



Ad Notes.... By Phil Cooke

## **What's the Difference Between Advertising, Direct Marketing, Telemarketing, Public Relations, and Brand Recognition?**

In the past, advertising was a much simpler world. You create a commercial or print ad, send it to a radio, TV station or magazine, and then see what happens. But no matter how great the advertising, there was never really much of a way to establish a direct link between the advertising and eventual product sales.

Then, one day we woke up to "direct response advertising," in the form of infomercials, toll-free phone numbers, outbound telemarketing, and more. Next, research invaded, and suddenly we were thrown into focus groups and surveys, and now we receive a steady stream of research questionnaires on an endless variety of subjects.

It's become so confusing and complex, most of my clients have little idea of the difference between the various types of advertising available to us today. But the fact is – we live in an age where "perception" is far more important than "reality" – especially to the vast media audience, so it's absolutely critical we understand the real power and potential of advertising. So when a friend in the business sent me the following e-mail, I thought I would share it with Wireless Age readers - somehow, and with a little humor, it puts the whole thing into perspective...

---

### **The Advertising Lesson**

---

You see a gorgeous girl at a party. You go up to her and say, "I'm the man of your dreams." **That's Direct Marketing.**

You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says, "He's the man of your dreams." **That's Advertising.**

You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day you call and say, "Hi, I'm the man of your dreams." **That's Telemarketing.**

You're at a party and see a gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink. You open the door for her, pick up her bag after she drops it, offer her a ride, and then say, "By the way, I'm the man of your dreams." **That's Public Relations.**

You're at a party and see a gorgeous girl. She walks up to you and says, "I hear you're the man of my dreams." **That's Brand Recognition.**

End of class.

---

Have you signed up for the Cooke Pictures e-mail newsletter? It's a monthly journal filled with media research, creative concepts, production resources, and great ideas.

**Sign up today at <http://www.cookepictures.com/resources/newsletters/>**