References


Cooper A 1999. Everything You Wanted to Know About Brand Equity Tracking but were Afraid to Ask. The Journal of Brand Management, 6(3):153-160.


Holsti OR 1969. *Content Analysis for the Social Sciences and Humanities*. Addison-Wesley: MA.


Appendix B: Alternative Brand Contact Examples presented to Respondents

Tobasco
Tobasco’s (the fiery American chilli sauce) innovative campaign in South African restaurants with the launch of a mild version of the product. Branded toilet paper carried the copy line: Don’t you wish you’d had mild Tabasco instead?

Virgin Atlantic
Virgin Atlantic placed egg trays with a wrap-around message ‘Handled by Virgin Atlantic’ on airport luggage conveyer belts to break through traditional clutter barriers and achieve impact in an unconventional and unexpected manner.

Cadbury’s Flake
The magazine insert campaign for Cadbury’s Flake using the Flake wrapper with a post-it note – “Sorry just couldn’t resist”.

Audi Airbags
Audi used bubble wrap covers on magazines to advertise the benefit of Audi airbags.

Standard Bank – Achiever Plan
Standard Bank’s co-operative use of existing print advertisements for premium brands such as Guess. A look-alike original and signed credit card proof of payment slip is simply stuck onto the Guess print advertisement to create an unconventional contact experience for the Standard Bank Achiever account.

Nike on MTV
The Nike brand message is transformed into editorial content. Nike penetrates MTV programming content with brand messages that resemble music videos.
Appendix C: Interview Guide to the Exploratory Focus Groups with Senior Account Teams

1. Introduce the description of the alternative brand contact.

*Brands communicate through a myriad of contacts with consumers. This discussion will focus on one of the areas of contact, namely planned marketing communications point of contact.*

*The alternative brand contact is planned and implemented in context of the brand communications or marketing communications strategy. An alternative brand contact is presented as a point of contact, in and/or beyond traditional media that will be experienced by the consumer as unexpected and unconventional.*

2. Introduce examples of alternative points of brand contact.

3. Single open-ended question:

*How would you define the nature, role and planning of the alternative point of brand contact?*

(Probe responses that present newly identified dimensions of the nature, role and planning of the alternative point of brand contact).

4. Summarise group responses, to determine the extent to which agreement exists.
### Appendix D: Financial Mail AdFocus (2002:30-31) Survey of major league agency rankings by Income from Fees, Commission and Mark-ups.

#### The Major League

Marketing communications groups ranked by income from fees, commission and mark-ups.

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<th>Media Fees Rank</th>
<th>Number of Staff</th>
<th>Above-the-Line % Change</th>
<th>No. of clients</th>
<th>2000</th>
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#### Notes

1. Agencies included are those whose current commission and mark-up fees for advertising-related services. Gross-up billings are no longer shown. The figures in this column are the income earned at SAA offices.
2. Actual expenditure in terms of space is the media for the agency's advertising clients, even though the buying is done by a media-specialist agency. This is not a provision for billing purposes.
4. Standard Bank
5. TBWA SAA
6. Ogilvy & Mather
7. Leo Burnett
8. BBDO Worldwide
9. Leo Burnett
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