

# Contents

Foreword	ix
Acknowledgments	xi
Introduction	xv

## PART I

### Marketing Is Broken (But It Can Be Fixed)

Chapter 1:	Making It Stick: <i>The New Marketing</i>	3
Chapter 2:	Overcoming Lack of Knowledge Storehouses	17
Chapter 3:	Overcoming A Marketing Culture That Resists Change	25
Chapter 4:	Overcoming Organizational Challenges for Advertising	35
Chapter 5:	Can the Marriage Between Advertising and Marketing Be Saved?	45

## PART II

### The Advertising Fix Improve Your Marketing and Advertising—*NOW!*

Chapter 6:	Get a “COP” to Direct Your Marketing Campaign	57
Chapter 7:	The COP in Three Simple Steps	71

PART III

Guaranteeing Your Advertising Works  
Actions You Can Take Today to Fix Your Own Advertising—  
Insights from Research on \$1 Billion in Ad Spending

Chapter 8: Motivations and Your Customers' Needs	87
Chapter 9: Motivations, Segmentation, and Positioning	103
Chapter 10: Messaging and Advertisements That Stick	113
Chapter 11: Messaging and the Transformation from Intuition to Science	133
Chapter 12: Messaging Across Consumer Touchpoints	149
Chapter 13: Media Mechanics: <i>Media Allocation's "Laws of Physics"</i>	159
Chapter 14: Media Psychologics: <i>How Meaning is Created Through Media Strategies</i>	177
Chapter 15: Media Optimization: <i>Getting More Bang for Your Buck</i>	191
Chapter 16: Marketing as a True Competitive Weapon	209
Chapter 17: The Critical 10-Percent Factor	223
Appendix A: Explanation of Scenario Planning	239
Appendix B: Research Methodology	243
Appendix C: A Brief Review of Motivation Research	251
Appendix D: A Quick Primer on Pretesting Messaging Research	255
Notes	259
Index	267