

Comprehending the text

- 1 Explain why companies advertise.
- 2 How is packaging linked to advertising?
- 3 Give reasons why companies use sporting stars and media celebrities to promote their product.
- 4 Explain what the term *product placement* means.
- 5 Define the term *guerilla marketing*.
- 6 Compare junk mail with direct marketing.
- 7 List the main aims of promotional activities.
- 8 Outline the strategies used to raise the profile of a product in the minds of consumers.
- 9 **a** What is the role of special promotions?
b Give examples of special promotions. Include examples from your own experience as a consumer.
- 10 Define the terms *personal selling* and *upselling*.
- 11 Why are media outlets keen to give free media coverage to some producers of goods and services?

Activities

- 1 In groups, construct a mindmap identifying as many forms of advertising as you can think of.
- 2 **a** Using magazines, develop a collage of well-known logos.
b Which of these logos appeal to you and why?
- 3 Over a five-day period, collect the junk mail delivered to your home.
a Compile a list of the companies that use this method of advertising.
b What types of goods and/or services dominate?
- 4 Collect examples of special promotions from the print media. Identify the types of special promotions represented.
- 5 In groups, brainstorm a list of sporting stars and media celebrities that you have seen promoting products and services. List the products endorsed against the name of the personality.
- 6 In pairs, compile a list of sporting competitions and venues sponsored by companies.
- 7 Study the article 'Product placement: more than just a movie' (page 138). The next time you watch a movie, list the examples of product placement you observe.

The role of gender in product promotion

Males and females are frequently portrayed in advertising in ways that appeal to certain sections of the population. Often this reinforces existing ideas about the sexes and their relationships. This occurs because advertising often involves the use of stereotypes—exaggerated pictures or images of particular groups. There is often some truth at the heart of a stereotype, but the image has been distorted to such an extent that it would not be considered to be true by most people.



Figure 6.1j Gender-based advertising helps to promote stereotyping and plays a major role in shaping our self-image.

Stereotypes are often applied to the sexes. For example, one stereotype about the sexes in childhood might be that all girls love dolls and all boys want to play with toy guns. In advertisements, women are often portrayed as beautiful, tall and thin. What isn't mentioned is that for many women such a look is unachievable, unrealistic and often potentially unhealthy. More alarmingly, women (and sometimes men) are exploited in sexually suggestive ways to sell products. There is usually no association between the product and the women and/or men being exploited—the sexually suggestive image is just used to 'grab' your attention.

Advertising also presents images of masculinity that are unachievable for most males. Men are often portrayed as wealthy, good looking, well dressed and athletic. Alternatively, they may be portrayed as 'one of the boys' or part of a male sports team. Such images are unachievable for many males.