campaign generated.

## WHAT'S BEHIND A GREAT CAMPAIGN?

From a campaign's historical environment to its conception to its results, *Major Marketing Campaigns Annual* provides an in-depth analysis of the many factors that come into play when a marketing initiative takes shape. Entries are arranged alphabetically by the name of the company running the campaign and include street address, e-mail, Web address, phone and fax numbers.

## NEW title

## ENTRIES ALSO INCLUDE

- **Campaign Overview:** A brief overview of the campaign and its rationale, start and end dates, how it was initiated and its cost
- **Brand Origins/Historical Context:** A description of factors that contributed to the campaign's development. This section also covers the marketing environment and an assessment of whether the campaign was controversial, in line with the company's previous marketing efforts, a spin-off from a predecessor and more
- **Target Market and Objectives:** A look at the target audience and their needs with respect to the product, service or initiative
- **Competition:** Major competitors, their market share and revenue
- **Marketing Strategy and Development Hurdles:** Strategies behind the initiative, including excerpts from business plans
- **Outcome:** The campaign's success or failure and its social, commercial and financial impact on the company and the market
- **For Further Information:** A section that directs researchers to competitors, related campaigns and relevant periodical articles

Where possible, entries include a black-and-white picture of the product or service and the advertisements. A helpful master index directs readers to entries by company name, product name, campaign name and subject. Entries are arranged alphabetically by company name.

## AT A GLANCE

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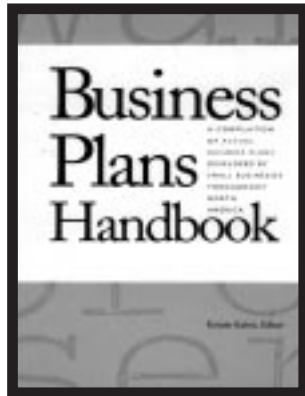
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