

Anexo A

Anexo A1

"The process of designing a course of action that shows how advertising time and space will be used to contribute to the achievement of advertising and marketing objectives" (Barban, Cristol y Kopec, 1993, p.2).

Anexo A2

"Beyond billboards, a whole new field of advertising formats has emerged to impact consumers head-on during the course of daily activities"
(Consultado en: <http://www.oaaa.org>, el: 31/01/2006)

Anexo A3

"The point of purchase (P-O-P) in a retail store represents the time at which the consumer makes product and brand choices" (Shimp, 1990, p.464)

Anexo A4

"Marketers use a variety of items in point-of-purchase communications" (Shimp, 1990, p.464)

"Plaques, banners, shelf tapes, mechanical mannequins, lighted units, mirror units, plastic reproduction units, full-line merchandisers, (...) and numerous other materials" (Shimp, 1990, p.464)

Anexo A5

"In a phrase, this is what point-of-purchase communication is ultimately design to do-to enable marketers (manufacturers and retailers) to fight the competition in getting their products into the customers shopping bag" (Shimp, 1990, p.465)

Anexo A6

"Interactive system of marketing which uses one or more advertising media to effect a measurable response and/or transaction at any location" (Shimp, 1990, p.439)

Anexo A7

"You probably are a bit uncertain, however, as to exactly what it is. Join the crowd! The fact is that sales promotion is a term often used rather indiscriminately to encompass all promotional activities other than advertising, personal selling, or public relations" (Shimp, 1990, p.514)

Anexo A8

"The use of any incentive by a manufacturer to induce the trade (wholesalers and retailers) and/or consumers to buy a product or service; the incentive is additional to the basic benefits

provided by the product or service and temporarily changes the perceived price or value of that product or service” (Shimp, 1990, p.516)

Anexo A9

“A rapidly growing aspect of U.S marketing is the practice of corporate sponsorships” (Shimp, 1990, p.503)

Anexo A10

““Increasing sales volume, enhancing a company’s reputation or brand’s image, increasing brand awareness, and so on” (Shimp, 1990, p.503)

Anexo A11

“Media planners are always looking for quicker and easier ways to deliver advertising messages to consumers” (Sissors y Bumba, 1996, p.39)

“Many people in advertising expect to see the message become interactive and, as a consequence, more effective” (Sissors y Bumba, 1996, p.39)