

I frequently see Androgel commercials. These commercials are marketed to men in their forties. The man has a pot-belly and is usually balding. He is tired and does not have the same energy as he did as a youth. Androgel is synthetic testosterone that is applied as a topical gel. It apparently puts the youthful spring back into a man's step in all areas of his life. I did not notice any product placement other than for the Androgel.

“The average nonprogram time during prime time on network television is fourteen minutes. Coupled with eight and a half minutes of in-show brand appearances (i.e. product placements), roughly 40 percent of the average hour is marketing content” (Christians, C, Fackler, M, Richardson, K, Kreshel, P, and Woods, R., 2012, p. 121). I counted 6 Androgel commercials during one hour of primetime network television. Wow- maybe I need to put a spring back in my step!

“Neuromarketing is a new field of marketing which uses medical technologies such as functional Magnetic Resonance Imaging (fMRI) to study the brain's responses to marketing stimuli. Researchers use the fMRI to measure changes in activity in parts of the brain and to learn why consumers make the decisions they do, and what part of the brain is telling them to do it...” (Dooley, 2006, para. 1).

The ethical issues are obvious. Advertisers want to invade the privacy of our thought process to get us to buy their products. They want to learn how we carve neuron pathways while making purchasing decisions. I think that neuromarketing is junk science because everyone is different. Every brain is different and the activity therein will vary from person to person.

#### References:

Christians, C, Fackler, M, Richardson, K, Kreshel, P, and Woods, R. (2012). *Media ethics: Cases and moral reasoning* (9th ed.). Boston, MA: Allyn & Bacon

Dooley, R. (2006). *What is neuromarketing?* Retrieved from  
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