



# Researching Advertising Campaigns

## Library Resources at UGA

<http://www.libs.uga.edu>

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### **Business Source Premier**, 1984-present

GALILEO→Business & Economics→Marketing

Articles from business, trade, and industry periodicals.

Search tips:

- Select “Also search within the full text of the articles”
- Use the \* [asterisk] symbol for truncation
- To expand your search, click on “Choose Databases” and add the databases **Communication & Mass Media Complete** (advertising and communication journals) and **Academic Search Premier** (popular magazines and selected scholarly journals).

### **Factiva**, mid-1980s-present

GALILEO→Business & Economics→Marketing

Articles from the business press (including the *Wall Street Journal*), trade and industry journals, and newswires.

### **Lexis/Nexis Academic Universe**, mid-1980s-present

GALILEO→Business & Economics→Marketing

Choose:

- Arts & Sports News→Entertainment (includes *Advertising Age*)
- News Wires→All Available Wire Reports (includes PR Newswire)
- Business News→Industry News (trade periodicals)
- General News→Major Papers (hundreds of newspapers from the U.S.)



### **Looking for commentary on an earlier campaign? Try:**

#### ***Business Periodicals Index***, 1958-1986

Main Library Reference Room Z7164 .C81

#### **Historical Wall Street Journal**, 1889-1989

GALILEO→Business & Economics→Marketing

#### **Historical New York Times**, 1851-2003

GALILEO→News/Facts/Reference→News

## **Finding Market Information**

*The article databases listed above are also good sources of market research.*

### **Mintel Research Reports**

GALILEO→Business & Economics→Marketing

Market research reports from the last few years. Although Mintel is free to UGA students, you will be asked to set up an account the first time you use it.

### **Market Share Reporter**

2006 ed. at Reference Desk: Main Ref HF 5410 .M35

1991-2005 on 5<sup>th</sup> floor: HE 5410 .M35

Compiles data on market size, market share for companies, and consumer behavior.

### **Standard & Poor's Industry Surveys**

Latest ed. at Reference Desk: Main Ref HC 106.6 .S74

1993-2005 on 5<sup>th</sup> floor: HC 106.6 .S74

1979-1992 at Repository (request at bottom of GIL screen)

A quarterly publication that surveys trends in industries. Can't figure out which category to use? Look in the Index of Companies at the front for your company or a major competitor.

### **Business Rankings Annual**

Latest edition at Reference Desk: Main Ref HG 4057 .A353

1989-2005 on 5<sup>th</sup> floor: HG 4057 .A353

Find out where your company ranks within its industry.

### **Simmons Study of Media & Markets**

CD-ROM on two workstations in the Main Library Reference Room

Consumer survey data for 2003 on the product-buying behavior and media habits of 33,000 adults 18 years and older.

## **Research Guides**

**Linked from the UGA Libraries homepage or**

**<http://www.libs.uga.edu/researchcentral>**

Choose "Research by Subject Area" then "Business & Economics" for **Advertising, Marketing, and Company Information.**

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