

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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| <p>Stories:</p> <ul style="list-style-type: none">• Facts & Resources• Games That Sell• Pitching Young Kids• The Hard Sell: Marketing To Kids• Tween Marketing | <p>Video:</p> <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)