

Sociology 2172a

Lecture 1: Introduction

Marshall McLuhan (1968) - Known for saying that advertising itself is an institution. Advertising is a very considerable part of our total culture. It is not separable from any of the other activities of our world. Advertising is key in teaching what is acceptable, determining our collect behaviour and what is important to us.

Social Institutions:

Family

Religion

Economic System

Political System

Why advertising is studied in Sociology?

1. Distribution of resources

- Responsible for how our social resources are distributed

2. Impact on Society

- Ability to reach thousands of millions of people

3. Agent of Social Control

- Why you behave yourself, self discipline

Public Opinion

What has greater influence on society?

- Schools - 54%

- Advertising - 42%

Most advertising is an insult to one's intelligence

- Yes - 60%

Types of Advertising

Ambient Advertising

- Intrusive ads in public places

- Placed on everything, ones you see everywhere

Ad Clutter *Ad Fatigued*

- So many ads to make us notice all the other products

Criticisms within Industry

- Bob Garfield - 'environment pollutants'

Outer Space

"Advertising in outer space that is capable of being recognized by a human being on the surface of the Earth without the aid of a telescope or other technological device."

FAA Writes:

It is going to interfere with astronomical observations that rely on a dark celestial environment.

Stealth Endorsers

- Use or wear products in public appearance, interviews
- Ex. Celebrities/Athletes wearing or using specific brands or products

Naming Rights

- Turning public spaces into commodities
- Ex. Arenas, schools, gym, stadiums (Rogers Centre, Hershey Centre, Molson Amphitheatre)

Body Tattooing

- Selling your body parts to advertise
- Auctioning off spots on their bodies to put advertisements

Tattooing on Athletes

- Nevada Athletic Commission (NAC)
"If they want to advertise on the trunks, it is fine with us. But we feel that the body is not meant to advertise."
 - Demeaning to the sport
 - Dangerous to the competitor
 - Distract the judges

Product Placement

Largest product placement deal of the time: James Bond (90's)

- Visa cards
- Car rentals
- Vodka
- Makeup etc.

New ways to integrate advertising & content

For example:

- Will and Grace
- A character wore a pink shirt, and to go to the website to purchase and bought one cause the character suggested it
- Interactive TV (you can click on something and order it)

In Movie Theatre's

- Buena Vista (Disney says the movies should start right away)

Sept. 19th

Sociology 2172a

Lecture: 2 Video - The Persuaders

Song Airline Research on Advertising

Focus Group:

- Looked at women's needs
- Downplay features
- Shows commercial about feeling good/love

New Marketing Strategy:

- 1990's
- Nike, Starbucks, Body Shop
- Spiritual marketing
- Brand forging an emotional bond
- People want to belong to something, being part of a brand
- Brands are an invitation to a lifestyle
- People are driven by unconscious needs for things

Sept. 26/12

Lec 3: Advertising and Society

According to Singer (1994), advertising is..

"A key element in economic history as well as our social, technological, artistic, and cultural histories... [and] perhaps one of the keys to the understanding of the evolution of our complex urban society."

8 Major Periods of Advertising History

1. Preliterate Period: 3000-400 BC

- Hardly anyone could read or write, gradually learned

- Advertising using symbols
- 1200 BC: paint or carve a message on stones
- Biblical/spiritual ideologies
- 6th Century BC: Town Criers (dominated in advertisement)
- Loud, dress to catch attention, signs
- First state sanctioned form of advertisement
- Most common throughout history

2. Classical Period: 400 BC - 100 AD

- Slight move towards literacy
- Street advertising
- Iconic indicators
- Important events or services
- Personal 'classified' ads (wanted/missing posters, for sale signs)

3. Classical Middle Ages: 100-1400 AD

- Creation of trademarks

4. Late Middle Ages: 1400-1600

- Advertising how great it was in North America
- Brochure being produced
- Half truths and lies
- The printing press (key to civilization)
- Gutenberg, 1450
- Posters, printing large quantities
- A lot of the early advertising was to advertise books
- Rule book for Priests in 1480

5. Early Mass Media Period: 1600-1900

- High School yearbook
- Magazines
- Newspapers
- Digital divide: between people with and without access to computers
- Newspaper ad appeared in Germany for the first time
- Universities, zoo's, religious groups advertised
- Advertising tea and coffee
- Halifax gazette first newspaper in Canada
- Helps with the spread of literacy
- Industrial Revolution: 19th century
- Location & service ads versus product advertising

Lead to 3 eras in advertising:

1. Product Orientated
2. Sales Orientated
3. Marketing Orientated

6. 20th Century Mass Media: 1900-1920

- The great transition better and faster printing
- More interesting and professional
- Came the first Canadian journal
- By 1911 43 cities with newspapers
- Human insecurities
- Advertisers start to tell us what we need to be socially acceptable
- Code of ethics, boards become more prominent
- Put an end to outrageous advertising

7. Beginning of Electronic Advertising 1920s-1980s

- Consumer to be created
- More realistic television now

8. Information Society

- Successor to Industrial Society
- Creation, diffusion, use, integration and manipulation of information
- Information Technology (IT)

The Three Eras in Advertising

1. Production Oriented Era

- Demand exceed supply

2. Sales Oriented Era

- Supply exceeded demand

3. Marketing Oriented Era

- Consumer is now in charge and gets what they want

Oct. 3rd 2012

Advertising in Society

Lec 4: Consumerism Part 1

- Ad being pulled because of controversy
- Ads to sell more milk, they put strips in bus shelters that smelt like homemade chocolate chip cookies with a sign that said "Got Milk?"
- As a result of the campaign, 1 day they were pulled from the bus stop from complaints by the general public
- Thought to be unacceptable because it promotes unhealthy eating (obesity), sensitivity to scent, people who couldn't afford food smelt it

AshleyMadison.com

- Wanted naming rights for meadowlands after city of Phoenix wouldn't ball play
- Guelph turned down a beer company naming a building
- Town turned down pool for beer label of pool
- Dating site for married people who want to hook up with married people
- Offered 25 million dollars and denied
- Wanted naming rights to Phoenix Airport

We live in a consumerist society. Ex. West Edmonton Mall.

"We invented credit cards, suburban shopping malls, and daycare just to make our consumerism more efficient. It was the 1950s where we started to have all the things we needed and consumerism has us buying updating stuff we think we need.

Consumerism is the preoccupation with the acquisition of goods to satisfy needs through material things.

Have we developed unsustainable consumption patterns? No

How have we reached this point? Exposed to 35 hundred ads a day prior to internet.

We have started to replace social relationships and contact with purchasing stuff.

Cycle of Consumerism

Advertisement -> Purchase -> Indebtedness -> Alienation

Role of Advertising

- To manipulate us into buying with little reflection
- Appeal to our insecurities
- Give us the idea that the product will solve our problem
- We can achieve happiness and freedom
- Restrain our distastes (ex. car advertising)

Lower-Class Marketing

- Marketing experts are associating success & social standing with a product
- Lower-income individuals buy cars, cellphones, clothing

What are some of the consequences? (Material Goods)

- Decreased savings
- Consumer debt
- Personal bankruptcies
- Credit card ownership

The Store Being Born

- 1870s Marshall Fields in Chicago
- John Wanamaker in Philadelphia
- First place that women were allowed to go out by themselves
- In 1919 General Motors Acceptance Corporation first credit card (loans for cars)

Beginning of the Consumer Culture

- Henry Ford
- - You could have his cars in any colour you wanted, as long as it was black
- General Motors introduced yearly automobile model change
- You would go buy a new vehicle because there was a new model, colour, etc
- Beginning of a consuming culture

Post World War II

- In 1945 pent-up consumer energy, saying there will be lots to buy
- People wanted to go out and purchase stuff
- Optimism
- Economic growth

Credit Cards

- 1950s diners club card, for convenience
- Early 1960s other companies got on board, still meant for people with money

1960s

- Hippies rebelled
- Protested in a number of different ways
- Refused to go along with societies materialistic views
- Mainstream americans viewed them with contempt, adopted hippie look
- Ironically, millions made by marketing their culture
- Beginning of designer jeans being worn

Doubts re Consumer Culture - 1970s

1973-74 Arab oil embargo

- Ecology taught in schools and universities, we should be concerned about our environment
- Flood of writings, the limits to growth and small is beautiful
- Hundreds of environmental groups started, the cousteau society & greenpeace
- Jimmy Carter's Speech 1979 - country suffering a moral crisis
- During his speech he failed to address advertising and pop culture and blamed the people of the country

Decade of Greed - 1980s

Ronald Reagan

- Contempt for reducing consumption
- Disdain for environmental movement

By 1984

- "big is better"
- Yuppies replaced hippies
- Fault it if you have it
- More is better

Gordon Gekko

- 1987 film, wall street
- Greed is good! Greed will save the USA!"

Lifestyles of the Rich and Famous

- Host Robin Leach - dreams money can buy

End of the 1980s

- 33% of all personal wealth in US was 1% of its households
-

Lec 5 Oct. 10th

Advertising & The End of The World

Sut Jhally

- Advertising is a magic system where goods can transform the world

The can bring instant access and gratification

Similarities between consumer culture

An immense production of commodities is what drives capitalism

Capitalism is a revolutionary society

Commodities lead to profit

The problem is consumption

Production -> distribution -> consumption

Amount of money has increased throughout the centuries

Exposed to 3600 ads a day, today

100% of revenue from radio is advertising

Ads in sports stadiums

Advertisers have deeply penetrated into educational institutions

Diamonds are forever most famous slogan ever mentioned

Commercial culture is now inside our relationships, personal life, etc

Ads are made like big hollywood productions

What impact does advertising have on culture??

What are the constant stories ads tell us about the world??

Advertising tells us the way to happiness is through consumption

Despite the fact we have gotten richer, not happier as a society

What people want is autonomy and control, good self-esteem, warm family

relationships, leisure, romance, friendships

Social values out rank material values

The falsity is in the answers ads provides
There is no such thing as a society, there is just individuals and families
That is how advertising addresses us
Discourages what is the best about us
Advertisements are not a long term idea
Must continue and upgrade throughout time
Any advertisement that can cut into emotion will be used

Key Points:

To recognize advertising's powerful cultural role
Advertising one of main social institutions
Molds stories we tell ourselves about ourselves
Advertising shapes the way we behave, values, desires, identities
Advertisers tell us we will be happy from consuming products
People are no happier then they were back in the day

October 17th 2012

Product Placement

- An advertising technique used by companies to subtly promote their products through a non-traditional advertising technique, usually through appearance in film, television or other media.
- Old shows would be careful about showing any labels on products.
- Agreement between a manufacturer and media company
- 90% involve no exchange of money
- Hopes that the "good guy" will be driving the said product
- Product placement dates back to the 1800s to a French film
- ET was the first time that product placement paid off (dropping reeses pieces)
- They were not a popular candy (smarties first choice)
- Reeses pieces became popular over night (mars bars did not feel like investing)
- Sales increased 65% in 2 weeks
- Deal involved no money
- Will advertise movie in exchange for debut in movie
- Sunlight soap in silent film (1800 debut)
- Early 80s using real stores in shopping malls
- 1980s CBC soap Riverdale producer
- If people are going to believe they are in a canadian mall they need real brands
- Lawsuit in Jerry Maguire (grudge against Reebok)
- Supposed to have a full length commercial with closing credits
- You have to be careful with how you represent them
- Tomorrow Never Dies (\$100 million)

- Largest product placement of the time 1997
 - Die Another Day (\$120 million in marketing campaigns)
- Unofficial co-stars included:
- Samsonite luggage
 - Omega watches
 - Phillips heart rate monitor
 - Bollinger champagne
 - Heineken beer
 - Sony security systems, laptops, TV camera & cellphones
 - British Airways
 - James Bond traded in his famous BMW for an Aston Martin Vanquish

Famous Product Placements

refer to slides

Largest Venues

- American Idol
- Celebrity Apprentice 127
- ANTM 88
- Biggest Loser 88

Modern Family - Ipad Commercial

Largest single product placement ever in history:

Oakley Radars - Ogilvy

The miners in Chile were rescued (needed really good UV protection)

33 miners each got a pair of \$450 sunglasses

Got 41 million dollars of advertising time

Pizza hut was daring people to ask a question about sausage or pepperoni got a free pie a week for 30 years or cheque for \$1500

Makes a mockery of the debate

Backed out on idea

First debate 67 million people watching

1982 Super Bowl Commercial

1984 Macintosh Commercial (best)

Celebrities in Advertising

- Consumers doubt celebrities
- Sprite had the lowest amount of market share, they would get a star to talk about the drink

- Celebrity ads were below or just at average
- Fewer than 10% ads saw a lift from using celebs
- 20% had a negative impact
- Companies are trying to do what their consumers want them to

Worst Celeb Ads:

1. Tiger Woods Nike: Did you learn anything? 30%
2. Lance Armstrong Radio Shack No Emoticons 28%
3. Kenny Mayne Gillette Good Segment 28%
4. Dale Earnhardt Jr Nation Wide

2010 Most Effective:

1. Oprah Winfrey : Liberty Mutual Think You Can Text and Drive?
2. Ed Burns: iShare swallows camera

Charlie Sheen's tweets could make him millions (million followers first day on site)
Adily pays celebs to tweet about brands

Lec 6 October 31st

Chanel 5:

- Brad Pitt ad may be the most successful ad for Chanel
- Chanel is the most iconic perfume
- Brad Pitt the most iconic male

Advertising and Culture

Culture consists of a body of learned behaviours

- Common to a given human society
- Acts like a template
- Rules of how we should be behaving
- Our culture should have a set of certain values, different in every culture
- Culture is learned
- We have socializing agents: family, media
- When we are studying culture, researchers pay attention to our human behaviour and material culture (what we use, buy, wear)
- Advertising permeates modern culture
- Become a part of our cultural makeup
- What is wrong with this? People treated as being docile, wider & important issues being ignored, negative effect on culture of our society

Merchants of Cool

Globalization of Popular Culture

November 7th 2012

Emergence of globalization

- Cold War period - polarization
- Globalization - integration
- * What goes on around the world affects us
- * Environment brought us to be aware about other countries
- * Breast milk had high levels of contaminants in South America (theories of pollution)
- * United States still selling produce to South America that contains contaminants
- * Seals in Canada are being contaminated eating the fish
- * National security
- * Culture

Interdependence between:

- Nation-states
- Transnational corporations
- Individuals
- * Coca-cola now sells 80% of their product outside of the United States
- * Gone world-wide to increase revenue but also selling American culture/values

Globalizing The American Dream

"Advertising is a potent force for change... selectively reinforcing certain values, lifestyles & role models."

- IR changed attitude towards consumption
- Advertisers had to convince us we needed the things being made
- Consumption starts to become more than just necessities
- 1900 exposition in Paris - goods replaced other aspects of culture to meet emotional needs
- Shortly after the beginning of the IR
- Dream world of pleasure, comfort & amusement
- Made a division between those who could afford things and those who couldn't
- Technology makes things a lot cheaper
- Lower class can purchase nice products and have a sense of the American dream

Three Strongest Representations of American Culture:

- Coca-Cola
- McDonald's
- Nike

Coke and Happiness

- Bliss, happiness, freedom (1960s)
- Today some of the campaigns they have presented are "Life Tastes Good"
- "Feelings of optimism, of brightness, of spirit"
- Successful campaign with the polar bears
- Coke is attributed with the modern image of Santa Clause
- Used Santa in 1930s, not the first though

- First soft drink to use Santa Clause was White Rock beverages advertising ginger ale and mineral water
- Coke relied on nicely dressed and good looking women as spokes people
- Became Coke in 1941
- 1971 -> I like to teach the world to sing "commercial"
- During the 1980s they would set up blind tastes test between Coke and Pepsi
- Claimed 50% of the people who preferred Coke chose Pepsi cause they cannot tell the difference
- Coke bought Columbia Pictures showed ads in movies
- Movie done about Coke, setting up factories using up water from developing countries

McDonald's & Companionship

- Portraying warmth and real slice of everyday life
- Stresses family, togetherness, and comfort
- Remedy for loneliness
- Focused on the experience rather than product
- McDonald's revamped to adapt to all ages (building less play centers, more fireplaces)
- McCafe opened recently
- Profits went down for the very first time recently, now have salads, kids can get milk instead of pop, apple slices
- Cutting down rainforest to raise cattle cuts down 5 cents on every big mac

Nike & Personal Victory

- Focuses on individual triumph
- Facing & overcoming challenges
- Resisting excuses
- Using creativity to express individuality
- Ads like little epic movies
- "Good vs. Evil"
- Michael Jordan (heart and soul of company)
- Controversy on factory conditions, product is quite expensive

Local Relevancy

- Consumers in local markets must
 - * Identify with advertising
 - * Understand how it fits
 - * Identify with it
- Local advertising agencies must
 - * Tailor to local cultures
 - * Ensure relevancy
- Clothing company set up shop in China, but bombed and became unsuccessful
- Failed to release that Chinese are more private
- Advertising their line in an offensive way
- Company helped tailor their advertising strategy to identify with area
- License plates in Sudbury
- Coca-Cola - Local sensitivity has become essential to success

- China would not let Coke take over the juice market
- McDonald's - "McCurry Pan" in India
- Think globally, think locally strategy
- Individual menu items available within each country
- Nike

"We have to approach our brand marketing from global point of view, but also must devise a country-by-country plan to make the brand part of the cultural fabric."

- Incorporate local sports heroes & sponsor local teams
- Does globalization homogenize culture or Americanize culture?
- Coca-Cola, McDonald's & Nike claim to adapt to local cultures
- BUT
- Only makes products more familiar
- Still represents America

Buy Nothing Day

- A global phenomenon that originated in Vancouver by Ted Dave in 1992
- Nov 24th (day after american thanksgiving)
- Hoping to make people think about their daily consumption and spending habits

Activities

- Joining marches through malls
- Organizing credit card cut ups
- Organizing shopoholic clinics

Activists

- Aim to challenge themselves, families, friends
- Switch off from shopping and tune back into life for one day
- Featured on CNN Wired BBC and CBC

Advertising And The Other

November 14th 2012

Minority Group

Historically "only white sells"

- Didn't disturb white values & norms
- Reinforced stereotypes
- Minorities were considered low end consumers so ads did not focus on them
- Either ignored totally, or when they were presented, added stereotypes
- Prior to the 60s, ad of black woman (Aunt Jemima) stereotype as servant
- Aunt Jemima paper dolls family as a gimmick
- Barefoot dressed in tattered clothing, bought more of product came with nice clothes
- Get to the 70s better portrayal of blacks
- Fairy soap ad with black girl and white girl

General Trends

1. Minorities as invisible
2. Minorities as a social problem
3. Minorities as tokens
4. Minorities as stereotypes

- In June 2012 they compiled ads said to be racist: American Apparel, Burger King, Super Bowl
- Ad for Intel, launched in 2007, reported unbelievable, white manager and 6 black athletes (seen as employees)
- Claimed it was 100% innocent, right before it ran, Intel decided it would be perceived as racist or insulting
- Pop chips (Ashton Kutcher dressed up/ parody) seen as offensive
- Playstation (white is coming) white girl looking down on black girl
- Burger King has a history of problematic ad (integrating fried chicken with the black population)
- Another Burger King example (Mexicans offended Texican Whopper)
- American Apparel ad (Hispanic farmer & white girl) seen as an "accessory" to her
- Nivea ad "re-civilize yourself" black man throwing his head away with an afro
- Just bottling water, or racism too?
- Nike ad: insensitive to gay men and African Americans
- U.S. Army poster similar to Vogue cover, perceived as racist
- Heavy black women perceived as loud and boisterous
- Black women are quite often associated with animal and animal print
- Aunt Jemima now wears pearl earrings and lace collar
- Dove has been trying to show women heavier than typical models
- Incorporated women of different ages and races
- Absolute vodka (mix of races)
- Ad saying "London, we're all mixed up"
- Quaker Life cereal (plain has white, brown sugar black)
- Hoping young people won't be as racist and sexist as the older generations

Elderly

- 2010 more than over 40 million people make up the population
- In just ten years 5 million increase in population (from 35 mil)
- People over the age of 50 drink 30% of the beer in the US
- AARP's campaign in advertising trade publications
- "When you turn 50, doctors don't pronounce you dead, advertisers do."
- Elderly are devalued

The Differently Abled

- Disabled are excluded/deliberately ignored
- Denies role as consumers
- Present a particularly distorted view of disability and disabled people

- To raise money
- Debenhams fist to use a disabled woman in a campaign
- Started having size 16 mannequins
- Action for ADD (shopping cart with disabled man)

GLBT

- Advertisers have to be aware of "what is too gay"
- Most ads are not stereotypical
- Gay.com is by far the gay market dominant leader
- Absolute "pride" vodka
- Abercrombie and fitch ad (could be seen as gay)
- Air Canada makes airline gay friendly (his and his "get comfortable")
- Banking ads "play safe"
- Body Shop "remember your first kiss"
- "Be yourself and make it a budlight"
- Subaru "it's not a choice, it's the way we're built" most successful campaign
- People thought that if you are driving a subaru you are most likely lesbians

Benetton

Benetton's reliance on minorities has helped to target an audience, attract attention, arouse interest, construct appropriate image, neutralize resistance, and create conviction" (Advertising and Minorities)

- Offend a lot of people but do not care
- Target more well off younger market
- Want to make people aware of contemporary issues
- They don't care about minority rights or environmental issues but just want to make money

November 21st

Advertising and Society

* Ten pictures of ads we have talked about *

United Colors of Benetton: Italian clothing company

- For younger people, if you're past 40 you are not being targeted
- Criticized for piggy backing on those less fortunate
- Sales going down in recent years
- A number of other similar chains have come along such as h&m
- Came up with a new un-hate campaign
- Popular in 80s and 90s, trying to brighten up there clothing
- First major campaign in a decade (un-hate)
- Barak Obama and Hugo Chavez kissing
- Taken leaders with animosity between them to show "love"

- The Pope and Imam of the al-Azhar Mosque (Lack of respect for the Pope)

Killing Us Softly 4

Advertising's Image of Women

- 1979 first movie
- Things have gotten worse in advertising for women
- 250 billion dollar industry
- Advertising is quick, cumulative and subconscious
- Ads sell more than products, they tell us who we are and who we should be
- Surround us with ideal female beauty
- Photoshop of 4 images into one
- You almost never see an image of a ideal person without photoshop
- Black women are often portrayed with jungle themes
- Women's bodies turned into objects
- Widespread violence caused by ads dehumanizing women
- One part of the body focused on is the most dehumanizing
- There has been a dramatic increase in cosmetic surgery
- 114% in breast implants
- Men do not live in a world where their body will constantly criticized
- "The more you subtract the more you add" A/X ad
- Girls are taught to aspire for a size 0 or 00
- Vogue has to use photoshop to make models look bigger
- Models are genetically thin
- Lady Gaga said "popstars don't eat"
- Kate Moss "nothing tastes as good as skinny feels"
- Diet products are often dangerous, you go on to gain more weight
- American view of beautiful is seen all through the world
- Our popular culture can make girls feel terrible about themselves all over the world
- The body language is usually passive and silly
- Child like features
- Increase sexualization of little girls
- Padded bras and thong panties for little girls
- Highest rates of teen pregnancy and STI's in the developed world
- Sex is more important and less important than ads make it out to be
- If you are not young and beautiful you have no sexuality
- In 2007 it was said, girls exposed to sexual ads at a young age they are more likely to develop eating disorder, depression and low self-esteem
- Designed to promote consumerism
- Linking sex and products and sexualizing products
- Increase in ads that objectify men
- When men are objectified they are bigger, stronger and more powerful and less consequences
- Masculinity is linked to violence
- Eroticize violence

- Public health problems include eating disorders, violence with women, etc
- 2006 skinny models banned from catwalk
- Brigitte magazine to use only real life women for models
- Digitally altered photos are marked
- Changes need to be profound and global
- In her other videos she shows women like dead bodies hanging from close lines
- Covering the models mouth showing they do not have a voice
- Girls self esteem starts to go down in high school and boys go up
- Exercise addiction for men

New Representation of Men

- Making a mockery of powerful women
- When women are shown in charge they're is still a sexualization of them
- Position women in defenseless poses
- Men positioned like a force to be reckoned with
- You don't see men smiling often

Children in Advertising

- Billboard with camera
- - Problem: it is hard to know if anyone is paying attention to it
- Uses software to determine if someone is standing in front of the billboard, their gender and age and reaction, the length of the time standing there
- You can determined the demographic of your ad
- Invasion of privacy
- Company is not keeping the photos or data
- Just came to the US
- In Quebec they banned all advertising to kids under the age of 13
- Tony the Tiger selling frosted flakes
- Tucan Sam to sell cereal

Pester Power

"We're relying on the kids to pester the mom to buy the product rather than going straight to the mom"

Persistence Nagging: Repeating a demand over and over again

Importance Nagging: Tapping into parents guilt

Building Brand Name Loyalty

Naomi Klein - No logo

Mid-1980s

- Birth of a new kind of corporation
- Moving to get cheap labour
- Having these workers outside of NA gives you more money for advertising
- Create a brand loyalty
- leads to multi-corporate brands

Born to Buy

According to the Center for a New American Dream:

- At 6 months mental images of corporate logos and mascots
- At 2 brand loyalties are established
- At 8 about 300 brands recognized

Marketers Target Kids

- Kids are important demographic to marketers
- Have own purchasing power
- Mom and dad are typically working
- More part time jobs
- Majority of kids impact the vehicle choice
- Automobile and banks targeting kids

For Years

- Cultivating brand recognition in children

Now:

- Adult-oriented businesses getting in on act

Magazines launched kid and teens editions

Internet

Captive Audience:

- Classroom
- Kids can't go anywhere
- Brands incorporated into class material
- Offering free things
- Scholastic book orders, media linked
- Sponsors sending products to teachers
- Channel 1 brings the most ads into the classroom
- 90% of American youth never watch the news
- 2 mins of news/ads

Dec 5th Advertising and Society

Social Advertising

In Ancient Greece and Rome
To free slaves

In England
To abolish debtor prisons
To grant voting rights to women
To do away with child labour

In 19th century America
Abolition, temperance, prohibition (drinking) & suffragette (women's rights)
Regulate quality of foods and drugs
Government of Canada is the #1 advertiser related to health promotion

Health Promotion Strategies at Health Canada
Deliver health promotion messages to specific populations
Helps individuals make decisions related to maintaining & improving health and well-being

How it got started ... the 70s
Lalonde Report 1974
A new perspective on the health of Canadians
Extremely influential in health
Show gov. be in business of
modifying human behaviour?
Marketing social change?

First Big Advertising
Participation (1972)
Improve the health of Canadians
Ground breaking campaign
Whole country involved to get people more active

Generation of Non Smokers (1981)
Women are dying of the diseases of men (smoking)

Stay Real (1982)
Attempt to build an idea that you do not have to give into peer pressure to smoke weed

Break Free (1985)
To make not smoking the norm, and smoking abnormal

Really Me (1987)
Alcohol abuse
MADD

Play It Smart (1987)

Focused on young people drinking and driving
Passengers getting into cars with drunk drivers

The 90's and beyond.. major expansion of social advertising

Vitality (1991)
Healthy eating
Positive self body image

Challenge To Youth (1996)
Tobacco reduction for young smokers
Young people create advertisements
Over 10,000 entries

SIDS (1999)
"Back to Sleep"
Baby stops breathing and doesn't know how to start again
baby on it's side

Tobacco Labeling (2001)
Scary pictures on packaging
A lot more people smoke in Quebec
Bob
Heather (waitress)

Make the Decision, Share Your Life (2001-2002)

Dave the Mind Reader - Ad for protecting your bank account