

* Why do people so easily 'buy' into celebrity advertising? People are followers and they want to follow success. Our culture has an endemic belief that we can become successful if we *appear* successful. Advertising links successful people with the product sold and....it sells to those who want to identify with a particular image. Our clothing and accessories are cultural symbols that 'speak' a message based upon common understanding. This is why people wear certain clothes or drive certain cars; they want to associate with the cultural symbolic meaning.

* Neuro-marketing involves scientifically analyzing brain wave activity to determine what is interesting to consumers. This is invasive and not easy to do on a mass-scale. However, there are other forms of tracking people's interests that do not require use of the fMRI or MRI. Advertising companies purchase lists from credit card companies and banks provide their customer's demographics and what they purchase. Google uses cookies that track what we look at online to tailor advertising to us in advertisements. Amazon, and other online stores, keep track of what customers buy and tailor advertising to them through email and pop-up advertisements.

* The point of brand integration is precisely why it is not noticed. Advertisers find that, after controlled tests, that volunteers prefer the brands integrated into the episode without being able to specifically name them first. That is power!

* Thoughts cannot be constitutionally protected. Intellectual Property is the practice area of law where an individual's creation is protected, yet it must be written, on patent paper, meet the requirements of a trade mark, etc. Further, I don't believe that we have 'buy buttons' in our

brains. Our desires, wants, and preferences are based upon our environment, culture, and how we perceive reality. A 'buy button' would require that there is something that all of us inherently share biologically- across all cultures in the world. There would have to be particular neurons in the brain that are activated in a specific order to invoke the purchase. **Example:** Suppose that neuromarketers created a commercial that prompted the viewer to buy a snow shovel. This would mean that the commercial could be shown to indigenous people, in the Brazilian rain forest, and they would seek to buy an item that they have never heard of or seen.

* The ads in non-traditional places, such as the floor or a subway turnstile, are called 'guerilla marketing'. The concept is to advertise a brand in a place where one would normally *not* expect to see an advertisement. The brand might stick in the viewer's head because of the odd location where it was seen.

* Basic advertising is gone. This is because there is so much competition among products that they will do whatever they can to stick out. This is where celebrity endorsements are used. It is funny that none of the celebrities actually use the product, yet their image allows the product to stand out and get purchased. Michael Jackson was the image for Pepsi in the 1980's. He was paid 15 million dollars. Ironically, he abhorred sodas and refused to be pictured holding a Pepsi can. The campaign worked.

* I have a DVR. I find that there are more and more advertisements for television shows, and other products, at the bottom of the screen during the actual show. This is to account for people like me because I use the DVR to skip the commercials. I find this to be deceptive and intrusive

upon my viewing of the show. This is a form of guerilla marketing (Christians, C, Fackler, M, Richardson, K, Kreshel, P, and Woods, R., 2012, p. 124).

* Product placement marketing is so subtle that it commonly is not noticed by the conscious mind, yet it imprinted upon the subconscious. This is also a premise of neuro-marketing. I remember when the movie Wayne's World parodied product placement as 'selling out', yet they actually plugged the products and were paid for it. How deceptive...

* Neuro-marketing presents a series of ethical issues. Its desire is to invade the minds of human beings to learn what triggers a consumer response (to lead to a purchase). This is very invasive. "However, all agree to one aspect that while considering the question of unethical practices, the focus must be to safeguard the interest of buyers at the micro level and the society at the macro level as their satisfaction is the key to the marketing success" (Singh & Vij, 2007, p. 1).

* Advertisers want to sell their products over other advertisers. The side effect is that children bother their parents and become materialistic. Advertisers call this the 'nag' effect, meaning that they want children to nag their parent long enough for the parent to give in and buy the product. The industry has been criticized due to this affect. "The criticism has been related not only to its intended effects on society, but also to its unintended effects" (Singh & Vij, 2007, p. 1).

* Neuromarketers desire to 'implant' an association, or desire for a product, at the subconscious level of the brain. A somewhat successful method of achieving this is by using **brand integration**. This is where advertisers pay millions of dollars to have their product 'placed' in a popular television show. We are focused on the plot and characters; passively, we see products and don't consciously realize that we have recognized them. Brand integration goes seemingly unnoticed by nearly all of us. However, direct advertising calls for a modicum of persuasion through repeated exposure to the brand. Till and Baack (2005) found that "For the purchase intent and attitude toward the brand findings, the results suggest a rethinking of past studies finding that creative advertising led to increased attitude toward the brand, purchase intent, and likability" (p. 55). It was once believed that creative advertising is what alone netted consumer purchases, yet it is actually *continued exposure* to a brand that drives sales. This is based upon preexisting brand attitude and purchase intent.

...and this is where neuromarketing enters the picture. Advertisers want to understand what images they have to use in their advertisements to get consumers to purchase the item upon first exposure. It is then the *repeat exposure* to the advertisement that drives further purchases.

* Many people claim that celebrity advertising does not work on them; if that is so, then why do companies use it? Paris Hilton has sixteen successful product lines and forty-five Paris Hilton stores in forty countries; "Variety named her its 'Billion Dollar Entrepreneur' in 2011 and her fragrance collection is fast approaching a \$2 billion industry" (Simon, 2014, para. 2). The app 'Kim Kardashian: Hollywood' nets 700,000 dollars daily from in-app purchases (Lobosco, 2014). Kim and Paris literally have nothing to do with the products or apps; their likeness, image, and name is sold to market the products, and it works.

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