Advertising is harmful

Discussion questions

1. What types of advertising can you name? What's popular right now?

2. Many adverts are creative and use interesting words and phrases, can you remember any? What brands are they associated with?

3. Do you have a favourite ad? What is it and what do you like about it?

4. How influential are adverts in trying to change people's minds?

5. What positive and negative impacts can advertising have?

6. Advertising has become more personalised in recent years, how might this affect your privacy?

Statistics—True or false? (answers on the next page)

1. In 2016 roughly 300 million people used ad blocking software on their phones.

2. Approximately 90% of people think ads are more intrusive today than only two years ago.

3. Nearly 20% of millennials (those born in the 1980s and early 1990s) have their smartphone by their side, morning, noon, and night.

4. Gmail has more than 1 billion active users each day (which is great for email marketing companies).

5. Only 20% of people unsubscribed from an email service because the brand was sending too many emails.

Useful vocabulary

1. infest – a large number of something, which can cause damage.
2. etch – to draw on a hard surface.
3. distrustful – not to trust.
4. sceptical – having doubts about something.
5. authentic – real, genuine, not a copy.
6. someone does all the talking – informal. When someone explains things to another person.
7. intimate – very familiar, close, personal.

Reading - <u>The long and winding history of advertising</u>

When we think of advertising our minds shuffle through a mix of images, from big brands on TV, to brightly coloured-billboards, and to those annoying pop-up ads that **infest** the internet.

While this is commonplace for us today, the industry has changed more in the last 60 years than the previous 2000 years. Funnily enough, even the ancient Egyptians would **etch** messages onto metal plates and would then place on the walls of buildings. So, what has changed and why has that happened? In fact, the newest trends are now indicating that consumers no longer wish to sit through ads and are becoming more **distrustful** of advertisers. They are so **sceptical** that more than 35% admit to checking out amateur blogs and video reviews before making a purchase. They want to have a more **authentic** idea of what the product is and how it would fit into their lives.

What this now means is that companies who are looking to attract new business need to create new form of adverts – where the user is more in control. Millions have been spent to create communities who now become part of the brand itself. These communities create their own content and then share it on Social Media networks, like Facebook, Twitter, and Snapchat. This new style of advertising means the **users do all the talking** and consumers feel they are part of the brand's journey.

This change is probably just the beginning. Companies now know that people trust other people and not companies. The future of advertising will now include more **intimate** and personal consumer journeys to help brands increase their sales and grow their business.

Answers
1. True (Hubspot, 2016)   2. True (Hubspot, 2016)   3. False, it's 80% (Google, 2015)
4. True (Statistica, 2016)   5. False, it's 80% (Hubspot, 2016)