

**Advertising in the 21<sup>st</sup> Century**

- I. Changes in Advertising
- a. Today, advertising is everywhere and built into all aspects of American culture.
  - b. Advertising spending has exploded in the last 30-40 years:
    - i. \$ \_\_\_\_\_ in 1974
    - ii. \$ \_\_\_\_\_ in 2019.
    - iii. That means companies are spending roughly \$ \_\_\_\_\_ on ads for every man, woman and child in the United States!

LOOKING AT THE CHART, what changes do you notice in advertising spending?

Where is MORE money going? \_\_\_\_\_

Where is LESS money going? \_\_\_\_\_

**II. 21<sup>st</sup> Century Advertising**

- a. In this ad-cluttered world, companies have to be more aggressive and sneaky than ever before.

Think about it, where do you see ads? (LIST)

- b. DEFINE: **Stealth Advertising**

- i. Examples of stealth advertising:
  1. Instagram ads
  2. Product placement in tv shows/movies

III. **Instagram sponsored ads:**

- a. How are celebrities using their personal social media to stealth advertise to their followers?

IV. **Product Placement:**

- a. What is it? (DEFINE)

- b. Why are advertisers using product placement?

- 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. **“A Brief History of Conspicuous Product Placement in Movies” (FILM CLIP):**

- i. The first documented case of a company paying to have their product featured in a movie was a silent film (1919).
- ii. In the early 1980s, product placement became common after Hershey’s paid \$1 million to promote their new candy, \_\_\_\_\_, in Steven Spielberg’s film *E.T.*
- iii. Since the 1980s, product placement in films has only increased. **Provide 2 recent examples of over-the-top product placement:**

- iv. In 2005, Michael Bay earned the record for having the most product placement in a movie.

1. FYI: That number has since been bested by more than 30+ by *Superman: Man of Steel*. That film earned \$170 million in promotional ad dollars before it even sold one ticket!

e. **Ways to Work in an Ad:** (Choose TWO of the above types of advertisements to define/explain below.)



Product plugs



Plot placement



Title placement



Ad placement

EX #1 \_\_\_\_\_:

EX #2 \_\_\_\_\_:

f. 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>