

# The Persuaders

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“*Breaking through the clutter*” is an expression in the advertising industry. What does the concept mean? What is clutter? How do advertisers try to break through?

**Song Airlines:** Explain how song is trying to do things differently in terms of advertising and marketing strategy in order to win customers.

The 1990s brought about a very new type of advertising. The message moved away from the product’s function. Name three of the companies that turned to this style of ads.

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Saturn threw a “Homecoming” party for their consumers. *Why would a company do this?*

Describe the “**Lovemarks**” theory about products. Fundamentally, when you buy a brand, what are you buying?

Advertisers are shying away from traditional television advertising – what are some of the countermeasures they are using? Give two specific examples of products

What are some of the dangers of the concept of Madison and Vine (Hollywood + Madison Avenue) when considering the consumer?

What is the potential damage to “culture” from the world of advertising?

Dr. Rapaille believes that a code exists in advertising that pushes past things like reason. Explain how he attempts to get the code. Your opinion: Is this *legit*? Is Rapaille just a *snake oil salesman*?

As **Song** gets desperate, what are a few of the new advertising techniques they start to brainstorm about?

How is the political world using the techniques of the advertising world? How about the case of Estate Tax v. Death Tax?

**Acxiom** knows you! Explain why Acxiom’s data is so valuable and how they use it.

What are some of the dangers of too many demographics in our society? What is **lost**?

The show ends by sharing the thought that the consumer is in **total control**. Respond to this thought. Are we really in control?