

How Ad Savvy Are You?

I. Do you know these advertising icons?



II. How well do you know your advertising slogans? (Write the product name next to the slogan)

- 1. "Just do it" _____
- 2. "Think small" _____
- 3. "Save money. Live better" _____
- 4. "Between love & madness lies obsession." _____
- 5. "Think big" _____
- 6. "Keeps going and going and going." _____
- 7. "Live in your world. Play in ours." _____
- 8. "Challenge everything." _____

9. "The happiest place on earth." _____
10. "When you care enough to send the very best." _____
11. "I'm loving it." _____
12. "Finger lickin' good." _____
13. "Melts in your mouth, not in your hands." _____
14. "Zoom Zoom" _____
15. "Think different." _____
16. "Have it your way." _____
17. "Obey your thirst." _____
18. "Once you pop, you can't stop." _____
19. "It takes a tough man to make a tender chicken." _____
20. "No more tears" _____
21. "A diamond is forever" _____
22. "Breakfast of champions" _____
23. "Good to the last drop" _____
24. "Quality is job 1" _____
25. "Great taste, but less filling" _____
26. "The ultimate driving machine" _____
27. "Can you hear me now?" _____

III. How well do you know your jingles?

- c. Why do the networks do it? 60% of viewers see a product more favorably after seeing it placed in a tv show or movie so our attention/favor is worth the investment for brands.
- d. Ways to Work in an Ad: (Choose **TWO** of the types of advertisements below to define/explain.)



Product plugs



Plot placement



Title placement



Ad placement

EX #1 _____:

EX #2 _____:

- e. Examples of product placement:

**What do you think of this type of product placement?
Is it real or forced or are you not sure? Explain.**

“Modern Family’s” Apple-themed episode	Converse’s partnership with <i>IRobot</i>

Advertising in the 21st Century: What happens when users can skip ads?

Anywhere the Eye Can See, It's Likely to See an Ad

Advertisers seem determined to fill every last [blank space]. Supermarket eggs have been stamped with the names of CBS television shows. Subway turnstiles bear messages from Geico auto insurance. Chinese food cartons promote Continental Airways. US Airways is selling ads on motion sickness bags. And the trays used in airport security lines have been hawking Rolodexes.

Marketers used to try their hardest to reach people at home, when they were watching TV or reading newspapers or magazines. But consumers' viewing and reading habits are so scattershot now that many advertisers say the best way to reach time-pressed consumers is to try to catch their eye at literally every turn.

"We never know where the consumer is going to be at any point in time, so we have to find a way to be everywhere," said Linda Kaplan Thaler, chief executive at the Kaplan Thaler Group, a New York ad agency.

No consumer, it seems, is too young. Some school buses now play radio ads meant for children. Last summer, Walt Disney advertised its "Little Einsteins" DVDs for preschoolers on the paper liners of examination tables in 2,000 pediatricians' offices, according to Supply Marketing, a company that gives doctors free supplies in exchange for using branded products.



Some people have had enough. After some "Got Milk?" billboards started emitting the odor of chocolate chip cookies at San Francisco bus stops, many people complained, and the city told the California Milk Processing Board to turn off the smell.

Yankelovich, a market research firm, estimates that a person living in a city 30 years ago saw up to 2,000 ad messages a day, compared with up to 5,000 today. About half the 4,110 people surveyed last spring said they thought marketing and advertising today was out of control.

Some ad agencies and the companies that hire them are taking heed, calling the placement of ads everywhere a waste of money. "What all marketers are dealing with is an absolute sensory overload," said Gretchen Hofmann, executive vice president of marketing and sales at Universal Orlando Resort. The landscape is "overly saturated" as companies press harder to make their products stand out, she said.

Outright advertising is just one contributing factor. The feeling that we're being inundated by ads may also be fueled by spam e-mail messages and the increasing use of name-brand items in TV shows and movies, a trend known as product placement. Plus, companies are finding new ways to offer free services to people who agree to view their ads, particularly on the Internet or on cell phones.

More is on the horizon. Old-fashioned billboards are being converted to digital screens, which are considered the next big thing. They allow advertisers to change messages frequently from remote computers, timing their pitches to sales events or the hour of the day. People can expect to see more of them not only along highways, but also in stores, gyms, doctors' offices and on the sides of buildings, marketing executives say.

The trend may lead to more showdowns as civic pride is affronted. "They're making our community look like Las Vegas," said Barbara Thomason, president of the Houston Northwest Chamber of Commerce, of the scores of digital signs she has noticed popping up in the last few years. "The word 'trashy' has been used."

Some advertising executives say that as long as an advertisement is entertaining, people do not necessarily mind the intrusion — and may even welcome it. In some office buildings, for instance, video screens in elevators provide news and information as well as ads. This year video screens will be placed in about 5,000 New York City taxicabs, where passengers will see both advertisements and NBC programs, according to Clear Channel Outdoor,

which is installing the screens. “If you do it the right way, you actually win points,” said John McNeil, executive creative director at McCann Worldgroup.

But advertisers are still trying to determine exactly what the right way is, and that has led to some intriguing experiments.

- At the Amway Arena in Orlando, Fla., for instance, an interactive floor display for McDonald’s last year showed the head of a teenage boy with small Big Mac burgers flying past; when people stepped on the ad, the burgers bounced away from their feet.
- An interactive ad for Adidas appears in the Herald Square subway station in New York City. Passers-by last week said they liked the sign, which looked like a static picture of a sneaker until someone walked past it, triggering a motion sensor that sent a spray of miniature sneakers flying. “It makes me interested in the sneakers,” said Roscoe Evans, 36, a personal trainer from Conn. “I’d rather have it in here than out on the street.” Andrea Mendez and Julie Wheaton, both working in NYC for a year for Teach for America, said the sign was “cool” and suitable for its location. “But I wouldn’t want to see it back in Spokane,” said Wheaton, who is from the state of Washington.
- Toyota projected ads for its Scion cars on the sides of buildings in 14 cities, including Chicago, Atlanta and Dallas. Unilever also projected ads, for its Axe men’s fragrance, on buildings in places like Tampa and Milwaukee. But this tactic does not always go over well: last month, when branches of Chase Bank and Commerce Bank projected ads on New York sidewalks, the city told the banks to turn off the unauthorized beams.

Ad executives say that new forms of advertising take trial and error. “No one wants to annoy the consumer,” said Bill Bean, director of trade insight at Miller Brewing Company. “However, there are many annoying ads that sell products, and it’s very difficult to tell what annoys one consumer and what pleases another.”

Advertisers may not be able to get their logos everywhere. For instance, while companies like Verizon and Continental Airlines seem to have had success in giving out free (or inexpensive) boxes to pizzerias, some stores say they do not want the branded merchandise. “It would offend as many of our customers, and could cost us as much business as the money we’d save by having free boxes,” said Kevin Behnke, general manager of Cosmo’s Pizza in Boulder, Colo. “Boulder’s kind of anti-commercial.”

Connie Garrido, president of the WOW Factory, an ad agency, said that advertisers took risks when they put messages in offbeat places, but that such risks could often be worthwhile. A campaign that reaches people outside their homes is “very good for awareness because it’s out there, it’s in your face, and you can blanket a marketplace,” she said. “It’s one of the last mass mediums.” “If you reach consumers out of the house, they’re more likely to act than if they’re sitting on their couches,” said Jack Sullivan, senior vice president and out-of-home media director at Starcom USA, an advertising agency.

Revenue from these new and unusual ads is still small and hard to measure. The “alternative media” category (like smart technology marketing, artificial intelligence, virtual reality, over-the-top video advertising) is growing but still represent a tiny part of out-of-home advertising.

“We’re always looking for new mediums and places that have not been used before — it’s an effort to get over the clutter,” Mr. de Echevarria said. “But,” he added, “I guess we end up creating more clutter.”

Source: http://www.nytimes.com/2007/01/15/business/media/15everywhere.html?_r=0&pagewanted=print

Discussion Questions:

1. How do you feel about the state of and frequency of advertising today? (Good? Bad? Not an issue? WHY?)
2. Is there such a thing as too much advertising?
3. Should something be done to regulate or put a stop to increasingly intrusive advertising?
 - a. What could be done, if anything, to limit or regulate ads?
 - b. Do you see any freedom of speech/expression issues being raised by such regulation?

Advertising in the 21st Century: Social media & digital advertising

- Before social media, companies were forced to rely on what strategies for ads? What limitations exist with this form of advertising?
- What do CONSUMERS like about influencer advertising?
- What do COMPANIES see as the benefits of influencer advertising?

The Evolution of Advertising in America (1800s-early 1900s)

- I. **P.T. Barnum:** The ultimate salesman, showman & businessman. Owner of the American Museum and Barnum & Bailey's Circus.
 - A. Barnum's first con: **Joice Heth** (a black woman who claimed to be G. Washington's 161-year-old nurse)
 1. What did Barnum do for Heth?
 2. What did Barnum learn with Heth?
 - B. **American Museum:** NYC museum's success was in large part due to advertising and the imaginative stunts Barnum created to publicize his exhibits. **Give 2 examples of the exhibits housed at the museum:**
- II. In the 1900s, as the nation moved from a rural country into an urban one, advertising played a big role in promoting the new, urban consumer culture.
 - A. **Consumer culture** (DEFINE)
 1. Total advertising volume rose from about \$200 million in 1880 to nearly \$3 billion in 1920! (FYI: In 2021 advertising volume reached over \$284 billion.)

Advertising in the 20th Century

I. Advertising in the 1930s

- A. **What was happening historically in the 1930s?** (LIST 2-3 things)
- B. What were some of the changes made to advertising in the 1930s?
1. Due to the popularity of radio & the decline in newspaper/magazine sales, companies spent less on print ads & more on radio.
 - a) _____ were popular because they were easier to remember.
 2. **What were some of the tactics advertisers used in the 1930s to sell their products?** (LIST)
 3. Ad revenue hit the lowest point in 1933 (down nearly $\frac{2}{3}$ from the 1920s)
 4. The federal govt regulated advertisers more, demanding greater truth in advertising.

II. Advertising in the 1960s

- A. **What was happening historically in the 1960s?** (LIST 2-3 things)
- B. **Who was the focus of many of the ads of the 1960s?** _____
- C. **What techniques did advertisers use to sell their products to youth?** (LIST 2 examples)
- D. **How did advertisers respond to the changing values of the 1960s?** (GIVE ONE EXAMPLE)
- E. **What techniques did advertisers use to sell their products to the older generation?**

III. Advertising in the 1980s

A. **What was happening historically in the 1980s?** (LIST 2-3 things)

B. **What were some of the advertising trends of the 1980s?**(LIST)

1. **How did those trends connect to some of the things that were happening in the 1980s historically/culturally?**

PARTNER REFLECTION: Using the above notes, how can you make the case that advertisements are in many ways a reflection of the time in which they are made? (Consider how ads reflect social norms, cultural trends, or expectations of Americans.) Give 2 examples below.

20th Century Advertising Project

Select ONE of the 3 decades profiled (the 1930s, 1960s, or 1980s) and design an advertisement for a modern-day product in the style of the chosen decade. Look back at the ads we saw in class and keep in mind the style, characteristics, and trends in advertising in the decade you've selected. Your ad can be print, radio, television, or billboard but whatever format you choose should be reflective of the chosen decade. Do your best to be creative, incorporate detail and if appropriate, use color.

The Future of Advertising - Value-Driven Marketing?