

# Toy Ads: Background Readings

## BUY ME THAT: THE POWERFUL INFLUENCE OF TV TOY COMMERCIALS, HOW TV TOY COMMERCIALS INFLUENCE OUR KIDS

©2008 Frank Baker



### Suggested background/articles:

- [How to Teach Kids that Ads Are Manipulating Them](#)
- [How Do Toy Commercials Appeal To Kids In the Post Saturday Morning Cartoon Era?](#)
- [250 Children's TV Ads Analyzed](#)
- [Selling Gender: Exploiting Gender Stereotypes for Profit](#)
- [Cars for Boys, Dolls for Girls: Toy Ads Still Sexist](#)
- [Toy Makers Caught in New Gender Flap – But Are They at Fault?](#)
- [No kidding, kids fall for witty ads with catchy jingles](#)
- [Mix of Traditional, Digital Ads Drive Toy Shopping](#)
- [How Toy Ad Vocabulary Reinforces Gender Stereotypes](#)
- [Teaching The Tricks To Our Kids](#)
- [CARU cites toy ad maker](#)
- [Toy Fair 2007: Making It Pop](#)
- [Sales techniques to attract youngsters](#)
- Tutored by Barbie and Bratz, [girls grow up fast](#)
- [I Want That!](#) critical thinking/viewing of holiday toy ads
- [Holiday Toy Ad Tactics](#)
- [Toymaker Mega Pitches to Parents](#)
- [Toy story](#) (creation, production, distribution)
- [Ed value of tech toys questioned](#)
- [Top 10 Toys– Then & Now](#)

- [Tech dominates list of predicted top selling toys](#)
- [Toy-makers Make Pitch to U.S. Hispanic Market](#)
- [Discover: As Seen On TV](#)
- [Toy Trends -2004](#)
- [Toy \\$tory](#)
- [Toy Ads on TV \(regulation rules\)](#)
- [The Depiction of Gender Roles in Toy Ads](#)
- [Online toys, the new sales ploy](#)
- [So-called `Toy Guy' advocate paid for TV pitches](#)
- [Rewriting the Toy Story](#)
- [Girls in 'tween' years are challenge to toy industry](#)
- [Cable Characters Help Empty Parent's Wallets](#)
- [Media educator gives students a dose of reality on toy advertising](#)
- [Kids In Their Prime Time](#)
- [Kids Who Watch Less TV Demand Fewer Toys](#)
- [Barbie, Bratz and Age Compression](#)
- [Tune In To Ads With Children](#)
- [Advertising to Children](#)
- [Stop Commercial Exploitation of Children](#)
- [Three Lesson Media Unit- Toys, Advertising](#)
- [Content Analysis of Children's TV Advertising Today](#)
- [TV & Commercials](#)
- [Media Aware-Gender](#)
- [Gender Differences in Children's Toys](#)
- [How Ads Get Kids To Say, I Want It!](#)
- [Toy Advertising & The Impressionable Mind of Youth](#)
- [Media savvy kids are goal of video program](#)
- Related: [Food Ad Tricks](#) (Zillions) NOTE: large file-will take time to download
- [A Sociological Analysis of Children's Television Advertising](#)

Saturday morning fever: the hard sell takeover of kids TV

(Mother Jones Sept 1986)