

What You See: Commercials

What You Don't See: Advertising & Commercials

What You Don't See: Advertising & Commercials (see also [Food Ad Tricks](#))

You rarely see advertisers advertising themselves

(full page ad in NYT, 3.22.2010; read [news story](#) about it)

Lifetime		vs generation	
46	younger	39	
43K	richer	48K	
-12%	growing	+35%	
#9	professional	#3	
#9	educated	#4	

If you're looking for ROI, meet Ms. Right.

(these banner ads, on the New York Times Media section website 3/19/10)

WHO'S THE SURE BET FOR DELIVERING AN AFFLUENT AUDIENCE?

#1 MEDIAN INCOME
ACCORDING TO NIELSEN

BBC AMERICA HD

(this ad was found in the email newsletter for the New York Times weekly advertising stories)



Behind the scenes of Britney Spears—making the [latest Candies' commercial](#)

Frame grab from ad



Camera operator (right) shooting the commercial



[The Future of Food Modeling](#)

[Behind The Scenes of Breyers Ice Cream's 'Gone With The Wind' Webisode](#)

[Click the image above to see how a model's photograph is "digitally altered" for advertising purposes](#)