

Advertising: News

Some timely news articles for educators and students: (See also [Advertising Age](#); [AdWeek](#); [NYT Advertising](#))

- [How Persuasive is Advertising](#) (April 2018)
- [Teach Media Literacy With Super Bowl Ads](#) (January 2018)
- [Using Weight Loss Ads to Teach Media Literacy](#) (January 2018)
- [Educators Aren't The Only Ones Who Want Kids' Attention](#) (October 2017)
- [Engaging Students in Tobacco Ad Analysis](#) (July 2017)
- [Here Come The Toy Ads](#) (November 2016)
- [Your Students Eyeballs Are Worth a Bundle](#) (October 2016)
- [What Students Should Know About Product Placement](#) (June 2016)
- [Teaching Propaganda Using Political Ads](#) (February 2016)
- [Connecting Advertising to Media Literacy](#) (November 2015)
- [Campaign Ads Helping Students Find The Truth](#) (October 2014)
- [Close Reading of Advertising Promotes Critical Thinking](#) (February 2014)
- [Media Literacy: Making Sure Your \(Brand\)Name is Out There](#) (February 2014)
- [Marketing To Kids: What Makes Online Content An Ad?](#) (November 2012)
- [Millennial Men, Women Respond Differently To Ads](#) (September 2012)
- [Tricks companies use in their ads to hook you](#) (June 2012)
- [Ad men use brain scanners to probe our emotional response](#) (Jan 2012)
- [What advertisers hide in the small print](#) (Dec. 2011)
- [TV ads have a bigger impact on children's food choice than their parents](#)
- [Some ads seduce rather than persuade, turning off your](#)

[brain in the process](#) (Sept.2011)

- [This Is Your Brain On Ads: An Internal 'Battle'](#) (NPR, June 2011)
- [They're Wary of Ads and of the Feds](#) (November 2010)
- [In a World of Ads, Teaching the Young How to Read Them](#) (April 2010)
- [How couch potatoes watch TV could hold clues for advertisers](#)
- [Ad Literacy 101](#) (Sept 2009)
- [How Brand Savvy Are Tweens?](#) (August 2009)
- [Teens inhabit 'digital marketing ecosystem,' research suggests](#)
- [Watching You Watching Ads](#) (July 2009)
- [TV Food Ads Increase Snacking and Potential Weight Gain in Children and Adults](#) /[Link to study](#) (July 2009)
- [Diversity in advertising](#) (March 2009)
- [Advertisers Target Blacks With Fatty Food Messages](#) (December 2008)
- [Nielsen: Kids Encounter Ads Less Than Adults](#) (October 2008)
- [Marketing to Millennials](#) (Business Week, August 2008)
- [Exhibit honors Madison Ave Men & Women](#) (June 2008)
- [In TV ads, Mom still scrubbing toilets, while Dad gets career](#)
- [Coming to a marketer near you: Brain scanning](#)
- [TV Commercials Influence What You Want to Do in Life](#)
- [Holy Grail of Advertising?](#)
- [Disney to create lab to test high-tech ads for ABC, ESPN](#)
- [Babes in Brandland](#) (Oct. 2007)
- [The Authenticity Paradox and the Perils of Youth Marketing](#)



CBS News Special Reports (May 2007)

Advertisers spend nearly \$17 billion each year to attract young buyers.

Check out our Evening News and Early Show series on how marketers target kids.

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| Stories: <ul style="list-style-type: none">• Facts & Resources• Games That Sell• Pitching Young Kids• The Hard Sell: Marketing To Kids• Tween Marketing | Video: <ul style="list-style-type: none">• Ad Critic Barbara Lippert• Extended Interview: Susan Gregory Thomas• Katie Couric On Targeting Youth• Pitching To Tweens |
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- [Read Any Good Ads Lately?](#)
- [The Wizards of Buzz](#)
- [Anywhere the eye can see, it's likely to see an ad](#)
- [Child-centered marketing causing kids to carry unhealthy food habits into adulthood](#)
- [Cutting Through Advertising Clutter](#) (CBS, Sept. 2006)
- [Retailers Woo The Teens](#)
- [For Toddlers, a World Laden with Advertising](#) (NPR, July 2006)
- [From Legos to Logos](#) (NEA May 2006)
- [Marketing to the tween set](#)
- [Advertising And Youth](#)
- Making sense of the media: [class helps kids understand advertising](#)
- [Magazine ads send mixed messages](#)
- [Tricks advertisers use](#)
- Marketers forced to [think outside the box in Tivo Age](#)
- Here an ad, [everywhere an ad](#)
- [Virtual ads threaten traditional media](#)
- [Inside the consumer mind](#) (neuromarketing)
- Smells like [teen marketing](#)
- [Teens to marketers: get real](#)
- [Not Buying It](#) (Current Health 1, Jan. 2006)
- Ads go [global at a fever pitch](#)
- Marketers' new idea: [consumers design ads](#)

- Secrets out on [marketing's new way in](#)
- The Marketing front: [the real essence of advertising](#)
- [Using disease to market foods](#)
- [Marketing to Seniors](#) (BW)
- [Ads: the wallpaper of teens lives](#)
- [Are our children overindulged?](#)
- Saatchi: [how technology is changing advertising](#)
- [Advertisers tap software that predicts consumer behavior](#)
- Brand logo awareness by age 2 ([study](#))
- Face of [advertising ever changing](#)
- [Viral ads](#) spread through marketing plans
- [Advertisers forced to think way outside the box](#)
- [Marketers eye baby boomer/grandparents](#)
- [What teens want](#)
- [Advertisers Tap brain science](#)
- [Oldies but goodies](#): boomers have \$ to spend
- [Marketers see babies noses as pathway to profit](#)
- [Sly marketing creates little consumers](#)
- [Over 50 & Out of Favor](#)
- [Ad execs want to track every move](#) (WIRED)
- [Teens Don't Know Everything](#) (WSJ)
- [Risque fashion ads trigger outcry](#)
- [The future of the 30 second spot](#)
- [Consumer electronic companies target teens](#)
- [Do Ads Still Work?](#)
- [Advertising aimed at kids is playing hide & seek](#)
- [The art of launching an ad campaign](#)
- [Online Retailers Pursue Teenagers](#)
- [Mapping the Mind: Searching the Why of Buy](#)
- [Minding Nemo Pitches to Kids Feed Debate About a Watchdog](#)
- [Are commercials really bad for kids?](#)
- [Do Ads Make Kids Fat?](#)
- [Buying Into sexy: The sexing up of Tweens](#)
- [Dad's In Charge, In New TV Ads](#)
- [You Can Run or Hide; the ads will find you](#)
- [Marketing's Flip side: the determined detractor](#)

- [Dematerializing our kids](#)
- [Tweens: A Billion Dollar market](#)
- [The Hidden \(in Plain Sight\) Persuaders](#)
- Hey Mom: [Is it Ok If These Guys Market Stuff to Us?](#)
- Message received [It's an ad, ad world for today's tweens and teens](#)
- [The Decline of Brands](#)
- [Stop Trying to Persuade Us](#)
- [How many ads are we exposed to in a single day](#)
- [In the crosshairs: Viewers and targeted ads](#)
- [Every Product Tells A Story](#)
- [Women riled by sexy Aguilera ads](#)
- [Blurring the lines: magazines face new pressure as marketers seek to blend advertising with content](#)
- [Teens vs. The Media: Teen Image and Advertising](#)
- [Tuning out TV](#): Advertisers are using a variety of methods to grab consumers' attention
- [What value is there in studying advertisements?](#)
- [Ad-versed](#)
- [Hey Kid, Buy This](#) (Business Week, 1997)