

ADVERTISING TO BOOMERS, GEN XERS AND GEN YS

A Thesis presented to the Faculty of the Graduate School
at the University of Missouri - Columbia

In Partial Fulfillment of the
Requirements for the Degree

Master of Arts

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DECEMBER 2007

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ACKNOWLEDGEMENTS

I could not have completed this thesis without the guidance and support of numerous people, chiefly among them my committee chair Glen Cameron, whose enthusiasm for the project very nearly eclipsed my own some days, and whose pep talks, though the opportunity for them was sparse, successfully nourished my ambitions to actually complete the work and turn in a finished product, on time.

I'm also very fortunate to have a veritable Dream Team of MU faculty for this project's committee: Cyndy Frisbee, one of the most energetic and effusively positive, not to mention busy, faculty members of the Journalism School; Stephen Kopcha, whose real-world agency experience was a must, and to whom I'm especially grateful due to his never having taken on the task of being on a thesis committee before, and agreeing to make mine his first exception; and Michael Porter, whose ever-approachable demeanor and encouragement was always on tap when I needed it.

The art directors, Raul Vilaboa, Marcus Moore, Matt Spett, Ed Zimkus, Tristen George and Matthew Nwoke, some of the finest and most impressive professionals in the business, were extremely generous with their time and ideas. I'm indescribably grateful to each of them for their contributions.

Forty-five volunteers gave their time and energy to participate in my online focus groups, and I'm very thankful to all of them as well for making the sessions enjoyable, interesting and enlightening. I had a great time in those sessions, and I hadn't expected them to be nearly as fun as they ended up being. Thanks for being such a great bunch, and especially for being extra generous with your time on some occasions.

Tanya Heath and Heather Deja of the American Advertising Federation were instrumental in connecting me with people willing to participate in both the focus groups and the interviews. I quite honestly could not have completed this thesis without their instrumental assistance.

My employers Charles Reineke, Mary Licklider and Jim Coleman, who have graciously and patiently put up with my wildly unpredictable hours and sudden—in some cases, spontaneous—rushes from the office to get to a class or get on the highway to meet with an interviewee in Chicago. I'm exceedingly fortunate to get to work for such supportive people.

Holly Bollinger and Marla Ogaz went well out of their way to help me with this—Holly with editing, Marla with transcribing—and asked for nothing at all in return. My sanity and my physical health are indebted to you both.

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ABSTRACT

Advertising to Boomers, Gen Xers and Gen Ys

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This thesis attempts to illuminate the processes and understanding by which art directors at major (national/international) ad agencies attempt to reach target generational demographics, specifically Baby Boomers, Gen Xers and Gen Ys. Seven focus group sessions were conducted among members of these generations (2 for Boomers, 2 for Gen Xers and 3 for Gen Ys). These discussions were driven by a set of six print ads selected from magazines intended to target these respective generations. Participants were asked to critique the ads, and comments were compared among those the ad was intended to target and unintended target demos. The focus group findings were then used as a basis for qualitative interviews with six practicing ad agency professionals, among them art directors and creative directors with considerable experience.

The results indicate that many art directors practicing today do not have a clear understanding of the generations as market segments, and do not see them as discrete groups with unique identity traits with individual perspectives on advertising and media. While focus groups show a strong division of opinion of the generations toward advertising, art directors seem only intuitively aware of them, if at all.

The findings of this thesis support the notion that over the next 10 years art directors will find previously held beliefs about once-successful techniques and strategies challenged by the maturation of a generational cohort that does not respond to certain messages the way the previous generation did. If advertising creatives aren't (and don't make themselves) aware of the differences in attitudes among the generations, they are likely to make egregious assumptions about the appropriateness of advertising messages in the future.

INTRODUCTION

Like many of you in this room, I'm a digital immigrant. I wasn't weaned on the Web, nor coddled on a computer. Instead, I grew up in a highly centralized world where news and information were tightly controlled by a few editors, who deemed to tell us what we could and should know. My two young daughters, on the other hand, will be digital natives. They'll never know a world without ubiquitous broadband internet access. The peculiar challenge then, is for us digital immigrants ... to apply a digital mindset to a set of challenges that we unfortunately have limited to no first-hand experience dealing with.

— Rupert Murdoch, 2003

Back in 2001, I KNEW that keeping HBO simply to watch The Sopranos was a big mistake. So, I quit, and after seeing TWO 18-24 month breaks between seasons and reading about the pathetic ending last night, I'm so glad I quit in 2001, not June 11, 2007, like the majority of Soprano fans will likely do. What a kick in the crotch by HBO and The Sopranos. But, instead of paying the extra \$20 a month for the HBO package, I've saved over \$1500 since 2001 by not paying for Sopranos.

Get this HBO, you dumb f__kers, I'll be stealing each and every one of your Sopranos box sets off of Bitorrent in the coming months, and as soon as you release a new one at Blockbuster/Netflix, it's getting copied too.

Do never test generation Y. We have more broadband than you do greed and we DO use it, troof.

— An anonymous internet poster, June 2007

Over the past thirty years, rapid advances in communications technology have sparked an eruption of heretofore unknown advertising opportunities. Cable television, video cassette recorders, satellite TV, the internet, CDs, DVDs, video-on-demand, cellular phones, MP3 players, personal video players, YouTube, personal computing and other contemporary forms of media have allowed

marketers new and powerful means of disseminating advertising messages. One unintended consequence of this glut of commercializing content, however, has been the rise, in parallel, of consumers' level of discernment. This has been manifest chiefly by an increased skepticism of marketing messages, coupled with the ready recognition of various techniques and "gimmicks" advertisers use to make these messages more persuasive.

What I intended to investigate is the reasoning of art directors who produce today's advertising—their motives and logic behind the ways in which they try to reach these distinct generational audiences. To facilitate this I investigated differences between the ways the previous three generations (Boomers, Gen X, Gen Y) relate to advertising, how they respond to it, and to what level they accept and incorporate it into their lives. The goal of this research is not only to shed light on how Boomers, Gen Xers and Gen Ys react to advertising but, in doing so, to help advertisers better understand and reach out to these markets with more effective messages.

There has been a great deal of research in the field of advertising attitudes and response thereto. What is consistent across most of these studies has been an invariable skepticism reported from the test subjects. Advertising almost uniformly evokes distrust and suspicion among those whose opinions are solicited, even down to as young as fourth grade (Brucks, Armstrong & Goldberg, 1988). However where Boomers are highly critical of advertising which does not appeal to them (Roberts & Manolis, 2000), Gen Xers and Ys are merely dismissive—unless the advertising is perceived to be misleading or otherwise disingenuous, in which case Xers and Ys indicate a strong distaste for it (Beard, 2003). This and other studies lead me to formulate a hypothesis: that Gen Xers (and to a greater extent, Ys) have a different relationship to advertising than Boomers do, a relationship built on trust and utility.

Most Gen Xers' childhood was spent in the company of television. With divorce and single parenthood increasing significantly since the sixties, Gen Xers were often raised in stepfamilies and shared custody. This may be a contributing factor to their tendency toward personal independence (Herbig et al., 1993; Morton, 2003; Robertson, Ward, Gatignon & Klees, 1989) and materialism (Buijzen & Valkenburg, 2003).

With the media having been such a strong presence in Gen Xers' lives growing up, the way they relate to it is therefore different from the previous generation. Furthermore, Gen Y's relationship also differs from their predecessors the Xers because Gen Y is not only growing up "on television" but growing up in a world of digital media, where they wield almost limitless control over the media they consume, even to the point of becoming producers themselves. This command over media makes Gen Y "...far more sophisticated in terms of their understanding of advertising than children born only a decade or two before... The older children in the present sample [11-12-year-olds] clearly understood the persuasive intent of advertising as evidenced by their high degree of skepticism and mistrust of ads." (Mallalieu, Palan, & Lacziak, 2005)

The thesis therefore begins with the questions of how these three generational groups relate to media—which includes advertising—and, if they relate to it differently, how art directors attempt to vary their methods and messages in order to reach them.

THEORY & RESEARCH QUESTIONS

Attitude

The subject of the study of attitudes is vast and complex. Fishbein and Aizen (1975) define “attitude” as *a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object*. They go on to describe three basic features of attitudes: the notion that attitude is learned, that it predisposes action, and that such actions are consistently favorable or unfavorable toward the object. (Fishbein & Aizen, 1975)

The methods of quantifying and studying attitudes are many. Attitudes are not observable and therefore must be studied via a secondary indicator, such as a verbal or behavioral response, or through the use of physiological instruments such as those measuring galvanic skin response or pupil dilation. Quantitatively, one of the most common techniques is the use of Likert scales, where a subject is asked to rate their opinion of a given object or idea on a single-axis continuum from negative to positive, or an equivalent. Other techniques include positioning the subject in a hypothetical environment and eliciting behaviors that would indicate, substantively but not overtly, an attitude toward the environment or something in that environment. These behaviors can be checked against other behaviors or survey responses for consistency, and this process can give a measurable, valid insight into the subjects’ attitude toward that object.

The present study incorporates the notion that attitudes are shaped, or at the very least influenced, by the presence of media technologies, and familiarity and literacy with them. This presupposes a noncognitive process of attitude formation, rather than a conscious “belief-based” process (Miniard & Barone, 1997). While there is much evidence that the belief-based process still affects

many attitudes held—and that many studies into the 1990s were inadequately conceived to successfully separate the processes (Fishbein & Middlestadt, 1995)—the noncognitive theory has emerged in the 80s and 90s as a viable alternative model. Studies show that noncognitive manipulation can affect attitudes about an object without changing beliefs about the object (Miniard, Bhatla, Lord, Dickson & Unnava, 1991; Mitchell, 1986). In this study, the relationship between media literacy and attitude toward advertising as a noncognitive process will be explored qualitatively rather than quantitatively.

This leads to the following research question:

RQ1: DO BOOMERS, GEN X AND GEN Y HAVE SUBSTANTIALLY DIFFERENT ATTITUDES TOWARD ADVERTISING?

Usefulness

“Usefulness” refers to how advertising is perceived as a useful source for making purchase information or entertainment. A 1999 study contrasting Japanese and American children found that teenagers who felt they had more direct influence on purchases had a more favorable view of advertising than those who did not. The finding lends support to the notion that teenagers who “need” advertising to help them make purchase decisions are more receptive to it (Sherry, Greenberg, & Tokinoya, 1999), whereas Boomers (in another study) consider advertising “offensive, useless, [offering] little benefit to society, and [leading] to higher prices, and that marketing practitioners were not socially responsible.” (Roberts & Manolis, 2000)

RQ2: ARE THERE MANIFEST DIFFERENCES IN HOW BOOMERS, GEN X AND GEN Y PERCEIVE ADVERTISING AS A USEFUL VEHICLE FOR PURCHASING INFORMATION? IF SO, WHAT ARE THEY?

Socialization

Due to the evolving media environments in which children of each generation were raised, it can be (and is being) postulated that each will have a different relationship with media based on their experiences. A paper published in 1994 by Aric Rindfleisch posits that Gen Xers are more likely to rely on their peers' behaviors and attitudes (related to consumption and media use) to influence their own, rather than their parents'. In addition, Xers are more likely than Boomers to depend on TV advertising instead of print to inform purchase decisions, and will be more more predisposed to materialism and consumerism than Boomers. Socialization agents said to have an impact on children's attitudes toward advertising include parental communication, peer communication, social utility of ads and television viewing (Bush et al, 1999). The 1999 Bush, Smith & Martin study found that "social utility of advertising and gender are predictors of attitude toward advertising. The results suggest that the more an individual looks to advertising for guidance, the more favorable that person's attitude toward overall advertising becomes." This indicates that not only does the presence of greater and more pervasive media influence advertising attitudes, but the opinions and behaviors of peers using it contributes significantly as well.

RQ3: HOW DO SOCIAL RELATIONSHIPS OF BOOMERS, GEN X AND GEN Y CONTRIBUTE TO THEIR ATTITUDES TOWARD ADVERTISING? ARE THERE DIFFERENCES BETWEEN THEM?

Advertisers

The subject of generational differences has been extensively researched and written on, but it is unknown whether the knowledge accumulated so far is recognized or employed by advertisers who may not read academic journals or keep abreast of the current thinking on the topic. While it makes sense to assume that different strategies are employed to advertise to these age groups in the best, most receptive ways possible, the extent to which advertising professionals distinguish between the groups is unknown, or whether they are recognized as generations at all or just as

transient members of a fixed age group (such as “teenagers” or 18–35 year olds). The interview phase of the research therefore intends to investigate the following:

RQ4A: HOW DO ADVERTISERS IDENTIFY DIFFERENT AGE GROUPS FOR THE PURPOSES OF DISTINGUISHING THEM AS MARKET SEGMENTS?

RQ4B: ARE ADVERTISERS AWARE OF BOOMERS, GEN X AND GEN Y AS MARKET SEGMENTS?

RQ5: HOW DO ADVERTISERS TAILOR MESSAGES AND METHODS TO REACH THESE MARKET SEGMENTS?

Research Questions

The research questions at issue in this investigation are:

RQ1: DO BOOMERS, GEN X AND GEN Y HAVE SUBSTANTIALLY DIFFERENT ATTITUDES TOWARD ADVERTISING?

RQ2: ARE THERE MANIFEST DIFFERENCES IN HOW BOOMERS, GEN X AND GEN Y PERCEIVE ADVERTISING AS A USEFUL VEHICLE FOR PURCHASING INFORMATION? IF SO, WHAT ARE THEY?

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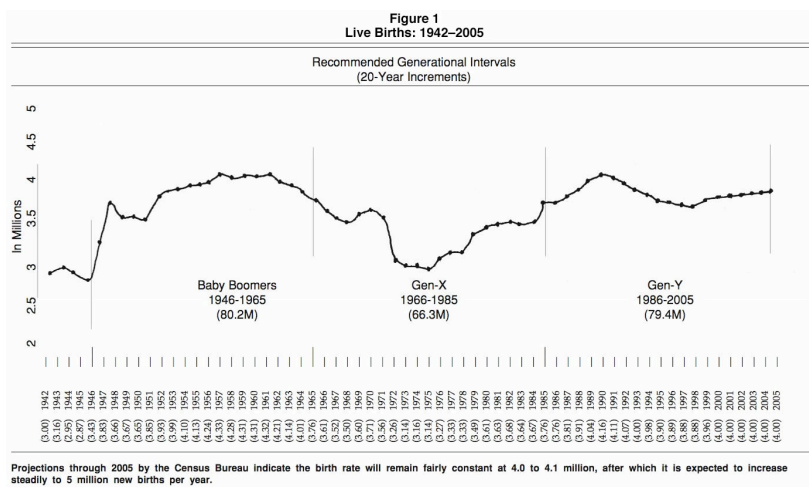
RQ5: HOW DO ADVERTISERS TAILOR MESSAGES AND METHODS TO REACH THESE MARKET SEGMENTS?

LITERATURE

Generations

Defining these generations is surprisingly difficult; the first obvious finding is that there is little agreement on what constitutes a “generation” and a similar lack of consensus on how to refer to them. While most scholars agree on the timespan of the baby boom (1946–1965), as this is an observable phenomenon in birth rates (fig. 1), the phenomenon does not neatly fit with many common conceptions of a generation. As such, the timespan of Generation X is not settled. One attempt to standardize and define the generations for the sake of future study and discussion was J. Markert’s 2004 paper on age demographics and the confusion inherent in trying to define an audience by birth years. Markert proposes to segment the generations into 20-year spans: Boomers birth years falling between 1946–1965; Gen Xers’ falling between 1966–1985; Gen Ys’ falling between 1986–2005. These spans would be further segmented into cohorts (ten-year segments) and cohorts (five-

year segments), with the inner ten year cohorts referred to as “core” and the outer five year cohorts described as “cusper.” Therefore, if one were born in 1972 (as this author was) he would be considered a Core Gen Xer. If one were born in 1988, he would be considered an Early Cusper Gen Y.



Source: Markert, 2004

While Boomers have usually been considered “Boomers,” they have also been referred to as “the Silent Generation,” “the Spock Generation,” “the Now Generation,” “the Woodstock Generation” and “the Me Generation” (Kitch, 2003). Labeling succeeding generations has proven troublesome as well. “Generation X” is somewhat more well-known and accepted than “Generation Y,” but there are many competing phrases. A novel by Douglas Coupland titled *Generation X* was the first and seminal usage of that phrase (Coupland, 1991), but this generation has also been referred to as “Baby Busters,” “the Now Generation” (Herbig, Koehler, & Day, 1993), “Slackers,” “Generation Next,” “Twentysomethings” (Stepp, 1996), “the New Petulants” (Kitch, 2003), “Postboomers,” “Generation 2000,” “the Shadow Generation,” “the MTV Generation,” “the Thirteeners” (Wolburg & Pokrywczynski, 2001), “the Bellwether Generation” (Roberts, 2000) and even the “F-You Generation” (Roberts & Manolis, 2000). Note that Kitch cites *Time* magazine as specifically identifying Boomers as “the Now Generation” and less than ten years later, Paul Herbig *et al* (1993) used the same moniker to refer to Xers. Even the moniker “Generation X” has conflicting implications and many people are confused by it (Poindexter & Lasorsa, 1999). Likewise, Gen Ys have been labeled “millennials” (Geraci & Nagy, 2004; Syrett & Lammiman, 2004), “Echo Boomers,” “N-Gen” (Wolburg & Pokrywczynski, 2001) and “Generation 9-11” (Kitch, 2003).

For the purpose of this research, Markert’s 2004 birth spans are employed to demarcate Boomers, Xers and Ys, regardless of how subjects in the studies are identified.

Boomers: 1946–1965

Baby boomers represent one of the most studied, criticized and documented generations in American history. The “pig in the python” has arguably inspired attention to the very phenomenon of generational identity by virtue of its own novelty. The sudden surge of births in the 20 years following World War II, followed by a distinctive decline of births in the late sixties and seventies, gave shape and definition to a massive segment of population.

Advertisers and communications scholars have grown keen to ascertain this group's attitudes toward advertising, particularly on television, and many studies exist on the topic. The findings of the earlier studies were sobering to advertisers: first among dominant attitudes of Boomers toward advertising was rampant skepticism and distrust. One 1974 study found that 84% of [500] respondents indicated that over half the advertising they viewed insulted their intelligence. More than 75% indicated that more than half the advertising they saw was irritating (Haller, 1974). Another study found that Boomers consider advertising "offensive, useless, [offering] little benefit to society, and [leading] to higher prices, and that marketing practitioners were not socially responsible." (Roberts & Manolis, 2000).

As Boomers matured, they exhibited an increasing distaste for shopping malls, marketing efforts and messages intended for younger generations (Roberts & Manolis, 2000). They used and relied on newspapers to provide information with which to make purchasing decisions, and consider newspaper advertising more informative and less annoying than advertising on television (Larkin & Grotta, 1977). Boomers also relied more on newspapers for information-gathering when considering a purchase (Harmon, Webster, & Weyenberg, 1999). "Word of mouth" is important and reputation is crucial; a marketer who is caught being deceptive or otherwise manipulative will not be trusted again, and the bad experience is much more likely to be related to peers (Leventhal, 1997).

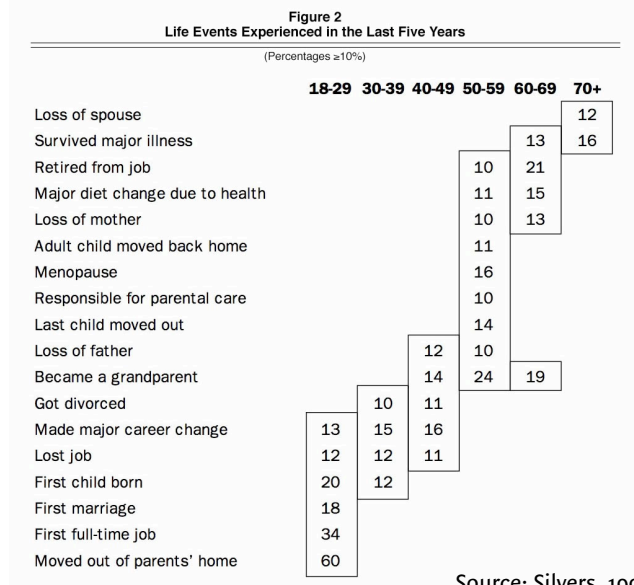
As the Boomers enter their 50s—those born between 1946–1965 are age 42–61 in 2007—studies have been done searching for the underlying causes of these attitudes. While deception in advertising has been endemic to the profession since its inception, it is very difficult to identify, measure and thus control (Gardner, 1975). The FTC and advertising associations have attempted to moderate the amount of outright deception in the industry, but it continues to be an issue.

Market research in the 50+ demographic is a relatively recent phenomenon. It wasn't until the early eighties that advertisers began to show even an awareness of this formidable demographic; before then, business' interests seemed to focus exclusively on younger adults (<50), and marketing data about the buying and media usage habits of the 50+ market segment, such as Nielsen ratings, was not even gathered (Moschis, 2003). What little advertising was targeted to this demographic—in the absence of any research or understanding of it—clearly showed its lack of understanding of them. Many such advertisements failed.

How Boomers respond to advertising is informed by a number of factors, the most important of which are family and peer relationships (Moore & Moschis, 1978). Boomers are more likely than Gen Xers or Ys to have been raised in two-parent households (Herbig et al., 1993; Abelman, 1996; Morton, 2003), so they are said to be more naturally reliant on—and a product of—their social networks for opinion and advice regarding purchasing behavior and attitudes toward advertising.

A paper published in 1997 by Cary Silvers offered another approach: adults in their 50s experience more life-changing events than in any other decade of life, such as loss of mother and/or father, menopause, divorce, birth of a grand-

child, major diet changes and so on (fig. 2). These changes force a redefining of life roles, with more such “redefine-ments” occurring between the ages of 50–59 than at any other time in life. These changes not only present new opportunities for marketing and advertising, but also shape the way adults view advertising aimed at them. For



example, very few adults over the age of 50 consider themselves “old” or relate to images of people over 50 in advertising; they instead prefer being addressed in the context of life experiences, and resent being expected to behave like old people (Moschis, 2003).

Generation X: 1966–1985

The generation succeeding the Boomers grew up in an age of unprecedented media saturation. With the cable television explosion of the late seventies/early eighties as well as the advent of market-targeted magazines, television shows and other vehicles (“specialty” products, movie/TV product placement, event sponsorships), the eighties and nineties were a media-rich environment—advertising messages were anywhere and everywhere.

This was not untrue for Boomers necessarily. However, most Gen Xers’ childhood was spent in the company of television. With divorce and single parenthood increasing significantly since the sixties, Gen Xers were often raised in stepfamilies and shared custody. This may be a contributing factor to their tendency toward personal independence (Herbig et al., 1993; Morton, 2003; Robertson, Ward, Gatignon & Klees, 1989) and materialism (Buijzen & Valkenburg, 2003).

Xers are also acutely consumer-conscious. This generation has spent more time in malls than any other, and has distinctly consumer-minded preoccupations with money and shopping (Roberts & Manolis, 2000). They have much higher per-capita spending than Boomers—and also give more to charities and churches than Boomers (Herbig et al., 1993). To a Gen Xer, spending money is a way of life. Some perceive Xers to have a bleak economic future ahead of them (Abelman, 1996; Morton, 2003; Rindfleisch, 1994) while others claim they “should be the most economically successful generation since the depression babies which came of age in the 1950s.” (Herbig et al., 1993), and will have an easier go of things in the workforce because they will face less competition with each other (Harmon et al., 1999).

While Gen Xers are highly skeptical of advertising, they are nonetheless accepting of advertising messages they find informative or relevant. They are acutely critical of advertising which is disingenuous or untruthful (Beard, 2003). They also tend to be dismissive of that which they don't find useful (Roberts & Manolis, 2000). Xers, having been raised in a media world that constantly demands their attention, learn at a young age how to be skeptical, discerning and judicious with it. Boush, Friestad and Rose's 1994 study showed a skepticism of advertising as early as 6th grade (age 12); Brucks, Armstrong & Goldberg (1988) showed evidence of skepticism toward advertising in 4th graders (age 9).

Karen Ritchie (1995) describes Gen Xers' as being "media connoisseurs, who can and do browse the electronic landscape, selecting what interests them most. If Boomers view television from a passive state of mind, Xers have a more organic relationship with the media... One's attention is focused on the medium, but with an ulterior purpose, and if the medium does not respond with entertainment or involving information, it is quickly discarded in favor of more fruitful pastures."

Boomers vs. Gen Xers—Attitudes

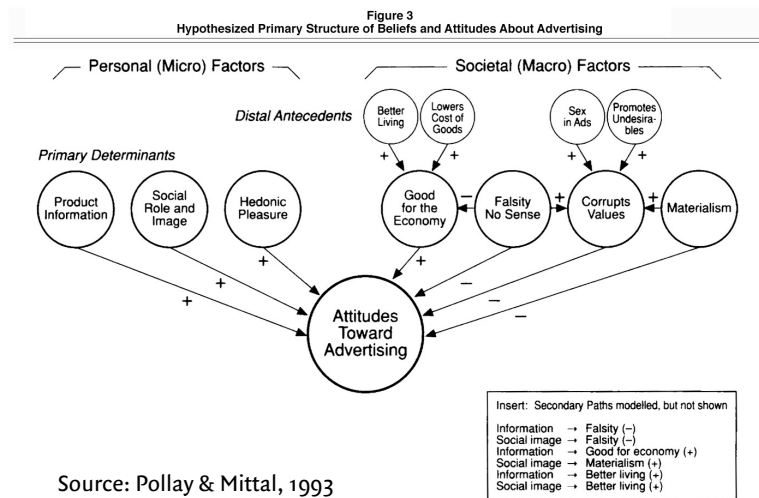
A number of studies have been conducted to compare attitudes toward advertising of Boomers to those of Gen Xers. The most direct comparison of these two generations was published in 2000 by James Roberts and Chris Manolis. Roberts & Manolis found that Xers were generally predisposed more favorably toward advertising than Boomers. Xers were slower to judge advertising as being offensive or useless, and did not blame advertising for higher retail prices to the extent that Boomers did. The researchers also found that Xers had a somewhat more liberal idea of what constituted "marketing" than Boomers. By contrast, Boomers were shown to have less tolerance and greater criticism of advertising as insulting, offensive and having little benefit in society.

The Roberts/Manolis study also investigated dysfunctional consumer behavior, such as compulsive spending and shoplifting. Their results indicated that Generation X exhibited significantly greater tendencies toward these behaviors than Boomers, as predicted by Rindfleisch (1994). Rindfleisch argued that Gen Xers would be more likely to exhibit these behaviors because they tend to be more materialistic and driven by instant gratification than Boomers, have less parental contact (as a result of single-parent upbringing, or broken homes) and would (statistically) come from lower socioeconomic backgrounds than their parents did.

Another study comparing advertising attitudes of Boomers to Xers, though not by name, was published in 1989 by J. Andrews. In it a foundational survey of 1,846 [Boomers] by Bauer & Greyser (1968) was compared against a contemporary survey of some 1,500 participants in six US universities. Andrews was interested primarily in what value judgments drove attitudes toward advertising rather than intergenerational shifts in them. His results showed that Bauer & Greyser’s dual “dimensions of beliefs” (social/economic) were a valid tool with which to conduct such studies, and that the overall negative predisposition of college students (Gen Xers, in Andrews’ case) toward advertising had not changed.

A similar study published in 1993 challenged the notion that Bauer & Greyser’s long-accepted two “dimensions” were sufficient, and instead postulated seven (fig. 3), then compared their responses

with those of the 1968 Bauer & Greyser study. They found that Boomers’ attitudes were primarily based on social concerns, and that they responded more strongly to factors such as “corrupts val-



ues” and “product information” while the younger test group responded to predominantly economic factors like “better living” and “good for the economy” (Pollay & Mittal, 1993). Results like these no doubt contribute to the perception of Gen X as being more materialistic and less idealistic than Boomers (Roberts & Manolis, 2000).

As children, Gen Xers are suspicious of advertising from an early age, as Boomers were (Moore & Moschis, 1975). X kids, however, seemed more contemptuous, and at an earlier age (Boush et al., 1994). Those participating in the Moore/Moschis study indicated less of a relationship between exposure to TV ads and consumer behavior and thus more ambivalent toward it. It would appear, then, that as Boomers aged, they grew more skeptical and judgmental toward advertising in general, whereas Xers grew up to become less so. It could be hypothesized that Boomers’ dislike of advertising correlates with its perceived usefulness to them, as Xers have been shown to have a much more utilitarian approach to advertising. One study found that X kids could spot techniques used in advertising as early as fourth grade, but were not often conscious of them unless specifically asked about them or “primed” to watch for them (Brucks et al., 1988). Kids weren’t necessarily inclined to “cognitively defend” against them until they grew older.

In 1989 researchers sought to compare influences of TV advertising on socialization tendencies US and UK children (Gen Xers) with those on Japanese children. The study showed that Japanese children were affected in much the same way as Western children were, in spite of different viewing habits. While Japanese children watched less TV than the more independent American or British kids, parent/child conflict correlated with increased exposure to advertising (Robertson et al., 1989). American adolescents also show a strong relationship between socialization and marketplace knowledge, and skepticism of advertising. A 1998 study of 296 high school students (Gen Xers) revealed that attitudes towards advertising were strongly influenced by relationships with parents, peers and TV usage (Mangelburg & Bristol, 1998).

A study published in 2003 compared contemporary college students (Late Xers, Early Ys) to those of a 1977 study in the context of attitudes toward advertising's ethical consequences. Both studies indicated a strong skepticism, but the contemporary group was more willing to accept the presence of advertising. Today's students, however, were particularly critical of advertising which was misleading or untruthful. This supports the notion that Gen Xers (and Ys) rely on advertising as a tool in their purchase decision-making process, and expect the information gleaned from advertising to be useful in that regard (Beard, 2003).

Some scholars believe that studies on the "generalizability" of communications research involving Gen X to other generations is inadvisable, citing observable and anecdotal tendencies toward apathy, cynicism and poor scholastic performance among Gen Xers. As stated by Robert Abelman (1996), "To suggest that one can generalize from a sample of today's students to the general population—particularly regarding issues of media uses, gratifications and impact—is sheer folly. Media professionals, whose livelihoods are dependent on numerous other fields of study, realize this ... The social sciences need to respond accordingly."

Generation Y: 1986–2005

The "baby bust" which defined Generation X for many, came to an end in 1979. Birth rates again soared as Boomers matured and started having kids. This surge in birth rates was dubbed the "echo boom" by some. Although this review defines Gen Ys according to Markert's (2004) 1986–2005 timespan, the surge in birthrates has for the most part sustained itself into the 21st century, and still defines the generation known as Generation Y.

Gen Ys, like the Xers before them, grew up in a digital media-saturated world of personal computers, cellular phones, compact discs, GameBoys, PDAs, email and the World Wide Web. Hundreds of cable channels flooded living rooms across the country, including many that were targeted spe-

cifically to them as children. Gen Xers (with cable) had Nickelodeon growing up; Gen Ys today have Nickelodeon, NickToons, Noggin/The-N, Cartoon Network, Boomerang, Disney Channel, Toon Disney, PBS Kids Sprout, Nick GAS, Discovery Kids, and so on. Gen Ys receive over 20,000 commercial messages a year, are far more aware of when someone is attempting to manipulate or persuade them, and have a marked lower tolerance for pretense and hypocrisy than previous generations (Syrett & Lammiman, 2004).

Further, *digital* media is a key distinction between Gen X's media world growing up, and that in which Gen Y grew up. Digital media is not only sharper, clearer and more easily handled by electronic devices (solid-state versus mechanical, for instance), but it can be manipulated, customized, turned inside out if the user wishes. Gen X's use of media was mostly constrained to magnetic tape, timeshifting and generational loss of quality (as copies of copies are produced, quality deteriorates), whereas Gen Y, *as children*, learned that music, video and even advertising can be reined, controlled and mastered.

This control over media, including personal computing and "desktop publishing," has further demystified the media to Gen Ys. With a modest investment in a video recorder and a personal computer, even grade school-aged Gen Ys can produce a video. As such, television is no longer the mysterious, all-powerful media it was for Boomers and Xers. The surge of reality programming and low-budget examples like "Wayne's World," "Mystery Science Theater" and others have not only cultivated in Gen Ys a better understanding of television but also a challenge to the facade of celebrity; because "regular people" are more and more being featured on television, the perceived distance between these and celebrities has shrunk. For advertisers, this means celebrities have less selling power for Gen Ys as they do for Xers and Boomers (Morton, 2002).

Generation Y—Attitudes

Few studies concerning Gen Y's attitudes toward advertising have been undertaken to date, as the oldest of this generation is 22 in 2007. Of the research that has been done is a 2004 study on ethicality of sexual and fear appeals in advertising (Maciejewski, 2004). It found that Gen Y college students, women especially, are particularly sensitive to sex appeals.

In addition, an extensive psychographic analysis of Gen Y college students was published in 2001. This analysis showed a higher than expected attitudes toward TV advertising. The researchers attributed this to the "expansive role TV has played in the lives of this generation. They've been raised on it, they've been taught by it, and they find a lot more things of value on it compared to other generations." (Wolburg & Pokrywczynski, 2001) This study also compliments the findings of Larkin & Grotta (1977)—while Gen Y considers newspaper advertising more informative relative to that in other media, readership is declining in favor of more targeted vehicles such as lifestyle/special-interest magazines (Wolburg & Pokrywczynski, 2001; Geraci & Nagy, 2004).

The limited number of Gen Y studies, however, do indicate that Generation Y is watching unprecedented amounts of television compared to children of previous generations, and that they are distinctly more media savvy and critical when it comes to advertising on television. One study published in 2005 contrasted Gen Y children's awareness and attitudes of advertising with children in a study conducted by Thomas Robinson and John Rossiter in 1974. The 2005 study found that Gen Y is "far more sophisticated in terms of their understanding of advertising than children born only a decade or two before... The older children in the present sample [11-12-year-olds] clearly understood the persuasive intent of advertising as evidenced by their high degree of skepticism and mistrust of ads." (Mallalieu, Palan, & Lacziak, 2005)

Researchers in yet another study compared advertising skepticism in Japanese children versus that of US children. The sample group was a combination of late Xers and early Ys. The study found that both cultures regarded advertising with predominantly negative attitudes that worsened with age. However, Japanese teenagers who felt they had more direct influence on purchases had a more favorable view of advertising than those who did not. The finding lends additional support to the notion that teenagers, who “need” advertising to help them make purchase decisions, are more receptive to it (Sherry, Greenberg, & Tokinoya, 1999).

Other studies indicate that Gen Ys have thrown themselves wholly into the internet age. In 2003 internet usage actually exceeded TV viewership for the first time in history, and surveys indicated that they use traditional media as a springboard for online activity. In the words of these researchers: “The internet is... the nexus for their much-sought activities and content. ... The *internet* dominates and is the preferred medium for 16 of the 28 activities and 16 of the 32 content areas studied. ... To reach them, you must go where they are, and the internet has evolved from an interesting tool to the central medium in their lives.” (Geraci & Nagy, 2004, italics in original)

METHODOLOGY

Two phases

Two research methodologies were employed to investigate these questions. One was conventional, the other is somewhat atypical.

Six art directors were approached and personally interviewed for the study. Five were from major ad agencies in the Chicago area, a sixth was from a major ad agency in Fort Lauderdale. Most of the art directors were recruited from Chicago agencies due to the great number of first-tier ad agencies to recruit from, and the convenience of its being within driving distance from the University, making it more accessible.

Interviews were chosen for this part of the study because they allow for greater in-depth questioning of the subject. The interviews were conducted “in the field,” that is, in the ADs’ offices—with the exception of one, conducted in his home in Miami—to allow for the subject’s convenience and the fact that we would be discussing their creative process, and being in their office would allow them to remain close to the topic, the work (Creswell, 2003).

Phase one: online focus groups

The more unconventional phase of the research took place before the interviews. Based on a suggestion from the committee chair, source material with which to conduct and inform the interviews was gathered by focus-grouping seven sets of representatives of each generation: three sessions of Gen Y participants, two of Gen Xers, and two of Boomers. What makes this unconventional is that these focus groups were conducted in chat rooms via the World Wide Web.

This is a somewhat controversial method of conducting focus groups, with strengths and certainly some weaknesses. As this is a relatively new twist on a well-established methodology, opinions come down on both sides of the issue of its viability and validity as a genuine research method. Thomas Greenbaum is one of the method's most adamant opponents. He takes issue with the very application of the term "focus group" to an online variant of the method: "If organizations want to provide qualitative research services using the Internet, there is no reason why this cannot become a part of the research arsenal. But this type of research must not be called focus groups because online chat sessions lack some of the most important elements of focus group research." (Greenbaum, 1997). In another even more critical piece, he recites a litany of shortcomings he has with the method including the perceived authority (or lack thereof) of the moderator, absence of face-to-face reaction to comments, absence of non-verbal communication, inability to verify basic facts about the participants (such as age, gender, etc.), and lack of client "back-room" participation (Greenbaum, 2000). He concludes by categorically rejecting the method altogether except possibly as a very preliminary, dry-run substitute for an actual focus group which would follow later.

Not all researchers experienced with the method agree, however. While most concede that real-time/real-world (RT/RW) focus groups do have certain advantages over online ones, conducting focus groups online opens up possibilities for interaction and efficiency not possible with a RT/RW methodology. Online qualitative studies have been conducted to evaluate advertising, test and critique live and in-development Web sites, test and evaluate consumer products and to investigate customer and employee satisfaction along with a myriad of other research pursuits (Sweet, 2001).

There are two kinds of focus groups possible when the computer and the Internet are introduced as the participation vehicle: asynchronous and synchronous. While RT/RW focus groups necessarily involve all participants to be in the same room together at the same time, an asynchronous

group mediated by computer requires neither. One study investigating the participants' experience with online focus groups conducted an asynchronous focus group which lasted two and a half months (Rezabek, 2000). Another study employed asynchronous focus groups lasting four months (Burton & Goldsmith, 2002); still another lasted eight weeks (Kenny, 2004). The extended time-frame allows for more consideration between responses, allowing for deeper probing of the conversation topic. Asynchronous focus groups can be conducted either via email or on an online message board.

Synchronous focus groups are more akin to RT/RW groups in that they involve direct real-time communication among participants in a shared "space"—in this case, a shared cyberspace: a chat room. Participants agree to "meet" at a particular Web site at a prearranged time for a specified duration. Once in the room, a moderator (the researcher) asks the group questions, solicits answers and encourages conversation. The participants converse as though they were in the same room, but with several key benefits: none can interrupt another/cut another speaker off in mid-sentence, which leads to longer and richer conversation (Schneider, Kerwin, Frechtling & Vivari, 2002). Participants are (usually) in their homes and therefore comfortable, with access to their own refreshments and lavatory facilities. Also, the chat room "equalizes" everyone, making each "voice" consistent in volume and tone, and makes such distractions as "social posturing" much more difficult. This has the effect of allowing everyone to express their opinions freely and candidly (Burton & Goldsmith, 2002 ; Kenny, 2004).

The strengths of online focus groups are not insignificant. In addition to allowing for a geographically diverse gathering of people, studies found that the computer affords a certain degree of anonymity among participants, which encourages greater, more honest, even provocative contribution to discussion (Burton & Goldsmith, 2002; Kenny, 2004; Montoya-Weiss, Massey & Clapper, 1998). Chat room sessions are logged so they do not need to be transcribed; this potentially saves

money (if one would have hired transcribers otherwise) but definitely saves a great deal of time (Kenny, 2004; Montoya-Weiss et al, 1998; Burton & Goldsmith, 2002).

The focus groups were conducted in an online, Web-based chat environment. The chat sessions were held at in a specialized application called ParaChat®. Using a Web site as the medium allows for compatibility with both Macintosh and Windows-platform systems. This was to make it as easy as possible for subjects to par-

ticipate, since absenteeism is a known problem in conducting online focus groups (Schneider et al, 2002) and this certainly was an issue in the sessions conducted for this project,

Seven synchronous online focus groups were conducted, two for Gen Xers, two for Baby Boomers and three for Gen Ys, between 4 and 12 partici-

pants in each. Doubling up each generation was intended to see whether certain comments and themes were consistent within that generation. (A third group was necessary to run for Gen Ys in order to bring the number of participating Gen Ys in line with the other generations.) Sampling for these groups was done with the assistance of MU professors instructing online graduate-level courses for the university, friends, professional colleagues and co-workers. Using MU online graduate students addresses the identity validation issue to the best extent possible, as online students will already have been vetted by the graduate school. This was a precaution taken against students who might attempt to misrepresent themselves in order to collect additional compensation for participating.

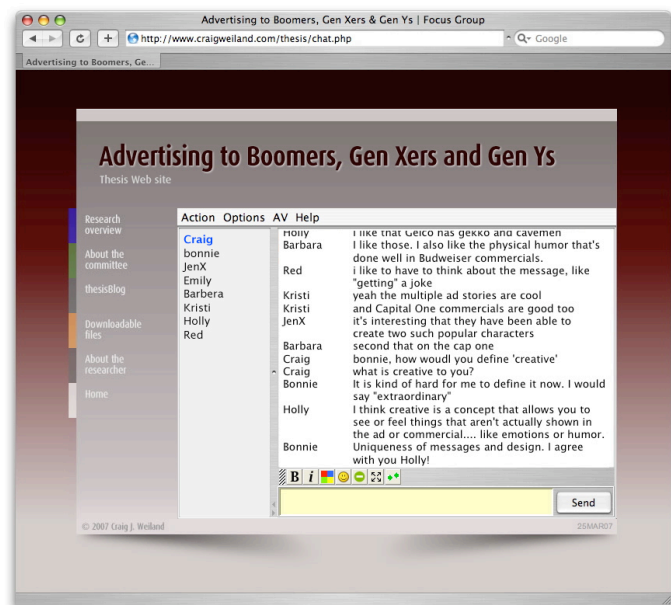


Fig. 4. Online focus group Web page

Participants were distributed into cohorts according to their date of birth: those born between 1946–1965 were grouped as Boomers, those born between 1966–1985 were grouped as Generation X, and those born between 1986–2005 were grouped as Generation Y (Markert, 2004). The online focus groups lasted between 1-2 hours, depending on how productive the conversation was and how enthusiastic the group was (once participants are engaged in the discussion, the experience can be enjoyable and even “addictive” (Kenny, 2005)).

One criticism raised by some of online focus groups is that of technological proficiency being a necessary characteristic of participants (Schneider *et al*, 2002). In this study, however, this is considered a benefit. Subjects in this study were expected to be conversant on issues of technology and media use, and those who are comfortable with computers, the Internet and online chat rooms should be able to discuss such matters constructively.

Questions asked of the participants include:

How do you feel in general about advertising?

What kind of ads appeal to you?

In which media do you pay more attention to advertising?

What kind of ads annoy or otherwise bother you?

Do ads help you make purchase decisions?

With these topics explored, a series of (print) advertisements were shown to the group via the Web site in a separate window. Each of these ads were targeted at a particular generation, two for each. Once the group had the chance to view the ad for about a minute, conversation was then turned toward reactions to the ads, emotional and intellectual, and how well the ad communicated its message to them.

The Ads

Six magazine print ads were chosen in advance and presented for discussion. The ads were drawn from magazines targeting age demographics consistent with the three generations:

Forbes Volume 179, Issue 6, March 26, 2007
(Boomers age 42-61)

Wired Volume 15, Issue 4, April 2007
(Gen Xers age 22-41),

M Volume 7, Issue 5, May 2007
(Gen Ys age 12-21)

J-14 Volume 9, Issue 4, April 2007
(Gen Ys age 12-21).

Ads were presented in the following order:

1. Ford Edge

This ad, drawn from *Wired*, was for the Ford Edge minivan/SUV crossover vehicle. Its target demographic was clearly featured in the ad itself, represented by the couple walking along the boardwalk near the vehicle perched on the railing. The ad was chosen because it represents a modern, “environmental” appeal to Gen Xers. Rather than focus on the selling points of the vehicle, the ad emphasizes a more right-brained approach, an emotional, aspirational appeal which the younger demographic might respond to more strongly when



Fig. 5. Ford Edge print ad

making a purchase decision than a strictly facts-based rationale. In other words, the ad attempts to reach Gen Xers by putting the car (and themselves) into a situational context, much like a clothing ad. This is one of two automotive ads in the set.

2. L'Oreal Vive Pro for Men

This ad was chosen from *Wired*, and advertises a shampoo/conditioner for men designed to thicken hair. The ad features a very minimalist concept, showing only the product bottle with the headline “Go for the upgrade” and copy showing its thickening properties. Its appeal to Gen X is specifically in its headline; the use of the “techy” nomenclature applied to a shampoo made it relevant in *Wired* and to Gen X overall. This is one of two personal hygiene ads in the set.



Fig. 6. L'Oreal Vive Pro print ad

3. Mercedes Benz S-Class

This ad for the Mercedes Benz S-Class was selected from *Forbes* as a counterpoint to the previously seen Ford Edge ad. The ad layout was altogether different and more of an “Ogilvy style” design: headline, simple photo of product, straightforward body copy, and signoff. The appeal of this ad for Boomers is much more left-brained than that of the Edge ad. No creative gimmicks are involved, only a testimonial from an individual whose credentials as executive vice president of a private aviation



Fig. 7. Mercedes Benz S-Class print ad

firm (NetJets, although this is unnamed in the ad) are his only (apparent) claim to celebrity. The ad is color, but uses it extremely sparingly, allowing the photo to have the greatest visual impact on the page. The Mercedes Benz ad was the second of two car ads in the series.

4. Pop-tarts

This ad for strawberry Pop-tarts was taken from *M*, a magazine targeting teenagers (Gen Y). This ad was unique in the set for many reasons: it was comprised entirely of illustration, had almost no copy, and had an entirely subjective appeal. The product itself was featured in the ad, anthropomorphized, in a compromising position which indicated its own (humorous) lack of foresight. In other words, the product itself was shown to be charmingly naïve at best, fatally stupid at worst. This was interesting because while clearly targeted to Gen Ys, its cartoony appeal to Gen Xers and Boomers was difficult to predict, because the ad's message was



Fig. 8. Pop-tarts Strawberry print ad

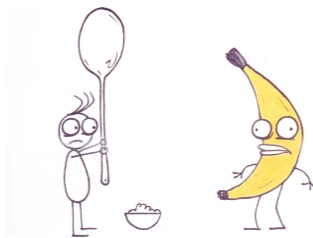


Fig 9. Two characters from "Rejected".

fairly oblique.

The ad was also interesting because its illustration style is evocative of the style of an animator who gained notoriety in the early 00s with his Academy Award-nominated short film "Rejected".

Don Hertzfeldt's film was seized upon and circulated among Gen

Ys and Gen Xers using electronic media, and it gathered something of a cult following. This wasn't known to the researcher at the time the ad was selected, but was recognized during the first interview as the Pop-tarts ad was being shown to interviewee Raul Vilaboa, and it became a point of discussion for each of the interviews which followed. (The similarity in illustration styles was in

fact pointed out by one of the Gen Y participants, but the significance of the reference was lost in the quick-moving flow of conversation, and wasn't recognized again until transcripts were studied later.)

5. Smith-Barney/Citigroup

This ad for financial counseling services was found in *Forbes* magazine, targeting Boomers. It was chosen because it was a unique design scheme in the set, being the only ad that fashions itself as an article lead page, so it was intended to provoke discussion about the feasibility of this aesthetic concept among the generations. In addition, the ad features an individual prominently in the ad, but who is not representative of the intended demographic, contrasting with both the Edge and Mercedes



Fig. 10. Smith Barney/Citigroup Ethics print ad

Benz ads. This was not visually confusing, but worthy of discussion (why are the people on the

boardwalk in the Edge ad immediately recognizable as the intended target demo, but this boy is not?). It was also of interest to see how Gen Ys would react to the portrayal of themselves as intended for an expressly non-Gen Y audience. Finally, this was advertising not for a product but for a service, and was the only such ad in the set.

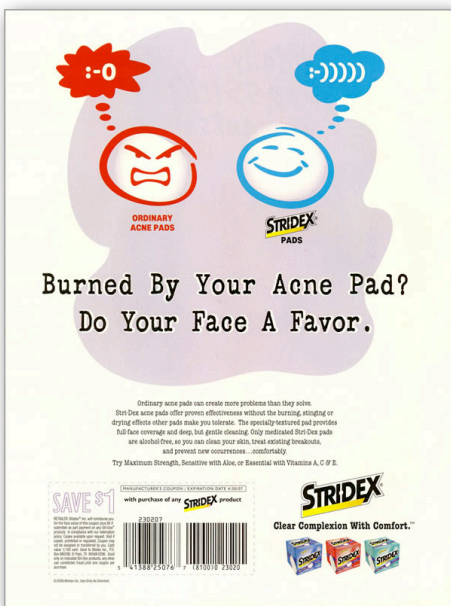


Fig. 11. Stridex acne pad print ad

6. Stridex

The final ad was pulled from *J-14*, aimed at teenagers (Gen Y). Its message was straightforward, but commu-

nicated in a uniquely Gen Y vernacular, through the use of emoticons (note the thought bubbles of the two faces), to communicate satisfaction and dissatisfaction with the characters' choice of acne pad. It is the only ad in the set to include a coupon. This ad was chosen specifically because of the use of the emoticons, to determine how successful it would be in delivering its message to Gen Ys, and to see whether Boomers would understand them or be confused. This is the second of two personal hygiene ads, and would also be used to compare and contrast with the L'Oreal ad.

Phase two: Interviews

Phase two of the study was carried out with art directors working at major advertising agencies. Steinar Kvale refers to the act of interviewing as “literally an *inter view*, an inter-change of views between two persons conversing about a theme of mutual interest.” (Kvale, 1998) The second phase of research gathering used the unstructured interview method, best for more interpretive research efforts, when individuals' personal experiences and opinions are being captured and explored (Creswell, 2003; Ruane, 2005; Silverman, 2005).

This method was chosen for a number of other specific reasons. First, conversations in this phase would be more probing and detailed than the focus groups. The focus group participants are presumed not to be experts in the field of advertising—in fact such over-familiarity with the field would have disqualified a participant, since an ad pro in the group might make the group “too smart”. However, art directors being professionals in the field who themselves produce the creative work, in order to investigate the rationale and decision-making that goes into marketing to the generations, in-depth interviews are the best means to examine these issues. Furthermore, it is unreasonable to expect that art directors working for competing firms will be open and forthcoming with their creative process and proprietary methods if participating in a focus group together, and such a focus group would be very difficult to recruit for.

The focus group transcripts, having been analyzed for trends, emergent concept and insights into generational attitudes toward advertising, was brought to the art directors in the form of encapsulated findings. The interview discussions were built on their opinions of the ads shown to the focus groups and the findings of the focus group analysis, but some preliminary questions included:

How do you distinguish between these generations? How would you characterize them?

What techniques do you use to reach Generation X? Generation Y? Baby Boomers?

How do generational differences influence your creative process?

Who (which generation) is this ad targeted to? How do you know?

Could you use this ad to target to another generation? What changes would you have to make to do that?

Interviews lasted between one and two hours, depending on the availability of the individual (and the momentum of the session). All interview sessions were digitally recorded for transcription. Upon completion of the interviews, sessions were transcribed and analyzed, again to look for common themes and concepts.

Recruiting for the interviews was much more challenging than expected. Front-door approaches, such as calling the agency directly and asking for help, were unsuccessful. The following Chicago agencies were contacted directly: Energy BBDO, DDB Chicago, Young & Rubicam, Leo Burnett, J. Walter Thompson, Ogilvy & Mather, McCann Erickson and SaatchiX. While some of these calls resulted in conversations with agency staff, none resulted in the successful scheduling of an interview.

In light of this, a back-door approach was attempted, using contacts stemming from the Journalism School. While these were more successful in terms of reaching people genuinely willing to help, these efforts too were ultimately unsuccessful. Finally, contacts stemming from the American

Advertising Federation were explored, and this resulted three of the six interviews ultimately held. Those three, upon completing the interviews, in turn provided two additional contacts—actually more, but only two were needed—which led to successfully scheduled meetings. The sixth (actually first) interview was conducted in Miami by mere fortuitous chance, as a creative director of a major Fort Lauderdale agency was the personal friend of the stepfather of a friend of the researcher, who was in Miami on vacation.



Fig. 12. Raul Vilaboa

Raul Vilaboa, Senior Art Director, Zimmerman & Partners

The son of a well known sculptor in his native Cuba, Raul Vilaboa graduated the National School of Design, with a full professorship in drawing and design. He also graduated with a doctorate from the Institute of Superior Studies of Art in Havana, and his early experience dealt with various major publications in the Latin American market. In his current position as Senior Art Director and Studio manager for the Bravo Group, Latin division of Young & Rubicam, world-recognized advertising agency, Raul and his team have produced creative for such accounts as Lincoln Mercury, AT&T Wireless, Oscar Mayer and Blockbuster among others.

Raul was the personal friend of the stepfather of one of the researcher's friends, who lives in Miami, Florida. A vacation to visit him in early July resulted in the serendipitous interview opportunity. Although Raul is not based in Chicago, his credentials made him a perfect candidate to include in this project.

Marcus Moore, Senior Art Director, Carol H. Williams

Marcus Moore was one of the first names provided by Heather Deja at the Chicago American Advertising Federation chapter, because of his cooperation with the club on a recent project. He graduated from the



Fig. 13. Marcus Moore

Columbus College of Art and Design in Columbia, Ohio, and then started building his career in Los Angeles before returning to his home town of Chicago. Today, Marcus does creative at Carol H. Williams, an agency specializing in advertising for African-American audiences. He has done work for Wells Fargo, Bank American, Washington Mutual, Chevrolet, GMC, Lexus and Baby Gap.

Matthew Spett, Art Director, Cramer Krasselt

Matthew Spett was a contact referred by Heather Deja at the Chicago chapter of the American Advertising Federation. He's done acclaimed work on CareerBuilder.com (including art direction for several Super Bowl spots), Supercuts, McIlhenney (Tobasco), Morningstar Foods (Borden, Dean's), ServiceLane.com and the Chicago Music Exchange. Before working at Cramer Krasselt, he served as an art director at DDB Dallas and Element 79 in Chicago.



Fig. 14. Ed Zimkus

Ed Zimkus, Creative Director, Burrell Communications Group

Ed Zimkus was a referral from Marcus Moore, who had provided the name of Camella Sledge at Burrell Communications. Camella then provided contact information for Ed, who agreed to be interviewed. Ed has been with Burrell for 17 years, and has done work for McDonald's, Coca-Cola, Sears, Proctor & Gamble (Tide, Crest and Olay), General Mills, Verizon, Kraft and Polaroid. Before coming to work for Burrell, Zimkus did creative for Foote, Cone & Belding.

Tristen George, Senior Art Director, Digitas Inc.

As a Senior Art Director at Digitas, Tristen brings over 14 years of experience in developing communications for both the print and digital space. Capitalizing on her traditional design education from the American Academy of Art in Chicago combined with years of industry experience in Chicago, Miami and New York she creates engaging consumer experiences across multiple channels



Fig. 15. Tristen George

for a seamless brand experience. Some of these brands include: America Online, The Ritz-Carlton, Unilever, Hill & Knowlton, Florsheim, The Home Depot, AutoNation, Eli Lilly, Kitchen Aid, and Whirlpool.

Michael Nwoke, Associate Creative Director/Senior Copywriter, Saatchi X

With Best Portfolio honors from the Portfolio Center in 1996, Michael's creative journey led to an Associate Copywriter position at Leo Burnett USA-Chicago, where he primarily worked on the agency's Coca-Cola, Reebok and McDonald's accounts. Career highlights include cross-country travel to spring training camps to meet and record players such as Tony Gwynn and Nomar Garciaparra for Major League Baseball's 80-spot 'Fan Mail' campaign; and the national launch of NBA All-Star Tracy McGrady's signature shoe



Fig. 16. Michael Nwoke

while at Burrell Communications, also in Chicago. Michael's most recent, meaningful and audacious venture is embracing the call to use his 10-plus years of advertising experience to love, lead, serve and save 'underrated' young boys/men through a non-profit network called THE CREATIVE RE: SOURCE STUDIO, an i.d.e.a.s.-driven mentoring outlet where 'endangered' youth in underserved communities can plug into for positive and creative-minded resources to help them overcome negative and destructive-minded behavior.

RESULTS

Generation Y Focus Groups

Of the three generational groups, Generation Y proved to be the most difficult to recruit. Although 26 volunteers agreed to participate, only 14 actually did so, two of those being last-minute referrals from other participants. Due to the low turnout in the two focus groups scheduled in April, a third focus group was planned and volunteers were recruited from a variety of sources, including another college campus (Milligan College, Tennessee). However this session too had barely half the expected turnout. Even with the three sessions, there are still fewer Gen Ys represented in this study than Gen Xers or Boomers.

According to the responses given, Gen Y prefers their advertising funny and simple. They are quickly repelled by ads which are too wordy—such criticisms were plentiful in these sessions—or which they consider to be obnoxious or unnecessarily sexual. Web ads, pop-ups in particular, drew distinct and unrestrained ire. Also, ads which seemed phony or patronizing were quickly dismissed as such.

One interesting observation surfaced in respect to gender: Gen Y females seemed to enjoy advertising, or at least, would admit to enjoying it more readily, than males. The first two sessions were mostly female: the first was entirely female, the second included one male. These sessions were upbeat, even jovial at certain times. The participants seemed to enjoy the discussion and had many positive comments to offer about the ads shown. In contrast, the third session—although responding volunteers were male and female—was ultimately comprised entirely of male participants, and the males' comments were almost uniformly negative, or at best, restrained and qualified praise.

So the comments given may be tempered by peer influences of the individual groups. (The male/female asymmetry of responses might make for an interesting study in the future.)

One finding seemed universal among all the Gen Ys participating: they feel almost entirely immune from advertising. They acknowledge advertising's entertainment value, and are scrupulous and savvy about marketing messages and techniques employed by advertisers. But none of the Gen Ys would admit to being influenced by advertising when it came to purchase decisions, except when it comes to pure factual information (such as price, or the appearance of a new product).

These responses were typical:

carmeldrop i think i have become transparent to advertising for the most part

carmeldrop It's like I know the job of advertisements is to make people buy things so if its something I know i don't want to purchase i just won't pay attention to the ads

kay I would stay and watch the whole TV ads if it's funny, but it doesn't make me buy the product.

Craig so .. you watch the ad to appreciate the ad itself

kay yes

carmeldrop yes

Cpw2n5 yes

Craig but you don't think you're necessarily influenced about the product or brand.

kay that is exactly how I feel

Cpw2n5 right

Craig got it

carmeldrop correct

rlk2m2 i feel the same

Reetz i think they are entertaining and maybe they will keep the product on my mind, but never enough encouragement to go use/buy the product

Craig so when you choose to buy something you're not at all affected by how you feel about the brand ..

Craig .. as influenced by the advertising?

redwater	Mmm, I don't think I've ever gone out and bought something because of an ad, but I'll recognize something in a store if I've seen it in an ad
redwater	Being influenced could make me not want to buy something.
J-Dub	not as influenced by the advertising, i buy stuff based on the prices i see at stores and what i want/need, not what an ad persuades me to buy
jdTVdb	the most common thought i have after watching a commercial is "that doesnt make me want that product"
Reetz	feelings about brands are my personal opinions...
Reetz	not what i get from brands

I found it interesting that although Gen Ys would not admit to being swayed into purchases by advertisements, some of the ads presented to them evoked just such an impulse. Most of the participants, after being shown the Pop-tarts ad and being asked whether the ad made them want one, confessed that, yes, the ad somehow reminded them of the experience of eating them when they were younger, and many of them agreed that the ad made them hungry for a Pop-tart, for example:

Craig	so does this make you want a pop tart? :)
Halli_Levy	yes actually
Halli_Levy	i might go get one...haha

And the presence of a coupon in the Stridex ad was strong enough to elicit this response:

kay	I might actually go buy it...it got a coupon
kay	:P

So although Gen Y may be loathe to admit it, they are just as susceptible to influence from advertising as other demographics, the other demographics just don't claim to be as immune.

The automotive ads provoked much of the expected results: Gen Ys gravitated more toward the Edge ad than the Mercedes Benz ad. Many of the comments regarding the Edge ad were positive in the initial two groups, although the third group (males) criticized the nonsensical, "pointless" visual pun of the vehicle on the railing. The second group had mixed reactions, some criticizing it as "dumb" and "unrealistic", another making the claim that the pun was "dorky". Others however

praised the ad's creativity and strategy. The first group (females) was consistently positive regarding the Edge ad.

The Mercedes Benz ad, on the other hand, drew criticism for wordiness and lack of visual interest. More positive responses about the Edge ad, particularly about its eye-catchiness, were elicited by the Benz ad. Interestingly, the most positive comments about the Mercedes Benz ad came from the all-male third group, but not in reference to themselves:

Tim_Wasem	I like this one. I like it's newspaper-ish look. And i like that it gives a lot of solid evidence of what is in this car. Plus the car itself looks sweet in that picture
jake	this ad seems very old fashioned because of the big paragraph which is going to make a thorough sales pitch, which is important because mercedes needs old customers with lots of money
Tim_Wasem	yes. anyone who is in the market for a mercedes would stop and read this ad. it's very good
Andrew	i do like that it gives solid reasoning for buying the car, but there is a more visually appealing way to do it

So it would seem these participants recognize that while they are not the targeted demographic the ad is attempting to appeal to, it appears "old-fashioned" and therefore is appropriate to an older demo. However, it still had plenty of detractors among Gen Y for being boring, verbose and colorless. One participant was annoyed by the volume of copy:

Cpw2n5	it kind of annoys me that they want people to read that much in a one page advertisement
--------	--

This is telling, in that it seems to indicate that this particular Gen Y feels her attention is valuable and not to be abused by advertisers expecting her to read [too much] copy. When an advertisement challenges her with a relatively long passage of copy (and the Mercedes ad's copy isn't particularly tedious, really), she is emotionally provoked, however mildly. This individual was hardly alone among Gen Ys in voicing criticism of wordiness in print ads.

Another deliberate dichotomy was set up between the L’Oreal ad and the Stridex ad. L’Oreal was targeted to Gen X, with its austere design and no-nonsense writing style. The Stridex ad, in contrast, was about the Unique Selling Proposition of the product, presented in simple iconography and in “language” Gen Ys can readily understand [as their own]. As expected, the Gen Ys were drawn to the ad targeting them, and although a few had good words for the L’Oreal ad’s design aesthetic, most were unimpressed, calling it “boring”. One individual pointed out that while the headline promises an “upgrade”, the body copy makes the claim that only the bottle has been upgraded, making the impression given by the headline misleading:

Reetz	if only the bottle has changed, how is that an upgrade?
redwater	Yeah, they’re totally lying

Another criticized the ad for being too wordy, and pointed out that the body copy repeats what is already legible on the product bottle itself, unnecessarily.

With this ad, and with the Mercedes Benz ad, I started to notice that responses to the ad were very strongly influenced by whether or not the product or service being offered was accessible or of any value to the participants discussing it. In this case, in a session full of women, the L’Oreal ad was uniformly panned for being unattractive, wordy, boring and disingenuous. However in the third group, credit was given for its simplicity and “dignity” when compared with Stridex. Although none on the all-male panel admitted to thinning hair, perhaps being male they understood that someday they might need this product, or even knew people who already did. Likewise, the Mercedes Benz marque was considered well out of reach by Gen Ys, and this probably contributed to the poor reception the ad received among this generation. Even Gen Xers and Boomers were intimidated by the name brand itself.

The Stridex ad was much more warmly received by Gen Ys. Something which was quite interesting was the response to the coupon: Gen Ys responded very favorably to it being there, across the

board. One even said that the ad might stop them from flipping the page based on the coupon's presence alone. This wasn't particularly significant (as I had no expectation about how they would react to the coupon one way or the other) until it was put into context by feedback from Gen Xers and Boomers, who assumed almost as a matter of course that Gen Ys wouldn't respond at all to a coupon. When informed that the Gen Ys actually responded with excitement to the coupon, most of the older participants were taken aback.

Overall, the Stridex ad got approval for being funny, interesting, simple and most importantly, relevant to them:

Craig	if you saw this in a magazine would you stop to read it?
Halli_Levy	yes
Craig	how come
carmeldrop	i think i might
kay	yes, i would
Cpw2n5	sure
Halli_Levy	it applies to me
carmeldrop	because it's targeted for people my age
rlk2m2	I would read it...it stands out
Craig	cpw why do you like this layout?
Cpw2n5	its in a good order.. funny catchy line with illustration to start then gives you a Few lines of info then takes you to a coupon
Craig	so this ad in comparison with the other 'personal hygiene' product scores with you guys
Craig	whereas the other one fell totally flat
Craig	why is that?
carmeldrop	this applies to me whereas the loreal doesn't
Craig	ok .. anything else?
kay	it has all the ingredients to catch my attention
Halli_Levy	i agree
Cpw2n5	agree

The emoticons got more mixed reviews:

jdTVdb	emoticons don't make things cool
Reetz	gets the point across without lots of words, i like the icons

redwater Yeah, I think somebody thought the emoticons would reach a younger audience. Not really though

Craig **so you don't like the emoticons?**

Reetz i do

Craig **why's that**

Reetz because they aren't lame cartoons, they are emotions, and that is the point, reactions that don't have people's faces making those reactions...

packer87 I mean, what teens are going to be IM-ing one another about the effectiveness of acne pads?

The third group mostly panned this ad, for being “dumbed down” and not as “dignified” as the L’Oreal ad.

The Smith Barney ad was, as expected, one of the least impressive in the set to Gen Ys. Several mentioned its headline being interesting, but the wordiness drew strong criticism, one going as far as to say:

Reetz oh wow

Reetz that ad makes me want to put down whatever magazine that was in

I was waiting to see if any of them would feel that the layout, designed to camouflage the ad as an article page, would offend any Gen Ys as being disingenuous. However most of the criticism centered on, again, the volume of the (very small-sized) copy, as well as the model featured as the dominant visual. One particularly sharp-eyed participant noticed that the model has skulls on his tie. Most participants took shots at him, calling him “creepy”, “stuck in the 70s” and “no fashion sense”. One interesting comment was that the gears motif in the layout indicated to one participant that the ad would be about some science-related issue, perhaps evoking a textbook page:

jake i think the layout contradicts the purpose of the ad... when i saw the layout, i thought it was going to educate me on some science thing, with all the gears and neutral greens

Craig **ahh interesting comment**

Tim_Wasem i didn't realize that. those gears are pretty superfluous

jake especially with the big question, reminds me of "did you know?"

The big winner of the set with Gen Ys was the Pop-tarts ad. This ad provoked positive response (laughter, in most cases) almost immediately with the first two groups. The third group admitted it was funny and clever but were quick to assert, repeatedly, that they would not be excusing themselves in order to go procure frosted toaster pastries. This comment sums up the all-male group's attitude succinctly;

jake its very innocent looking, short and brief, funny... it doesnt feel like someones trying to suck your soul out of your body on this one

The female-dominated groups, by contrast, were unabashed in their shared enjoyment of the ad. They understood that it was designed to appeal to a sense of fun and nostalgia, and the humor in the ad brightened the mood of the chatroom considerably after the serious L'Oreal and Mercedes Benz ads. The women even picked up some of the silliness the ad inspired:

jdTVdb it makes me wonder if the other flavors are any smarter

redwater I think the cinnamon kind would be the smartest

When asked about which ads were considered the most effective and which were the most ineffective, Pop-tarts was the standout champion. For most, the Smith Barney ad came in last, although several Gen Ys singled out the L'Oreal or Edge ads as being the least effective. Two of the males identified the Stridex ad as being their least favorite.

Generation X Focus Groups

The Generation X participants were, by contrast, the easiest to recruit. It was important to me to assemble participants from a variety of backgrounds—and not have them all be my friends—so I enlisted the help of Journalism School professors who taught online classes. These professors were very helpful in passing my invitation along to their students, allowing for a much more wildly di-

verse set of participants in terms of age, geographic location and work experience. The one criterion where the participants were sadly not as diverse was in gender: as with Gen Ys, the majority of participants was female; only two males actually showed up for their scheduled sessions (even though numerous had agreed to participate). This again probably contributed to a biasing of responses, but if Group 3 of the Gen Ys can be taken as an indication, it also meant very spirited and enjoyable sessions. Two of the Gen Xers even expressed disappointment when informed that their session, which had already run an hour and forty-five minutes, was over.

With Gen Xers, it started becoming apparent that many of the participants had never conversed via a chat room before. Several of them were in their late 30s, one was 40. While the Gen Ys were comfortable with the Web-based chat environment, some Gen Xers had difficulty getting their software to work, and more than a few admitted this being their first experience with an online chatroom. In spite of this, there were more Gen Xer participants than Ys or Boomers.

Gen Xers have a generally accepting view of advertising in their media. They readily admitted to being influenced by it, and although they remain skeptical and critical of all advertising they come across, they understand its role and the service it performs in the economy:

- | | |
|------------------|---|
| bonnie | Like Emily said, ads are the important part of business operation of media. Same time they are annoying for consumers in case if they cannot entertain them |
| annieD
Britt | It's a necessary thing, useful a lot of time but can be abused
I like the unique ways folks want to get their message out there for a specific target. i despise when messages bombard those who they are not intended for |
| annieD
annieD | It does fuel capitalism
unfortunately, it fuels outrageous consumerism which i believe is harmful |
| Sara | It also fuels waste - like the Wal Mart ads that show the Mom is popular with her kids because she bought a bunch of snacks. |

annieD yep, consumerism is synonymous w/ waste to me

Gen Xers are brand-loyal and accept advertising as a means of informing them of new and existing products. They may not choose to make a purchase because of exposure to an ad, but the exposure may prompt them to do further research, such as on the Web or in Consumer Reports. They also admit to advertising's influence in small impulse purchases, for example:

Sara I hate to admit it, but sometimes yes it influences me. I saw a Dairy Queen ad for blizzard treat and wouldn't you know it, I bought one within the week.

Magazine ads are taken more seriously than television ads; they will spend more time reviewing ads in magazines than watching them on television, unless they are suitably entertaining or are about a product or service they're specifically interested in.

For Gen Xers, ads with humorous or emotionally poignant appeals are the most resonant. Many comments were made in favor of Geico's campaigns (the cavemen, and the gecko character), Bud Light, Dairy Queen and Dove for their "Real Beauty" campaign. They also appreciate sarcasm if it's used intelligently. Gen Xers are turned off by stupid humor, condescending messages and sleaze.

Both groups independently mentioned pharmaceutical advertising as examples of that they did not like. Some mentioned the untrustworthiness of doctor-type figures used to sell pharmaceutical products. One person said she felt that pharma ads should be banned entirely, because they are inherently disingenuous.

The automotive ads hit Gen X just a little differently than they did Gen Y. Some Xers responded more positively to the Edge ad, while others dismissed the concept as "lame" and as "too much work to understand." Interestingly, as with the Ys, many of the positive comments were elicited out of comparison to the Mercedes Benz ad: clearly the Edge ad is targeted correctly for this demo.

The Benz ad took numerous hits for its lack of creativity, as before, and Xers were far less willing to read the extensive body copy:

Kristi	my first thought is OMG I don't want to read all that
bonnie	it is very boring ad
Emily	Way Too Much Text!!
JenX	Wall Street Journal crowd
JenX	not me
bonnie	very old type ad
bonnie	not creative
Kristi	*flip*
bonnie	nothing to attract me
leslie	i don't want to read it
bonnie	same here
Barbara	Reminds me of those old car ads from the 40s and 50s that had lots of words
Kristi	the guy isn't even smiling

Gen Xers gave Mercedes Benz, as a brand, much more credibility than Ford. They agreed the ad was much more trustworthy, due to it being Mercedes Benz and due to the fact that there were no visual gimmicks used. They also agreed that photo of the vehicle was better than that of the Edge, describing it as powerful and sexy, the kind of photo one might clip from the magazine and tack on their wall as their “dream car.” Two people admitted to liking the Edge ad better not because they thought it was a better ad, but because they knew they could not afford a Mercedes Benz in the first place and therefore saw no value in the ad for them. However, many of the Xers preferred the Benz ad, because of its straightforward message and classy, sophisticated design. There was a noticeable shift of preference for Gen Xers: while the Edge ad was still preferred overall, many more positive comments were elicited by the Benz ad than were given by Ys, indicating an emergence of more positive response to the austerity of the Benz layout and message. This would become even more pronounced among Boomers.

The L’Oreal/Stridex pairing elicited a similar ambivalence. The Stridex ad was criticized as being cheesy and simplistic, but some Xers understood the message (and understood more quickly that

they were not the intended target) and the “catchiness” of the design concept, and so gave credit for function over form. The L’Oreal ad was faulted for being drab, and was dismissed as soon as it was identified as being for a product intended for men, rather than women, although some gave the ad points for its sophisticated, masculine look. The Gen Xers responded quickly and favorably to the coupon in the Stridex ad, like the Gen Ys.

The Stridex ad prompted some interesting conversation from the Xers in regard to the use of the emoticons. While many Xers understood their meaning immediately, a few admitted to not even having noticed them until they were pointed out. One interpreted the :-))))))))) as someone smiling, but with numerous chins, as though he had a weight problem. Another commented that the emoticons gave the ads a techy, “antisocial” appeal, as though the ad were designed to appeal to “poor computa geeks.” This was ironic, because while this ad came from a teen magazine, the L’Oreal ad was taken from *Wired*.

The Smith-Barney ad was received much more favorably among Xers than Ys, but there was still some discussion over the message and the purpose of the photo:

- | | |
|--------|--|
| Kristi | is that supposed to be a “typical dumb kid”? |
| Emily | What on earth is “wealth ethic?” |
| leslie | the kid looks he does drugs |
| leslie | and i don’t know what the ad is for |
| Kristi | if I *were* a parent, I might be offended by that ad. |
| JenX | I just cannot relate to this ad at all ... I am far from having to think about this in my life |
| jenbug | is this an ad or the beginning of a feature article in parenting today? |
| Katey | Ooh, is that really an ad? Looks like an article. Very gripping headline. I would read it because I think it’s a compelling issue. |
| Erin | it looks more like an article |
| Craig | it’s an ad all right. |

TeresaS	Ugh! This is supposed to say invest so you kids can have money and be bums?
Erin	yeah that's what i thought
Sara	attention getting - something most parents think about - but photo is a little off-putting

While some Gen Xers felt the ad was relevant and thought-provoking, others derided the layout and there was discussion over the message's subtext, that a financial planner could offer parenting advice. This was provocative to some participants.

The layout style being that of an advertorial was noticed quickly as well. One participant commented:

JenX	I don't have kids, so I would flip ... again this is like the mercedes ad where it is staged to look like an article ... it's deceiving and annoys me
------	---

The Smith Barney ad was another instance of the intended audience—by age—did not respond well to the ad's message because it was intended for those of a different socioeconomic status, namely, wealthy people. Although the age/generation of the target is the same, this ad and the Mercedes Benz ad are specifically targeted to those of a certain income level. Those parents concerned over their children's work/wealth ethic, i.e. those parents whose children are growing up in financially comfortable households, will readily understand the headline and would conceivably be drawn into the ad's copy by it. The financial status of the audience was not taken into account when the ads were selected, but emerged as an important factor in determining how certain ads would be received, and came up again in conversation with the art directors later in the study.

Once more, the Pop-tarts ad was the standout favorite. Gen Xers understood the humor immediately, and the discussion was much more animated and lively concerning this ad. By this time in the session, the participants have had ample time to get comfortable with the medium and each other, and after three rather serious (in tone) ads, the Pop-tarts ad seemed to give the participants

a kind of break. Its simplicity and light-heartedness received much praise, and participants again were infected by its inherent silliness. A few poignant remarks were made before conversation descended into jocularity:

Katey	Yes, it took me a few secs, but very funny, and it's a good ad because I would actually remember what the product was because I associate Pop Tarts with the toaster.
leslie	it's simple so it would draw my attention in if i were flipping through a magazine
biogrri	Anything that can make me laugh has my attention
Emily	I don't recall seeing other ads for Pop-tarts, so this one would stand out
JenX	The humor is clever, the coloring is really obvious, it's simple for a younger demo ... it's just easy and light-hearted

This ad clearly demonstrated that Xers indeed respond most positively to well-crafted humor in their advertising.

A final aside: One of the Gen X sessions was "audited" by a researcher from Horizon Research Services, who was interested in the methodology and wanted to investigate it for possible adoption at her firm. She was introduced when she arrived but did not otherwise participate. As of this writing I have not had time to visit with her about her thoughts, but I felt it was important to mention that this particular methodology is very new and many professional researchers are still unfamiliar with it.

Baby Boomers Focus Groups

The Boomers group had the greatest difficulty with the chat software itself. As the transcripts show, the difficulty with the "push" functionality of the chat program was problematic for many of the participants, and made it more challenging to run the session smoothly while still collecting valuable responses from Boomers. However, the participants were patient with the new technol-

ogy, and turnout was nearly 100%. The Boomer groups had the best mix of males to females out of all the focus groups.

In general, Boomers were greatly skeptical of advertising. When first asked, several Boomers refused to acknowledge any advertising that they actually enjoyed. Elements that were positively received were humor, innovation, creativity, and strong emotional appeal. Drama and graphic uniqueness were one participants' response.

However there were many more negative general comments than positive, for example:

- | | |
|--------------|---|
| trainer | When I need an ad, I'm glad to see it. Otherwise, they're interruptions. |
| wtrnp3 | How feel about advertising? I'm down on it. Not a fan. There's just too much of it. Maybe that's why I'm able to, for the most part, ignore it. |
| BarberRick | <---don't trust advertisers |
| Big_Foot_Bob | There are times when I do find myself not considering a good product because I may find the advertisement insulting or annoying |
| 52andHappy | I dislike those that fail to identify the product they are pitching. What's the point? |
| GW | I agree with 52, if you're going to advertise at least highlight the darn product |
| Shadow | All commercials annoy me. |
| McIntosh | I don't like ads that try to undermine the 'other' guy like cell phone ads etc. |
| Mouse | I don't either, and I can't stand them. |
| McIntosh | The advertising is trying to get our attention to sell something that will make him/her more money |
| McIntosh | But not necessarily something that I need |
| Knance | I know it serves a purpose. I just wish it hadn't gotten so sophisticated and manipulative |

Nostalgic appeals received mixed commentary. One participant pointed out that while she enjoyed ads that appealed to themes of “yesteryear”, another was ambivalent about the use of music from her childhood, as she felt that was transparently manipulative:

- Knance I used to like tv ads that featured music that I grew up with.
 But lately I find they bug me.
- Knance I find I feel like I’m being manipulated. Especially if its advertising something that I have a problem with but combining it with a piece of music I especially like.

One Boomer participant was particularly cynical:

- Shadow All commercials annoy me.
Craig **All commercials .. you mean TV, Shadow?**
Shadow TV, radio, print...all of them.
- Shadow Ads are shallow & insulting.
- Shadow They are all stupid. None of the ads make me want to buy anything.

For the most part, Boomers agreed with the statement that “advertising is an annoyance unless it is useful in some way.”

Not all Boomers were pejorative of all advertising. Some said they could appreciate ads that were intelligent, funny, creative and innovative. They understood that advertising offsets the costs of publication (or broadcast) and in that light could concede its presence in their media, especially when they were actively looking for information about a particular product or service. On some occasions, Boomers will allow for advertising to influence their purchasing decisions, but other Boomers were radically opposed to the idea. As noted above, one Boomer noted having reconsidered buying a product after being offended by its advertising.

The Boomers were fairly judgmental of both automotive ads. One of the most common criticisms was that the text in the ads was too small and difficult to read (this was a complaint about almost

all of the ads shown, save for Pop-tarts). The Ford Edge vehicle as pictured in its ad was derided as being ugly, lame and fake-looking, and several people commented that it ruined would would otherwise be a very appealing photo (the couple walking on the boardwalk in the city). Most of the discussion on the Edge ad centered on the failure of the concept to resonate:

BarberRick Why do Advertisers put a Fake vehicle on such a nice add ,
they just make it us not trust the add

GW I hate the standard tropes - cars, city, happy couple, evening,
what's the point!

Meanwhile, most of the discussion on the Mercedes Benz ad focused on the near illegibility and wordiness of the text. However the Benz ad received much of the preference when Boomers were asked to compare it to the Edge ad. The Benz ad was described as sophisticated, classic and credible. The lack of the visual pun indicated to some Boomers that the ad was more trustworthy than the Edge ad. However there was much conversation, in both Boomer groups, that there was too much copy in the ad. One participant said the amount of copy “scares my eye away from the ad” and on to the next page. Several indicated that they prefer bulleted lists to better digest a lot of textual information.

The L’Oreal ad got a healthy share of criticism as well, mostly for being boring and uncreative, but what really disturbed Boomers the most about this ad was its treatment of copy:

52andHappy this mostly black and very difficult to read ad riles up some-
thing that increasingly pisses me off

52andHappy Vive Pro ad, I mean. What bugs me is that you have to have
Very good vision to read the words.

McIntosh Does that mean advertisers aren’t thinking about the aging
population?

GW Perhaps it’s not focussed at boomers!

52andHappy Why do we make all the accommodations for people in wheel-
chairs and not consider the Many people with less than per-
fect vision????

Mouse	I responded to the top part of the ad - the classy, Loreal, I'm worth it message came through. But the bottom part is awful for the reasons mentioned by others.
Knance	i agree, Mouse
McIntosh	Ditto
McIntosh	Classy but hard to read
GW	I agree with mouse, the text is awful
Knance	sexy bottle and black background. awful type

Boomers seemed to appreciate the L'Oreal ad more in light of the Stridex ad:

trainer	Acne doesn't affect me, neither does cutesy - Loreal is better.
catz	different generations
Katie	Agreed. Loreal is classier.
catz	slick hair one - older generation - acne for youth
catz	different audience
Ellen	agree w/ Katie on this one
TaiChi	but Loreal is boring
Ellen	Yup, it is boring
trainer	Hmm - to me, the Loreal was strikingly simple - dignified.
wtrnp3	Loreal applies more to me.
Katie	Yeah but I agree that they hook me on the concept of upgrading - the same as the Mercedes.
Katie	I want to believe I could live in that class someday.

Although the Stridex ad took hits for legibility as well, the Boomers' main problem with it was that it was confusing. Boomers didn't readily understand the emoticons, and they were quick to dismiss it as being aimed for a different (younger) generation than try to figure out the ad's message(s). Several pointed out that they were unaware that [other] acne pads were alcohol-based solutions that would burn the face when applied.

Reactions to the Smith Barney ad were unexpectedly negative. While younger demographics presumed it was intended for older ones, the Boomers found the ad to be too complex, too difficult to read, "lame" and unclear. One participant asserted that the ad was probably targeting Gen Ys ("millennials"). This individual may have been basing that judgement on the presence of the model in the ad. Reactions to this ad also gave credence to the concept of socioeconomic status as a cru-

cial criterion in targeting advertisements, as virtually none of the Boomer participants identified with the issue described in the headline:

Mouse	Working wealth is a ideology of a bunch of priviledged White guys
Knance	wealth ethic makes me think of unscrupulous corporate types
Katie	Or will our kids be poor because of fat cats like you? (directed to the advertisers)
Katie	It backfires for me. I want my kids to have a work ethic, not to focus on wealth to the exclusion of other values

None of the Boomers commented on the ad layout being article-like or otherwise deceptive. The only comments pertaining to layout were about the small size of the text.

The Pop-tarts ad was received well, characterized by most as funny, cute, simple and likable. A few Boomers commented that they didn't get it, but that their kids most likely would. The perception from Boomers toward Pop-tarts was more critical of its [lack of] nutritional value. One Boomer took this to an extreme:

Shadow	I don't buy junk food - I don't care if the ad is cute.
Shadow	White sugar can kill you.

Several others had very unusual responses to this ad as compared to Xers and Ys:

52andHappy	I'm always intriqued by advertisements that personalize Food -- like that cute liittle pig at the BBQ place. Interesting that giving something a face is a way to make me want to eat it? anti-vegan
McIntosh	Actually makes me want to hide!
Knance 52andHappy	kind of scary actually reminds me of when I stuck a knife in the toaster and got shocked not a good memory
Knance	poptarts are victims?

- McIntosh Poptarts are bigger than the kids, sinister actually
- 52andHappy maybe it's an ad for toasters that are larger than children?
Like those kids who ended up in the witch's oven in the fairy
tale?
- Mouse I dislike ads that market things to kids that are bad for kids.

Boomers seemed to be the most literal-minded of the generations when viewing this ad. They acknowledged that it was not intended to appeal to them, but their comments on the ad's concept were less about the comedy and allusion to fun, and more about what was literally being presented, as the above comments illustrate. Only one of the Boomers admitted to be appetized by this ad; a number of them stated that they do not like Pop-tarts.

Concordant with the literature, the Boomers' comments were the least accepting and the most condemning of the advertising shown them. It is possible that some may have been influenced, however unconsciously, by their frustration and unfamiliarity with the chat software as a medium of communication (if this is the case, it would be consistent with the theory that less fluency with the medium—in this case the Web site chat software—correlates to increased negative feelings toward it and by extension the messages being sent via such medium). A number of Boomers had difficulty getting connected and even staying connected as ads were sent to them. Others were unaccustomed to the pace of the room's conversation as other participants were rapidly keying in responses and moving the dialogue forward; for slower typists, this meant that by the time a contribution had been fully typed into the text field, it was conversationally obsolete. While many Gen Xers and most Gen Ys were familiar with the conventions, functionality and typical pace of a chat room—and those who weren't were quick to orientation—Boomers (in general) seemed to have the greatest difficulty participating in the online space in this way. This can be seen reflected in the chat transcripts by the amount of time spent making sure all the participants had stabilized their connection to the room and could successfully receive the ads to be discussed.

However most of the Boomers did not struggle with technical difficulties, and the skeptical and judgmental tone was shared across both focus groups. This is consistent with existing research predicting a highly critical mindset in Boomers' responses to advertising.

Interview 1: Raul Vilaboa

Raul's interview was unique in that it was the longest, in terms of time spent with him, and it was also at his home in the evening, whereas the others took place during the day in the interviewee's office or, in another instance, at a coffee shop in the building. The extra time spent with Raul was needed, as Raul was not a native English speaker and at times, his diction was difficult to follow. He seemed to enjoy the conversation and was extremely generous with his thoughts and his attention.

Raul's process when trying to reach generational target audiences is to immerse himself as much as possible in the use of the product or service before the creative process begins, involving members of the target demo, if necessary. The example he gave was how he might, conceivably, start a creative process for a new automotive campaign. He would find a car to rent or borrow that he was going to be developing creative for, bring some people from the target demo (his children, in his example), and go for a day trip to the Keys and back.

However, I didn't get the sense from Raul that he discerned the generations from each other. In talking about the focus-grouped ads, he needed to be reminded what the generations were and their current ages, and finally admitted that he did not use those labels himself in conceiving of his target audiences.

Raul identified many of the ads shown as being positioned to target Boomers. I felt this was interesting, as he included the Stridex ad and, to a lesser extent, the Pop-tarts ad (he claimed, more or

less correctly, that the Pop-tarts ad would appeal to everybody). The Ford Edge ad was the only ad that he identified as being aimed at Gen X, on the basis of the apparent age of the people in the ad:

Craig: What generation would you say this is targeted to?

Raul: Well by showing the people I would say that it's around thirties.

Craig: So, Gen X.

Raul: That's right. Ah, because there's nothing else that would position, you know, this ad from any other direction. I mean it's just the people that you're relating the car, I mean the audience is seeing themselves in these two people. So basically that's what it is.

He praised the concept for being different and clever, although he said he probably would have taken it in a different direction, creatively. He said that in order to sell this or any car to Gen Y, price should be the primary factor in the ad, but it wouldn't need to be modified at all to pitch the car to Boomers.

The L'Oreal ad impressed him immediately. He identified the target demo as definitively Boomers, but claimed that the ad was perfectly crafted to deliver its message:

Raul: Well obviously what is happening here is that, they changed the bottle. And they are trying to talk to the captive, you know, market that they already have, and telling them it is ok, they just change the bottle, it's better, it's nicer, it looks better in the bathroom, you know all that, but ah .. nothing else. Because basically it says go for the upgrade, the upgrade is just the bottle. The product hasn't changed at all. So no, I would not change anything.

When told that the Gen Ys in the focus groups responded negatively to this ad, he was surprised, especially when told that the reason they did so was because they felt the ad was boring. He rationalized it by guessing that the Gen Ys didn't *want* to relate to their hair thinning, thus the ad had nothing to offer them, so they derided its lack of visual interest. (Perhaps tellingly, the male participants of the Gen Y focus group had said upon seeing it for the first time:

Craig	so if you came to this ad in a magazine, would you stop?
Tim_Wasem	definitely not
jake	nope

Andrew i might to see what the upgrade is, but leave it pretty quickly
packer87 when I find out there isn't one
 turn the page

Perhaps the Gen Y males wouldn't be so much dismissing the ad (by quickly turning the page) but instead looking to escape its unwelcome implication.)

He identified the Mercedes Benz ad as being targeted at Boomers and, to a lesser extent, Gen X. He was fairly confident that the car was not salable to Gen Y. Even though he was less confident in the ad's appeal to Gen X, he said he would make no changes to the ad to tailor it to that generation. His reasoning was that the strength of Mercedes Benz is in its brand reputation. Both companies (Mercedes Benz and Ford) enjoy widespread recognition, but in America, Mercedes Benz is the brand recognized as being superior in the automotive marketplace, one of the most respected brands in the industry. Therefore it is up to Ford to compete with them not on the merits of their own brand, but through other devices. It is not enough—nor is it credible—for Ford to run an ad making the same claim Mercedes Benz does (“Once you’ve driven a Ford Edge, it’s hard to drive anything else”); they must compete on innovation, features and price. However, Mercedes Benz needs only to show their product and remind people that they are Mercedes Benz, and that is enough; anything more would be merely gilding the lily.

When presented with the Pop-tarts ad, Raul admitted he might not have used the same illustration style, but the concept was solid and had a nearly universal appeal:

Raul: Everybody. It appeals to everybody. It appeals to forty years old, four years old, and four hundred years old. So then, yes I think it's appealing to everybody. Uh, artistically it's not very appealing to me, because, you know, but I appreciate. I appreciate. It's not really what I will, if I have to do this ad, I will not do it .. I mean I will do it, the same context, the same idea, but the execution would be the drawing which would be a little bit different.

In explaining why the Boomers didn't respond as positively to this ad as Xers and Ys did, he argued that it wasn't that the concept was off, but that the illustration style was too modern for them, and that he might use one of his own colleagues to draw the ad in a more traditional style.

He wasn't sure the Smith-Barney ad was even an ad at first glance. Once assured that it was, he wasn't impressed with the art direction of the ad:

- Craig: Who is .. which generation is this intended to appeal to, do you think?
- Raul: Wow.
- Craig: Well if you had to pick an age range?
- Raul: Okay. By the content, by the copy, I will say it is the Baby Boomers. Um, yeah. Baby Boomers. And by the art direction .. is there a group older than Baby Boomers?
- Craig: For the purpose of this study, no.
- Raul: Okay. So .. (chuckles)
- Craig: So you're saying the art direction ..
- Raul: It sucks.
- Craig: You're saying the art direction would appeal to people older than Boomers? Older than 60?
- Raul: Yeah, I think in terms of opinion, I don't think there's anything attractive about this.

Although he admitted to being exactly the demographic the ad was trying to reach (in terms of age), he did not have much appreciation for the ad's concept or execution. He felt the ad's entire composition was built on a trick:

- Craig: So I guess in order to make this appeal even to Boomers you would change the whole thing? You would start over?
- Raul: Totally.
- Craig: And it has no value to Gen X or Gen Y.
- Raul: You know it might, I think it might have been done with intention of re-targeting a very old market? I mean because really, looks like .. like an article. Definitely it is an article. So maybe people will get confused and say "ooh look, an article about my grandson .. or my granddaughter .." and then you know with this stuff..
- Craig: Well this is "my kids." The headline copy is "my kids" so it's intended for parents, and it was taken out of *Forbes*, so it's intended for wealthy parents.
- Raul: Right, definitely.

- Craig: And apparently .. I don't, I didn't see much of a similarity in the layout, the standard article layout in *Forbes* to this, this is pretty distinct. But it is meant to emulate an article page, so. And I think the point of this is so you'll read this, and be interested in what it says enough to continue into the body copy, thinking that it's an article, and then being sucked in..
- Raul: At the end by Citigroup. And they say, "suckers!"
- Craig: Right! Since they switch, "You thought this was an article!"
- Raul: Suckers! Yeah it would have to be. Have to be.

The Stridex ad struck Raul as being a very retro design, from the use of color to the layout to the choice of typeface. At first he said it was designed to appeal to Boomers, but since that was incongruous with the product, he explained that the use of retro colors and style must have been done deliberately, since after enough time passes, what was considered trendy fades into obscurity and then returns to trendiness.

- Raul: They say okay, what, what the hell, they make this .. this was used by my mother! What are you talking about? It's the same thing. So maybe the youngest generation had not been exposed to this fifties style, you know *Readers Digest*, or I don't know, *National Geographic* or *Popular Mechanics* from the fifties, for them this would be a cool thing! It would be a totally new thing. "Oh, this is cool! Wow! These faces are very funny!" And really you know this is a very old thing. But then again whoever knows, that, I mean for example in my case I'm in the middle, that I know whatever was before, and whatever is now I say "Well this is a totally old thing." They say, "Old thing? I have never seen this! This is totally new!" and it's not.

Raul also identified the coupon as being a strong addition to the concept, as the matter of price is a "universal thing," or an incentive to any demographic. While certain comments were made in the focus groups about coupon use being specific to a generation, Raul said that a coupon would appeal to all generations. However when asked how he would tailor this ad for a Gen X market, he said he would start over completely, as the Xers would be old enough to have been exposed to the fifties design aesthetic, and see it as old-fashioned and dated. He did make note of the emoticons,

and admitted that Boomers would not identify with them, that those were singularly a Gen Y nomenclature.

In the course of his interview, Raul identified six distinct types of generational appeals in the ads discussed: identification with models used in the ad (Edge), depth of information in copy (Mercedes Benz), illustration style (Pop-Tarts), parenting (or other specific) topic (Smith Barney), trendy retro design style and text-messaging vernacular (Stridex). However he admitted he does not knowingly employ them when he does ad creative (by “dupla,” in cooperation with a copywriter), preferring to let the core idea drive the process, and letting it evolve organically from there. However overall, the generation of the audience was not typically part of that process.

Interview 2: Marcus Moore

The second interview took place in the offices of Carol H. Williams, an ad agency specializing in African-American audiences. His conceptualization of audience was therefore very conscious of race segmentation, but Marcus introduced an important concept into the study, and that is that target audiences cannot be segmented by age or race alone, but that the socioeconomic status of the audience must be known as well in order to correctly target a message. This was all-important to Marcus; he found it impossible to do creative for an audience without also knowing their spending power:

Marcus: Yes, they are Boomers in the segments of age, but they’re not Boomers in the way that they think. Do you know what I mean?

Craig: Tell me more.

Marcus: Well, my theory is that if, say you’re 60, but your money allows you to be something else, your mind is not allowing you to think that you are 60, you’re not acting 60, you’re not worried about retirement. You’re not thinking about if you’re going to die or not, or health insurance, because all of that is already covered. So, you have flights of fancy. You can go and do whatever you want. You can drive a Bentley if you choose, you don’t have to worry about retirement, you don’t have to worry about medicals. If anything went down, you have

the money or your people have the money to back whatever you're doing.

Craig: Okay, but not all Boomers have money.

Marcus: Right, so the different mindset is: I'm worried about financial security, I'm worried about health insurance. If I do get sick, how would I be able to pay for it? Is this going to hurt my generation of what I'm going to leave behind to my kids, and my kids' kids. If something happens to me, will they have to come up with the money to take care of me? So it's like, the burden and the worries are completely different in that segment. I'm not worried about or thinking about if I could drive a high-end car or if I can have a big house. I'm worried about making sure that I maintain the house that I have and the government doesn't come take it from me because I am behind on payments. It's a completely different way to think about life. So, all Boomers don't sit in the same segment. That's why I am a huge advocate on what does the mind think; who are we exactly talking about. Because that same Boomer may get out of the bed the same way, you know, left foot out first, versus the rich Boomer, he gets out with the left foot out first. When they hit the floor, they're thinking completely different thoughts. When they're in the shower, they're thinking completely different thoughts. They may do things at the same time frame, as far as: get up in the morning, go to brush my teeth, gonna take a shower. Going to the shower, if you break down that experience of going to the shower, from their bed to the shower, the mind, what their mind is wondering and thinking about and their worries and woes? Completely different.

Craig: Based on how affluent they are.

Marcus: Yep.

This comment pulled a lot of focus group commentary into focus, particularly about the Ford Edge, Mercedes Benz and Smith Barney ads. While the other ads were for commodity products, these three were about high-dollar purchases (or service, in the case of Smith Barney). Audiences related to these ads according to their own perceptions of how accessible the product or service was. Much of the focus group reaction to these ads seems to support Marcus' belief that an ad designed to appeal to a higher income bracket demographic will not also appeal to those of a lower income bracket; in fact it is likely to elicit a negative response instead.

This belief was central to much of Marcus' discussion about the ads presented to him. The Edge ad wasn't particularly impressive to him—he called it stupid—and he didn't feel the ad would be effective in reaching its intended target. Interestingly, when asked to identify which generation the car was intended to reach, he said Gen Y, based on the price of the vehicle:

Craig: What makes you think that?

Marcus: Well, one, the price of the car is \$25,900. Most of the consumers nowadays have way more money than they did before. So everything that's been based on Generation X, Generation Y, has moved up. That's why there's been a huge blur in the system of what's been broken down, cause everything was broken down, especially by ad agencies, by race. So general market agencies normally handle all whites. African-American agencies normally handle all African-Americans. So, with that breakdown, it's that whatever Generation X, Y, all the way through Boomers, is inside of that ethnic side, that particular agency will work on it. But now, cultures have intertwined and intermixed, to where now you have urban. Urban is a complete mindset. Urban is, if not hip-hop, a hip-hop mindset of being free and expressing yourself the way that you want to, not because of someone else has told you to, you are more so or less a trend-setter more than a follower. So that has taken over the pool because people, a lot more teenagers have a lot more money than they did. They rely less on their parents' pocketbook and more on how they can become an entrepreneur and make their own money. So they can afford more; before, they couldn't. So the segments are not broken up as much as they were, or as much as they can now, because of urban. And what people have deemed as urban. And urban is now becoming the new general market. It's the general pool of people that make up the masses that make up the spending. And that is a colorful pot, period. And you can't separate that.

Craig: So you would say, based on the price of the car, that this ad is intended for people 21 and under?

Marcus: Yeah. To me it's a, if we keep it in the segments, it's a cross between Gen Y and Gen X.

He went on to say that the Edge ad was off-target because the visual pun, while creative, wasn't meaningful in terms of the vehicle itself or the vehicle's tagline ("Bold Moves"). He felt that there was a much smarter, less gimmicky way to present this car to the audience, but that this missed the mark and didn't seem to be based on a perceivable strategy. He was a little more flattering of the

Mercedes Benz ad, because it had a classier presentation, but he remarked that the headline was too open-ended: one could make that claim of “anything high end.” He felt he related to it more (although he identified its target audience as higher-income Boomers), but when pressed for a judgement, he admitted the ad didn’t stand out on its own merits. Its design and layout was dated, “safe” but ultimately un compelling; there was nothing in it that teased him into reading the body copy. When compared to the Edge ad, he admitted the Mercedes ad was boring and one-dimensional, although he was loathe to criticize it too harshly.

The personal hygiene ads were derided much more freely. While he was dismissive of the L’Oreal ad in terms of its tepid message and bland design, he was enthusiastic in his criticism of the Stridex ad. To him the Stridex ad was cheaply produced and amateurish, and insisted that no teenager would see value in the coupon. The L’Oreal ad was panned for its poorly written copy, but when compared to the Stridex ad, he conceded that it was competently executed, whereas he blasted the Stridex ad for a litany of design gaffes. When asked to compare the strategies of the two ads, he grudgingly admitted that the message of the Stridex ad was more accessible, and said the L’Oreal ad was more of a poster than an ad.

He made a similar comment about the Smith Barney ad, in that he felt it would be more effective as a poster, but as an ad, it was unexceptional. He identified its target as higher-income Boomers. When asked about the advertorial design style, he admitted that some ads don’t have the luxury of the quick-hit message, that they have to be copy heavy and that the advertorial layout was an acceptable way to bring an audience into the copy, and the design of the ad successfully conveys that this is an ad about information. He felt the headline was condescending in its tone, but qualified his criticism by saying he was judging the ad as a professional art director, and speaking as such, he felt the ad did its job.

He responded warmly to the Pop-tarts ad, praising its crystal clear message and its unusual style.

Interestingly he judged that it was designed to appeal to Gen Xers, theorizing that:

Marcus: It could run in *Wired*. Because again it's talking to those that are familiar with ..

Craig: Already familiar with Pop-tarts.

Marcus: Right. They're not trying to find new consumers with it. They're not talking about the flavor, they're not talking about what it does, or how it helps your morning, or what it could do for your morning or when to eat it. It's not trying to give you information about it. It's not trying to educate you on anything.

The message which he felt “screams across the page all day long” was that Pop-tarts are good enough to be sought out, to look for even when they try to hide. Although this is a perfectly reasonable conclusion to draw, I found it interesting and amusing that he'd been the only one, after six focus groups and an interview, to actually put it in those words. Marcus did not recognize the illustration style and had never heard of “Rejected.”

Marcus' interview was actually split into two sessions on the day we had scheduled to meet, and consequently he gave me more time than most to visit with him. Ultimately the most important concept that surfaced here was that of income level as a critical dividing line between disparate audiences within a given generation, and he based most of his judgments of generational appeal based on the product or service itself: he judged the L'Oreal ad to be for Boomers based on the product and who he envisioned would be using it. Of particular interest is how he determined the Pop-Tarts ad's target: by *lack* of information. While numerous study participants readily identified Mercedes Benz and Smith Barney ads as Boomer-centric based partly on the length of the copy presented, Marcus was the only participant to pinpoint an ad's target based on parsimony of copy, on the assumption that Gen Xers— more so than Ys—already know all about Pop-tarts, and therefore don't need any more information other than that they're “crazy good.”

Interview 3: Matthew Spett

Matt's interview was later in the day, around 3:00 P.M., and he didn't have very much time to spend with me so his answers were somewhat abbreviated, and the pace of the interview was a bit hurried. This was unfortunate, as I didn't get the kind of depth to the answers that I was hoping for, but we still had a meaningful conversation on the subject.

Matt was fairly unfamiliar with the generations. He didn't self-identify with any of them. He'd heard of the Baby Boomers and Generation X, but Gen Y was an unfamiliar term, and he wasn't sure how old those people were. When asked how he conceptualized his age demographics, he responded that target audiences are much more complex than just their age:

Matt: Say I'm working an automotive account, which I'm not but .. a good idea of who we're talking to would be, "blue-collar males age 25-55 who love a good adventure, and want to come home safely to their wife and kids." That's something we can work with a lot better than "males age 25-35."

He also brought up the same cyclical phenomenon of on-again/off-again fashion and trends that Raul Vilaboa described, in connection with the mindset of teenagers and how marketing messages might be tailored to meet them. More often than not, Matt's responses were brief and restrained, and I had to prompt him a number of times to try to better articulate his thoughts.

Matt was fairly critical of all the ads shown, with the exception of the Pop-tarts and Mercedes Benz ads. He didn't care for the Edge ad, because he felt the visual concept, while creative and unexpected, was cluttered with unnecessary elements. He identified the ad's target demo as the couple shown in the ad, but then commented that they weren't (perhaps shouldn't be) necessary. The Mercedes Benz ad, on the other hand, he described as elegant. He preferred it over the Edge ad, but when asked which he thought was more effective, he grudgingly admitted the Edge ad was probably better at connecting to its target audience than the Mercedes Benz ad, because of the un-

usual visual; he felt that because there was an unexpected image, it would better stop people from turning the page better than the Benz ad would.

Neither the L'Oreal ad nor the Stridex ad impressed Matt. The L'Oreal ad to him appeared cluttered and dated, and believed based on its dated appearance that it was designed to appeal to Boomers:

Matt: Really? I think it's terribly cluttered. I'm sorry. You've got L'Oreal here, you've got L'Oreal down here, you've got vive pro here, vive pro here, saying exactly .. giant 20-point headline, two pictures here, a bunch of body copy plus the positioning line. Sorry, I don't know how .. I'm sorry, I'm becoming all argumentative.

The Stridex ad was a disappointment to Matt as well:

Craig: Why don't you like it?
Matt: Cause I'm not a .. for Stridex, you really need to .. you can hit a home run. You can do really good advertising. This is just, competitive, boring, ugly looking type ..
Craig: What was that first word you used? Competitive?
Matt: Competitive. Just anytime you put the brand up against something else. And then I .. coupon. Oh God. Get that coupon away from me.

The coupon was a turnoff to Matt as a design element, primarily from the perspective of being an art director and being forced to shoehorn coupons into his designs. He also didn't believe that people actually used them. Further, the emoticons were confusing to him at first. Not only was he not familiar with the term "emoticon", he also was unable to grasp their meaning without help:

Matt: Yeah, I wasn't sure, this looked like a fish to me. (Indicating the smiling emoticons on the right side) Like a fishbone.
Craig: (laughs) Yeah!
Matt: Now I get it. I understand, it's a bunch of smiley-faces. Smiling faces. Is that what it is?
Craig: Yeah.
Matt: It looked like a weird spinal cord also.
Craig: But you didn't see it as smiley-faces at first.
Matt: Not at first.
Craig: What did you see this as being? (Indicating the other face on the left side) Some kind of mathematical theorem?

Matt: A colon, a dash and a zero?

Once he identified the meaning of the emoticons, he saw them as superfluous to the smiling faces themselves in the ad, not adding any new meaning to the ad than the faces themselves did. When asked to compare it to the L’Oreal ad, he felt the Stridex ad had a more straightforward and coherent message, in spite of its cluttered layout.

Matt had much of the same reaction to the Smith Barney ad as did Raul; he wasn’t sure at first that he was actually looking at an advertisement and not an article page. Once assured that it was in fact an ad, he said he thought it was a waste:

Craig: How is it a waste?

Matt: I just think it doesn’t .. the fact that, I love ads that don’t look like ads, because those really break through the clutter but this ad doesn’t look like an ad for the wrong reason. It doesn’t look like an ad because it looks like it’s part of an article. And if I were interested in kids inheriting the work ethic or the wealth ethic, maybe I would read it. I don’t know, I mean maybe people would stop to read this ad for the same reason I’m saying it doesn’t work as an advertisement.

Craig: Well obviously it’s using a design style that’s intended to at least give you a first impression that it’s not an ad. That’s what I get from it. My question that I’m personally interested in from you is that, is that fair? Is that a legitimate technique to use on a consumer?

Matt: It’s fair, I guess anything goes, but I think consumers are smarter than that. I think they know when they’re [seeing] an ad. Especially a consumer that’s reading a magazine that this ad is probably in.

The message of the ad was too difficult to discern in his opinion. The photo of the model in the ad seemed like space-filler, and he didn’t feel the question in the headline was worded well. He felt the ad would be improved if the photo was removed. He also didn’t understand the use of graphic elements like the gears, and felt that the number of design elements (such as the gears) lent to the same cluttered layout he criticized the L’Oreal ad for.

Interestingly, he didn't feel the Pop-tarts ad was targeted to Gen Y, because he felt the humor was more intended for adults. But overall he felt the ad worked well, because of its unique concept and design:

Craig: If you were paging through a magazine and you came to this, would you stop to look at it?

Matt: Sure.

Craig: Yeah. Just because, why?

Matt: It's different. It breaks through. It's different then .. you know it's a lot of negative space, no editorial. No photography. For those two reasons, I would stop.

Matt was the only art director who knew of the short film "Rejected". However he hadn't recognized the illustration style of the Pop-tarts ad as being derived from it.

He identified design style (as in using a dated style to appeal to an older demographic) and humor as two ways of appealing to generations. It's likely he could have gone into greater depth on the issues had we been able to spend more time, and if it was perhaps held at another time of day.

Interview 4: Ed Zimkus

The fourth interview took place at Burrell Communications with Creative Director Ed Zimkus. Burrell is similar to Carol H. Williams in that its primary audiences are African-American, but this didn't seem to be as central to Ed's mindset in discussing the ads and advertising in general (perhaps because he is not black himself). Ed had a very composed and thoughtful grasp of the concepts I presented to him, more so than any of the other interviewees up to that point. He understood that one of the key differences among the generations had to do with the ability they had to control their media:

Ed: Okay, it's like you don't have to buy the CD, you buy the song. You don't have to, you know, you can watch shows on your phone if you want to. When you watch things – you know, it used to be you had to be there at that time, but now it's, "I don't feel like watching it now, I want to watch it whenever". And so in terms of media, and media's

interactive, everyone seems to be to having social interaction via the internet or text phones or whatever. I watched a woman in front of me in the airport the other day just checking in and doing other stuff and meanwhile the thumb is just totally talking away so fast (pantomiming someone text-messaging on her phone with her thumb).

He felt that this power over customization would eventually lead to greater polarization and uniformity of thought, as savvy audiences continue to choose to listen to ideas that conform to and reinforce their own worldview, to the exclusion of all others:

Ed: ...Now with zillions of channels, people can, I think this politically — if you are a news junky, you could just watch or listen to the station that agrees with you, I mean that is totally, I mean whatever you are into. It could be a Christian station, it could be whatever, and you can just, so you only get reinforcement for your point of view and you could live there totally and never hear any opposing voice or discussion. It's a concern for me, culturally, that there isn't a dialogue or crossover, that you hear anything else. ... And, I think now, with media the way it is, you can live in that world, whatever your world is, you can choose to be surrounded by the voices that you want to hear and you can sort of live there, and not evolve.

Craig: So it has kind of a compartmentalizing effect.

Ed: Right.

Ed was so impressively conversant on the subject that I asked him if it was because this was something discussed routinely in the course of admaking at Burrell. He responded by saying it was more informal, water-cooler discussion, but that it was expected that the professionals developing ad creative were cognizant of it:

Craig: But it doesn't really enter into the creative process for creating ads?

Ed: Oh, but it does. It does. It's a given. In other words, and I'm behind the curve just by virtue of my age, but you almost have to be savvy. It's almost like it's a given. You don't proceed as if this is not here and it hasn't changed everything. You have to be as up-to-the-minute as you can be. And with an organization, like an agency like this, people come in who will help it evolve and be more media savvy.

The Edge ad didn't excite him at first blush. He described it as corny and dull, in spite of the ad's own headline. Although he readily identified the target audience as Gen X based on the models

shown in the ad, he felt the ad's design was more traditional, skewing older. He seemed confident that the same ad could sell a car to Boomers if the right models (and car) were substituted in. He ultimately theorized that the ad could have been designed to span a much wider target age group than just Gen Xers alone.

In contrast, he felt the Mercedes Benz ad was "a Boomer ad if ever there was one," by virtue of the excessive copy. He also touched on the level of financial comfort of the market:

Ed: It's clearly, and I haven't even read the copy yet, but it's clearly for an upscale market. It's talking about it's the principal in the world's foremost private aviation companies, private planes. I mean, I don't think Gen X or Gen Y are there yet.

Craig: Unless they're very lucky.

Ed: So, and it just looks so official, it could be in the Wall Street Journal. It's not that it's a newspaper ad, but "owned and adorned by the most discerning automobile enthusiasts." So, it's like, "Yeah, I've reached my success point. What other toy can I buy?" It's for the person who's arrived.

Ed: I would think this is actually more targeted. It's so specific in its look and its appeal to a certain economic bracket that, and even the way this guy looks, as straight as can be and adult and he reads in his late 50s. So, I would think this is very narrowly targeted, probably successful for it.

Based on the bulk of its copy, the design and the photo of the man in the Benz ad, he felt this was much more targeted than the Edge ad, and therefore the more effective ad. He was the first participant to assert that this ad was designed to reach men rather than women, a conclusion also reached by Tristen George in the following interview.

As for the personal hygiene products, he was more impressed with the L'Oreal ad than the Stridex ad, although he admitted the Stridex ad was appropriately "stupid" for the target market, and was quick to assert that he was not being pejorative. The L'Oreal ad won praise for not showing a thinning scalp getting thicker, because that allowed for a broader target audience (since having a

model, regardless of age, would have necessarily narrowed the target of the ad closer to the apparent age of the model). However based on the product itself, he judged the ad to be for Boomers. He also liked the very masculine black palette having a countereffect on the normally feminine L’Oreal frame design element.

The Stridex ad, on the other hand, was “lame” and “a little insulting to my intelligence even if I’m a teen.” He understood the meaning of the emoticons, but like others, felt that they were redundant to the illustrated faces. The layout was unsophisticated and appeared to Ed to have been done by a kid. However the clarity of the message couldn’t be avoided, even with the amateurish design:

Ed: Well, again, it’s so to the point. If I were using an acne pad, this is almost like talking to acne pad users, and if there’s one that burns and that’s my issue, my problem, and then I saw this, it doesn’t matter how ugly the ad is, I might go, “Oh.”

Ed naturally felt the L’Oreal ad was superior, but when it came to efficacy, he admitted he was biased in this way, and conceded that both were probably effective at reaching their respective audiences.

The Smith Barney ad intrigued him by its headline alone, and praised the ad for presenting its service in terms of a real-world anxiety—what attitudes toward money will my kids grow up with?—to an audience who might not otherwise be thinking of financial services. The first three words, “Will my kids,” was enough for Ed to categorize this ad as being targeted to Boomers. With enough qualification, he admitted a similar design style, appropriately dressed, could also appeal to Ys (and by extension, Xers).

He praised the model in the ad too, at first:

Ed: ... The kid looks appropriately funky and doesn’t look addy.
Craig: Like he’s trying to sell you something?
Ed: Right. He looks real. They went to pains to portray a real looking kid so I’m not offended if I’m that kid and it is talking to me. That’s how

they're depicting me, I would not be offended. I could go, "Yeah, that's me" or if I'm the parent, I could go, "Yeah, that's my son." So, I recognize that kid either way, whatever generation I'm coming from. It would be one thing if that kid was too caricatured or something that would be offensive to me as a Gen Y person. "Is that supposed to be me?" And it would be offensive. But I don't think that he is.

I thought this was curious, given that the model was almost universally derided in the focus groups and by several other art directors. I noticed that given the size of the screen he was viewing the ad with, he could not see the full image of the model; the bottom portion was offscreen. So I asked him to scroll down further so he could view the rest of the model. He noticed that the model had a tie:

Ed: Oh, he has a tie. Excuse me.

Craig: He has a tie and the tie has skulls on it.

Ed: Oh, okay. Well, alright, then that would dork it up real fast. It's suddenly you're trying too hard. I'm sorry, I wouldn't have. I see now that he's got a, oh, my. And that's, to me that's too queer, like that's a caricature and they didn't need to do that.

Craig: The detail on the kid.

Ed: I get it. I see it now. Oh, no. Oh, no. It's too bad. They didn't need to do that. ...I recant some of what I said before because if I had noticed that little, you know, the shirt and tie layer. I just thought it was layered. But that makes it way too self-conscious. And the worst possible thing, I mean, you could have put a piercing in his face and I would be so offended if I were that kid. But to put the skull in there, which is an act of rebellion, I guess. It's a cliché and it's so tired anyway, but then to see it caricatured by the very people you were trying to be repellent to.

Ed didn't intuitively understand the Pop-tarts ad at first, but he knew immediately that it was intended for a younger audience and that they certainly would. He felt the illustration style was the main appeal to Ys, likening it to something a high-schooler would doodle in class. He was not aware of the "Rejected" influence. He understood the message of the ad to be, simply, "Remember Pop-tarts," with the Pop-tarts shown in the toaster as a way to remind the reader how they are pre-

pared, and perhaps to elicit a tasty mental image or memory. The ad's humor however seemed to be lost on him, and he asserted that this ad concept would not work at all for Boomers:

Ed: You know, on my first glance, and I'm in the business, so I will pause at an ad like this and go, "Well, what are they thinking?" and then I will sort of get it and get who they're aiming for but I don't think a typical Boomer not in the industry is going to puzzle it out. They are going to turn the page.

Craig: Okay.

Ed: It's too strange to try. The sensibility is not a Boomer sensibility at all. So it would appeal to a kid in that kind of offbeat sensibility, but not to a Boomer who wants it a little more, "tell me what I want."

One of the most interesting and unexpected aspects of Ed's interview was not so much the generational appeals themselves, but of how the absence of such appeals helped give the ad a *broader* appeal, for instance not showing a man's scalp in the L'Oreal ad. He also felt the Edge ad had a strong Boomer sensibility to it, even in spite of the couple featured in the ad. However he was impressively conversant in pointing out the factors which targeted specific generations, such as the headline in Smith Barney, the illustration style of Pop-tarts, the layout style of the Mercedes Benz ad, the models in the Edge ad and the text messaging iconography in the Stridex ad.

Interview 5: Tristen George

Tristen George's interview at the Digitas offices was one of the most interesting. She had an intuitive understanding of the concepts I wanted to explore, and was one of the only interviewees to have looked at the focus group ads prior to the conversation—interviewees were emailed links to the ads on the Web prior to meeting—and so had had some time to "digest" them before we met.

At first she was unsure of the generations' calendrical boundaries. Once these were established, she spoke very capably about issues that influence, inform and differentiate the generations from each other. She had very articulate ways to tell them apart, granting that Gen X and Gen Y were "closer

together” than Gen X and Boomers were, based on the similarity of channels, or media vehicles & technologies that could be employed to reach them:

- Tristen: With the Y generation, I could do a guerilla campaign and probably get a really good response from that. I’m not going to get as good a response from Generation X because we’re just not focused on that right now. I probably could get a decent response online from them because that’s where they are and that’s what they’re doing, and I could get a decent response from Gen Y online, because that’s what they’re doing. Again now, going online, for those two, X and Y, it’s still a little different, but it’s closer than, I think, the Boomer and the X generation is. You know, so when you start to get into the technology, I see a bigger divide between the Boomers and everybody else.
- Craig: And why do you see that there? You’ve really sort of started to hit on the heart of what I’m looking into so I’m curious in exploring.
- Tristen: Their habits. They’re just a little more traditional. I’m speaking ..
- Craig: Very generally.
- Tristen: This is a blanket statement, yeah. This is not everyone. But, their habits. They just, they prefer paper. They prefer to see it in an ad. They are accustomed to traditional ways of being marketed to. This is speaking specifically about the channels, not tone of voice or imagery or anything like that. Where Generation X, they do a lot online, but it tends to be more practical. Buying their groceries. Researching their kids or about their career or something like that. Whereas Y, it’s a lot of entertainment online. It’s got a lot to do with music and their nightlife and that sort of thing. So those two generations, they’re still, the online channel is very strong for them. The Boomers, not a ton. You’re just going to have to find other ways to reach them.

She felt the Edge ad could only be targeted to Gen X, because of the creative approach (she described it as the ad’s “tone of voice”) and also because of the apparent age of the models appearing in the ad. It also wasn’t interesting or dynamic enough to appeal to Gen Ys in her opinion. Speaking as an art director, she felt the ad appeared cheaply produced, as though the advertiser was working with a low budget, and implied that as a concept it was too weak to stand on its own without its audience having been exposed to other pieces in the same campaign to lend meaning to the vehicle’s placement. The message of the ad, in her estimation, was simply, “You’re cool, this car

is cool.” This ultimately is an emotional message intended to resonate with aspirational Gen Xers.

By contrast, the Mercedes Benz ad was described as rational:

Tristen: This is much more rational. This has a lot more substance to it. There’s a value-proposition written all over this thing. Like, it’s all over that text. There are not many products or people that you could market to like this because no one’s going to read all that information. Only somebody who’s really into cars and knows exactly what they’re looking at right now.

The copy length and the sophistication of the design led her to believe the Mercedes Benz ad was intended for a Boomer audience, along with the make of the car, and the “Wall Street Journal-type of feeling” about the layout style.

Tristen was unimpressed with both the L’Oreal and Stridex ads, although she granted that both ads were probably pretty effective at communicating with their respective audiences (Boomers for L’Oreal, and Ys for Stridex, according to her). She felt the only real point of the L’Oreal ad was to support product awareness, as she felt the headline “Go for the Upgrade” was misleading and meaningless. By the nature of the product (a hair thickener) she guessed the L’Oreal ad was for Boomers.

She was even more derogatory of the Stridex ad, calling it “awful” and “a really poor execution.” She gave it points for the copy and headline, and conceded that the headline of the Stridex ad was meaningful, delivering the value proposition clearly, as opposed to the L’Oreal headline. When asked whether the ad concept would work with Gen Xers, she suggested that Gen Xers need more than smileyfaces and a value proposition, they need more substantive information, and then went on to say that if a Gen Xer is [still] having chronic acne issues, the tone of the ad should probably be more serious and respectful because they’re dealing with a health issue rather than a cosmetic one.

She felt the overall tone and nomenclature of the Smith Barney ad was pretentious and offensive to people who weren't already wealthy:

Tristen: This is very pretentious white collar. I have found the whole campaign offensive. And I didn't understand it. I don't understand what "working wealth" means. I think you're alienating a large portion of people by saying that. If you said, "working money," "working financial security," something like that, but .. "working wealth"? ...I'm not sure what they're trying to achieve, like who is their target demographic? I've always wondered, are you talking to people that make \$300,000 or more? As a household? Or are you speaking to people that make \$150,000 or more as a household? You're certainly not speaking to the group that makes \$50,000 as a household. So in my opinion a household that makes \$150,000 a year, household, is not a wealthy household. So they're speaking to an elite group here. And even if they are speaking to people that make upwards of two to three hundred as a household? It's obnoxious the way that they've approached it I think.

However she admitted that she had brought much of this negative sentiment with her from previous exposure to the campaign on outdoor advertising in the Chicago area (which I was unaware of until she mentioned it). Putting her predetermined bias aside, she felt the advertorial layout style was smart, because it had a rational, credible tone about it. She also felt the visual layout was good and the writing was good, making it a strong ad on the merits:

Tristen: I think evokes more confidence because you don't feel like you're being marketed to. You feel like you're being informed. So I think it's a very successful ad, despite the fact that I ..

Craig: Hate it. (laughs)

Tristen: .. don't like the campaign at all. Yeah.

She described the Pop-tarts ad as "tricky" in that it resonated strongly with herself, which inclined her to think that the ad was designed for Gen Xers, and if it hadn't been for her "process of elimination" (by which, she felt strongly enough about her audience judgments of the other 5 ads, and knew that 2 ads to each generation were represented, leaving only one "Y ad" left) she would have guessed that this ad was targeting Xers. She felt the cartoony style and offbeat humor was very

much in line with Xers' sensibilities, citing the popularity of The Simpsons, Adult Swim and other Xer-oriented cartoons. She wasn't familiar with "Rejected" but understood how that would appeal to an adult audience, like the ad. She also commented that the ad could very easily target Gen X parents, who would be reminded to buy Pop-tarts for their children. She felt the humor would probably be lost on a younger Gen Y, who wasn't already familiar with Pop-tarts as a product, echoing what Ed Zimkus said earlier about the lack of information—the assumption of familiarity—contributing to the ad's targeting theory. Tristen also pointed out that the ad's creative approach can be justifiably very simple because it can influence impulse purchases, whereas an investment of money in something like an automobile or financial consulting services demands much more careful consideration.

Tristen identified the use of models and tone of voice (Edge), audience-specific features of a product (L'Oreal), a mature sense of humor (Pop-tarts), layout style (Mercedes Benz), word choice (Smith Barney) and idiosyncratic vernacular (Stridex) as techniques which appeal to the generations. However she distinguished between appeals to the generations themselves and appeals to merely the age of the audience. This is a crucial distinction:

Tristen: I just think that you need a lot more information when you're talking about Gen X. There are lots of different life stages that go on within the age range that Gen X falls into right now. And it's all tied to the age range that they're in right now. So in 20 years, we could be having this exact same conversation about Gen Y because they're going to be in that age range, where all these big changes take place and things just aren't as predictable. It's just not, in my opinion, as much of a given about where they are in their life.

Craig: So it's more about the age bracket and less about who the people are.

Tristen: Right. Yes it is.

Craig: You see that you could .. Well here's a question. Say Gen Y, say in ten years, the older cohort of Gen Y advances into the next age range ...And now they're in the 20-40 age bracket. Would you market to them the same way? ...Would you market to them the same way you market to Gen X now, is my question.

Tristen: Yes, I would.
 Craig: You would.
 Tristen: Yes I would. It's about age bracket.
 Craig: Okay.
 Tristen: Defining the generations I think is a really vague way to go about .. If you're just taking generally like, "Gen Xers are the laziest.." ...You can say Gen X, but I need more information. I need to know who these people are that I'm marketing to. ...Are you trying to get somebody who's just now starting their career, and like, starting to build something for themselves or are you talking about the people that have three kids and, you know, a mortgage payment, tuition, and you know, who are we talking to? Are we talking both? Cause it's going to be a challenge then. How are we going to, you know we kind of have different tones of voice for both of those groups within the same generation, so. Tricky.
 Craig: So when Gen X ages into the next age bracket, will you then stop advertising to them using online and technology?
 Tristen: No, I doubt it.
 Craig: Or will you go back to using traditional advertising?
 Tristen: No, that, I think the channels and the technology move along with age brackets.
 Craig: That's carried with the generation as they age.
 Tristen: Yeah, because they know that now. That's what they do.
 Craig: But your creative will stay the same.
 Tristen: My creative, yes, will stay similar to what we do for Boomers now.

What Tristen has articulated is that while any given generation ages, many of the appeals to them will change/mature over time, but the media used to effectively reach them will not, indicating her belief that once a generation grows accustomed to receiving their media content (e.g. music, television programming, motion pictures, and so on) via particular technologies, it is slower to adopt new ones as they emerge. The younger generation, however, adopts them and then grows to be familiar and comfortable with those media vehicles.

Interview 6: Michael Nwoke

The final interview was conducted in the main conference room of Saatchi & Saatchi X, with their Senior Copywriter. Michael was the only copywriter of the six interviewees, but as he was also an associate creative director, I felt his participation was just as valid.

In discussing the generations, Michael's characterizations were unique in that they reflected more of a sociological/activist mindset, in other words, what the generations are about and what motivates them rather than what symbols and brands are associated with them. He defined the Baby Boomers as "warriors" of the civil rights era, Gen Xers as "opportunists" who "didn't have to work and fight for anything. It's like, silver-spooned. I think selfish, and less community. More about self and less community." And he characterized Gen Y as "lazy", born in an overabundance of technology and an empowered consumerism, enabled by internet technologies, services and forums for exchanging ideas. However this empowerment is taken for granted by Gen Y, who may, in their exuberance, end up doing more harm than good in society:

Michael: And you're giving this young generation .. it's like giving someone the raw materials to start a fire. And they know nothing about that science. You know what I mean?

Craig: Mmhmm.

Michael: Some firemen have to literally start a fire, for the good. But when you give those same materials to someone who's inept, or ..

Craig: They don't know enough to be responsible.

Michael: And they start a fire and they don't know how to control it or manage it? You're talking about a disaster. And Gen Y has a lot of power. And they don't understand the power, because they don't understand themselves. Which is what my generation, Gen X, struggles with, which is what Boomers struggle with. Which is why Boomers were like, in forty year old marriages, miserable. Which is why Gen X is like, forty year old orgy sprees. Right? Like, one wife to the next. Ten divorces. Or not even willing to get married and be committed. Cause they don't understand themselves. And we influence that generation [Gen Y] to have no concept of who they are, really. From a fundamental human standpoint. And we feed them, "You are (this image) based on whatever's jumping off in pop culture." And so they try to relate to this person or that girl or this pop star, or this next big thing. And they neglect to look in the mirror at who they are from the inside out.

To attempt to reach these demographics, Michael looks for "connectors", things which the generation will respond to, which will resonate with them, such as music or lifestyle trends specific to that generation. He likens it to the act of courting and seducing a woman at a club, paying careful atten-

tion to her, entering into a closely studied dialogue which, if she—personifying the target audience—feels respected, listened to and understood, will willingly enter into a committed relationship with the brand. And as long as the “seduction” is done with honesty and respect, and not with false promises or insincere platitudes, that commitment can be sustained.

Michael identified Gen X and Boomers as the target audiences for the Edge and Mercedes Benz ad, respectively, although he felt both concepts could have overlap on those two generational cohorts. He identified the target audience in the Edge ad (the models) as the primary Gen X factor, and the Mercedes Benz product itself, particularly the price point, that identified that ad as being for Boomers. He said Gen Y would not have the attention span for the Benz ad, however they could conceivably be drawn into a similarly copy-heavy ad if it was about an idea, perhaps a social issue, that they cared enough about. He also described Mercedes Benz as having enough brand integrity not to settle for gimmicks or puns on the vehicle names. It would be beneath them, or be a sign of weakness or insecurity, for them to resort to such strategies to sell their vehicles. However the Edge ad, in his estimation, could be used to sell to Boomers with a Boomer-friendly brand such as Toyota. Having said all that, Michael wasn’t particularly interested by the Edge design. He said it was a solid, competently produced ad, but wasn’t exceptional; it didn’t stand apart from the rest or show excellence in any particular way.

The L’Oreal ad got a stronger response from Michael than the Stridex ad, primarily because he felt the visual language was more polished and appropriate to the target than that of Stridex, which he characterized as a “coupon ad”. He didn’t feel that magazine ads were an effective medium to offer coupons to Gen Y, or even that Gen Y would clip coupons anyway. Based on this, he felt that L’Oreal was more effective, but when the emoticons and the selling proposition in the Stridex ad headline were pointed out, he recanted and decided instead that they were about equally relevant and appealing to their target generations. The L’Oreal was a Gen X-targeted ad (in his opinion)

because of the nature of the product, but he felt the design would appeal to Boomers also. He said it was the visual language of the ad that elicited the Gen X characterization, but he didn't find it particularly compelling (he graded it a C). He understood the Stridex ad to be a Gen Y-targeted ad based on it being an acne product, but interestingly he felt the same design style could be used to appeal to Boomers, because of its retro-ness.

Like several others, he needed clarification on the Smith Barney ad at first, because of its advertorial layout style. Interestingly, he felt the ad was targeted to Gen X at first, but then conceded that based on the age of the model in the ad, it could be targeting Boomers as well. This led to a discussion on the relative strength of the headline versus the visuals in the ad in determining the intended audience:

Michael: Yeah, it's not a Gen Y targeted ad. It's parents with Gen Y kids.

Craig: But you knew immediately that it wasn't Gen Y. Even though this one (displays the Edge ad) .. so what is the difference between this and this?

Michael: Between the Edge ad?

Craig: Yeah. Because the Edge, you've got .. Cause these are the only two ads, well with the exception of Mercedes Benz where you've got the headshot, these are the only two ads that have people in it. And this ad (indicating Edge) has the target demo in the ad.

Michael: Gen X.

Craig: Right. This ad (indicating Smith-Barney) has a person in the ad who you knew immediately was not the target demo.

Michael: Right.

Craig: So I guess, if I could ask you to articulate how you knew that.

Michael: Just the kid's age, and then the headline, that sort of explains his age, "will my kids inherit the work ethic or the wealth ethic?" It's like, what am I going to leave my kids? To be lazy or to be ... to be bums or to be workers?

Craig: So the headline contradicts ..

Michael: Compliments the image, to me.

Craig: Say you had the same exact kid ..

Michael: Right.

Craig: .. But instead of this background, the background was hot pink, and it had lines coming out that alternated gold, purple, white, red and pink, and this text was in this sort of bubble font, and this text was a

lot crazier, all over the place. Who would you think the ad was targeted to then?

Michael: Still to the, to the parents of the kid.

Craig: Because .. on the strength of the headline alone?

Michael: Mmhmm. Or .. yeah. On the strength of the headline.

Craig: Okay. So the headline really dominates the targeting of the ad, and you can do whatever you want with the design and style, but the headline—I'm asking—the headline sort of trumps everything else in terms of who it's meant to hit?

Michael: I don't know if it's trump, like, versus complements, or, it sort of balances everything else. Cause you can write that .. you can run this ad without an image, without the image of the kid. And you still have your elements, confessions of working world, at Smith Barney, this goes in financial magazines for sure, so it's not like it's running in *Kids Sports Illustrated*.

He felt the ad was smart and that it would get his attention if he came across it in a magazine, because he and his wife had been thinking about many issues involved with raising their children, including financial issues. He reiterated that although the content of the ad would not appeal to Gen Ys, the ad's design and layout could be used to market to them if the content of the ad was appropriate and relevant to them (such as a political issue).

He felt the Pop-tarts ad was irreverent and audacious, and that's what made it a Gen Y ad in particular. He also felt the illustration style was more in Gen Y's vein than in Gen X's. He enjoyed that the Pop-tarts were not only anthropomorphized, but portrayed as victims of their own goodness. He wasn't sure, but he thought it was possible he knew the creatives responsible for the "Crazy Good" campaign for Pop-tarts.

Michael's interview was unique in that his characterizations of the generations were based on a cumulative cultural perspective. He felt that Gen Ys were lazy because they learned it from Gen Xers, and Gen Xers were spoiled because the Boomers did all the heavy lifting for them. These being gross generalizations naturally, they nevertheless inform his opinions of how to find connectors to bridge the gaps of language—visual as well as literal in some cases—between his generation

and the other two, to communicate with them better. He also described his personal involvement in certain area neighborhoods where he wants to use advertising to make more of a tangible difference in the next generation's lives:

Michael: And you've got three generations that don't understand who they really are, which can't even get at the core of why they behave and think the way they do. It's a mess. Someone needs to break the cycle, and people say, "Well who's going to do it?" and I'm like, "I will." We work with inner city kids trying to get them to, like, know they don't have to live like this. And that's becoming my life work, thanks to the process or the dynamic of advertising and marketing. From the research to the planning. My thesis is literally the four corner block in the worst neighborhood in Chicago. That's where I do my thesis. And I take the information, and I try to see how we can come up with a marketing/advertising solution that will help people live better lives. It's the same process, but one is about the bottom line, selling x amount, million of units, at x amount of dollars per unit so the profit margin or the marketshare can increase. The other is using the same dynamic, research, planning, writing creative briefs, all the dynamics, and like, "Yo, what does this community need? Okay, it needs this? What do we have already? What are the assets? And what can we make with the assets?" Next thing you know, ideas start coming up. And next thing you know it's like, "Hey we got this idea over here, can you help us research it, develop it, launch it, take it to market? Cause if you do, I got ten kids over here that are ready to have the experience, to have the training, it can feed them and their family, and they no longer have to sell drugs. So that's the kind of stuff we're trying to do.

Craig: So you're trying to apply advertising in a more activist context.

Michael: Yes.

Craig: That's got to be exciting.

Michael: It's very, very exciting. It's like—just a sidebar—take eleven, ten years younger than this. Writing, selling cars, Coca-cola, Reeboks, whatever. No joy, no fulfillment, no purpose. I stumble on this, based on my relationship with God, who is to me the most creative being there is, and he put in me the ability to create, to be creative .. and 2006, on my way to work at my last company, I was like, "I am literally going up here because I'm afraid. And when that uncomfortability and that frustration set in, and I confessed it, shared it with my wife and other close comrades, and that's when the Shawshank Redemption began. That's when the .. have you see that movie?

Craig: Yeah, yeah.

Michael: It was like the tunnelling, it was the twenty-year chiselling away. It didn't take me twenty years, but it's the same concept. It was like, "I see how I'm going to get out and realize my potential, and be fulfilled." Not because of money, not because of recognition necessarily from my peers, or all these worldly things, but simply because I was made and put on earth to do this and I'm not tapping into it, and I'm finally beginning to take the necessary steps to do it, and life is brand spanking new, dude. It's like I infiltrated the very industry that makes the world go around.

Craig: Advertising.

Michael: Marketing and advertising, through ideas.

DISCUSSION

The language of advertising has changed dramatically over time. Not the written/spoken language, but rather the visual, conceptual language used to communicate ideas and convey appeals to audiences. I believe this study has shown that there are numerous techniques and angles with which to attempt to appeal to a generational target demo, and that these constitute a nonverbal, visual language. The use of this language is implicitly understood by art directors, but not literally as being such. ADs are using them as tools to tailor messages to their audiences, however taking a macro perspective of advertising at large, I believe that the various appeals used to target Gen Y, Gen X and Boomers have essentially changed the way ads deliver their messages, and these ways can be very unique to a given target audience. Art directors knowingly apply these techniques very deliberately, but I don't believe they are conscious of the cumulative effect that develops as they are used consistently on a given audience.

Advertising consumers of any age, in this case magazine readers, do not experience each ad they come across as a disconnected, standalone piece, as though casually surveying sculptures or works of fine art in a museum. They see ads as part of the "noise" of a given medium (as contrasted with "signal") which blends together into steady stream of propagandistic static, competing with the editorial content of the given medium. When the appeal tactics of most of the advertising blend, they form a fairly unique communication style, especially if the magazine is targeted to a less generalized, more specific audience in terms of age or interest.

That's not to say that art directors don't understand visual language—they are masters of it, this is their *raison d'être*. However in speaking to the art directors at length, both in general and about

specific print ads, what became evident was that many of them don't differentiate between a generational cohort that ages together through time, and people comprising a fixed age bracket whose members transition in and out of the group. In other words, one will age out of the 18-35 age bracket eventually, but that person will always be a Gen Xer if s/he was born between 1966 and 1985. I believe this study shows that members of generational cohorts respond to appropriate visual language, and that its correct use can determine whether an ad is effective or ineffective to its target audience. It also shows that inappropriate use can not only be ineffective, it can provoke a very negative response.

This ultimately means that if the generations are not recognized by ADs and understood to be an audience sharing preferences and attitudes as they age over time, the ADs will more than likely misapply techniques which could have worked on the generation previous, but once the next generation has aged into that same age bracket, the old rules of advertising to them will no longer apply, and will only alienate the audience.

Research Question 1: Do Boomers, Gen X and Gen Y have substantially different attitudes toward advertising?

This study supports the theory that they do in some respects. The generations are all highly suspicious of advertising, which is consistent with current research on the subject. However there is variance of the attitude of acceptance across the three generations. These attitudes, should they be measured quantitatively, would likely be represented along a continuum axis of acceptance, with Gen Y being more accepting and Boomers being the least accepting, Gen X being somewhere in between. The Boomers were clearly the most condemning of the ads shown, and the most pejorative of advertising in general. While this may have partially been a function of their frustration with the technology, I believe it is consistent with the research showing them to be more inherently critical of advertising than Gen Xers or Gen Ys. In the case of these six ads in particular, I believe

they were responding more critically to the visual language of the ads, as well as the apparent fact that they were not the intended target for some of them. The Mercedes Benz ad had the most straightforward visual language of all the ads shown, and it was this ad they responded to most. It was also arguably the oldest-looking ad, done in classic Ogilvy-template style, with no frills or gimmicks. The primary appeals were a strong value statement, a minimalist photograph of the vehicle, and a testimonial not of a celebrity, but of someone whose professional credentials lent his opinion validity and authenticity. While these appeals elicited much approval from the Boomers, they were all but meaningless to Gen Y, who considered it stodgy, uncreative and verbose. The Edge ad was much more to Gen Y's tastes, being praised for its modern layout style, strong and unusual visual concept and sparing use of text. Gen Xers appreciated the Edge ad as well but were also drawn to the Mercedes Benz ad for its simplicity and straightforward, credible value proposition.

These responses were similarly arrayed when comparing the L'Oreal shampoo ad to the Stridex acne pad ad. Gen Ys responded positively to the Stridex ad's youthful illustration and text-messaging iconography, while Boomers appreciated more the L'Oreal ad's no-frills presentation of the product in a handsome, masculine layout. (Gen Xers were more appreciative of the Stridex ad than the L'Oreal ad, but this is likely the result of the Gen X participants being predominantly female.)

The spectrum of responses then supports the notion that Gen Y uses advertising for product awareness and emotional, subjective determinations of their personal interest in the product/service, whereas Boomers are more interested in rational, straightforward appeals by which they can make up their own minds. Another way of putting this might be that Gen Ys like ads to have more personality, so they can choose their products (or more likely, their brands) by deciding which best fits with their own personality: a much more emotional decision-making process.

Boomers, on the other hand, consider ad “personality” to get in the way of the simple reasons why they should or shouldn’t choose to purchase a given product. Gen Xers, being the middle generation, don’t fall in either camp, but form the bridge between the two, seeing merit in both.

Research Question 2: Are there manifest differences in how Boomers, Gen X and Gen Y perceive advertising as a useful vehicle for purchasing information? If so, what are they?

The focus groups indicate that Boomers and Gen Xers are accepting of advertising as sources of purchasing information, while Gen Y participants distanced themselves from that idea. Boomers as a group seemed to appreciate more straightforward advertising with useful information, such as the L’Oreal, Mercedes Benz and Smith Barney ads. They responded very negatively to the legibility (size) of the copy, expressing frustration with the small size and poor contrast of the body copy, but they did prefer the Mercedes Benz ad to the Edge ad for its sophisticated design and lack of gimmicky tricks to try to tell them how to feel about it:

- | | |
|--------------|--|
| Ellen | Wow, what a car. They should dump the text and just focus on the auto |
| Katie | yeah, but I’m finding I wish I could read the text |
| Big_Foot_Bob | I thought it was pretty good because of the technical information that was in the top half of the ad |
| Katie | ok, now that I see the text....it doesn’t help. I would rather have more photos of these features. |
| Big_Foot_Bob | but then again....it looks like a older, more sophisticated type of ad that you would have found in the 60/70s |
| Big_Foot_Bob | I liked this one better [than the Edge ad]....classic looks....with information for a potential buyer |
| wtrnp3 | I like the Mercedes ad better because at least it’s trying to tell me something concrete. |
| Mouse | I never read this much copy. But I like the car. Thank God it’s not on the railing by the river. |

- GW Although my first impressions is it's too wordy, I think the pic of the car draws my attention to the text
- McIntosh The photo is a nice crisp clear photo and leaves it up to you whether it would look best in your garage or by the curb outside your home
- GW Definately age was a factor in choice of design. The Benz ad was for folks who want to wisely consider an investment. the ford ad was for those who want a lifestyle and want it now

These Boomer responses would indicate that they respond more strongly to straightforward information delivered in an uncondescending, respectful and dignified tone of voice. Of all the ads shown, Boomers responded most positively to the Mercedes Benz ad, even knowing they could likely not afford the vehicle. This gives credence to the notion that they want their advertising delivered as honestly and clearly as possible, giving them information they can use to inform their purchase decisions.

Gen Xers and Ys seem to enjoy their advertising more, and use the Web to share ads with others more than Boomers. They take magazine ads more seriously than television ads, and are ready to take information gleaned from advertisements with them to research on the Web or elsewhere (such as Consumer Reports) because of their inherent skepticism of advertising. However one Gen Xer dropped a particularly interesting comment:

- Emily Ads might influence me as to what type of car I want to buy--i.e. small SUV, but more factual, research-based information would influence which model I buy

This could be taken to indicate that some Gen Xers use environmental product photography—as in the Ford Edge ad—to base their general preferences on and form impressions, before committing their money to a purchase. This same Gen Xer responded immediately to the Mercedes Benz ad like so:

- Emily Way Too Much Text!!

In light of the previous statement, her strongly-worded aversion to the copy-heavy layout supports the notion that she, as well as other Gen Xers who agreed with her on this observation, prefers to be given contextual, environmental impressions by advertising, much like fashion advertisements (“How would this look on me?”) would, which would then lead to further research before a purchase decision is made.

However this could merely be specific to high-dollar purchases such as automobiles. Smaller purchases, such as personal hygiene products and things like Pop-tarts, are made with much less internal processing, and Gen Xers are ready to admit that if they see an ad that strikes them the right way, they will be influenced by it when it comes time to make a purchase. Boomers on the other hand seemed least likely to make an impulse buy on account of an ad; even with the Pop-tarts ad, they were more carefully conscious of the nutritional value and dismissive of the ad’s more jovial, child-friendly language.

Gen Y seemed to deny any influence of advertising on their purchase decisions, except for product awareness and financial incentives such as store sales, or coupons. The youngest generation of the three, Gen Ys are also by definition the least experienced in dealing with advertising. As research has shown, this generation has learned to identify, understand and be cognizant of advertising in their media at a very young age, and it’s possible that Gen Ys have learned to be highly skeptical and dismissive of the possible informational benefits of advertising. This may be a factor of maturity, but it could also be the result of their increased media literacy and fluency. As the technologies for producing advertising become more easily understood, it becomes easier for them to separate the message from the medium itself, and allows them to see the message with more critical eyes. These same tools are in the hands of Gen Xers as well, but Xers have the benefit of greater experience, especially with being able to decide whether an advertiser’s claim is credible or fails the “sniff test” of authenticity. If Gen Y’s skepticism is a factor of youth, than research suggests that in time,

their heightened skepticism will abate in favor of emotionally indifferent analysis as their spending power grows with age (Moore & Moschis, 1975; Boush et al., 1994; Sherry, Greenberg, & Tokinoya, 1999).

Research Question 3: How do social relationships of Boomers, Gen X and Gen Y contribute to their attitudes toward advertising? Are there differences between them?

The online focus groups, being limited in duration, were unable to realistically incorporate this research question into its design without sacrificing more substantive information gathered on the other questions. In light of this, a followup survey was emailed to all participants, with an 82% (37 out of 45 participants) response rate. The survey consisted of a series of statements, which the respondent was asked to agree with or not. (See Appendix III for survey questions and matrix of results.)

The survey indicates that all three generations do share information with their peers about advertising and promotional offers, and although the sample size was small, there were some trends that appeared. The statement “I almost never talk to friends, family and/or associates about advertising” was reported as being true for 33% of (responding) Boomers, 21% of Xers and 0% Ys, indicating that younger generations do share opinions and information about advertising more freely. However the statement “My friends, family and/or associates talk to me about ads they’ve seen, because they thought they were funny, entertaining, interesting, or even really bad.” was true for virtually all who responded (91% of Gen Y responded “true” to this statement, 100% of both Boomers and Ys did). Interestingly, the companion statement “My friends, family and/or associates talk to me about ads they’ve seen, mainly just to pass on special offers or promotional information.” was reported as true for 42% of Boomers, 29% of Xers and 36% of Ys, indicating that while interesting and/or funny ads are universally discussed with peers, ads with special offers or promotional information are discussed to a much lesser extent. Everyone who agreed with the latter statement

also agrees with the former, as well as the statement, “I talk to my friends, family and/or associates about ads I’ve seen, because I thought they were funny, entertaining, interesting, or even really bad.”

Another interesting trend appeared regarding the statement, “If someone I know tells me about an ad that they like, I usually like it too.” 67% of Boomers agreed with this statement, 50% Xers agreed and 56% Ys agreed. This suggests that Gen Xers and Ys are more independent when it comes to forming their own opinions, but it should be noted that while some Boomers and Gen Xers agreed with one or both of the “don’t care” statements, none of the Gen Ys agreed with either. Taken at face value, this indicates that when a Gen Y individual discusses a particular advertisement in either a positive or negative light with a Gen Y peer, the peer will not often disregard the other’s opinions altogether, whereas some Xers and Boomers aren’t influenced one way or the other by their peers’ opinions.

A distinction was drawn between advertising which provides special offers or promotional information, and that information itself. While Boomers were more likely to tell others about special offers in terms of the advertising they saw, fewer of them were as likely to exchange the information itself than Xers or, to a greater extent, Ys. In other words, Gen Ys were more likely to agree with the statement “I sometimes learn about good deals from others” than they were with “My friends, family and/or associates talk to me about ads they’ve seen, mainly to pass on special offers or promotional information.” This could be an entire study in its own right, but in this small sample, this could indicate that Gen Ys are more likely than Xers or Boomers to pass on information about special offers as removed from the advertising which carried it to them. The Gen Y individual then becomes the vehicle for the information, allowing it to propagate virally. The propensity of Gen Ys to become their own channel for marketing information is an extremely powerful potential weapon in the arsenal of advertisers intent on reaching this market segment.

In this vein, 64% of Gen Xers and 63% of Gen Ys reported that they exchange ads via Web links with each other, compared with 50% of Boomers. That would seem to indicate either a stronger willingness to spread ads virally among peers, an increased fluency of the technology (and awareness of where to find and thereby link to ads on the Web), or both, but either way, Gen X and Gen Y are more capable and willing to share advertising that interests or otherwise entertain them with their friends and family members.

Research Question 4a: How do advertisers identify different age groups for the purposes of distinguishing them as market segments?

Research Question 4b: Are advertisers aware of Boomers, Gen X and Gen Y as market segments?

Research Question 4a is perhaps best answered as, “They don’t.” The age groups themselves are meaningless without contextual information, such as gender or socioeconomic status, and ultimately these are defined by the product given in the creative brief:

Craig: So in your creative work, when you start working on ad creative to speak to an audience, do you think about that audience’s generation when you’re doing your creative?

Raul: Yes, I will say basically, when .. normally, when you’re going to start a creative work, the strategic people prepare a creative work plan. Where there are many elements you know, included where they try to, you know, fit you with information, on the right track. And one of the things is you know the audience that you’re gonna talk to. Basically they define that audience not by the way you’re telling me, but by media age groups. you know 25-54, adult 25, woman, whatever it’s going to be. In some ways, yes, you have to be sensible, you have to be sensible to who you are talking to, even when .. this is I think a probably, you know, talking for, trying to generalize all the timers, but I think for example if you’re going to talk to a woman, I don’t think really, if you are really conscious about what you’re going to be doing, I don’t think a man would be the right person to ...

Craig: To do the creative.

Raul: To do the creative. Cause really, you don’t know intrinsically whatever they have on their mind. They are different animal believe it or not. So more or less on general terms you find out later on, all these things, all this generational things, all these detail type of things, they start fading out and passing to a third or four level of impor-

tance. And this only brings back at the moment when you are presenting or the moment when somebody is questioning or somebody is looking for holes in the creative. It's only when this is in or out. But I believe that in the practical world, in the practical daily work, this is probably is more effective what people think in front of the client, which is the first barrier that you have, ah to be clever. To come up with something clever. I mean with trying to do some magic with the client than any other thing. That will be the upfront thing, the upfront goal to accomplish. Then all the other things you know might be tweaked and inserted and decorated, and that's what I think really happens in the daily work.

Craig: So if I can try to wrap this up so, what I'm understanding you're saying is, you consider the age of the audience, you produce creative, then you look at the creative and then look at it from the perspective of, does this then suit the generation that we're aiming it at? And if it does not then you make edits?

Raul: Well, not necessarily, in that ... yes and no. Yes in the sense that, I think that this is a personal .. the way that you create is a personal thing. I mean in every person it is a different methodology or thing.

Tristen George echoes these comments in her own words:

Tristen: We're trying to sell to Gen X. Okay well that doesn't mean anything to me right now. What, I need more information. What income level? Are they married, are they single? Do they have children? Those three things are going to heavily impact what type of car insurance they're going to buy, at that time, at this time in their life. Whereas with Boomers, I'm pretty safe to say, they're going to want some good car insurance. Chances are they've got a nice car. Not a Mercedes, but they've got a nice car, they probably get a new car every five years, if that. And they're stable. They're probably fairly stable. Again, blanket statements, but you can generally say that. With the Gen X, there's a variety of things that could be happening.

Craig: They could be anywhere in their lives.

Tristen: Right, they could be anywhere in that twenty-year span, ten-year span. So I just think that you need a lot more information when you're talking about Gen X. There are lots of different life stages that go on within the age range that Gen X falls into right now. And it's all tied to the age range that they're in right now. So in 20 years, we could be having this exact same conversation about Gen Y because they're going to be in that age range, where all these big changes take place and things just aren't as predictable. It's just not, in my opinion, as much of a given about where they are in their life.

Marcus Moore's insistence that age bracket/generation be supported with socioeconomic data was unexpected at first, but it puts focus group responses into a more understandable context, such as their response to the Mercedes Benz and Smith Barney ads.

As for Research Question 4b, the art directors interviewed were only peripherally aware of the generations as distinct market segments, as removed from the age brackets they currently reside in. As established, other factors were included as well, primarily the income level of the target audience, which seemed to be more important than the generation of a given audience. While age was an important demographic detail, it was only one criterion among many used to identify a target audience:

Craig: Do you conceptualize them as age groups, or do you think of them as ..

Matthew: Not really. They're divided into all kinds of .. "demos" aren't necessarily just age groups. They're "housewives age 25-55 who are thrill-seekers." You know there's all kinds of ways to define a demo. It's not always just age groups. Age group is a big part, but there's more to it than that.

Craig: Do you do any thinking at all about these targets as generations?

Matthew: Sure, I mean ..

Craig: How do you factor that into your creative?

Matthew: I guess we do. We don't .. it's not usually our top priority, at least in what I've done .. how me and my partner come up with ideas. We don't tailor an idea to a certain age. We hope that everybody gets it. I hope that it's as effective to a 35 year old as it is to a 55 year old as long as they're the same demo.

Some were not even aware of the generations by name at all (except Boomers), were unaware of their own generation and made it clear that they didn't use or seem to need any generational information about their audience in order to produce creative for them.

How the art directors define the generations is less important than the understanding that each generation carries certain unique aspects with them as they age. As Boomers age into their retirement years, all sorts of marketing opportunities are waiting to greet them, but if art directors do

not understand this audience as the same people they were marketing to 10 years ago as 50-somethings, their messages could misfire entirely. Likewise, Generation X will eventually follow suit, and this study demonstrates that Gen X has different attitudes toward advertising and the technologies that deliver it than Boomers do today. If art directors assume that all 60-somethings are the same, their advertising will likely elicit strongly negative response from their audiences, whatever they may be. While it cannot be denied that many major life events are confronted at roughly the same ages and that these events can be a shared experience across a given age group, those comprising that group have all had a unique media experience up to that point, and how they relate to media—the utility they derive from it, and how accepting they are of its presence in their lives—strongly influences how they respond to media messages. If these differences aren't taken into account, these audiences are very hasty in dismissing, or even condemning, advertisements that fail to connect with them at a level they appreciate.

Research Question 5: How do advertisers tailor messages and methods to reach these market segments?

Advertisers use numerous elements of visual language as well as channel selection to reach their intended market segments. Many art directors rely on the research arm of their agency to investigate the trends and preferences of their target audience, and build creative from these findings. Others personally immerse themselves in the product in the company of the target audience, paying attention to their experience and reactions.

Ultimately there was no uniform, “magic-bullet” answer to Research Question 5. The art directors all come from unique and very diverse backgrounds, and their agencies have different methodologies for researching audiences and informing their creative processes. Over the course of this study, numerous techniques and tools were identified designed to appeal to different target audi-

ences, ranging from use of illustration, to heavy use of copy, to sparse use of copy, to choice of type and colors. A partial list of such elements identified in the study includes:

- Photographic representation of audience
- Heavy use of copy
- “Comic” style illustration
- Value proposition explicit
- Humorous tone of voice
- Environmental depiction of product
- Visual pun using the product name
- Limited use of copy
- Use of target-specific vernacular/iconography
- Value proposition implicit
- Austere tone of voice
- Solitary (studio) depiction of product

Many of these elements can be used to target audiences of all three generations, and can be used to broaden the appeal of an advertisement across multiple audiences. Some art directors indicate they would prefer that every ad they produce appeals to everyone, not just a select audience:

Craig: Well, say you have a car that you are selling, and you want to push the same car, but in one ad you are putting it in, say, *Cosmo Teen* or some magazine that is clearly for teenagers, under 20. And then the same car in *Wired Magazine*, and then the same car in *Forbes*. Would all the ads be the same? Or would you tailor them?

Marcus: All the ads would be the same.

Craig: You’d put the same ad in all three?

Marcus: Yeah. Again, if it’s done properly, and if I did it, it should work within that mindset, that median mindset of *Cosmo*, of *Forbes*. It’s money and it’s the high-life that connects those magazines. I wouldn’t necessarily do an ad for *Forbes* if it was for an older person, an older mind, thinking person, versus a *Cosmo Teen* because they think completely different. But, depending on the car and how cool and how young and how fresh and how hip and how retro this car or the versatility of this car can be, yes they can work across all boards.

In Marcus’ example, he would create an ad that would appeal to any demographic it was presented to, but the targeting of the ad would be a factor of which magazine the ad was placed in. Tristen George refers to the choice of media vehicle as the “channel” the message is delivered through. As Tristen puts it:

Tristen: I think the channels and the technology move along with age brackets.

Craig: That's carried with the generation as they age.

Tristen: Yeah, because they know that now. That's what they do.

While art directors like Marcus would prefer that their advertising appeals to as broad an audience as possible, the choice of which channels are used to deliver it is crucial to making the message available to those audiences it is intended for. The more target-specific the channel is, the more target-specific the advertisement can be in terms of zeroing in on a more specific audience without running the risk of alienating peripheral audiences.

For instance, take the Smith Barney ad. Taken from *Forbes* magazine, this ad was clearly targeted at Boomers of some financial comfort. While some focus group participants approved of its layout and overall message, many Boomers took umbrage with the condescending tone of the headline, the treatment of the Gen Y character, the advertorial style of the layout mimicking an article page, and the size and volume of the copy. These Boomer participants were the correct age/generation target for the ad, but because they were not readers of *Forbes* magazine (as their pre-login surveys indicated), and likely because they did not consider themselves wealthy, the ad evoked many more negative responses than positive ones. Tristen George even commented that she was already pre-disposed against the ad because of exposure to the campaign on billboards around Chicago:

Tristen: It's obnoxious the way that they've approached it I think.

Craig: Now are you bringing that with you from having seen other elements of the campaign to this?

Tristen: Billboards, yeah. Now if I had looked at this ad by itself? I would have thought that it was an advertorial. I would have thought that it was part of an article.

Craig: Okay, and does that ..

Tristen: Okay, yeah it's Gen X. It's Gen X, it's a great layout, visually it looks good, copy's good, it's a strong ad. It's definitely a strong ad. I just was already jaded about this campaign. I have obviously serious opinions about this campaign.

This suggests that the Smith Barney ad, while potentially very effective at delivering its message to the right audience, elicits consistently negative response when delivered to the wrong one. This makes the choice of channels crucially important, as the wrong choice of channel can alienate an audience and make it more difficult to reach them in the future, or with other variants of the same campaign in the present.

Channels cannot be the only means of targeting a given generation however. While skepticism and pessimism are still the dominant attitude across all three generations, Boomers, Xers and Ys are all still very willing to interact in respectful discourse with advertisers who have the patience and diligence to speak their language, and offer them marketing messages in an authentic, sympathetic and unpretentious way. Art directors today believe that the visual language is set by the age of the audience rather than the generation, but I feel this study suggests they could be wrong.

Each generation is *sui generis*, having emerged in a different media landscape and with ever increasing ability to mold their media with ever more powerful technologies. To assume that Boomers know what it means to feel :-))))))))) or that Gen Ys will be impressed with a digital photographic trickery is to underestimate and thus disrespect them. The vast differences between the art directors' opinions of the six ads shown is a key indicator just how variable the creative process is; surely there are just as many ADs who can appreciate the strengths of a given ad campaign as can dismiss it for its weaknesses, but the ad's value is only truly meaningful to its target audience. Generational differences in attitudes toward advertising can mean the difference between an evangelical enthusiast and a technologically vengeful internet poster.

Theoretical Implications

This study was not intended to provide quantitative support on any specific previous research, but the responses elicited from the focus groups and the interviewed art directors were very much harmonic with the literature that laid the groundwork for it.

One of the most obvious findings is that while Baby Boomers as a generation are fairly well understood and defined, the following two generations are not. There was a great deal of variance on what constituted a Gen Xer or a Gen Y, and many people who participated did not even have a clear perception of which generation they themselves belonged to. As John Markert put it, “The problem is not with the generational label (or even the variety of labels used for a specific group) but the disparity in dates assigned to the various age groups. There simply is no agreement on the dates assigned various age groups in society.” (Markert, 2004). This confusion, identified by Markert and numerous other researchers, was clearly evident in statements given by participants involved.

As for the generations’ differing attitudes toward advertising, the existing research was very accurate in predicting the how the generations would respond, as a whole, to advertising. While Gen Xers and Ys were often aloof and dismissive of advertising they did not find useful or entertaining, consistent with Roberts & Manolis, 2000, Boomers were much more judgmental, which is consistent with Haller, 1974 and Roberts & Manolis, 2000. The transcripts were replete with sharply critical remarks from Boomers:

Big_Foot_Bob There are times when I do find myself not considering a good product because I may find the advertisement insulting or annoying

Ellen stupid but entertaining ...

BarberRick Smith barney add is a scare tactic

- 52andHappy I *hate* the ads for feminine hygiene products!!!! How Gross. and unfeminine
- Shadow All commercials annoy me.
Shadow TV, radio, print...all of them.
- GW I hate the standard tropes - cars, city, happy couple, evening, what's the point!
- 52andHappy this mostly black and very difficult to read ad riles up something that increasingly pisses me off
- Shadow They are all stupid. None of the ads make me want to buy anything.
- Shadow In my experience is that even with the coupon, you are still paying more than you would for this product than you would pay without a coupon for a similar product that doesn't spend \$\$\$ advertising.

Boomer chat participant “Shadow” made the latter comment, which was particularly relevant as that attitude—that advertising and marketing leads to increased product prices—was much more common in Boomers than in Xers in the Roberts/Manolis study. Interestingly, the opposite opinion—that advertising and marketing actually lowers the cost of goods—surfaced in the Pollay & Mittal (1993) study as being a major factor in influencing attitudes on advertising among Boomers and Xers. To be fair, Shadow was probably the most consistently cynical participant in the focus groups, but the unsolicited comment was interesting in light of previously cited literature she had no knowledge of.

Although research suggested that Boomers would be more heavily reliant on their social networks to inform their opinions about advertising (as according to Moore & Moschis, 1978), this was only partially reflected in the followup survey which was employed to investigate RQ3. 67% of Boomers agreed with the statement “ If someone I know tells me about an ad that they like, I usually like it too,” compared with 50% of Xers and 56% of Ys. In the same vein, only 33% of Boomers responded

favorably to the statement, “ If someone I know tells me about an ad that they DON’T like, I usually don’t like it either,”, as compared to 36% of Xers and 45% of Ys. These figures, while certainly not statistically valid, suggest that Boomers tend to be positively influenced by comments from their peers regarding advertisements. However I don’t believe they support Moore & Moschis’ contention that Boomers’ opinions on advertising are reliant on peers; it merely shows that opinions are shared, and usually they allow themselves to be influenced.

Limitations & Suggestions for Further Research

A number of issues surfaced over the course of this study which could be improved on if a similar study was undertaken in the future. The focus group participant pool could be a bit larger, perhaps incorporating 3-4 groups for each generation, preferably of 8-10 participants each. This would allow for a much broader representation of generational opinion, and would hopefully improve the male/female ratio as well, bringing them more into a balanced dispersion. It would also benefit the study to enlist the participation of an equal (or at least equivalent) number of Gen Y, Gen Xer and Boomer volunteers, as the fewer number of Gen Y participants (coupled with their consistently low turnout on session dates) was problematic.

The choice of ads could also be more consistent in having a shared socioeconomic target. When selecting ads of similar products for direct comparison, the impulse to “dislike” an ad marketing a more expensive (read: unattainable) product could be controlled for. Ads targeting a high socioeconomic target audience should only be used if the focus group participants are being sampled from that audience, otherwise, they may unintentionally “disqualify” themselves from relating to the ad, which would color their perception of it (negatively). Care should also be taken to exclude ads intended for a specific gender, as participants not of that gender relate to the ad differently, and likely more negatively. This is something that can also be controlled for by choosing ads that appeal to both sexes. (However this could be deliberately done to test male reactions to female-

intended advertisements, and reactions from those not of the intended income-level-specific target. There is enough anecdotal material gleaned from this study to justify an investigation into these topics as well.)

The choice to use an internet-based focus group format rather than a real-time/real-world could also be seen as a limitation in some ways. Problems that surfaced with the technology, particularly as used by less technically savvy participants, may have influenced their emotional state of mind and biased them negatively when making emotional value judgments. While every effort was taken to ensure smooth operation of the Web site and the chat room embedded therein, and it did function smoothly for the majority of participants, it is unrealistic to assume that it will work 100% of the time for 100% of the volunteers.

Time was also a factor in both the focus groups and the interviews. Due to the constraints of time, the ability to delve more meaningfully into certain issues (such as the effects of socialization on attitudes) was stunted.

APPENDIX I: INTERVIEW TRANSCRIPTS

INTERVIEW 1: RAUL VILABOA

Senior Art Director, Zimmerman & Partners

July 2, 2007

Miami, Florida

- CRAIG: Let's talk about generations. The point of my research is to investigate how art directors such as yourself attempt to speak to generations, if you do. Cause some art directors don't even think about it. Now in a lot of the academic literature, there are identified three distinct generations from the boomers to the present day. Now they're called by umpteen million names but for the purpose of my research I've broken them out as Baby Boomers, which are born between 46 and 65. Gen X, 66 to 85. Which is me.
- RAUL: Me too. Well, I'm older than that, but I'll fall on that.
- C: You were born after, 65 or later?
- R: No no, it was before. It was born in 58.
- C: So you're a Boomer.
- R: So, okay. Boomer. Baby Boomer. Well, ok. For me, for me a Boomer is a little bit more like, the obvious, uh, rock and roll type of generation. I fall to [grand funk?] Led Zeppelin, uh uh, type of thing.
- C: Well you're describing the generation as a cultural generation. Whereas my definition and much of the academic is defined just on the basis of what years you were born. The baby boom is an observable, you know, hump of births. And then there was a falloff, which they call the baby bust, and then there was another boom as these kids started having kids. And a lot of people refer to that as Generation Y. And thats, Generation Y, for the purpose of my study, is...
- R: After X is Y.
- C: Right. 86 to 2005. So if you were born in one of these pockets, then you would fall into that generation.
- R: Okay. And do you think that, if you have to speak to somebody, will not even, it would not be more accurate I will say to speak or to look at the cultural .. how can I say, to the cultural likeness, or the things that they will respond culturally ...
- C: Right. That they'll identify with.
- R: Right. Then basically the point of, uh, from this time to this time .. for example like in my case. You say okay, I will fall into the Baby Boomers, that generation, but then I probably don't define myself ..
- C: Right, yeah, there's that, there's where you were actually born, and then there's the generation you identify with. That you self-identify. "Well I'm Gen X." you know and I say that not only was I born within that age range but I also identify with much of the other things that Gen X is associated with. So you

know like, growing up in the 80s, and being a part of the explosion of media that took place in the late 70s and early 80s ..

R: Correct.

C: You had this massive surge of cable channels, you had the advent of the VCR, you had lots of people, you know just FM radio was getting to be huge, and, me growing up in my generation, was really the first to be raised on television. You had a lot of broken homes, single parent families or both parents but working, and so the kids would come home from school and sit down in front of the TV and watch TV. And that .. so we have a different relationship to media than boomers did growing up. And a different generation than Gen Y has. Because now Media is all digital. SO now you've got Gen Y that not only has many choices over what media to choose from for themselves but they are producing media. They're making media. They're much more fluent in..

R: YouTube ..

C: Right! YouTube, they got their Macs, they've got their iPods, they're podcasting, they're videocasting, they're blogging, they're putting content out there. And so they're extremely powerful with their media. And I think that goes to how that responds to advertising. So that's kind of where my thesis is heading.

R: Okay. Okay. Well you say as they respond to advertising. Ahh, yeah, I think you're right, you are on the right track saying that. Then again, for example you said you were the first generation to be raised in front of the TV, I relate that to the 50s. I see in the 50s all the kids sitting in front of the television and probably even more, even more relevant in the 60s and 70s because it was the new media. It was a new thing. Not being that way probably in the 70s, you know, where other things start to appear, to develop you know, other type of media. So I think yes, I mean definitely you have to segment the whole thing, but things can like you know ...

C: They blend together.

R: They blend. They might overpass, one to the other. Yes, definitely you have to send up by the point, that would be.

C: So in your creative work, when you start working on ad creative to speak to an audience, do you think about that audience's generation when you're doing your creative?

R: Yes, I will say basically, when .. normally, when you're going to start a creative work, the strategic people prepare a creative work plan. Where there are many elements you know, included where they try to you know fit you with information, on the right track. And one of the things is you know the audience that you're gonna talk to. Basically they define that audience not by the way you're telling me, but by media age groups. you know 25-54, adult 25, woman, whatever it's going to be. In some ways, yes, you have to be sensible, you have to be sensible to who you are talking to, even when .. this is I think a probably, you know, talking for, trying to generalize all the timers, but I think for example if you're going to talk to a woman, I don't think really, if you are really conscious about what you're going to be doing, I don't think a man would be the right person to ...

C: To do the creative.

R: To do the creative. Cause really, you don't know intrinsically whatever they have on their mind. They are different animal believe it or not. So more or less on general terms you find out later on, all these things, all this generational things, all these detail type of things, they start fading out and passing to a

third or four level of importance. And this only brings back at the moment when you are presenting or the moment when somebody is questioning or somebody is looking for holes in the creative. It's only when this is in or out. But I believe that in the practical world, in the practical daily work, this is probably is more effective what people think in front of the client, which is the first barrier that you have, ah to be clever. To come up with something clever. I mean with trying to do some magic with the client than any other thing. That will be the upfront thing, the upfront goal to accomplish. Then all the other things you know might be tweaked and inserted and decorated, and that's what I think really happens in the daily work.

C: So if I can try to wrap this up so, what I'm understanding you're saying is, you consider the age of the audience, you produce creative, then you look at the creative and then look at it from the perspective of, does this then suit the generation that we're aiming it at? And if it does not then you make edits?

R: Well, not necessarily, in that ... yes and no. Yes in the sense that, I think that this is a personal .. the way that you create is a personal thing. I mean in every person it is a different methodology or thing.

C: Process.

R: Process that you use. The age group is something that at the time for you to create, is something that you have kind of in the back of your mind.

C: As one of the creative parameters.

R: Right. It's one of the parameters that constantly when you're trying to do work, you try to maintain yourself on target, right. And that's one of the things that when you, something comes to your mind and you go back and start revising, and well does this apply for the audience that you're gonna be speaking to you know? Does this you know accomplish the objective that they're asking? All that crap.

C: And this is how, you're describing how you do it?

R: That's how I would describe it, how I would do it and, realistically, the best way for me to create would have to be .. this is the way that normally I do. Because I don't work in environment that I would love to work or for me would be the ideal environment to work. For me the perfect environment to work would be being with a group of people who can really get to a creative idea, and this is something that had happened, that I had experience. Like for example, when you're creating in today advertising world the people sit and try to shit. It's like shitting. The creative process is like you're going to the bathroom you know when you're constipated you push! Uumgh! uumgh! uumgh! You push it! You know a couple of stupid guys, you know a copywriter and art director. "Ah then well we're gonna do that, and then comes you know then it's a plane, and then the plane falls, and then eh well that's a piece of shit. Ok well we'll do one of these and then the other" .. it's really trying to shit! You know when you're like, you know being constipated! Which is painful! Really!

Let's say we're going to do a car ad, right. We sit in an office, you and I. And we start thinking. And then we, really deplete .. deplete our neurons. (Is that the correct way that you call, whatever you have in your brain.) It's like you have run a hundred miles at the end of the day. You know, you're totally, deteriorated, exhausted. Because you have been thinking about this piece of crap the whole day, this tedious thing. It's a horrible thing.

Different scenario. We go, the four of us, say, we're gonna do a car ad. Which car? Nissan for example. Let's rent a Nissan, and we get into the Nissan, and then we say, "Let's go to Key West!" vvvoom! We drink tons of whiskey, we eat wonderfully, we talk about all the shit that we, smoke cigars, and I guaran-

tee you that we are gonna produce the brightest, funniest and, you know, the cleverest ideas that you can imagine because, this environment, this whole thing, this is the up! It's like drugs, you know the guy who snnnifffffff! and he flies! and this really, you know, give you, I don't know what it gives you....

C: Inspiration?

R: Inspiration.

C: Well but that's assuming that the ad you're developing is targeted at people of your age group.

R: That's correct.

C: So if the ad is targeted toward Gen Y, people who are 21 or younger, how would that change your creative process?

R: I will do the same thing.

C: Same thing?

R: The only thing is that I will drive the fucking kids.

(laughter)

C: So you'll bring your kids?

R: Yes! I will bring the kids!

C: And you'll take a roadtrip, and you'll ..

R: And actually they will be the right ones .. they will be probably the ones, you know, who can speak, they are the ones who know the language ..

C: They can talk to you about ..

R: Of course, of course. The other thing is basically that we need to leave.

C: Get out of the office.

R: That's right. I need to make a living, make good money, and you know. At the end, the truth is, frankly my dear I don't give a shit. (laughter)

C: It becomes harder when you .. that's the kind of product that you can actually experience. You can get in, you can drive around, it's tactile. But it becomes more challenging when you think about, you know, pet food. Or financial services. Or something that you may have no experience with whatsoever, like tampons. Who knows, there are hundreds of thousands of products.

R: Well, it's a process. It's a process. In today's world, what we were talking about focus group, it is, we used to call it "fucking group". Because you know I have seen so many good ideas be killed in a focus group. And it doesn't matter the quality .. it is a piece of .. it is a piece of .. you know what I think, I think advertising is about selling, definitely. That's the main point of. But, that is on the retail part. When you're talking about branding, it's a totally different animal. Totally different animal. Where the

concern there I think it should be .. ahh, how well and how long your product is going to be kept in the mind of the people. There's a word for that, I've been trying to look for it but my English is poor. That's a problem. You know I'm gonna be mute sometime because I'm forgetting Spanish without learning the English, so uh. You know it's how long .. how memorable. That's the word. How memorable your product is ..

C: Your brand is.

R: Your brand, is or will be. I think that's the main point. And sometimes, that on the brand side, most of the time that is overlooked totally. Totally totally. Because of guidelines that you have to stick to because .. so many things. So many things. I think probably if you do something clever and show the name of the product, or show the product, that will be enough. That will be more than enough. Actually you know I, we were talking, I was talking to somebody, we were talking about something like this, and something like this, and I get to a point where I say you know, to me it would be better maybe just to show the name of the product with ah, in the case of television maybe with some nice music, or with something that will be surprising, and maybe showing something that is not gonna be memorable at all. You know and many times happens that you have a very studied, trying to be clever thing that in reality, the idea overcomes the product. Meaning that the people will remember whatever happen in the spot, but will not remember what the product was. So when you get to that point, you overdid, you overdo you know whatever the purpose.

C: Or even worse they remember your ad, they remember what product it is, but they confuse it with your competition, which may be a similar product. So they instead key on the object rather than the brand.

R: That's right. Then you're helping the enemy. That happens a lot. So it's a very very fine line. It was a funny thing, I think I saw this in YouTube or some creative site the other day, and it was a trick that was done to a couple of creatives. A couple of advertising creatives by a group of people. And this group of people contract, I think it was in London, I think it was in Saatchi & Saatchi. A couple of creatives for Saatchi and Saatchi was taken to this place, this guy contract the services of these two guys, and took them to a place, and he explained the job that they were going to be doing. And he just wanted a couple of roughs, you know, couple of ideas about two different things. And it was about, uh, "hairy bear". Okay? They sit, they put you know ..

C: They wanted ads about a bear?

R: Yeah. A hairy bear.

C: Not a product?

R: Not a product. This .. this was the product. A hairy bear.

C: The product is a hairy bear? What was it? It sounds like a kind of beer.

R: If I recall, I can't recall exactly but I think that this was this hairy bear, and it was going to be associated in some way with a suit, type of thing, or related or be sold as how do you call .. a teddy bear! A teddy bear. But it have to be very hairy, very hairy, to look like a real, to look like a real bear, and all that. So these guys, you know the end of the story was, was that these guys did one sketch, there was one for the bear .. there was one for the bear, and then something else. An ad and a logo, and then the logo included in the ad. And kind of a slogan to, any other kind of thing that was going to be included in the ad. Good. So, these guys started working, they finish, there was like two hours to do all of this, fine, you know just kind of a sketchy thing, nothing [unintelligible]. And the guy came back, the guy who con-

tracted them came back. And they show him what they had done. And —oh. Before he left, when he briefed them, he left an envelope on the table and he says, you know, with the promise that they will not see anything that was inside the envelope. This was some ideas that they had done for this ad, but you can not see them. We would rather, I'm gonna leave them here, but I would rather for you ..

C: Right, start with your own stuff.

R: Right. And then we will compare the idea. When they show the guy the ideas that they had done, the guy then you know, went to the envelope, open the envelope, opened a sketch, pad and paper, and it was almost exactly the same thing that they had done. The ad was almost exactly the same thing, the logo was almost exactly the same thing, and the tagline was almost exactly the same—actually the tagline was exactly the same tagline.

C: Was it for hairy bear, or was it for another product ...?

R: No no no, it was for the bear. It was for the bear. Everything was about the bear. There was not a second product. There were two tasks, the logo and the ad. And ah, woo! Everybody freak out! The guys you know, see, woood.

C: That's pretty bad!

R: Okay, they set up these guys. They get every single element that they want to have in the ad, and they sent a car. They send these guys to be picked up at the agency, and be taken to the place where they were going to be doing this work. And in different key places, on a red light, on the side of the copywriter, they put an ad about something else, but that had the drawing related ideas. On the copywriter side they put, you know other things that says you know the slogan, not exactly the way that it was, but was all the, very close to the element, and they hit them like 20 or 30 times with the things that they wanted them to do, before they get, and the last thing it was at the entrance of the building, on a glass door, it was, I think it was part of the logo or whatever that it was. So they hit (snapping) constantly, they get there and they produce all the things that they had been exposed to, came out after.

C: Synthesized and produced.

R: It was very curious, you know, task, or whatever you want to call it. They called it a trick.

C: It sounds like what you're describing is that the creative process for any given process for a given project can be totally arbitrary and not really based on any professional knowledge or experience ...

R: Guideline ..

C: With, you know, academic research, with market research, with you know, "fucking groups", with experience, personal experience with the product like the Nissan, they just sort of go and think, "oh well I remember that, that was a cool visual..." and they just put it together.

R: I think that's the end of the process. When really, when you are creating there are so many pieces missing. Cause basically, they had the .. the advertising business had tried to process everything on a way, I mean internal process of doing advertising, it has been processed in a way basically that had separated everything. Like for example, creatives never usually talk to the client. It's not because there's any mystery behind that, except for presentation.

C: Well it's not their job, they got the AE to come to ...

- R: That's right, but why? But why, why not have the creative talk directly to the client? And it's basically because you know, owners are afraid that eventually you will, you know, take their business!
- C: Oh, that one of the owners will hire the creative! (laughs)
- R: That's right, that the client will hire you directly! Why am I paying all these other guys to do this when this guy is really the one who's doing the job. So that's basically what it is. And what's happening is they are putting barriers between everybody, to try to cover their business and to secure their business. But what happened in that process is that the information, the accuracy of information is lost, is in trouble because then the account executives try to be creative, or they believe that they're creative, even when everybody's creative, I've been saying that "everybody's creative," but they try to do the job of other people, and vice versa, then it's a huge mess at the end of the whole thing. Well this is where we are.
- C: Well can I show you some ads?
- R: Please, please, go ahead.
- C: Well what I did for the first phase of my research was, I convened a series of focus groups, six. And what I did was I took, I recruited people from the different generations, to meet in a chat room online. I set up a Web site with a chat room, and then we all met online at the same time, and I pushed a series of ads to them via the Web browser and then we discussed them in the chat room for .. we met for between an hour and an hour and a half each time. And you know they were really interesting. You get that, people together, they immediately start to identify with each other cause they're all the same age, roughly, and you know there was a series of really interesting conversations.
- So what I want to do is show you the ads. They all saw the same six ads, and I asked them a series of questions prompting them for responses about how that ad resonated with them, whether they identified with it, whether they understood the ad's implicit message, whether they understood the ad's explicit message. Some of the ads were obviously targeted to them, some were targeted to other generations, and I wanted to see how well they responded to them, and um, so what I want to do is go through the ads with you one at a time, and see first of all how you respond to the ads, and how well you think the groups did and whether or not you think this is good for those groups. So here is the first one. I'll give you a little time to take it in.
- (Ford Edge ad is presented)
- R: These are real ads, or?
- C: Yes they were taken from magazines. And they were chosen specifically from magazines targeted to those generations. So just in general what do you think of this campaign overall, do you like it? Do you think it's effective?
- R: Yeah, yeah I think I like it. If it is effective or not .. they are probably trying to communicate I think this single idea, that say, if with this, you can view the world in a different way. Is that what they are trying to cross over here ..? Um .. Yes, I might have done this in a different way but yes, I think this is clever in some way, you know seeing this car you know on the rail, that's different. So okay, you're with Ford ..
- C: What generation would you say this is targeted to?
- R: Well by showing the people I would say that it's around thirties.

C: So, Gen X.

R: That's right. Ah, because there's nothing else that would position, you know, this ad from any other direction. I mean it's just the people that you're relating the car, I mean the audience is seeing themselves in these two people. So basically that's what it is.

C: Right, so that's one way that in print you can identify the audience, or at least attempt to reach that audience. By putting the audience directly in the ad.

R: That is the easy way to approach the problem.

C: Right. How would you expect Gen Y to react to this?

R: Gen Y, refresh me, is .. seventies?

C: Twenty-one or younger.

R: Twenty-one or younger. Well realistically I will say that ah, probably they will not see them reflected, which I think that there is another process like for example, I don't think anybody's totally conscious, about you know, that I'm seeing this has been done for me, you know, on that process I don't think that the audience is really conscious about that. So in reality, they will, if they see something that is different, something that is striking, something that surprises them, I think that is basically the attention-grabber of the whole thing. If they identify or not, I don't think I know anybody yet that will, you know, really question anything, or an advertisement like that. "Do I identify myself with this?" I don't know that. I think that the people say, "Oh, that's cool," or "Woo, that's a piece of crap."

C: So they respond, positive, negative or neutral.

R: Positive/negative, right. That's right.

C: And if it's positive, well if I were .. say you're eighteen and you're in the market for a new car.

R: Right.

C: This is one way to sell a car to 30-year olds. But, how successful do you think this would work selling the car to 18-year olds?

R: It will never sell a car to 18-years old, because, not because they see themselves in this, it will never sell because you're not telling the most important thing they need to see on a car.

C: What's that?

R: That they are going to buy it. They can see these and say, "Wow, when I grow up I'm gonna buy this," if it impacts positively on that. But for the next car they're immediately gonna buy, this will never sell. Any brand will never sell anything to them.

C: You mean because of the print medium?

R: No, no, because of the brand, and you're not telling them what this shit costs.

C: So you're saying, in order to sell to that market, you need to ..

- R: No not specifically to that market, in order to make a sell. In order to really make the people move and go out and buy the car.
- C: So in order to go make a purchase decision based on the ad.
- R: So in order to make that cash register sound, I think definitely. The price is definitely, totally .. element you have to do because, you might like it or see an ad about a Porsche, or about a Rolls Royce. And you say, "This is the car that I like, this speaks totally to me, this, I identify with this totally." And then you go an you find out that the car costs a hundred and twenty-five thousand dollars and then say well, what the shit (he makes a dismissive gesture with his finger, we laugh) what a pain, what do I have to do get it? So that's basically the trouble.
- C: Well, but say that Ford .. or you're, you're the AD assigned to this project. Ford wants to sell this ad to eighteen-year olds. How would this ad be different? Would this, would this ad, same ad concept work?
- R: No, I don't think so.
- C: So what would you change? Or would you just try to come up with a whole new concept altogether? How would you try to reach them?
- R: Well actually, actually I think the first thing that I would put on the dotted line is the concept. Is this really, is this thing that is happening here, on what we're seeing, is a cool thing for eighteen-years old? And then you say yes, it might be cause you say eighteen-years old they're very into this, ah, what is called the .. ah skateboarding, this is something they normally do .. I mean, you can sell it in a thousand ways.
- C: Well it would need to be more exciting, because these people are just out for a relaxing stroll.
- R: That's right, that's right, but in reality, I would not be able to tell you. Because I'm not eighteen years old.
- C: Right.
- R: I don't know what an eighteen-year old look, and watch, feel like, so really, really really, you know, I can, totally I can sell, I'm being totally frank, you know I'm being totally open. Maybe I can sell this idea to a client that will be trying to reach the eighteen years old, you know, but in reality I don't know if this is good for an eighteen-year old.
- C: How would this be different if you were selling it to someone who is fifty-five?
- R: Fifty-five?
- C: Would this concept still ..
- R: I think it will work.
- C: You think it would work? With this car perched on the edge, would appeal to the fifty-five-year old car buyer?
- R: I think so because I mean, "The edge is never dull," I mean I think yes, they would relate to that, by every angle, you know, like sexually .. everything (laughs) "The edge is never dull!" Ha!

- C: So that was the first one. Alright, here's the next one.
- (L'Oreal ad is presented.)
- R: "Go for the upgrade." This is an upgrade.
- C: We can enlarge this if you want.
- R: No no no, it's fine, it's fine. Okay, this is obviously for men. I don't know what exactly the product is, so this is probably targeted to users who they want to retain as clients. Oh, hair thickening! Hair thickening. Okay, "2-in-1 shampoo and conditioner, only the bottle has changed, thicken hair for greater scalp coverage." Okay people who are getting bald will you know, use this and nothing will happen whatsoever. (laughter) Well I don't think it's a matter of, I don't think even if you use it at the very beginning it will make a difference.
- C: Okay. So again, I guess this time I can ask, which generation do you think this is targeted to?
- R: Oh definitely fifty plus. Forty-five plus. By personal experience, okay. As you can tell, I got a long ponytail I used to have some hair. Then again I realize that some way some how, the younger generation are getting bald faster than what I used to be before I remember..
- C: My hairline started going back when I was in my twenties.
- R: Yeah! Now you, I mean my oldest daughter, she had friends who haven't graduated yet from high school and they were starting getting balder! You say what is this? Is it a hamburger? What is this? Maybe they .. I don't know what it is going on with it, so maybe I mean, twenty-five plus? Maybe younger? At this point .. I don't know! (laughter)
- C: Would you change this ad at all if you wanted to try to, say you wanted to aim it at thirtysomethings. Would you change it?
- R: Well obviously what is happening here is that, they changed the bottle. And they are trying to talk to the captive, you know, market that they already have, and telling them it is ok, they just change the bottle, it's better, it's nicer, it looks better in the bathroom, you know all that, but ah .. nothing else. Because basically it says go for the upgrade, the upgrade is just the bottle. The product hasn't changed at all. So no, I would not change anything.
- C: How do you suppose Gen Y in the focus groups responded to this? On the positive, negative, neutral sliding scale?
- R: Positive, negative? I think that they probably respond well. Yeah?
- C: Actually they were pretty negative.
- R: Really?
- C: Because this was boring to them.
- R: Oh, really. Of course there's nothing plainer than this freakin ..

- C: Based on me telling you that, how does your perception of the ad change? Do you see that it would look boring to them? Can you sort of identify with that? Or would you ..
- R: No I don't think that, ok. Boring? I don't get it. I really don't get it because I don't think that , first for the type of product that is, it have to be fun, because, I don't think of fun as related to that. If you would be drinking, or you would be dancing or you would be doing a fun-related activity, I would understand that you the product quality would be of that .. side of life, you know, But in reality, to me, the product looks elegant, and that translate .. it looks elegant, and it looks not expensive. It's masculine. I think it is perfect. It's perfect. You know me, I don't know if they put some sparkling thing .. You say Generation Y responded totally negative?
- C: They were mostly negative.
- R: And Y is twenties. Right?
- C: 21 and under. X is 22 to 40.
- R: Well, yeah. You know what? I think .. probably is not, probably is not .. I don't think many of them probably see this seriously. You know cause there is a difference I think at the time of (approaching?) the use of the product. When you're totally separate of really having to use a product, it is a totally alien thing to you. It's like, I don't know, you say well, what it will be, something that you will never use. Like a 401K plan for you, they say "oh this is boring, this is stupid, you know these people talking there," but really the people who's trying, who's going to use that product, you know, would try to look for something that, serious, that you can relate on that, that you can depend on. So for them they would say "this is totally boring" but if you're gonna put something, you know, dancing and things moving you know, and maybe you're going to think about fun, you don't have money.
- C: Next is .. Mercedes Benz.
- (shows the Mercedes Benz ad)
- R: Okay. This is something obviously, totally they are going after the classy, you know for the traditional, almost ..
- C: So which generation would you guess this is targeted to?
- R: Generation. I think it would have to be to the Baby Boomers and the uh, generation, which is the other ..
- C: Gen X?
- R: Gen X. Definitely I think. It would have to be to that, cause then again for the same reasons we said before, you know. They are really crossing over. The guy who's really think on expending the amount of money that this car costs is a guy that would be interested in reading all this copy. They really want to know about, the car this huge, \$80,000 investment that they are gonna do, what is on it? You know, what they should expect. So in other words, this is not a car of fun. I mean, it is fun, but it is not, you know the car that you will ..
- C: Right, you're not going to pick up a date and take her ..

R: You would love to get it full of chicks and (laughter) open the sunroof, here goes .. (more laughter) But, but it's not really. I mean the guy who kind of for this has too many compromises, and too many bills to be paid, so he has to be pretty concentrated in doing them all, in doing things. So that's what I think about it.

C: So what would you change here to target this to Gen X? You kind of said you think it's already targeted to Gen X.

R: Well I would say that, to really work, to really work, first we will have to change the car.

C: Change the .. so you can't sell the car to Gen X?

R: No.

C: No?

R: No, I don't think that Gen X .. which is, uh, under 21?

C: No that's Gen Y.

R: Oh that's Gen Y. You get me all confused!

C: Gen X is 21 to 40.

R: You get me all confused.

C: I'm sorry.

R: No it's fine. I'm just so bad for all this, you know.

C: Well, but that's interesting, you're not aware of those labels.

R: No, no not at all. I'm usually you know, I'm more like ..

C: You think of them as age groups.

R: By age groups. I think of them by numbers, not by ..

C: So how would you change this for, age 20-40?

R: 20-40.

C: What would you change?

R: I would not change anything. Knowing the car, knowing the approach, knowing the way that the car would be marketed and what really the car is? I would not change anything.

C: Okay. This is the second car ad that was selected. What, how would you .. what differences could you identify--that sounds too simplistic. You're my first interview, so I'm sort of training myself on what questions to ask. When I showed this to the focus group, I said, this is the second car ad we've looked at, and how do you compare this ad to the previous ad.' And I wanted to see what the groups would say.

The younger groups, like Gen Y, they said they liked the Ford ad better than this, because it was a much stronger visual, it was a more interesting visual, because you had something clearly wrong with the image, the car on the thing, and they were making a statement with the visual. Whereas here, the visual is very minimalist. Just straight car, no background at all, and it has this old fart pictured with very copy-heavy layout.

R: (laughs) Old fart.

C: So the Gen Y and to some extent Gen X were less interested in this ad even though they were very impressed by the vehicle itself—"ooh, that's a Mercedes. beautiful"—but they saw the Mercedes and they immediately sort of distanced themselves from the ad because they believed immediately they couldn't afford it. So that automatically colored their perception of the ad. It's like, 'this is a Mercedes, it's not for me. I can't afford it.'

R: Well it's basically the same, probably, type of ad that we were talking before, about .. being able to afford, not being able to afford that type of thing.

C: So really, the ad could have been, zig-zag lines and polkadots in pink and purple and as long as there was a Mercedes at the bottom, they would say, "I can't afford it. That's not for me." So I guess my question for you would be, seeing this and seeing the Ford Edge ad, how could you compare the approaches? Because Edge was obviously intended for a Gen X audience, this you identified as being intended for a Gen X audience, would you say that they are both pretty much equivalent in the strength of those appeals? Does that make sense?

R: Yeah, the question makes sense. I think the problem basically is, at the end that, I mean .. for a section of volume, I will say that it is the end answer to that, the end point to that because reputation, both have huge reputation. Ford and Mercedes Benz, in terms of people knowing, the companies, knowing the companies are reliable, knowing they have been for many years. Now what's better? Definitely everybody knows that Mercedes is better, how do you prove that is a better car? And the perception on the market as that point it is really clear. So I think that Ford, I mean, first Mercedes can afford to stick to this really prestige line, clean, very traditional type thing ..

C: In their advertising.

R: In their advertising. Because first it will emphasize that Mercedes Benz exists. So it is okay for them. Actually it is healthy for them to do it. In case of Ford, it is not. In the case of Ford, Ford knows that they have a disadvantage in that, they have the advantage of price, They're Mercury's brother, but they cannot, they will look .. I will say, totally out of .. innovation, which is the only thing I will say they can sell. Because in today's car market, the only thing you can sell is innovation. Because it's really what people is looking, you know, people is after. So they have to be more how do you call *atrevido* .. they have to be more .. daring. They have to be more daring at the time of, you know, communicating whatever they want to do. So they have to walk that fine line, can it be sassy, can it be a little bit more flamboyant than Mercedes.

C: Mmhmm. Edgy?

R: Edgy. That's right, like the car! They have to be a little bit more edgy. Funny because we saw Edgy before, and that is what I think, talking about the example that I talked to you about the trick that the guy did to the (unintelligible) and so we saw 'edgy' and oop! Came out again. So I think they are both on the right track of doing it, of going in that direction.

C: Alright. Pop-tarts.
(Pop-tarts ad is shown)

R: Nice! Works. "Worst hiding spot ever." Strawberry Pop-tarts. Okay!

C: Okay. Whose ad is this?

R: For?

C: Yes.

R: Everybody. It appeals to everybody. It appeals to forty years old, four years old, and four hundred years old. So then, yes I think it's appealing to everybody. Uh, artistically it's not very appealing to me, because, you know, but I appreciate. I appreciate. It's not really what I will, if I have to do this ad, I will not do it .. I mean I will do it, the same context, the same idea, but the execution would be the drawing which would be a little bit different.

C: Well when I showed this to Gen Y, the youngest, and I'm showing these ads to you in the same order that I'm showing them to the focus groups. Most of them laughed, most of them had very positive reactions to it. Gen X also laughed. They thought it was hilarious. The Boomers, some of them laughed, some of them didn't get it. Some of them were just like, 'huh? what is this?' The Boomers were the least impressed by this ad concept. And I positioned this fourth in the series because, you know we looked at the Edge, not a lot of humor there, L'Oreal, no humor, Mercedes, no humor, and then I wanted this to see if I provoke a reaction and see what that reaction would be among the three generations and I got the expected one from Ys and Xers, but the Boomers, you know they were just kind of ..

R: They really don't get it.

C: Not so much. I can make the logs of .. part of the reason I wanted to do them online was because I can generate logs. If you're interested I can share these logs with you, if you'd like to read them.

R: Nah.

C: Okay. But it was interesting paying attention to the Boomers reaction. I did their focus groups last. After I'd seen Ys and Xers, I watched the Boomers. They weren't terribly impressed. I mean, some of them saw the humor, to be sure.

R: Right, and that's because I believe it is the longest .. it's not a tradition but it's the longest .. (tradeoff?) experience in terms of what they are used to seeing when it comes to this type of thing you know. They are probably used to seeing, I don't know, like Santa Claus for Christmas in Coca-Cola ads. You know it's a different rendition, it's a different execution, and that's why this is probably a little strange for them. You know it's a sociological, probably, way to think. It is when you relate to them.

C: So again, a similar question. If you were given the creative brief to sell Pop-tarts to 55-year-olds, how would your concept differ from this? Would it be very different? Or could you take this concept and sell it as is?

R: To a 55-years-old?

C: Yeah.

R: Probably yes. Probably I think if it is specific only for 55-years-old I would not go with this ..

C: You might change the illustration?

R: I might change the illustration.

C: But you would keep the concept.

R: I would keep the concept, definitely. Probably even for younger generation. I would even change it too. And it's just a matter knowing how we're going to sell the product, if the product is going to do better, if the product is going to do worse, it's basically for an artistic point of view, which at the end is a personal thing. I will call Hector on something like this. (laughs)

C: Hector! Draw this for me! What do you think, just for my own curiosity, what do you think the ad is saying about Pop-tarts?

R: What it says? It is saying that this is the worst place for them to be hiding because they are where they're going to be cooked, where eventually they will end as a product. So, "worst hiding spot ever."

C: I know, but what's the message about? What is the ad about?

R: The ad about is Pop-tarts.

C: I know, but what's the .. what are you trying to communicate? What do you suppose the point of this ad is? How is this ad selling you Pop-tarts? By putting eyeballs on them, and putting them in a toaster and making them dumb, how does that sell Pop-tarts?

R: Well I think that it will sell Pop-tarts because it's a funny thing, it's a funny idea, and it will make people probably remember, these, it will have—I forget the word that I told you before ..

C: Memorable?

R: Memorable. It would be a memorable probably thing. So, some way some how, you know, later on when people will be putting the Pop-tarts inside the toaster, you know they will say "oh.. "

C: They might get a chuckle.

R: That's right. This is the last place .. you know, so whatever .. (laughs) I think it's a clever thing. I think it works. I think it really works because it's clever, and to me that's what it is, that's all what it takes.

C: Okay.

(shows Smith-Barney ad)

R: Is that an ad?

C: mmhmm.

R: It looks like an article.

C: I got that a number of times.

R: Yeah. "Will my kids inherit the work ethic or the wealth ethic?" Okay.

C: Who is .. which generation is this intended to appeal to, do you think?

R: Wow.

C: Well if you had to pick an age range?

R: Okay. By the content, by the copy, I will say it is the Baby Boomers. Um, yeah. Baby Boomers. And by the art direction .. is there a group older than Baby Boomers?

C: For the purpose of this study, no.

R: Okay. So .. (chuckles)

C: So you're saying the art direction ..

R: It sucks.

C: You're saying the art direction would appeal to people older than Boomers? Older than 60?

R: Yeah, I think in terms of opinion, I don't think there's anything attractive about this.

C: Okay.

R: At all. At all. So if I'm seeing this, to me the process of .. the first thing I have to do is to stop you from passing pages. Cause you're going to get into the thing of track-track-track-track (pantomimes turning magazine pages), so first thing that has to happen is, whoa! (stops turning pages) Wait!

C: Yeah, it has to slow you down.

R: Slow you down. I don't think this would will ever slow me down.

C: Right, and you are a Boomer, with kids.

R: I am a Boomer with kids.

C: So you're exactly the market that this is intended for, and you don't like this at all.

R: No. I don't like it.

C: Why don't you like it?

R: Because if the use of the visual, actually the photograph, I don't like the composition, I mean I'm talking as an art director, this here. I think that the typography is really old-fashioned. It is hard to .. the copy is really, it could be a little bit bigger, in terms of .. there is a close relationship between a magazine article and all this, would that be the intention? Cause there's this .. they call it, what we used to do for .. it's an ad that is intended to be like an article. An ad-itorial. Ad-itorial. Unless it is an ad-itorial I don't think .. advertorial. Advertorial. The claim of the ad is really gone. It's really small. And I hope you haven't done this ad. (laughter)

C: It's my baby! It's the first campaign in my book!

R: That's what it is. And secondly, composition is exactly as an opening page. It exactly has the elements of an opening page of an article, opening page. It has the headline, the start of the copy, and then the credits, you know for whoever wrote the article and said, what it says here, "Come to Smith Barney where wealth works," this looks exactly as where it will say, you know, "Written by James Martinez of the Miami Herald." And this looks like the section to whatever this, wherever this page belongs to.

C: Oh, this is the advice section.

R: And really, it's not really a good ad. The claim is really small. It's intended to be hiding, it's intended to be a different thing. Now what was your question? (laughs)

C: I think it was, 'what do you think about the ad?' So I guess in order to make this appeal even to Boomers you would change the whole thing? You would start over?

R: Totally.

C: And it has no value to Gen X or Gen Y.

R: You know it might, I think it might have been done with intention of re-targeting a very old market? I mean because really, looks like .. like an article. Definitely it is an article. So maybe people will get confused and say "ooh look, an article about my grandson .. or my granddaughter .." and then you know with this stuff ..

C: Well this is "my kids." The headline copy is "my kids" so it's intended for parents, and it was taken out of *Forbes*, so it's intended for wealthy parents.

R: Right, definitely.

C: And apparently .. I don't, I didn't see much of a similarity in the layout, the standard article layout in *Forbes* to this, this is pretty distinct. But it is meant to emulate an article page, so. And I think the point of this is so you'll read this, and be interested in what it says enough to continue into the body copy, thinking that it's an article, and then being sucked in..

R: At the end by Citigroup. And they say, "suckers!"

C: Right! Since they switch, "You thought this was an article!"

R: Suckers! Yeah it would have to be. Have to be.

C: Alright well, we'll move on then. This is the last one. Sorry I'm keeping you here so late.

(shows Stridex ad)

R: Why, it's early! It's early! It's eleven o'clock, at this time, I feel fine. Let's start drinking! Okay. Art direction-wise, I think this appeals to the baby boomers.

C: Baby boomers? 40-60?

R: Art direction, art direction-wise.

C: Oh, art direction.

R: Cause it is a fifties ad.

C: As far as layout?

R: As far as layout, and elements they used. It is a fifties, totally fifties ad. I mean these ..

C: The pastel ..

R: Pastel, that's right, and this, this type of thing is totally fifties. Then the typeface used is kind of a type-writing, looks like a typewriter, you know, typeface, which reinforce the idea, then the rest. This is fifties. Then the rest is, you know. The rest it can be any other, from sixties, seventies up.

C: Hm. Okay.

R: An art direction type analysis of the whole thing. That is the comment. So, question is, to whom I think is targeted? Or ..

C: Yeah. Who is this ad written for?

R: Written for? If I had done it I will say this is for the baby boomers. Definitely.

C: Okay ...

R: Then if you, I mean, as a first impact. You know of the first impact, of the ad, you know. The first thing that it give you, the first reaction.

C: The first .. the "hit."

R: That's right, the hit. Then after you start reading then maybe you find out that maybe it's a product for kids. For three years old kids, or something like that, but.

C: Does this nomenclature mean anything to you? (indicating the faces)

R: Yes, yes.

C: You know what that means.

R: Yeah, it means text message.

C: Right. Would you say that most baby boomers would identify with that?

R: Most .. no, they don't. They don't know.

C: They'd identify with the faces.

R: But that's right because it's the second read. This is the second read, the first read is, this shadow, these two faces, they will see these, they don't know what it is, that's probably what will lead them to read the copy.

- C: This is the only ad that includes a coupon. Do you think that has an effect on appealing to or not appealing to a specific generation?
- R: Definitely, I am .. oh appealing to? No I think that price is universal. It's a universal thing. I mean these translate. Always it is a brand thing. Always it is a totally intentional thing of the communication, is a brand communication. It is to reinforce a brand. Then I think, then price, should have nothing to do with that case. But taking that apart, everything else, you know, I think that the price, as long as it is good, as long as it is something good, it is a positive thing. It is an incentive, you know, it is a closing element. Let's say that. It helps.
- C: I can tell you that this ad was pulled from .. I have two magazines that were intended for the under 21 audience. That just don't, the magazine itself would not have appeal for 21 and up. And it's for acne pads, you know, for people who have zits. Now if you were going to change this for a 25 year old, would you use the same concept or would you make some changes to it?
- R: 25 year old? I would probably start from scratch. I would start from scratch on this, and even, I can tell you that like for example, this is like everything else, like fashion, like music, like you can recycle. You recycle. That's really what happens with everything, probably with most of the fashion, I mean what's new in fashion? There's nothing new in fashion. It's the same shoe, was you know, wear in the fifties, that nowadays (snaps) it's cool!
- C: It's cool again.
- R: They say okay, what, what the hell, they make this .. this was used by my mother! What are you talking about? It's the same thing. So maybe the youngest generation had not been exposed to this fifties style, you know *Readers Digest*, or I don't know, *National Geographic* or *Popular Mechanics* from the fifties, for them this would be a cool thing! It would be a totally new thing. "Oh, this is cool! Wow! These faces are very funny!" And really you know this is a very old thing. But then again whoever knows, that, I mean for example in my case I'm in the middle, that I know whatever was before, and whatever is now I say "Well this is a totally old thing." They say, "Old thing? I have never seen this! This is totally new!" and it's not. Then, then again.
- C: So this wouldn't work at all for Gen X? 20 to 40, is what you're saying.
- R: 20 to 40? Probably for the 40 part, might not work, because forties might be exposed, you know, to the old thing. For the twenties, maybe it work.
- C: You said, 25 you would start over.
- R: Yeah, probably.
- C: So it wouldn't work.
- R: I mean if you told me, let's do for a 25-years old audience, these I would I never think on this vintage type thing. Which is for me, for me this is a vintage type thing. For maybe a 20-years old art director, it would be a totally new thing. You know so, that's the difference, see? We did an advertorial, remember we did the illustrations? It was exactly like a fucking fifties thing. It was a page from *Readers Digest*. And they say "wooo man! This is very cool!" Maybe for other people who don't know, they say "wow this is totally different thing, it's kind of wow, different," but for us? We just kept elements from the past and we recycled.

- C: Well so far you've identified three techniques by which advertising appeals to generations. So in this one you've pointed out that it's a fifties style that's been recycled, and it's trendy again. So the trendy style is what sets this ad into its demo. That would not appeal to the fortysomething, because they're outside you know, this was fifties, and now it's trendy again, and the fortysomethings, it wouldn't appeal to them. If I understand you correctly.
- R: Yeah yeah, actually what I'm saying is that, maybe somebody who had been exposed to the fifties. But then again, that people wouldn't need the product. I don't know any forty years old who have acne. And then for the people who have acne, which is probably you know my youngest daughter, this might be a cool thing, because they have not been exposed to this. So it is cool.
- C: So the style is trendy, and the style is what appeals. That's the appeal.
- R: That's right.
- C: The second one, which surfaced in the Mercedes Benz, is the depth of information about the product. Because when you've got a baby boomer who's interested seriously in making a car purchase, they will want as much information as they can gather from the ad, in order to make a choice.
- R: Definitely.
- C: And that is something that the Edge ad does not have, because the Edge ad is mainly just positioning.
- R: You're right.
- C: But the Edge has the simplistic appeal of putting the target right in the ad. And saying, "Hey thirtysomethings, you can see yourself here with this car." So we've got putting the audience in the ad, appealing to a demo with depth of information, and the style of the ad. And of those three, talk a little about those three, and whether or not .. so you've got three different ways of appealing to the generations. Talk a little about .. which, do you think they're all equally relevant? Do you think they're all equally strong? Or should they be used judiciously depending on the clients and the project? Have you deliberately used any of them yourself to talk to those age groups?
- R: Realistically no. Realistically I think the process that normally I use for creating a print ad, as an art director, is okay, the print ad to me is a different process than a broadcast ad. A broadcast ad probably has to start more from the core of an open idea. You know it will spark, and then you will start adding things. And actually the final look of the ad, which is what we're seeing in the print ad, it is basically molded at the end of the ad. So if these people are going to be blonde or brunette, or they're going to wear winter clothes, or if they're going to look this way or the other way, is something you're going to basically add at the very end of the process.
- C: The details.
- R: Right. In the print ad, the process of the print ad for me, is a different process because the most important .. i mean the whole thing is a visual thing. It might be the idea, right, but then the execution is so integrated to the idea that basically I will say that it have to become it have to be everything at the same time. the creative process have to be great you know at the same moment. For example this car, driving on the edge. if since the beginning you know, that if you have any doubt that this might work, visually, photographically, if you're not sure, you don't have any idea, you don't have any concept yet. Because you have to be 100% sure that that's going to work visually because this, I don't know if I'm getting to the point because I went on another.. another ..

- C: Tangent?
- R: Tangent. You .. this guy have a great vocabulary! (laughs) This is something that I need to put a dictionary under my bed, under my pillow. Anyway so the point is, that, I was trying to explain to you why I'm not conscious about your question in this case at the time of creating. Cause again as I told you in the beginning to me different thing at the time of creating, is probably in this case, "the edge is never dull," how am I going to illustrate that? How I'm going to illustrate that the edge is never dull? Because in reality, that's a copywriter's work. I'm a little from the old school of advertising which is also different from the way it works today. In today's advertising world they try to make things by dupla. You know all the creative work is done by dupla, usually.
- C: Dupla?
- R: Dupla. Dupla is called a copywriter and an art director. There you go. Dupla is called to the team of the copywriter and an art director. I live down here, I mean I always have heard it like that.
- C: So it's d-u-p-l-a?
- R: D-u-p-l-a. Dupla.
- C: That's a term I'm not familiar with.
- R: No? There you go. Nowadays that's the trend in advertising agencies. You have an art director and copywriter ..
- C: Partner.
- R: Partner. They bring the ideas, they bring that, they fight, and it's hoped that they will you know, be good with each other, otherwise you'll have know the personal problems, the jealousy, you know why why, why I always do the good visuals with your ideas and you're never able to write? You're copying the ideas that .. pffff! To me it's a freaking mess. Unless you're really working as a collaboration type thing. If everybody's really open, it's a great thing, but if just one have a little bit of jealousy or try to hold something that you know, this is you know .. that is a piece of crap. So that's why I tend to like more the old way they used to be in advertising which is the copywriter, they do copy and then the art director illustrates that. So in this case the copywriter maybe in conversation, everybody add to a concept. Everybody can add to a concept where maybe I think conceptually, copywise, they copywriter was responsible for that. So when that copy was approved by the client that it was passed to the art director, and then the art director illustrates. So in this case, a copywriter can come with "the edge is never dull" and hearing this doesn't know how to illustrate it. So the thinks of the edge, maybe he thought about that he was driving at the edge of the road, or he was driving at the edge of a different thing but, maybe an art director came out with this that is even more you know, risque. Or more intellectual than the other thing. So that's actually my work. That's how I feel better working. It's a little bit confusing. If you don't tend .. I saw it the first time on television. And I didn't get it, "What the heck is this, what is .. ooooo-kay" then after, almost at the end of the thing did I realize that cars were driving .. and actually, it makes you feel, which is a good thing, it makes you feel uncomfortable. Because you see these .. hey this is not possible.
- C: Right, trying to figure it out.
- R: Right, this part on you, so you know, the surprise element is a winning element in advertising. It is something surprising.

INTERVIEW 2: MARCUS MOORE

Senior Art Director, Carol H. Williams

July 10, 2007

Chicago, Illinois

CRAIG: I am working on a thesis, it is about advertising to the three main generations we deal with: Boomers, Gen X and Gen Y. The way my study has been structured is I have walked through these six ads with a series of focus groups.

MARCUS: Okay.

C: The groups were conducted online, in chat rooms, and there were six groups, two from each generation of about ten people each, give or take. And what we did was, we spent about a half an hour just talking about advertising in general and then we went through and talked about each ad and how it struck them and how they reacted to it. What I wanted to talk to you about, first of all, is how you attempt to reach those three generations or even if you think of them as distinct groups or do you think of them more as age groups? So, when you produce an ad, do you think about targeting the ad to Generation Y? When you hear "Generation Y", what do you think of? How would you define it?

M: Generation Y.

C: Are you familiar with that term?

M: Yeah, very much so. Honestly, I don't separate them as that. I separate them as a mindset and age bracket. Cause I mean, each age group thinks differently and I don't look at it as color or race or however way you want to phrase that terminology, AA versus general, or Hispanic .. I think the only separation is Hispanic, Asian, and anything else that speaks a completely different language and that's away from the States, as America goes.

C: "The States." United States.

M: Unted States. So, the work that is being done for AA, if it's done properly, it will work across the board.

C: "AA" by that you mean..?

M: African Americans. So if it is done properly, then it will appeal to you, it won't just appeal to me. The work that's done for you would appeal for me. And vice versa. It shouldn't be separated. I don't look at it as Generation X or Generation Y or Baby Boomers. Only if they are separated inside of an age bracket, which they are in theory, but there's a mindset that goes with it as well. Because a 30-year-old can think just as young as a 12-year-old, and how do you reach him? The best, the better way to go about it is to think in even a broader term for the mindset of that person, or the people that you're trying to go after. Then you can start reaching in and breaking down.

C: So say you were given a creative brief to target an ad to people 21 to 40. What techniques would you use to reach those people?

M: It depends. It depends on what the brief told me. The brief is like Cliff Notes for me. So if the brief tells me that between that bracket, that frame, they like to do this or they are into doing that or they spend most of their time doing this .. they are night owls, to give me more background on who these people

are, then I can start creating a breadth of work that touches that mindset, versus touching, trying to go against that age bracket, because that age bracket is few in between, it's crazy.

C: It's pretty broad.

M: Yeah. You can't touch someone just solely on the age and where it cuts off. Where it starts and where it cuts off. You have to go about it ..

C: Well, say you have a car that you are selling, and you want to push the same car, but in one ad you are putting it in, say, *Cosmo Teen* or some magazine that is clearly for teenagers, under 20. And then the same car in *Wired Magazine*, and then the same car in *Forbes*. Would all the ads be the same? Or would you tailor them?

M: All the ads would be the same.

C: You'd put the same ad in all three?

M: Yeah. Again, if it's done properly, and if I did it, it should work within that mindset, that median mindset of *Cosmo*, of *Forbes*. It's money and it's the high-life that connects those magazines. I wouldn't necessarily do an ad for *Forbes* if it was for an older person, an older mind, thinking person, versus a *Cosmo Teen* because they think completely different. But, depending on the car and how cool and how young and how fresh and how hip and how retro this car or the versatility of this car can be, yes they can work across all boards.

C: Hm. Okay.

M: But, again, the ad, the creative piece has to speak, you know, towards that. It can't just be, "Okay, here's my creative and I'm just going to dump it in this ad." No, it has to have strategic and conceptual background to support it.

C: Right, right. And you'd do that strategic research here?

M: Yes.

C: You have a staff who does it for you?

M: Absolutely.

C: Well let's see. Okay. When you hear of Gen X, what do you think of? What ideas are associated with that, in your mind?

M: For whatever reason, what pops into my head is paintball.

C: Paintball?

M: Yeah.

C: No kidding?

M: Yeah.

C: Okay, that's fine. It's like word-association. Gen X: paintball.

M: Yeah. That's the first thing that pops in my head. Paintball, those that have done it; they like that experience. They like that richness of "life-high," if you know what I mean. It's that excitement, rolling in the front seat of the roller coaster, it's that intensity, that adrenaline that you want.

C: So it's not so much that you associate the actual sport of paintball with Gen X, it's the...

M: It's the mindset.

C: It's the mindset that the adrenaline and the action-oriented sort of activity.

M: Right. That sports-enthused and not sports-advocate type of person. I'm not going to go out there and play football, but if my friends, and my boys want to go out and play some touch-football somewhere, I'm down, I'll go. But I am not going to sit there and suit-up for a game...

C: Professional football.

M: Right. I'm not that person, if you know what I mean. If I had tickets to go out to a game, I will go, but to go out and provide tickets for myself or to provide it for someone else? Iffy.

C: Yeah, I'm the same way. I work at a college, and it's not uncommon that someone would say, "Hey, I've got some extra tickets to the game...you wanna come?" Sure, I'll go but I don't...

M: Right, you wouldn't go out and get them yourself.

C: Right.

M: It's the same situation.

C: So, Boomers, same question, what comes to mind?

M: Bentleys.

C: So, money?

M: Money. There are other Boomers, but again, that's mindset. Those that have money, think completely differently than those that don't have money.

C: Okay.

M: Yes, they are Boomers in the segments of age, but they're not Boomers in the way that they think. Do you know what I mean?

C: Tell me more.

M: Well, my theory is that if, say you're 60, but your money allows you to be something else, your mind is not allowing you to think that you are 60, you're not acting 60, you're not worried about retirement. You're not thinking about if you're going to die or not, or health insurance, because all of that is already covered. So, you have flights of fancy. You can go and do whatever you want. You can drive a Bentley if

you choose, you don't have to worry about retirement, you don't have to worry about medicals. If anything went down, you have the money or your people have the money to back whatever you're doing.

C: Okay, but not all Boomers have money.

M: Right, so the different mindset is: I'm worried about financial security, I'm worried about health insurance. If I do get sick, how would I be able to pay for it? Is this going to hurt my generation or what I'm going to leave behind to my kids, and my kids' kids. If something happens to me, will they have to come up with the money to take care of me? So it's like, the burden and the worries are completely different in that segment. I'm not worried about or thinking about if I could drive a high-end car or if I can have a big house. I'm worried about making sure that I maintain the house that I have and the government doesn't come take it from me because I am behind on payments. It's a completely different way to think about life. So, all Boomers don't sit in the same segment. That's why I am a huge advocate on what does the mind think; who are we exactly talking about. Because that same Boomer may get out of the bed the same way, you know, left foot out first, versus the rich Boomer, he gets out with the left foot out first. When they hit the floor, they're thinking completely different thoughts. When they're in the shower, they're thinking completely different thoughts. They may do things at the same time frame, as far as: get up in the morning, go to brush my teeth, gonna take a shower. Going to the shower, if you break down that experience of going to the shower, from their bed to the shower, the mind, what their mind is wondering and thinking about and their worries and woes? Completely different.

C: Based on how affluent they are.

M: Yep.

C: So you would divide .. it's not enough—I'm trying to package what I'm hearing—it's not enough for you to be told that you're targeting Boomers, you need to be given more information as to their spending freedom...

M: Absolutely.

C: .. to be able to craft a message that will resonate with them.

M: Yep.

C: So, you could divide each of the generations into two sub-groups.

M: Absolutely.

C: Boomers-haves, Boomers-have nots.

M: Yep.

C: Same with Gen X, same with Gen Y?

M: Yep.

C: And you would need that in order to target a message to that demographic.

M: Yes.

C: Okay. What kind of clients have you worked on?

M: I have worked on .. throughout my career or just here?

C: Sure.

M: Career-wise, well .. do you want me to put them in segments or actual clients?

C: Whatever you feel is appropriate.

M: Wells Fargo, bank, Bank American, bank, Washington Mutual, bank. Car segment: Lexus, GMC, their complete GM brand, Chevy, Denali.

C: Sweet. Those are pretty high-end names coming out.

M: (laughs) That's the beauty about this business. Accounts come in and you can be working on some great stuff or you can be working on the little guy that wants to create some great stuff.

I've worked on smaller stuff as far as laundromats that had a different entity to them, one is a cafe and laundromat. That's interesting. It's like, I end up working on stuff that most people wouldn't work on, just because I find the creative entryway to really make it great. Like the cafe and laundromat, you can do so many different things with that, it's just cool.

C: If you approach it right.

M: Right. There are a few different concepts that you can come up with. Some clothes, like Baby Gap.

C: How long have you been doing this?

M: I've been doing this for 10 years now.

C: Cool.

M: Yeah.

C: Where did you go to school?

M: I went to school at Columbus College of Art and Design in Columbus, Ohio. Yeah, very .. (chuckles) very small city.

C: Really?

M: Well, it's not a small city.

C: I was going to say, I've driven through it ..

M: It's not small, it's just boring as all get out. (laughs) I mean, coming from Chicago, going to there .. I'm originally from Chicago. I went there, I got a scholarship to go, and then from there I went straight to L.A. I was out in L.A. for the majority of my career and then came back home.

C: Cool. It sounds like you have, I'm kind of seeing where the concept of "have and have not" has been applicable in the work that you've been doing because the clients that you have mentioned so far, with the exception of Baby Gap, seem to be either/or, there is not a lot of middle of the road.

M: Yeah.

C: The Chevy, that kind of stuff is pretty mainstream.

M: Take Denali, for instance. The Denali is the premium line of the Yukon, of that particular Chevy truck, because all it is, Denali is not a separate car from the Chevy, it's a package.

C: A tier.

M: Right. If you can break that down into two segments, you can break it down into people that want that lifestyle. You can look at it as people who already have that lifestyle. You can divide both halves of each segment all the time.

C: And then you do separate ads to target those two groups?

M: Yes, you have to. You can't combine them because they are different mindsets. They think completely different. They're thinking, "I can get this, it's no problem. Now show me how this will affect and give more to my life." That's the entertainment; that's the high-end glitz and glamour; it's more brand-focused, of that brand being just like you. The "have nots" is, this is what you can achieve up to. And, you know, having this expensive car that you can't afford. (chuckles) It will supposedly give you that clout, that attention that you are searching for.

C: Right. Say you do an ad for the "haves" and somebody who's a "have-not" sees the ad, you don't think that, sort of, "ooh I want that, gimme" won't bleed over? He'll see that and it will sort of trip the same triggers?

M: Yeah. It could, it absolutely could, but depending on how we touch that person. It's going to affect the "entertainment person" a little more than it will that person that actually will wind up seeing it. It definitely has cross-over and vice-versa. The tall tale is to, when you actually do your research to actually have those particular insights that separate and cut off. And plus having overlap is always good because then you reach more people.

C: Right.

M: But the effectiveness is still there.

C: Okay. Hm. Well let's look at these. Why don't we call up the very first one, the top one. Edge.
(displays Edge ad)
So, you've seen this campaign, umpteen times. Initial impressions, what do you think?

M: I think it's stupid.

C: Really?

M: Very much so. (laughs)

C: Why?

M: Honestly man, it's been done.

C: Cause they're Ford and you're GM?

M: No. (laughs) Honestly, no rivals, no .. I love creative, strategic-based things. It's not smart, it's gimmiky. You know? It .. So what if this car is riding alongside on a rail? What is that saying about the car? Although you're trying to make the metaphor of "bold moves," bold moves has .. That's not a bold move.

C: Well, the car is called the Edge.

M: Right, I get that, but again, it's gimmiky. It's like you can, they could have taken this campaign to a much higher level and made it so much much smarter. But to me I think some advertising is meant to dumb-down to have a reach over the masses. So, cause there are those pockets of people that think, "wow, this ad is cool!" There are those other pockets that sit in my seat and think that's dumb. And the car doesn't appeal to me at all, and I will never, ever, go look at this car, specifically based on the ad.

C: Well most of the people that I talked to in focus groups didn't like this ad.

M: Oh really?

C: Yeah they saw it and they were like, "whatever." They said much the same thing.

M: It has no connection to who I am as a person, to you know, what I'm trying to do in my life, but then again I'm completely different. I have a wife and two girls. So my mindset is completely different than another 29-year old out there without a family. They might have the same money as I do, but we think completely differently. My priorities are completely different from his.

C: So this visual doesn't position the car in any way in your mind?

M: No.

C: It looks like a gimmick.

M: Yeah. It looks dumb. I mean, "Bold Moves"? Some of their stuff that they're doing based on "Bold Moves" is smart.

C: What would be an example?

M: See, when you start thinking in a smart way is when you can bring your tagline into a relevance that you live in. So if I'm working on this, I'm going to look at my target market and see, what are different bold moves that this particular target segment thinks of as bold moves?

C: Like the guy who went and intercepted the guy he wants to work for at the airport with a sign with his name on it. Remember that ad? I think it's for the Cobalt. [It is actually for the Ford Focus.] This young-looking guy walks into an office dressed for an interview, a job interview. He asks for the guy, and he says, "Oh no he's not here, his plane was delayed. He's coming back from the airport." So the guy jumps in his Cobalt, tears across town, makes a sign with his would-be boss' name on it and stands at the gate waiting to pick him up. That was one of the early ads that I saw.

M: Right. That would be a bold move. But again, you have to look at it as, is it a gimmicky bold move, to where you're overplaying the metaphor? Or where you're overplaying the situation? Or is it just smart because it's smart, and you can smell smart from a mile away because it's humorous, it touches you, it makes you react in a positive way? No brand wants their work that's out there to be reacted towards a negative way. So I look at this and ..

C: This doesn't cut it.

M: It doesn't cut it. And I'm award-book driven, so .. if it doesn't live up to that hype, then I can't. My mind doesn't recognize it as such.

C: So who would you guess this ad is targeted to, if you had to pin it to one of the three generations?

M: Given the amount of the car .. Yish?

C: So, under 20? 21 and under?

M: Yeah.

C: What makes you think that?

M: Well, one, the price of the car is \$25,900. Most of the consumers nowadays have way more money than they did before. So everything that's been based on Generation X, Generation Y, has moved up. That's why there's been a huge blur in the system of what's been broken down, cause everything was broken down, especially by ad agencies, by race. So general market agencies normally handle all whites. African-American agencies normally handle all African-Americans. So, with that breakdown, it's that whatever Generation X, Y, all the way through Boomers, is inside of that ethnic side, that particular agency will work on it. But now, cultures have intertwined and intermixed, to where now you have urban. Urban is a complete mindset. Urban is, if not hip-hop, a hip-hip mindset of being free and expressing yourself the way that you want to, not because of someone else has told you to, you are more so or less a trend-setter more than a follower. So that has taken over the pool because people, a lot more teenagers have a lot more money than they did. They rely less on their parents' pocketbook and more on how they can become an entrepreneur and make their own money. So they can afford more; before, they couldn't. So the segments are not broken up as much as they were, or as much as they can now, because of urban. And what people have deemed as urban. And urban is now becoming the new general market. It's the general pool of people that make up the masses that make up the spending. And that is a colorful pot, period. And you can't separate that.

C: So you would say, based on the price of the car, that this ad is intended for people 21 and under?

M: Yeah. To me it's a, if we keep it in the segments, it's a cross between Gen Y and Gen X.

C: Okay.

M: It's not just solely Gen Y or solely Gen X. Gen X definitely is skewed towards to college, high-schoolish, but a college person taking care of his business and want to make it in life can easily afford this car.

C: I wish I could have when I was in college. Okay let's move on to the next one. And you'll probably want to keep this one open cause we'll come back to it. Go to L'Oreal.

(displays L'Oreal ad)

So, general thoughts.

M: (laughs) Honestly I don't know exactly. I get what they're trying to get me to understand, but I think I only get it because I'm in the business. The way that I think is completely different I look at most advertising as, I can see through and pick out the strategy. But the normal guy, flipping through a page, yeah. It doesn't resonate.

C: Yeah, you seem pretty ambivalent.

M: "Go for the upgrade?" Upgrade of what? It's like, words that don't mean anything. "Go for the upgrade because you're worth it." Again, what exactly? I have to read, look at the diagrams and compare notes, to even get into the ad. They lost me from "go for the upgrade." And I look at the bottom, and I get the upgrade is the bottle, I get that they've changed the bottle. What is it saying that is inside, that would make my hair thicker or not? It's like what, what's the payoff? There's no payoff to it. There's no, "aha! I get it!" There's none of that. It's just, "go for the upgrade." It's more of a poster than an ad.

C: Who would you guess this is targeted to?

M: White men who have thinning hair problems.

C: Why do you say white men?

M: Because I don't know an African-American male, black male, however way you want to phrase it, that uses L'Oreal. (chuckles)

C: Oh, okay. So the brand is not ..

M: So the brand is not, has never been skewed to blacks in any sense.

C: But you bring that knowledge with you to the ad. The ad itself doesn't say that.

M: Yeah.

(Marcus receives a phone call and is called out of the office. When he returns, he explains that a situation has arisen that he must deal with, but agrees to meet with me later in the day when it is resolved. The interview resumed about three hours later.)

C: Where were we? I think we both kind of decided that this ad wasn't really living up to its potential as a vehicle to deliver a message

M: To change perception, to change mindsets.

C: Right, right. Did I ask you who you thought this was targeted toward?

M: Yeah.

C: And you said ..

M: White males.

C: Right, okay.

M: Or even, not so much, not even white males. I take that back. More men with thinning hair. More ..

C: So regardless of age.

M: Yeah, regardless of age. It's not age-driven.

C: If you have to choose .. I pulled my ads from, there were two magazines clearly targeted at teens, and then *Wired* and then *Forbes*. If you had to guess, which would you say this is from?

M: Give me the selection again.

C: There's a magazine called *M*, and it's for teen girls, there's another one called *J14*, that's for teen boys, and then there's *Wired* magazine, and then *Forbes*.

M: Either *Wired* or *Forbes*. Either one.

C: Okay.

M: It would work in *Wired* as well, just because of the the different type of entrepreneurs. Not even entrepreneurs, but *Wired* being technology-driven, and most technology-driven fields if you look at it, most of the people have thinning hair. (laughs)

C: I wouldn't know anything about it! Okay. It came from *Wired*. So we'll move on.

(Shows the Mercedes Benz ad)

M: Mercedes! "Once you've driven an S-Class it's hard to drive anything else." That's true. (laughs)

C: So you agree with the message!

M: I think that's anything high-end. You could say the same thing for Bentley, just switch out the car. It holds no weight to the brand core of what Mercedes are all about. They are about the status of feeling good, about your buying and about yourself. Making yourself feel great.

C: So how effective do you feel this ad is?

M: Would it go make me test drive?

C: Well do you feel you're the target?

M: Yeah, yeah. I can relate to it a little more. Things that get me are more sports, extreme-driven .. I'm just that type, so. And it's funny cause even though there's not a lot of African-Americans inside X-games, that mentality of, balls to the wind, you know, doing whatever gets you that adrenaline, that's who I am. It fits inside my bracket, but ..

C: This does?

M: Yeah, but does it fit inside of my lifestyle? No. It's more of a lifestyle if I wasn't married. So. It talks to one part of me, it talks to me more of the part, like, "I can relate to that." But it doesn't make me, you know, go and test drive. If I was at a Mercedes shop, would I sit in it? Yeah. But I would have to get to a Mercedes shop.

C: Right, you would have to be there. And this ad doesn't necessarily get you there.

M: No.

C: Do you get a .. what's your professional opinion of the ad in general?

M: Oldstyle, classic, newspaper-type ad.

C: Is that good? Is that neutral? Positive or negative?

M: It dates it. I don't know how old this ad actually is, but it dates it. Yeah it's very dated.

C: You still haven't really applied a value judgement.

M: What do you mean?

C: Well you still haven't judged it. You haven't said for yourself, "No, I don't like it." You've classified it in a number of ways but I'm curious as to whether or not you find this ad to be a good ad, or whether it's failing.

M: I would put it in the .. see this one's a little hard. It's not a great ad to where it falls inside of certain things that pay it off at the end. It more or less falls into a very safe ground of truancy to where, that's a true statement. You know, once you drive an S-class, it is hard to go drive something else. Because they drive incredibly well. And even if you do go to another car dealership, you're gonna compare that car, that ride, to everything else. So, does it, yeah it falls into an ad segment that some of us call the "so what" factor. Like, okay, I get it, but so what?

C: So it just sort of blends in.

M: Yeah. Nothing is compelling enough for me to read that body copy. Nothing whatsoever. They fell in that aspect. I don't want to read anymore, other than just the headline.

C: Okay. Which magazine would you guess I pulled this out of?

M: It would have to be *Forbes*.

C: Why?

M: It's *Forbes'* mentality. It's old, rich money. *Forbes* has, they, I mean although they're trying to step into the new segment of new money, they're not. They're only going to step into that segment of those entrepreneurs that want to know about, you know, other things that are going on. Or want to know who's the who's-who of particular companies. But it doesn't say "today" at all. 2007.

C: So that judgment, that you, it has to be *Forbes*, you're basing that strictly on the pricepoint of the car. Just like the Edge.

M: No, I'm basing it off the mentality of *Forbes* magazine, on most of the stuff that's inside of there.

C: Right, but why would you put that ad in *Forbes*? Because it's Mercedes Benz? Because of the layout? Because it's dated? Because it's a pricey the car?

M: No, the way that it looks. It's not too intrusive, It's not too much color going on. Although it's a four-color ad, it's very subdued. It's very, that type of, old richness.

C: So the design style, is designed not to affront, but to ..

M: Right, not to offend anybody, and sit there on the page. They did a little bit of creativity with lifting up the sides of the picture, just so it's not as flat.

C: Lifting up the sides of the picture?

M: Yeah, to where the picture doesn't ..

C: Oh, okay. The little dropshadow.

M: To where it doesn't look like it's sitting flat, it's trying to have some type of ..

C: Dimensionality. Okay.

M: Yeah. Out of the four magazines you've called out, that would be the only ad that would be okay to sit inside. Because most of the old farts that have money, and look at *Forbes* consistently, they don't want anything different. So it's kind of hard to advertise to them. You have to go with their mindset, they don't like change. That particular mindset likes it a particular way every time. "I like my coffee black, little bit of sugar, hint of creme." It won't change for anything. Even if something tastes astonishingly better, you know there's just that ..

C: Comfort zone of habits they fall into.

M: Right, and that still has nothing to do with the money, it's just a mindset of it.

C: The age group.

M: Age group.

C: That's interesting. You've identified something that crosses over the have and have-not barrier.

M: Yeah, a little bit.

C: That sort of habitual comfort.

M: But see, the *Forbes* reader is not going to be the have-nots in that age group, you know, worrying about how they're going to keep their house. They're not looking at *Forbes*.

C: Right. No, you're right.

M: They're looking at the local newspaper, to see what local or what big company is trying to reach into local rivers and pull out something.

C: So this is the second car ad, and you've identified the first one as being geared more toward Gen Y and Gen X, and this one more towards old money.

M: Right.

C: So how would you .. What I'm trying to pull from you on each of these is, sort of the strategy of the appeal. In the first one, you had a car perched on an edge, Photoshopped on the edge of a railing, over a city backdrop, with a young couple walking, full color, brilliant city skyline behind, very minimal copy. And here you have almost no design, except for your standard basic Ogilvy template, with your headline, lots of copy, simple, simple picture of the product and very simple signoff, not even a positioning line, just your logo there. So I guess my question is, how would you compare the appeals of those two strategies to the generations? Are they .. Can you move one appeal to another generation? Could you take this ad, change the product and use it to appeal to a younger demo?

M: Take this ad format?

C: Yes.

M: No.

C: Why?

M: The stylistic, the creative that was done for it was meant for it to be subdued and uncolorful. I don't want to say 'boring' because ..

C: Yeah, I can hear you kind of afraid to judge it harshly.

M: Yeah, the S-class is not boring, it's not a boring car.

C: I know, but we're talking about just the ad.

M: Right, just the ad itself, the ad itself it is boring. It is one-dimensional, one dimension. And it's .. it doesn't do what the other ad is trying to do. It's not trying to appeal to a young-set mind. It is trying to appeal to an older mind that is set in its ways. In my opinion. You'll never see any of the Mercedes doing anything like, what the Ford Edge was doing.

C: Could you take the Edge ad and put a Mercedes in it and not change anything else, and try to sell that to an older demo?

M: (laughs) No. No way. Wouldn't work.

C: Cause of why?

M: Mindset. It's completely different.

C: So it wouldn't appeal to the older mindset. Cause the older mindset would reject it.

M: Yeah, I mean just the color that they pout into the Edge ad. The so-called metaphorical edge aspect, yeah they definitely wouldn't cross waters. Not at all.

C: Okay, let's move on. Pop-tarts.

(Shows the Pop-tarts ad.)

What do you think?

M: It's a little different. They're banking on appealing to people that know Pop-tarts and know the taste of Pop-tarts, and they're banking it on the fact that, you know, here's this personification of these Pop-tarts talking, and it's funny, it's cute, it is the worst place to hide. You know those, searching out for Pop-tarts, are going to find it. You know what I mean? I like it actually.

C: Okay, so who do you think it's geared towards?

M: That would be Gen X. Possibly Gen Y.

C: So it came out of *Wired*?

M: It could run in *Wired*. Because again it's talking to those that are familiar with ..

C: Already familiar with Pop-tarts.

M: Right. They're not trying to find new consumers with it. They're not talking about the flavor, they're not talking about what it does, or how it helps your morning, or what it could do for your morning or when to eat it. It's not trying to give you information about it. It's not trying to educate you on anything.

C: Well that kind of leads me to my next question: what do you think is the message of this ad?

M: The message of the ad is very clear that they're good enough to be sought out, sought after. They're good enough too look for.

C: Hm. Okay.

M: That screams across the page all day long.

C: You're the first person that's said that. (laughs)

M: You look at it, it's the "worst hiding spot ever." Absolutely right.

C: If you're a Pop-tart, you don't want to be eaten.

M: No! Not at all! You want to stay whole. So it's like, they're sought after. They're .. it's a good thing to go for. So.

C: That's cool. I mean, yeah, you're right. I'm not disagreeing, I'm just saying that's a new response. None of the people I focus grouped this with said that.

M: Really?

C: Yeah the Gen Ys reacted immediately, they laughed right away. Gen Xers again, loved it, thought it was hilarious. And when I asked them the same question they said Pop-tarts are fun. They're associated with having a good time, getting back to your childhood, playing games, and you know, just being silly and having a good time. You associate that with the taste of Pop-tarts. And then I asked them, "does this ad make you want to eat a Pop-tart?" And they said, yeah it kind of does! (laughs)

M: Cause it does, it brings back those people that know, you know, how they taste. They're like, okay yeah. It's like if I went to the store right now and I ended up in the Pop-tart aisle ... maybe.

C: Maybe!

M: Maybe! Fifty-fifty chance!

C: I was driving up last night, I was in a convenience store, I was like hmm! Another thing I'm curious about with this one: do you recognize the illustration style at all?

M: Recognize as in ..

C: Does it look familiar?

M: No.

C: Okay. I showed this to some folks and they immediately thought they knew who the illustrator was, because he did a short movie that was up for an Oscar, six years ago. And actually it was called "Rejected" who did a series of little ads for a TV channel that were all rejected. It's very surreal and, depending on your sense of humor, very funny. But you could also have a totally different sense of humor and go, "what the hell is this." It's kind of weird and artsy. And he's actually suing, or he's considering suing, Pop-tarts over this campaign.

M: Oh really?

C: Some people would argue that it's a direct ripoff.

M: Man you can't .. see that's the hard part. You can't sue off of style. You can sue somebody off the idea.

C: Well yeah, I haven't read that he is suing. I've just read that he's considering legal action. But I don't know that he will.

M: Yeah. There some things you can do, some things you (unintelligible). You'd be pissed off that someone stole your style, but ..

C: Yeah, but that's life in the real world.

M: I mean look at Picasso. Everybody is doing, or those that are attractive to cubism and attracted to abstract art. He can say that all day long that they stole the style, but they didn't rip off your piece.

C: Right. Take something that he did and put somebody else's name on it.

M: Exactly.

C: Okay let's move on. Go ahead and click on .. Yeah.

(Shows the Smith-Barney ad)

M: Different approach as a regular ad. It's more of an advertorial than anything. Me, I would be intrigued to go a little deeper and read the body copy, if I had the time to. I'd read it, I would give it the gist of a parent ..

C: So if you were flipping through a magazine and you saw this ad, you would stop to read it?

M: No. If I saw this on a poster and I had time to kill, I would read it.

C: Okay.

M: But I look through magazines looking for a particular something, and I don't do it any other, for any other reason. So, if it was in a magazine, say I'm on a plane, It's inside the magazine I'm just flipping through because I have time to kill, sure, I'll read it. But that's it. Striking me to read it right then and now, would I spend my time?

C: Probably not. Who's this targeted towards?

M: Parents. So, either, this is all talking about money. Smith-Barney is *Forbes* and Citigroup. I mean they could cross over to *Wired*, but they don't have a reason to, it's not their stick.

C: So because of the money angle.

M: Yeah.

C: Hmm. I guess I've kind of biased you when I told you which magazines I've pulled them from. I was trying to get you to classify these as Gen Y, Gen X and Boomers, so I've told you the magazines, and that's now sort of biasing how you're assigning them. I mean, you're not doing anything wrong, I'm just .. for next time.

M: (laughs)

C: I have a number more of these interviews to do, and you're my second actually, so I'm still sort of learning to swim. I mean I've done interviews before, but these thesis interviews, this is my second one.

M: Gotcha.

C: Well I showed this to the groups. Gen Y pretty categorically hated it. Gen X, mostly ambivalent but leaning negative. And Boomers, Boomers didn't terribly react real positively. It was panned for the most part across the board. They didn't much like the fact that it was couched as a story, an article. This looks like a byline at first blush. This up here, looks like, "Oh, 'Working Wealth', that's a section of the magazine that I'm in now." It's got all these design cues, that are ..

M: That says 'advertorial'.

C: Well yeah, and if you don't know you're looking at an ad, it says 'article page'. It says 'first spread'. And they thought that was disingenuous.

M: Wow. That's interesting.

C: Is that a technique that you've used? Or that you would use? Advertorial?

M: I mean we all have angles on what, see it's like, you can't just be very quick sometimes. We have to give out information that leads to the body copy. How do we go about it depending on the particular mindset of people? Some people need to be kind of tricked into the bag to get them to get the information because so many people are blocked off from intrusive communication. And communication period. So us ..

C: They just tune ads out.

M: Right. So us as communicators have to find different ways to break that barrier.

C: To get through that barrier.

M: Exactly. So I think this is a nice way to do it. And it's kind of cool that the others are pissed off, but they read it.

C: Well they read it because I put it in front of them and I said, "Read it." (laughs)

M: Oh okay.

C: But I asked them many of the same questions. I asked them if you were reading a magazine and you came to this page would you stop? And they were like, "No." It didn't appeal to them. Well, I think they stopped long enough to read the headline,

M: Well the headline itself, "Will my kids inherit the work ethic or the wealth ethic?"

C: That's not a particularly compelling question. I am not a parent, but if I were, I don't think that question would stop me in my tracks and go, "Gosh, what's the 'work ethic'? What's the 'wealth ethic'?"

M: Right. It's almost condescending at the same time. Cause it's almost putting in or saying that those that have money, the kids don't work. It's like, "How are you going to raise your kid? It's like there are the percentages that show that most people that have wealth, their kid don't work." It's almost implying that at the same time.

C: Well maybe, and again I'm not the target I don't think, because I don't read *Forbes*, I don't have a fortune and I don't have kids that I worry about whether or not they're going to work. So maybe this resonates strongly with the target and it just didn't say anything to people like us.

M: That's true.

C: But you reacted positively to it, overall.

M: Yeah, but then again I'm on the inside. So I see ..

C: Professionally, you're reviewing it as an art director.

M: Right.

C: And as an art director, this ad does its job.

M: It does its job. Could it be done better? Yeah. But it's a solid ad. It's not a bad ad. It's not a great ad. It does its job.

C: How would you, again, and I know I'm sort of struggling trying to ask this question every time, but how would you characterize the appeal of this ad to Boomers, or to that age group?

M: What do you mean?

C: What about this ad makes it for Boomers, and not for Gen Y and not for Gen X?

M: Well it starts off with, "Will my kids". You know, "Will my kids," so it's like from the gate it's taking to those that have kids. And you're talking about wealth and you're talking about Citigroup and you're talking about Smith Barney. (laughs)

C: It's way at the bottom, it deigns to mention Citigroup.

M: But, okay even with the Citigroup taken out. You take Citigroup out, you still have Smith Barney. Smith Barney is not a joke and not a low-income you know, gatherer of folks. They are talking about high-end money and longevity money. And not necessarily talking about new money either. Talking about that long, wealthy, you know ..

C: Family money.

M: Heinz money. (chuckle) You know what I mean? That's the group, that's their segment. That's their schtick, so, inside of that, I think it works. Cause that's their mindset, that's who their consumer is.

C: So it's the nature of the product is what makes it about Boomers.

M: Yeah, yup.

C: So there's no way you could sell Smith Barney to Gen Y.

M: Yes, if they had products inside Smith Barney that ..

C: That are geared for Gen Y.

M: Exactly.

C: Then you could.

M: Then you could. But not with this look.

C: Not with this look.

M: No, not at all.

C: So again it's the design style.

M: Absolutely.

C: Combined with it being about Smith Barney.

M: Right. And the design style that you deliver it from will determine how the mindset is, right. When I laid that out (gesturing to an ad comp on his wall for a charity event ad with a circusy theme) that is specifically for the mindset of people who love the circus, that love that community involvement, and bringing people together and having a great time. So that's the feel of it, it's full of information, it's full of, it's exciting to look at, your eye is constantly bouncing around and trying to find what else is new that is on this page, or did I miss anything?

My rule of thumb when I create is, a three-second rule. It's getting it and understanding it with inside three seconds. If you can not, you've wasted so much time, and you're not going to stop your consumer. So. I'm on the racy, edgy, you know, hit you with a very smart visual, like the stuff that I'm getting ready to do (gestures to another comp on his wall of a label design for packaging).

C: Yeah I was looking at this.

M: It's like, you know how, once that's done and I put it on the actual bottle, just have the bottle by itself with a hand gripping it and attempting to spray or getting ready to spray, or being equipped to spray, it's very quick, even though it's a lot of information, you get it so fast. It's not bogged down with .. if I do have a lot of information that I need to get to people, I will tailor that to where you will want to read the body copy. So like I did some Baby Gap ads and they were talking about the clothing and how soft, and how do we go about that? Most parents read lullabies or read stories to their kids, so the body copy was treated like a storyline. But then the body copy wasn't set down there as a block. I think of body copy as in, as a color to the page, more so than just words being thrown on there. So I don't just throw it down there like that, I treat it as a composition piece, or, how can it work inside of the creative to make it stronger? So what I did was, there was a shirt. So you took a baby shirt, t-shirt, and then there's, normally there's shorts or pants to go with the shirt. So if I were advertising and talking about the shirt, I would create the body copy to look like pants. So it would be in that form to complete the full uniform of, that particular entity. So I view it a little different just from different creative directors that I've been around who think very smart in advertising and look at it in that way.

C: Okay. Last one.

(Shows Stridex ad)

M: Alright. Stridex.

C: What do you think?

M: It's gay.

C: (laughs)

M: (laughs)

C: Okay, tell me more.

M: Gay in a sense of, not being, homosexually driven, but gay in the colloquialism of being soft, or being very passive or not really, you know, being strong with any creativity. In that sense. So, I honestly don't even know what to tell you. This is weak. It's like if someone having or looking at Creativity and saying "I can be creative too." And doing this ad.

C: Hm. So it looks very amateurish.

M: Very. Like Stridex the company had their in-house creatives do it. If they had in-house creatives. Or design people that don't know how to work advertising. Cause there's a complete difference between an art director who's on the design side versus an art director on the advertising side. Completely different way to think. They think in shapes, we think in concepts and strategies.

C: Mmhmm.

M: Both of them work in visual executions, but completely different messaging.

C: So who's this for?

M: Um, women? Definitely Gen X, it could work, possibly Gen Y if the mindset was there. If there was a 26 year old who hung out with her old college friends, and they had some maturity levels .. Like I said but, it may cross over to some guys, but, little boys that look at this or if it ran inside of a boy magazine .. I think it would just attract their sister. If their sister got a hold of their book?

C: So what about this to you looks like it's intended for women and not men?

M: It's the colors. They're "off". And that's the funny thing, it's an off-pastel. Pinkish-purple.

C: That little splash in the middle?

M: Yeah. It's not even a true pastel. It's a very soft pastel color. I mean the colors on top of it, you know, (chuckles) the sky blue and the red on top of that, off-purple, it's just like colors just thrown together that don't makes sense.

C: What do you make of the characters in the balloons?

M: In the thought bubbles?

C: First of all, does that make sense to you?

M: Yeah, all it is is just expressing what they already expressed.

C: You get the meaning.

M: You take that off it says the same thing. You take that off it says the same thing.

C: So why did they add it?

M: Because they're dumb! (laughs)

C: (laughs)

M: They do not understand how advertising works. Period.

C: Wow, man. You're really putting down the hammer.

M: It's horrible! I can't stand ads like this. Ads like this, I would take into a classroom and teach students what not to do. Classic case. It's like, why would you say it twice, first off? What's the point of having two of the visuals, same thing, same character traits, done twice? For what? Okay, I'm showing the expression of mad, and my thought-bubble is, "uhoh" or "oops" or whatever the hell you want to make that out to be. And as a sideways face, I don't .. I don't get that, other than that, this person thinks that they're creative and they know what they're doing. All of it hints to that. You would never throw a black type on top of a pastel color. You don't need to. And then you're going to throw an outline on top of the black? For what? Like it doesn't stand out enough to now you have ..

C: There's already enough contrast.

M: Right. So now you have the white of the background fading into the blackness and it disappears. It's like what for? All of it is, why? Why did you design it this way? Sorry. (laughs)

C: No! No! That's awesome. I love that. I'm already imagining how I'm going to write that.

M: Jesus .. (laughing)

C: "One of my art directors responded almost violently to this ad. I had to go get him some Dramamine."

M: I mean, Stridex, the first thing I went to was here, which might not be a bad thing, but ..

C: Well it is if they don't want you to go there.

M: Right.

C: It's like your eye trying to escape from everything else in the ad?

M: It's horrible. And then they got to try to ad a coupon down at the bottom. (sighs) First of all, the kids are not even cutting out coupons.

C: (laughs) Okay.

M: There's not one kid, I think, in my personal experience, will cut out a freakin coupon to save when they're not the ones buying this particular product. That's parents that's buying it. And with inside of the four magazines you told me, there's not one parent in there that .. One, this ad .. They don't even have enough money—

C: (laughs)

M: —to run it in the other two magazines that would be geared to parents. So, it's .. it's horrible. (laughs)

C: So, let me see if I understand. You're saying that this ad is so bad that Stridex, the company, clearly does not have the money to hire a professional ad agency to lay out their ad much less for a media buy ..

M: No, they're cheap.

C: .. that would put them in *Wired* or *Forbes*?

M: They're cheap. They're cheap!

C: (laughing)

M: That's what it is. They're cheap. And they just want their name out there.

C: That's funny.

M: They are cheap asses. And they just want to get it out however way they can get it out. "Hey, our segment is teeny-boppers. Let's put it in there." "Okay! But let's add a coupon to where they can cut it out to add more customer relationship and value! Okay!" They don't function that like that, completely different mindset. They're not worried about saving a dollar on some pads for my acne!

C: So if you were to compare this ad to the L’Oreal ad, this is our second personal hygiene ad. What stands out to you .. Well let me put it this way, which do you think is more successful?

M: More successful?

C: Yeah. Which ad is more effective?

M: Unwillingly, I’m saying L’Oreal. (laughs)

C: Unwillingly? (laughs) Cause you don’t like that either.

M: I don’t like that either. They both suck. But this at least sucks less than L’Oreal. (NOTE: I believe he meant to indicate the Stridex ad here. He goes on to describe the L’Oreal ad as being competently produced.)

C: Cause it looks like at least it was competently produced.

M: Right. At least they know the parameters on which an ad is set. You have your hierarchies, You have your subordinates. You have everything else that falls up under that. The ad works in communication, and you’re communicating, you know, what you want the payoff to be. That’s the whole goal of the ad, is the payoff!

C: Well then wouldn’t the Stridex ad be more, I mean cause the Stridex ad is actually talking about the payoff. The L’Oreal ad is just talking about the bottle. Right?

M: Yeah ..

C: But you’re so insulted by the design, you don’t want to give it any credit? (laughs)

M: (laughs) Alright, they do give off, their messaging is a lot faster and more effective.

C: I’m not apologizing for Stridex, by the way. I’m just pointing out ..

M: No, I give them that. But, “Go for the upgrade,” versus, “Burned by your acne pad, do your face a favor.” It’s like it puts the problem all the way out there, this (L’Oreal) doesn’t set up a problem or a solution. It’s just, check out our ..

C: Check out our new bottle.

M: .. new bottle. It’s more a PR ad.

C: Yeah? Did you ever have acne as a kid?

M: Yeah.

C: Did you use pads?

M: Yeah. I woke up—this is the freaky thing—I woke up one morning and I had a gazillion thousand googleplex of freakin bumps on my forehead.

C: That must have sucked.

M: Dude. I fucking freaked out. (chuckles) Coming from not having any acne, to waking up and having acne explode all over my forehead?

C: Yeah, probably was a bad morning.

M: Yeah, man.

C: I had acne, I just never thought to get pads or anything, I just waited it out.

M: Oh really?

C: Yeah. Fortunately it wasn't like a big problem. I just had patches here and there. I still get .. I got one on my nose right now. (chuckles) Anyway, they're just annoying. They didn't bother me enough to go spend money on getting rid of them. So I didn't, it never occurred to me that acne pads burned.

M: Yeah, they do. Especially when you try to scrub too hard.

C: Oh yeah?

M: Cause I mean, it doesn't teach you, none of them teach you to lightly just apply it and just, you know, freely wipe. People that actually use them really try to take it out.

C: Try to sandpaper it out.

M: So you tear your face up even more, and make it even worse. So.

C: Okay. I'm trying to think if I have any sort of wrap-up questions for you, but I don't think I do.

M: Okay.

INTERVIEW 3: MATTHEW SPETT

Art Director, Cramer-Krasselt

July 10, 2007

Chicago, Illinois

CRAIG: So you've heard of those three generational labels before, I assume.

MATT: Yeah, yeah.

C: Baby Boomers, Generation X, Generation Y? When you hear "Baby Boomers" what do you think of, what comes to mind?

M: Fortysomethings? Is that right?

C: Okay ..

M: Do you have to record me?

C: Yeah.

M: Okay, yeah. Fortysomethings.

C: What other labels float around .. stream of consciousness-wise, with that?

M: Seinfeld, Mad About You, any early 1990s, late 80s sitcoms, Trivial Pursuit, Pictionary, I don't know why. Games that baby boomers play.

C: Okay. What about Gen X? What do you think of when you think of Gen X?

M: I think of grunge.

C: Grunge? Okay. What does that mean to you, like, is that a style of dress? Is it an attitude? A mentality?

M: A culture.

C: Culture.

M: It's music, it's dress, it's .. I don't know, it's a feeling.

C: Okay. And, anything else?

M: Gen X are people slightly over 18.

C: How old are you?

M: I'm 35.

C: Okay. Gen Y.

M: What is Gen Y? Is Gen Y me?

C: I'm asking you.

M: Is Gen X the .. is Gen Y after Gen X? I guess I think of ..

C: Yes, it comes after Gen X.

M: I don't know much about Gen Y.

C: Okay. So you don't, when you create advertising you don't conceptualize Gen Y as being a market segment.

M: Depends. Yeah, no, I absolutely do, I just don't do a whole lot of work for Gen Y. I haven't, don't have any, like, feelings.

C: What kind of advertising are you used to doing—well that's probably not a good question. What kind of advertising are you doing now?

M: Traditional, TV, print.

C: Okay. Can you tell me some of your clients?

M: Lots of beer clients, Corona ..

C: Beer clients? You've got the cush job, man!

M: It's pretty cool!

C: Anything else?

M: I've worked on Gatorade, I've worked on .. all kinds of stuff. I've worked on a guitar store.

C: A guitar store? Okay, well Gatorade seems like it would have a Gen Y appeal.

M: I guess it does, it does. The advertising I was doing was geared toward the old demo.

C: Okay. Well, academically, the generations are defined according to, starting with the Baby Boomers, as sort of the, one of the first sort of generations that were defined as a cohort together just by the hump in the rate of births, in not only the United States but all over the world. There was this surge of births after World War II that lasted about twenty years and we know that as the Baby Boom. And following that there was a dip in births, a falloff, and the people born in that span in time are considered Gen X, and that's you and I.

M: Oh, okay.

C: And then the following twenty years there was an echo boom when all of these kids had kids. So for academic purposes, we're calling that Gen Y. There's a lot of contention over what Gen X is, where it stops, where Gen Y comes in ..

M: I'm a complete idiot. I didn't realize I was Gen X.

- C: Well a lot of people really don't think about what they are. Some people .. and that's one of the questions I ask in the focus groups, "how do you self-identify yourself?" A lot of .. Gen Y has umpteen labels, they call themselves baby busters, echo boomers, millennials, the internet generation, the 9-11 generation, and so on and so forth. Gen X, same thing, slackers, baby busters. There's a hundred different labels.
- I guess I should back up a little. In April I organized a series of focus groups that took place in a chat room. So the label "focus groups" is kind of being used loosely here. But they were assembled from people in the same generational cohort, and we looked at these six ads, and just talked about how they were received, whether or not they thought they were effective, just to see how the generations took in these ads. The ads were chosen very specifically. Two were taken from a magazine that is most certainly aimed at Boomers. Two were taken from a magazine that is Generation X primarily, and then two were taken from a magazine aimed at teenagers which is Gen Y. Gen Y for the purpose of this study is 18-21 because I can't recruit younger than 18. So, 21 and younger is Gen Y. And the boundary for that was actually 2005 so as of 2006, people born after 2006 are now starting a new cohort set.
- M: Right.
- C: So in general, how do you .. when you're given a creative brief and that brief involves targeting a specific age group, how do you do that? Say you're given an ad to target teenagers? What do you do in the ad to appeal? How do you tailor the ad to a demographic that's different from you? Do you do that consciously?
- M: Oh yeah. Absolutely. When we're briefed on an assignment, we're given a ton of information, you know. The account planning department, the research department exists to keep us informed and full of knowledge of whatever target we're talking to. So if we were put on assignment for Gen Y, I mean we would also do our own research, we would dive into, you know, we would try and get into their mindset. We would visit their Web sites. We would .. anything we could to be fully immersed in their .. there's no boundaries.
- C: So you would do research and try and get into their heads a little and then you would .. maybe that's an easier question to ask after I've shown you the ads.
- M: Yeah I mean we would sometimes, I mean sometimes we would actually talk to these people. We'd talk to parents of these people, or .. we'd do anything we can to be completely immersed in ..
- C: .. the mindset of the target audience.
- M: The mindset or content of what these people are into.
- C: And you do that for any age group?
- M: Pretty much.
- C: Okay. Do you conceptualize them as age groups, or do you think of them as ..
- M: Not really. They're divided into all kinds of .. "demos" aren't necessarily just age groups. They're "housewives age 25-55 who are thrill-seekers." You know there's all kinds of ways to define a demo. It's not always just age groups. Age group is a big part, but there's more to it than that.
- C: Do you do any thinking at all about these targets as generations?

M: Sure, I mean ..

C: How do you factor that into your creative?

M: I guess we do. We don't .. it's not usually our top priority, at least in what I've done .. how me and my partner come up with ideas. We don't tailor an idea to a certain age. We hope that everybody gets it. I hope that it's as effective to a 35 year old as it is to a 55 year old as long as they're the same demo.

C: In the same ..

M: Say I'm working an automotive account, which I'm not but .. a good idea of who we're talking to would be, "blue-collar males age 25-55 who love a good adventure, and want to come home safely to their wife and kids." That's something we can work with a lot better than "males age 25-35." Does that make any sense?

C: Yeah it does. What I'm exploring to see is people are trying to tailor their ads to a group of people by .. you know cause Boomers, they know they're Boomers, and some people take a certain amount of pride in being a Boomer and so some advertising is designed to appeal to that sense of belonging to that group. You hear a lot of TV commercials with some 60s classic rock, and some iconic sort of 60s visuals that remind people that "you belong to a group of people who are important in this society and this product is right there with you." I guess that's what, I'm looking to see if people are actively using or not and so far, I don't see a lot of people actually doing that.

M: Oh okay.

C: And furthermore I'm seeing a lot of really diverse opinions about who advertising is meant for and how it works.

M: I know it's changing a lot. I think the mindset of teenagers, even tweens, people younger, is changing. I think you know, they're into Led Zeppelin, classic rock now as much as a lot of Baby Boomers. It's weird, you know, how fashions and music can go away and come back.

C: And fashion styles, color schemes, those all sort of become .. eventually they're recycled and become trendy again.

M: Absolutely. And so yeah.

C: Okay and we can talk for another hour about it.

M: I hope this helps. I don't know if I'm making any sense.

C: Okay. So what I'm going to do is, I'm going to put some ads in front of you. These are the ads that I showed the focus groups. I've got to turn some stuff off, cause I'm losing battery power. Okay so here's the first ad that I showed them.

(Shows the Edge ad)

So I guess my first question is, what do you think of the ad personally, and professionally?

M: I've seen this ad before. I don't know, it's ..

C: Do you think it's a good ad, overall?

M: I don't love this ad.

C: Okay.

M: It's think it's .. would be cool for it to be really simple and visual, and I just feel like there's a lot going on here. I think if you saw the .. if you just saw the car on the fence, and that's it, it would be great, but I don't think it really shows .. That's their target audience right there. That's probably the client they made it for, but it's not necessary. So it's okay, it's not a page-stopper. It's not going to keep me from turning the page.

C: Who would you guess this ad is intended for?

M: These two people and people like them.

C: Well, what generation .. thirtysomethings? Okay so that's Gen X. When I showed this to the Gen Xers, they didn't much like it. They saw it as gimmicky. It did not .. they had, they might stop long enough to figure out what's going on with it, obviously the car's in a weird position vis a vis the people.

M: Yeah, there a 'distinct' factor involved which I like. There's something interesting happening.

C: Yeah. But it's a shallow pun without a lot of meaning, and that was the general sense that the Gen Xers got. Gen Ys were fairly unfazed by it, they were, "Okay, it's an ad." And the Boomers were pretty much the same. It didn't elicit a very strong response either way. And they were slightly critical of it because it just wasn't very interesting.

M: I agree with all of those.

C: Okay. We'll come back to this.

M: Okay.

C: Here's the second one.
(shows the L'Oreal ad)

M: What do I think of this? I think it's terrible.

C: It's terrible? (laughs) Okay. Why?

M: Yeah. There's no excuse. From a design perspective or just messaging?

C: All. Overall.

M: First of all, I don't know what it is. I assume that it's ..

C: Do you need me to zoom in to read it?

M: Well I know L’Oreal, and then I see “daily thickening” so I assume it’s a shampoo. Yeah, shampoo and conditioner. I mean it’s just very dated. Dated look. It’s very cluttered. I can’t figure out what it’s trying to say.

C: So you can’t parse the message that the ad is trying ..

M: I understand that they’re trying to say that they’re probably a cut above your regular thickening 2-in-1 shampoo, that’s about it, but I’m not going to go buy it.

C: You’re not going to buy it?

M: No.

C: So who is this targeted to?

M: It’s probably targeted toward men that are losing their hair.

C: Okay. Any age group jumps out, or all men?

M: Maybe an older age group, older meaning 40s and up?

C: Okay, so Boomers?

M: Just guessing. Boomers. Just based on its dated, its kind of dated look.

C: What tells you that it’s for Boomers, the product itself?

M: Yeah.

C: So just the fact that it’s a ..

M: Well even the design, the design of the ad.

C: Anything in particular about that?

M: Well nothing particular is modern about it. Nothing’s .. I mean that typeface could have been 1985. The bottle’s changed but it hasn’t, there’s nothing great about the packaging.

C: Okay. So the design is sort of dated, and in that way, it might appeal more to an older audience?

M: I think so.

C: Is that what you’re saying or am I saying it for you?

M: No that’s what I’m saying, and I don’t know if it’s right.

C: It’s right if it’s what you think.

M: That’s what I think.

C: Okay. There’s no right or wrong answer at all. It’s not a test.

M: Is that what other people have said, or ..?

C: Well, Gen X and Gen Y like it. They thought the design style was elegant and pretty uncluttered.

M: Really? I think it's terribly cluttered. I'm sorry. You've got L'Oreal here, you've got L'Oreal down here, you've got vive pro here, vive pro here, saying exactly .. giant 20-point headline, two pictures here, a bunch of body copy plus the positioning line. Sorry, I don't know how .. I'm sorry, I'm becoming all argumentative.

C: No no no, please argue all you want! This is what they were saying.

M: Okay.

C: And I kind of understand what they mean, because in looking at, when I chose these ads, I pulled two ads from magazines that catered to the twenty and younger crowd. And I'm not going to say where this came from yet, but those magazine are very loud color, lots of activity, lots of design elements going on, and the ads are designed to really sort of fight for your attention. And this, in all of that, is sort of a breath of peace I guess. So cluttered to some is very uncluttered to another audience depending on what they're used to.

M: Totally. Yeah, I hear that.

C: And then the Boomers were, it got its share of criticism. Nobody understood why this sentence was here (indicating "Go for the upgrade"). The only thing that's changed about this product according to the ad is the bottle. And if that's true why is that an upgrade? It got flak for repeating some of the same information on the bottle in the copy. Framing it in this L'Oreal thing made it look like a cosmetic, but if it's for men, that might cause you to, if you didn't know what it was and you were flipping through a magazine and you just looked at this you might just pass right by it as soon as you saw that.

M: Right, right.

C: It didn't get a gold star from anybody but it did get some positive feedback from the younger age groups. Okay so lets, did you have anything else to add to this?

M: No, no.

C: Alright.

(Shows Mercedes Benz ad)

And again I apologize for the fact that it's so small. Well, can you read the headline in this, right?

M: Yeah, yeah, sure. What do I think of it?

C: Yeah.

M: I like it. It's, I mean it's aesthetically pleasing, there's a certain amount of elegance to it, I like it. I'm not sure about the headline, the quote. I don't think it's an award-winning ad, but it is nice to look at. I'm probably not going to read the body copy.

C: You're not.

M: If I were flipping through the magazine. If you want me to read it right now, I will.

C: Yeah. Well no, you don't have to. Who would you guess this is targeted to?

M: Um, that's a good question. I personally like it. I'm not going to go buy a Mercedes, but I think someone in my age group .. it would appeal to me, or appeal to older people.

C: So, sort of combo Gen X/Boomers?

M: I think so, yeah.

C: When I ask that question, sometimes what I like to do is rephrase it by saying, what in this ad, that works for you, would not work for Gen Y? So in other words, could you sell .. if you took this ad exactly they way it is, and maybe made it a different car, could you sell it as-is to Gen Y?

M: Sure. I don't know why not. I don't know, that's a really good question. I would have to believe that Gen Y probably has a shorter attention span, I don't know that they could get through this ad.

C: Okay, so you don't think they'd read all the copy?

M: Yeah, I definitely don't think they'd read all the copy.

C: Okay. So, this is the second car ad that I showed.

M: Yeah.

C: So, compare this .. which do you think is more effective? Like if we, if we said that this (Mercedes Benz) is aimed more to an older demo, and this, (Edge) what did we say? Gen X? Maybe slightly younger, which is better at hitting the intended demo?

M: That's a really tough question. Do you have an answer? Do you have results?

C: I'm not .. I have an opinion, but I could write my opinions all I want, but I'm really more interested in your opinions. What do you think?

M: I would say this ad (Edge) is probably more effective to the demo. Just because there's something somewhat intriguing, I'm not saying it's a good idea, but at least something's happening in the ad that's at least a little off. So based on, just that, I think people are going to be more intrigued and find out more about this car.

C: Okay, so this (Edge) is better at reaching thirtysomethings than this (Mercedes Benz) is at reaching fortysomethings.

M: I don't know. I mean, probably, (laughs) maybe.

C: There's no right or wrong answer. I'm talking to you because you're a professional, you're good at what you do, you were recommended to me.

M: Well I think so. I like this ad (Mercedes Benz) better. But I think unfortunately I think that first ad is more effective.

C: Okay, because there's something more creative going on in it.

M: There's something happening.

C: Okay, that's fair.

M: Not that it's a good thing, but it's something.

C: Boomers obviously, well maybe not obviously, but predictably to me, Boomers like this ad (Mercedes Benz). They liked the fact that there were no gimmicks, it didn't patronize them, it just said, "Here's the car. Here's a lot of information about why we think you'll like it. Here's a very strong statement that we feel that this car is deserving of." There's not even a positioning line. It's just Mercedes Benz, it doesn't need one. For a copy-heavy ad, it's very simple. It's very Ogilvy-template. There's not a lot of figuring out. So the Boomers were pretty receptive to this. You know a lot of them said, "I can't afford that car, there's no way I would .. if I saw this in a magazine, I'd flip past it because it's Mercedes Benz, you know I'm not in the market, I'm not going to buy it." But judging the strengths of this ad to this ad, Boomers, they liked it okay, but they really didn't like the car gimmick, visual pun. But you're right, the appeal is very different. This is trying to appeal to a younger demo by putting something clever into the visual and making that part of the appeal, whereas this appeal is pretty much the opposite. It's trying to appeal by not being clever.

M: Right.

C: It works with some and doesn't work with others. Okay, here's the next one, for Pop-tarts.

(shows the Pop-tarts ad)

Are you familiar with this campaign?

M: Yeah I've seen it.

C: Do you recognize the illustration style by any chance?

M: I don't. Is that you?

C: No. But it is .. I won't say yet.

M: I don't recognize the style.

C: Okay. What do you think?

M: It's funny. I mean it's .. it's all right.

C: If you were paging through a magazine and you came to this, would you stop to look at it?

M: Sure.

C: Yeah. Just because, why?

M: It's different. It breaks through. It's different then .. you know it's a lot of negative space, no editorial. No photography. For those two reasons, I would stop.

C: Who would you guess this ad is targeted to?

M: I think it's targeted to a lot of, I think it's probably targeted to Gen X, not Gen Y. I don't think it's targeted to kids.

C: You don't. And why do you say that?

M: No. Because I think it's more adult humor. I could be completely wrong, I don't know why.

C: Well here's a question I love asking about this ad. What is this ad saying? What is the intrinsic message this ad is trying to communicate?

M: (long pause) Uhhhh .. (laughs)

C: There's no wrong answer. But I mean, you get it, you had a positive reaction to it, but .. what's the ad saying?

M: I think it's saying that Pop-tarts can't hide.

C: (laughs) Okay. Why does that help sell Pop-tarts?

M: I think that selling comes in the whole package of the ad. I don't think there's one thing that .. I don't know there's one attribute to this that sells you. I think everything works together. I don't .. I'm trying to figure out what the joke is, it's kind of funny. Maybe it appeals to kids too, it's easy to read. I like the words.

C: What appeals to you about it?

M: Just the sheer breakthrough. Breakthrough of it. I like seeing ads that are different from the run of the mill.

C: This ad is like the Rorschach test of the group.

M: Is it?

C: Because so many people have so many different responses to it. Everybody likes it.

M: I think "crazy good" is a good payoff. Just cause I think the whole scenario is kind of weird. So I think this pays this off.

C: I've had, I mean the first art director that I spoke to, was this guy who's a Cuban by birth, and he's in Miami, and he was a hilarious guy. And I showed him this ad and I asked him the same question and he says, he looked at it for a long time and he was like, and finally he just goes, "Pop-tarts shouldn't hide in a toaster." (laughs) That was the message the ad was trying .. "So if you're a Pop-tart, don't hide in the toaster!"

M: (laughing) Sure, good point. Yeah, I think that's the message too.

C: Well but interestingly, the focus groups, the Gen Y .. when I showed this ad, obviously it came on the heels of .. you know, it came after a lot of criticism. The Gen Ys didn't much care for this (Edge), they liked this (L'Oreal) for its elegance, but were still critical, they didn't like this much. Then they got this

and I got laughter. I got spontaneous, pretty universal. Everybody laughed and they thought it was funny. And they all pretty much said the same thing. They all said that Pop-tarts are fun. The ad sort of takes you back to a silly, childhood game sort of mindset that you associate with having fun and eating Pop-tarts in the morning.

M: Yeah. That's cool.

C: And what's funny is that none of the adults seem to make that connection. All the adults that I've shown this to, they don't, they can't seem to express that. I think they get it, I think they tap into it, I think you did. But nobody's come out and used that language to describe it.

M: How old am I? I'm like so old.

C: Maybe. I mean I think we, we're both the same age.

M: Yeah.

C: The reason I asked you about the illustration style is, have you seen the short film "Rejected"?

M: Yeah!

C: It was Dan Hertzfeldt, or Hertzburger or something like that. This style is very reminiscent of..

M: Oh okay.

C: .. of his illustration style. And it's like, I read on Wikipedia—so take with a huge grain of salt, but Wikipedia says that he is considering suing Kellogg's..

M: Oh wow.

C: for use of this style of artwork to sell Pop-tarts because it's so similar. And I showed this to one guy, and he says, "Oh yeah, Dan Hertzfeldt, yeah he did that." I'm like, "Who the hell is that?" So that's Pop-tarts. Next.

(shows Smith-Barney ad)

M: Is that an ad?

C: Yeah.

M: It looks like an opening page, an article.

C: How do you feel about that?

M: I think it's a waste.

C: A waste?

M: Yeah. I think it's a waste of money.

C: Really!

M: Yeah.

C: Can you identify the client?

M: Smith-Barney.

C: Okay. So if you were the ..

M: But I'm not going to .. oh. Is it Citigroup? Oh, so it's both, yeah.

C: How is it a waste?

M: I just think it doesn't .. the fact that, I love ads that don't look like ads, because those really break through the clutter but this ad doesn't look like an ad for the wrong reason. It doesn't look like an ad because it looks like it's part of an article. And if I were interested in kids inheriting the work ethic or the wealth ethic, maybe I would read it. I don't know, I mean maybe people would stop to read this ad for the same reason I'm saying it doesn't work as an advertisement.

C: Well obviously it's using a design style that's intended to at least give you a first impression that it's not an ad. That's what I get from it. My question that I'm personally interested in from you is that, is that fair? Is that a legitimate technique to use on a consumer?

M: It's fair, I guess anything goes, but I think consumers are smarter than that. I think they know when they're [seeing] an ad. Especially a consumer that's reading a magazine that this ad is probably in.

C: Who would you say this is targeted to?

M: People who read the *Economist*, *Money* or *Financial Times*.

C: Okay. Age group?

M: Baby Boomers. Maybe Gen Xers, but probably Baby Boomers. I just had a baby, so ..

C: Are you thinking about his wealth ethic?

M: I am, actually. (laughs)

C: Are you really? How old is your baby?

M: Three weeks.

C: Oh that's right, you just had him! You're a brand new .. is this your first?

M: Yeah.

C: Wow! So you are in a zone of like a whole new world. Well good for you man.

M: Thank you.

C: Boy or girl?

M: Boy.

C: Boy. What's his name?

M: Parker.

C: You got pictures?

M: Not on me. On my computer.

C: Everybody healthy?

M: I need to carry pictures. Yeah everyone's good. Everyone's recovering. Good, really good.

C: Well congratulations, that's great.

M: Thank you, thank you.

C: Parker. One of my best friends has a boy named Parker.

M: Oh that's cool. Good.

C: It's a good strong, 2000s name.

M: Yeah it is. I liked it.

C: So, overall in general, do you like this ad? Do you think it's effective?

(M shakes his head)

No?

M: No. I really don't. I'm an ad snob, so, that's not how I would do an ad usually. I really don't think it's effective.

C: Everybody in the ad business is an ad snob in their own way.

M: What's not effective about it?

C: Yeah?

M: I just, it's just a little disconnected. Who are you talking, the way it's even worded, who are you talking to? Is it someone asking "will my kids inherit the work ethic or the wealth ethic?" Are they asking the reader that question? I'm just not sure.

C: So it's sort of posing this theoretical question ..

M: Yeah. I don't really care about this kid either. This kid is like a space filler.

C: (laughs) The kid got a lot of comments in the focus groups.

M: Yeah?

C: Yeah.

M: If the kid wasn't there, the ad would be better.

C: It's hard to relate to the kid who looks like a, I don't know. He doesn't evoke a real sympathetic response in me or in many other people that I've shown this to. If you had, same ad style, same color choices and font choices, could you use this to sell to Gen Y?

M: Probably not.

C: No? How come?

M: For the same reason I didn't love the L'Oreal ad. Seems like a dated ..

C: Design style?

M: .. design style. I'm not sure what these gears are. Maybe that's part of their logo. There are way too many elements going on.

C: Too many elements? Okay.

M: You've got four blocks up here, You've got these giant headline, bulky and kind of gross, followed by body copy followed by this ..

C: Which looks like a tagline, at first blush I think. I mean it looks like a byline.

M: Yeah. A logo here, a logo here, an ugly kid, a giant [unintelligible] on it. You know? So that's my thoughts. I got like, ten minutes, I'm sorry.

C: Okay. We're almost done. Last one.

(shows the Stridex ad)

Can you see it okay?

M: Yeah. Uh, I'm not .. I don't like this ad.

C: Not into it? Who do you think it's for?

M: I guess it's for Gen Y people cause, they got acne.

C: Yeah they do. Why don't you like it?

M: Cause I'm not a .. for Stridex, you really need to .. you can hit a home run. You can do really good advertising. This is just, competitive, boring, ugly looking type ..

C: What was that first word you used? Competitive?

M: Competitive. Just anytime you put the brand up against something else. And then I .. coupon. Oh God. Get that coupon away from me.

C: (laughs) You're not a fan of coupons in print ads?

M: No. Especially magazines.

C: You don't like that?

M: No!

C: Why?

M: I just don't think people are sitting reading magazine with scissors, clipping coupons. But I don't know, maybe ..

C: The coupon got some positive response. Some people I showed it to said, "Oh, coupon!"

M: Did it? That's great. I hate .. I hate coupons. I just think coupons get in the way. I've been forced to put coupons in ads, I just ..

C: I feel the same way, but I was surprised that people not only noticed the coupon but were excited about being able to use it.

M: It's just that, design-wise it's just a big uninvited guest that has to be there.

C: Yeah. What do you think about the use of the emoticons in the thought-bubbles?

M: What is an emoto-con?

C: These symbols. (Indicating the emoticons on the ad)

M: Oh, okay.

C: Emotional icons. Emoticons.

M: Yeah, I wasn't sure, this looked like a fish to me. (Indicating the smiling emoticons on the right side) Like a fishbone.

C: (laughs) Yeah!

M: Now I get it. I understand, it's a bunch of smiley-faces. Smiling faces. Is that what it is?

C: Yeah.

M: It looked like a weird spinal cord also.

C: But you didn't see it as smiley-faces at first.

M: Not at first.

C: What did you see this as being? (Indicating the other face on the left side) Some kind of mathematical theorem?

M: A colon, a dash and a zero?

C: Interesting! Okay so you're the first person who didn't key on that right away.

M: Oh, really? Okay.

C: Well at least the first person that admitted.

M: The blue and the red signify good and bad to me.

C: Right. Do the use of these add something to the layout, or do you think they're superfluous?

M: I think they're superfluous. I think they're redundant. I mean this (indicates the right side smileyface emoticons) really is this (indicates the smile face on the right). Right? Aren't these two the same thing?

C: Yes. Well this is what he's thinking. Assuming that this smiley face has got thoughts, and acne, and uses Stridex.

M: Right, right, exactly.

C: So this is the second personal hygiene ad, compared to this one (brings up L'Oreal ad on screen for comparison). How would you say these two compare as far as their appeal to the age groups they're intended for?

M: How do I think they compare? I'm sure that appeals to, straightforward, and it says what it needs to say, it's just got too much going on.

C: So you think it has an equivalent appeal?

M: I think this is probably more effective (indicating the Stridex ad) to its target audience.

C: Why is that?

M: Just by sheer layout. That visual and question, and answer I guess, and .. I think it's a little more straightforward.

C: Straightforward as in, it's showing the benefit of the product?

M: Yes.

C: Instead of just showing a bottle?

M: Yes, exactly.

C: I mean I hate to put words in your mouth like that ..

M: No, thank you for doing that. Yeah.

C: I know we're kind of .. limited time.

M: No, I'm not trying to .. I'm not being short. That's what I was saying.

C: I'm afraid of, that, my committee's going to read this transcript, and they're going to be like, "You're feeding him answers!"

M: Oh! Oh, I'm sorry. No, that is I would say the reason. Why it's more effective.

C: Gen Ys responded real favorable to this.

M: Oh, good.

C: They understood this immediately, and they apparently identify with what the headline was about. I mean I had acne as a kid but I never used acne pads, so I had no idea that they burned. But apparently a lot of these kids were like, "Oh yeah, the burning sucks." And again, a lot of them saw the coupons and were like, "Oh cool, a dollar! Yeah. I'll take that."

M: Good.

C: So it got a pretty good response. The Boomers, predictably, were like, oh, okay, I don't, you know, whatever. They didn't really have much to say about it. Compared to this, the L'Oreal one, if I can fish it out of here .. the older demos like this. They thought it was a more mature ad style, whereas this was very sort of childlike. One person I talked to looked at the colors and thought it was fifties. Thought it was retro.

M: That's interesting. Yeah, well the style is somewhat fifties.

C: The pastel and the type.

M: The palette is sort of fifties too.

C: Okay. I know you need to get back to work.

M: I hope I helped. I'm usually spent at this time of day.

INTERVIEW 4: ED ZIMKUS

Creative Director, Burrell Communications Group

July 24, 2007

Chicago, Illinois

- CRAIG: Well, I wanted to talk to you about advertising to generational demographics as distinct from age groups. My thesis is about, first of all, how advertisers try to reach generations, in this case, Boomers, Gen X and Gen Y. And also how those generations respond to advertising today. And I've done a series of focus groups and I did them online at my advisor's request, so they were kind of experimental. What I did was I pushed a series of ads to them, and the ads were selected from magazines that were targeted directly to those age groups, and just to show them the ads and to get their feedback and in general just how they felt about advertising. And so what I wanted to do with you is first talk about how you, I guess, conceptualize that demo, if you do at all. And then we can talk free-form for a while and then I wanted to show you the ads and we can talk about how you might have targeted those or how effective you felt they were. So, when you think of Boomers, Gen X, Gen Y, are these demos that you, when you're given a creative brief, how do you try to get into their heads?
- ED: Well, it's not as if everything that I do is going to be geared toward that spectrum. I don't even recall having to reach Gen Y.
- C: Okay.
- E: Because of the nature of our accounts and what we're about. And it might be the agency. Someone else in the agency might have accounts where that's an issue, where that's who they have to specifically target. But, it's always the nature of the accounts you're working with and who you're talking to.
- C: Sure.
- E: But, that being said, if the assignment were to come across my table to then talk to that group, we would have, certainly, account planners and people to sort of help us break into that and be relevant to that.
- C: So they would do research?
- E: Yeah, absolutely.
- C: Any idea what methods they would use?
- E: Oh, God, no. No.
- C: Okay.
- E: And of course, Burrell is, I don't know if you know about Burrell, I'm assuming you do, but maybe you don't. We are an African-American agency where everything we do is targeted to African-Americans. So then you have to take African-American Gen X, Gen Y, Boomers, whatever, and then find out what makes them unique and more targeted. Or how do you target them, you know, specifically.
- C: So when I use the phrase Generation X, what comes to mind? What do you think of? Just stream of consciousness.

- E: Stream of consciousness, okay. I do think it's like a generation, it's like, maybe I'm wrong, but Boomer kids.
- C: Okay.
- E: And...
- C: You're not wrong.
- E: Okay. And Boomer kids and all that that, I mean, sort of the gestalt of that. It sort of is the world they grew up in, the technology that they grew up in that is totally changed to the way they perceive media and everything else. How they interact with the culture, with television or not with television, and just the capabilities that they have. And the values - how the values skew.
- C: I'm just making sure...
- E: How the values skew. And then, you know, on a personal level, sometimes it's what my own experience is. Sometimes the work ethic changes when you're working with people of a different generational thing. The expectations are different, I find, from when I was that age. You know, I think there is, a lot of people will say, of a Boomer generation, there would be commentary about sort of the expectations, the instant gratification that sort of comes with the Gen X group. It's like, "Oh, I want my promotion next week" or "I want my gold star now", or my soccer trophy. And then it's kind of a different thing that becomes a little, you know, you become aware of that because it would be something that wasn't quite in my work ethic. So you realize it's a whole different culture and the way they think and operate and see things different. And Gen Y, geez, I'm not even sure if that's, you know, that's who's behind Gen X and I'm not going to say it's the kids because the Gen X kids are now...
- C: 20 to 40.
- E: Yeah, 20 to 40, so what would be a Gen Y?
- C: Well, for the purpose of my research, it's people born between 1986 and 2005. So they are no older than 21.
- E: Okay.
- C: And then Gen X is 22 to 41 and then Boomers are 42 to, no, I'm sorry. Let me back up. No, that is right, I was right. 42 to 61 is Boomers.
- E: Right.
- C: Now, that's the academic definition. There are many definitions across the board about what constitutes the generations. The Boomers are pretty well situated in their 20-year span and you can observe the birth rates that constitute the boom. Gen X and Gen Y, people have different ideas of what defines them and how long, time-wise, they last. But, academically, you can't compare them unless they are all 20 years.
- E: Right. And I don't know really how to categorize the difference between a Gen Y or a Gen X in a real way except maybe it's even more so, or even, you know, that's my assumption. I don't know that I have an identity fix on a Gen Y.

- C: Okay.
- E: Another thing, though, free association part, I would say that everyone's used to customization. That I can tailor everything because the world, now, is sort of, identity is a big deal in terms of what signifies me and then also I can custom everything to my phone ring to what speaks of who I am.
- C: When you are referring to media, are you referring to technology?
- E: Well, products, you can customize your media, too, I guess. I mean you can be so selective about everything now. It's all about choice. And a choice in just in what you consume and what you wear.
- C: So, you were speaking, sort of, just in general that now people are more able to express their personality in a myriad, a variety of ways.
- E: Yeah, and that becomes more important, I think.
- C: Okay. I was trying to impose my sort of...
- E: That's okay. That's good to clarify that. And I would think that as time goes on, that the succeeding generations that it would become even more possible and then more important.
- C: Right.
- E: Or, at least more how they value.
- C: You hit on something that is actually very pivotal in my research and that is the relationship of the generations to the media. You delineated Gen X, or at least distinguished them from Boomers, as being able to, well, you glanced on it and then you moved on. But, if you wouldn't mind talking a little more about that. Do you know what I am referring to?
- E: No, I'm not sure yet.
- C: You said that Gen X has more power over their media.
- E: Yeah.
- C: Then Boomers did. I was hoping to get you to expound on that a little bit.
- E: Okay, it's like you don't have to buy the CD, you buy the song. You don't have to, you know, you can watch shows on your phone if you want to. When you watch things – you know, it used to be you had to be there at that time, but now it's, "I don't feel like watching it now, I want to watch it whenever". And so in terms of media, and media's interactive, everyone seems to be to having social interaction via the internet or text phones or whatever. I watched a woman in front of me in the airport the other day just checking in and doing other stuff and meanwhile the thumb is just totally talking away so fast (pantomiming someone text-messaging on her phone with her thumb).
- C: That amazes me.
- E: It amazes me and I have to predict that this whole generation will be arthritic.
- C: I'll bet by 40.

E: By 40, I promise you. It's my prediction, or at least in that one thumb.

C: They're going to start having yoga for thumbs. And start doing, what do they call it, Taichi, or whatever, those exercises.

E: Right. The deep dark secret, I'll just throw this little side bar in, I heard on NPR once that it's the deep dark secret of China or Japan or someplace is that chopsticks, everyone's crippled in old age, but they don't want to bring that to light because it's a way of life. Chopsticks are not good for aging.

C: Interesting. I always liked using them because they're fun.

E: I think you're safe.

C: But I don't use them every day.

E: Right. So I was just thinking what's that going to do for the thumb? So, and on and on in ways that I can't even fathom. I mean, subtle ways, just the link. You talk to people, you hook up, you find dates, you know. No one goes to a party anymore or a mixer; you go and find people online. And I know 30-somethings in Manhattan that think that's the way to meet people.

C: Yeah.

E: You just sort of cut to it. So, that may be different from media but then not really, not with internet advertising and everything else.

C: Right. Okay.

E: Does that help?

C: Absolutely, yeah. Because my theory is the way people grew up and the relationship that they came to understand via their media helps them, it shapes their opinions of advertising and it shapes their relationship to advertising, later. Like, for instance, you've got people who are, well, you've got Boomers who are in their 40s now. They grew up with three channels, AM radio, 8-tracks and cassettes. They had very little control over what media hit them. Not so long ago, they were core 18-35 demographic. But I think that they have carried their relationship to media on into their 40s and 50s. So, the way you target 18-35s today, you see what I'm saying, you can't use the same strategies.

E: No.

C: Because those same people it might have worked 20 years ago, but those people are now 40-60 and they still, they get angry, when they watch an ad that isn't targeted to them they are more easily offended. Whereas Gen X, not so much Gen Y, they just tune it out. They just ignore it.

E: It's interesting, and I don't know if this, what I was just going to add to that was that now with zillions of channels, people can, I think this politically — if you are a news junky, you could just watch or listen to the station that agrees with you, I mean that is totally, I mean whatever you are into. It could be a Christian station, it could be whatever, and you can just, so you only get reinforcement for your point of view and you could live there totally and never hear any opposing voice or discussion. It's a concern for me, culturally, that there isn't a dialogue or crossover, that you hear anything else. So that even if you're a generation and all you want to hear is your stuff, you can just totally live there. Maybe that's the way it always was and I'm just becoming an old fart, but it seems like now more than ever. And I think what

will be interesting is as people age, how they adapt to, you know, how they evolve. Because you can't be a teenager forever, no matter what generation you're from. So, you do have to get into different issues. And I'll throw this out too, and whether it's germane to what you're talking about or not, but I know the, I was reading a review of Knocked Up, the movie Knocked Up and The 40 Year Old Virgin and it was saying that they are seemingly about sex but they are not really. That's not the main issue. They are about boys who don't grow up. And, I think now, with media the way it is, you can live in that world, whatever your world is, you can choose to be surrounded by the voices that you want to hear and you can sort of live there, and not evolve.

C: So it has kind of a compartmentalizing effect.

E: Right.

C: You can tailor your media so closely to you that you have no reason to want to see what else is going on. As opposed to before where you got everything and you had to pick and choose among.

E: Right. You got a sense of other things. Now, I'm not sure I agree and maybe I haven't even thought about what you said about that a Boomer is more, stands to, maybe it is true, will be more annoyed at being exposed to advertising that isn't targeted to that as opposed to someone younger who just filters it out. Is that what you were saying?

C: There's research that shows that.

E: Okay. So, then, in other words, they are used to a bigger array of stuff and they know how to filter, to select?

C: Boomers or younger?

E: No, younger, Gen Y, Gen X.

C: My theory is, based on the research that I've read, my theory is that Gen Y is, they grew up with digital media. Gen X didn't. Boomers didn't. Gen Y, all media, since they were children, has been digital and has been almost fully under their control. They have a PC and they get music on a CD and they can rip it off the CD, they can edit the music as they wish. They can create new play lists on their iPod. They are not confined to the play order on a CD or a cassette tape. They are content producers. They are putting movies on YouTube.

E: Yeah, yeah.

C: They are editing. They are not only making home movies, but they are making movies.

E: Right.

C: They are writing things, they are getting costumes, they are doing all this. And so, they're not, when media hits them, they don't see it as being from, "Oh, this is from on high. This is from Madison Avenue." or "This is from Hollywood." They have sort of reached a kind of parity with it such that they are not so dazzled by something just because it was on TV.

E: I got it.

C: Whereas Boomers, in contrast, they, and this is me sort or wrapping what I've read in my own sort of theory. I think that the reason they get upset is because they have so little control over what media's out there, they have to trust when media comes to them, when advertising comes to them, it is going to be okay for them because they have no control.

E: Now, this is which generation?

C: Boomers.

E: Boomers.

C: So when advertising hits them that doesn't suit them, it is quicker for them to go, "What a bunch of idiots." Because they are trusting that the media that comes to them will not insult them, will not patronize them because they don't have a sense of...

E: I see exactly what you are saying in that if it comes from media, it's not sacred at all, it's fodder. That you can take it, you can parody it, you can do whatever. You can take something very serious, on YouTube. I don't know if you saw the debates last night.

C: No.

E: But it was very interesting with the Democratic candidates responding to YouTube questions.

C: Really?

E: Yeah. It was all the Democrats, all 8, whatever. And all the questions from CNN and it was several hours, a couple of hours, all YouTube questions, and they culled them down from thousands. And you see the YouTube question being asked and they are going to do it again in September with the Republican candidates. But it's totally, and YouTube is, what, two years old or something?

C: Yeah.

E: It's totally changed presidential debates now because you can not only, it's not some moderator asking you some questions, but it's the person whose, whether it's a lesbian couple or someone suffering because they have no health care coverage. This one woman was talking and she's going to chemotherapy and she pulls off her wig mid-question to expose her bald head. So it's got this...

C: Unifying, I think.

E: Right, right. But this amazing thing to just sort of bring the election kind of up-to-date in a way and change it forever. I saw it last night and I go, "Oh, this is done."

C: Yeah, it was another quantum leap.

E: Right. And they showed all the questions in their entirety and you see who's asking them and you see, to the point some of them are spooky. There was, but everyone's got the camera. This one guy wanted to know about gun control and he goes, "I want to know what each of the candidates up there is going to do about my baby as the world changes." And then he, at the end of his question, he reaches off camera and then pulls in this Uzi and "This is my baby." And, so, you know, just so you know it was just an amazing place to be. And you could see Joe Biden lucid. And so not only I hear what you're saying now about that whole issue, and I think that media is not sacred or a song, even when people start sampling

songs and just “I’ll take what I want from this”, or the only cool part, or “I’ll put a new track to this movie,” or “I’ll do anything I want. It’s just fodder for me. I could just do my own collage, whatever I want.” And they live in this, being bombarded by images and sounds and then I guess they’ve just adapt to it.

C: Well, Rupert Murdoch described them as being digital natives whereas Boomers are digital immigrants because Boomers have, and I’m kind of including myself in this because digital media, I’m still playing with it. I didn’t grow up with it. You know, we’re in this world now, and we’re looking around trying to figure out the language, whereas Gen Y grew up in it.

E: I know. And I think it even impacts how you are able to think and process. I’m not a great multitasker. I go haywire when I’m asked to do too many things at once, whereas that girl with the texting and checking in and doing all this other stuff, it’s second nature to her. And I, just like arthritis, I wonder if there is a price to pay for that. Yes, it’s a cognitive development, I guess, but can they ever concentrate? Can they...

C: What do they do well?

E: Yeah. When you really do have to focus or be quiet or have your mind be still, do you have the capacity? It’s over-stimulation in my point of view, but it is what it is. But do you really need all this input?

C: Does that, well, first of all, the conversation that we’re having now about generations and how they relate to media, is that something that is, how can I package this question? Is this a new conversation to you or is this something that you think about and you converse about with your colleagues?

E: Not so much professional colleagues, to tell you the truth. I mean, some of them would. But it would be dinner conversation sometimes with my Boomer colleagues or Gen X people commenting on the phenomenal changes.

C: But it doesn’t really enter into the creative process for creating ads?

E: Oh, but it does. It does. It’s a given. In other words, and I’m behind the curve just by virtue of my age, but you almost have to be savvy. It’s almost like it’s a given. You don’t proceed as if this is not here and it hasn’t changed everything. You have to be as up-to-the-minute as you can be. And with an organization, like an agency like this, people come in who will help it evolve and be more media savvy.

C: Can you give me an example of how this comes into play in your creative process when you’re developing an ad concept? How do you conceptualize your target?

E: Well, this was years ago. This is like 8 or 9 years ago. Eight years ago, I’ll say. But I know that a planner would go on chat lines anonymously and be asking about products as if she were a teenager, just to get some feedback.

C: Yeah.

E: And that was probably old and she probably got discovered as a skill early on, but that was her way of getting, “Say, what do you think of Pepsi?” It sort of sticks out there. I’m sorry; give me your question again.

- C: Well, when you're given a creative brief to develop an ad and you have to think about, I know you have to sort of get into your audience's head of how they're going to respond to the product, how they use the product, what kind of message will resonate with them. Does generation enter into that?
- E: Absolutely, absolutely.
- C: Tell me a little bit more.
- E: Well, even as we have to do stuff to, I know, I was working on McDonald's when they were developing the "I'm lovin' it" campaign...
- C: I was watching some of those spots.
- E: But when that was first evolving and there was kind of a hip-hop, multicultural thing that was inherent in it, and so that was even when you are sort of shifting a big corporation like McDonald's into a new world, you have to sort of make everyone, even the old men in the suits, realize that it doesn't have to appeal to you. You don't even have to like it, but it ultimately has to appeal to this. And then there was a while where urban marketing, what was hip in young urban centers with black youth was sort of the way of the world was following that. You know what I mean? So that by virtue of being at Burrell, things had a hipness that general market agencies were then trying to catch onto. So, you have to be with the curve and you have to have somebody, really an insider. I rely on people sort of helping me understand or know. I don't do investigative cultural research, so I just have to be aware of media I see and what people are telling me, too. And I know messaging has to be, if you look like you're being silly, it hurts the message. And that's an evolution, too. And that's why product placement, which is a little loathsome to me sometimes when I see it in movies and stuff and it's "Oh my God! Could they have placed that...?"
- C: It's so brazen.
- E: It's so brazen that they placed it right in front of your face, name forward or something while they're having a dramatic conversation. But, there are other ways of doing it, too that are more subtle. And even now, I'm aware that they are developing content for the internet, programming, original programming for the internet that people will be, that will be episodic things and people will tune in and I'm sure there's product placement all over that. Or ways to even interact with that like, "Where do I get that dress that that character is wearing?"
- C: Yeah, I'm sure that's coming.
- E: You can probably click on it and then do that. So that's how it's totally changing. So back to your question. I don't know if I'm answering it for you, but, you know, I rely on people to give me briefs and tell me this is the way it is working now or guerilla advertising or whatever. Not that they are ever going to put me in charge of this gorilla campaign, but people around me are doing it, so I'm aware of it. So, like, let's put a woman in a store window for a month. I know someone next door to me was working on Verizon where they put, in I think it was Philadelphia where they had interviewed all these people, found someone who wanted to do a startup enterprise, a young black woman, and she put it all together from a display window, virtually lived in the display window for weeks, I don't remember how much, and put together an office, an enterprise startup thing all with just her cell phone, ordered furniture, whatever, customers. And, it becomes a media event, you can log on to your web site and see the progress and watch her. And so you create events that become the advertising and you interact with it. And they are doing it with Toyota. And if I were hipper, I could even describe that to you in all kinds of ways. So, it's all happening and it just is here.

- C: On a side note, just while I'm thinking of it, do you have a professional bio that you have drafted up just talking about your experience and how long you've been in the business and what you do for Burrell, things of that nature?
- E: No, I don't. I'm sorry. My resume is already outdated. So, I'm not up on that. I've just had my nose to the grindstone.
- C: Well, I'm sure your bosses will be happy to hear that.
- E: And if I were upper management, they would probably require one if I were.
- C: Well, can you tell me a little, then, about how you got to this point in your career and your advertising experience, what clients you work on? What is your job title here?
- E: I'm Creative Director at Burrell. I come from an Art Director background. Right now I work on Olay. Are you interested in this?
- C: Yeah, sure. Because when I go into the interviews in my thesis, I would like to introduce who the people are that I spoke to.
- E: Oh, okay. I see.
- C: Their credentials.
- E: Okay. I've been with Burrell 17 years.
- C: In this office, or around the country?
- E: No, we were actually located in Chicago, yes. And when I joined Burrell, I had been in general market agencies in Chicago, several, Foote, Cone & Belding and then sort of knew all that. And then there was a while in the 80s when, and this isn't really, I'm not really giving you the bio, this is just, you can make of this what you want. But, in the 80s when they were doing all these mergers, not only corporations, but agencies, so they would have these mass layoffs of creatives. Then they would rehire them as freelancers and then not have to pay benefits and all that. It was sort of epidemic in the late 80s. But it gave me the opportunity to be in all kinds of general market agencies and do work inside the big shops all over Chicago, and just sort of understand the culture within all those agencies, which was great. So that, by the time I got an offer to work at Burrell, it felt like a unique thing to me because it was the whole culture aspect of it, targeting African Americans. And I knew that that would be a culture education for me and would be a twist on advertising. It wouldn't just be about selling soap, but there would have to be a secondary message that was targeted.
- C: Right.
- E: That actually means I understand the culture and that was going to be a stretch for me. I didn't solicit the job, it was offered to me because I was freelancing here as well at that time. And so I thought that could be valuable to me culturally. Sort of redeemed advertising in a way, so that became the fascination for me. And I stretched to do that so I didn't want to produce things that were bogus or read false or from the outside as opposed to from the inside. The biggest complement to me is anything that I do, and everything is collaborative, too, of course, but that it feels authentic and nobody would question it. There are a zillion subtleties that you pick up along the way. So that's been my sort of history here. And, I kind of liked focusing here. I've been here a very long time and some people go, "He's still there!"

- C: 17 years is a long time.
- E: But I've been around enough to know. I know what it is out there and I sort of like concentrating on that. And then we have huge accounts here, McDonald's. And I work now on Olay and General Mills, occasionally McDonald's and with Verizon. Verizon's no longer with us, but because they merged and consolidated and it was no reflection on us. So, I've gotten to do a lot of things for a lot of different companies, big blue chip companies that I might not have had the opportunity to work on elsewhere. And so I still care about the targeted aspect of it.
- C: So what are some of the clients that you've had the experience to work on? I guess that you enjoyed the most.
- E: I'm enjoying Proctor & Gamble Olay right now and I'm enjoying that because, for example, if you take skin care – it's a fascinating thing, right? It gets the general market among Caucasian women. Anti-aging is a huge deal – anti-aging, anti-aging. Anti-aging creams and all that. Well it's very different for, a black woman is not as interested in anti-aging. It's not even in her vocabulary because their skin doesn't wrinkle as readily or as obviously as Caucasian skin, so it's not a preoccupation. And you've got to talk to that woman differently about her issues and what are they? So, skin care literally gets to the core of the matter, in a way, and so that's part of the fascination for me. That's what I enjoy. But here, I have to look around and see what we do with P&G. We also work on Tide, Crest. You know, I said McDonald's, General Mills. And actually General Mills, it's a whole kind of web program, too. It's not traditional advertising.
- C: What is on internet?
- E: Yeah, there's like content online that we're encouraging women to go and get these recipes and get all this stuff. And meanwhile, there's advertising buried in there, but go online to get all these tips for homemakers and moms.
- C: Can you throw me some other big-name accounts that I can use, just over the span of your career?
- E: Sears, I was Creative Director on Sears for a while. They are no longer with us. Coca-Cola used to be here. I used to work on Coca-Cola.
- C: I bet that was fun.
- E: It's intense. I've done stuff with Verizon. What else? Previous jobs, I used to work on Kraft and Polaroid. We had Polaroid for a while. I worked on spots for Polaroid. So, what else?
- C: That's probably enough.
- E: Okay.
- C: So, if I may ask, what year were you born?
- E: '52.
- C: So, you are a Baby Boomer, technically.
- E: Okay.

C: I'm going to show you some ads. Are we on the internet here?

E: Do you want me to be?

C: Can I have you bring these up on your screen?

E: Okay, sure.

C: Because if not, I've got my PC here.

E: I think I do.

C: We've got about 15 minutes.

E: Okay. What am I doing?

C: Craigweiland.com/thesis/ads/edge.jpg. J-P-G, sorry.

E: Okay. What did I do wrong? Can you?

C: Oh, I think I did something wrong.

(displays Edge ad)

There it is. Okay, this was the first ad that I showed my focus groups.

E: Okay.

C: Have you seen this before?

E: Yes.

C: So, you are familiar with the campaign?

E: Yes.

C: What do you think personally about it? Do you like it?

E: No.

C: Tell me about that.

E: It's corny to me and "the edge is never dull." I saw this particular execution of it and I don't think it was done well. For something that is saying the edge is never dull, it looks like a pretty dull ad. It doesn't look edgy at all. It looks, and it's just, it's like a visual pun. It's punny and if it's trying to say, it's trying to be hip and say how exciting this car is, and how edgy this car is, it feels like a real traditional way of going at it. And I think it only, it's more Boomerish. I don't know who they're trying to appeal to, but it skews older to me. And they are trying to be younger, perhaps, I feel. But, whatever, it's not working.

C: So, who do you think the ad was intended to appeal to?

E: Well, I think probably, geez, I would if I look here, I would say Gen Xs.

C: Okay, and why is that?

E: Because the couple is, looks like they're in their 30s, maybe 30ish, and "the edge is never dull" and it's like they are getting up in age with buying power that maybe "it's not your father's Oldsmobile." This feels like that.

C: Okay.

E: And, it's like I'm out on the edge but with a Ford, but bold moves, it doesn't feel... I don't know. I just didn't like it. And as an art director, I didn't particularly like this particular execution.

C: The appeal that tells you that the ad is intended for Gen X, could you use the same appeal to sell this to Boomers, in your opinion? The appeal.

E: Well, you know, you could, because Boomers don't want to be dull. In other words, you could take the concept of this isn't a dull or car or this is hipper than you think or edgier than you think and reconsider a Ford and sell that to Boomers, too. They're rock 'n rollers. They don't want to be, you know...

C: So, what changes would you make to this ad, if any, to reposition it to Boomers instead of Xers?

E: Is it okay that I'm not reading body copy, because that would certainly help me with this?

C: We can zoom in a little, I think.

E: Would that...

C: Well, I don't know if we can zoom on this, but I can call it up on my screen.

E: Okay. (Reading ad text). I can sort of read it. "It's cross-over is designed to inspire you..." So maybe this is going to Boomers, that's why I... "Stay sharp with the edge and leave dull behind." So maybe this is going to Boomers. The only thing that's skewing me is those two people there in the ad. But I still think it's going to like a 30-something.

C: Because of the two people that are there?

E: Yeah.

C: So, if you put an older couple there, do you think that would work?

E: If they were going to Boomers? That would help clarify it.

C: If the car was, maybe a different car.

E: Maybe they're trying to have it all ways, too, and span generations. This could be targeted to Boomers who want to feel like they're in a young car.

C: Right, right.

E: So, let's put the young couple in there. Younger couple.

C: Okay, let's go on to the next ad.

E: What do I do?

C: Instead of edge.jpg, we'll change that to L'Oreal.

E: Please spell it.

C: L-O-R-E-A-L.

(displays L'Oreal ad)

Okay, this was ad number two. I can show you on here how that copy is, how it reads.

E: I can maybe even read it here. Okay.

C: Have you seen this one before?

E: No.

C: What do you think about it?

E: Well, it's interesting.

C: Who do you think this is targeted for?

E: Well, this really could span generations, but it is obviously going for men with thinning hair.

C: Okay.

E: Just by virtue of the product. So, but then that could be, let's say 40 up. So, I would say this is for Boomers just by virtue of the product.

C: Okay.

E: And even the title, or the headline rather, which is a little irrelevant to the product is kind of in that buying power place of "go for the upgrade." "Yeah, I deserve deluxe now," or "I've attained, I don't need the minimum, I can go for the frills, the bells and whistles now because I've attained a certain status or financial place." So I think it's, and it's so streamlined that it could go, but I would say for, actually 45 plus or something. Whoever's struggling with thinning hair.

C: Okay. How effective do you think this ad is in reaching them?

E: Well, it's pretty streamlined. And what's funny is the payoff. I mean, only the bottle has changed. "It still thickens hair for greater scalp coverage." Well, I would hope so, if that's what it's supposed to do. So, if the upgrade is the new bottle, then it's just really, but the inside of the headline is that I'm at that place in life to go for the upgrade.

C: Okay.

- E: I wish it meant that there was some other ingredient in here as opposed to just the packaging, but if it was my issue, and God knows that it is, but I'm not about to buy this, it would be relevant to me. It's clean enough for me to see what it's about.
- C: Visually, design-wise, does it appeal to you?
- E: You know, I think, I'm just making this up now, but I think men don't really want to see, it avoids showing thinning scalp getting thicker. It avoids showing before and after in a literal way, which I think is smart because this way you can project yourself into this completely.
- C: Right.
- E: And I think that's why it crosses or it can reach anyone with the issue, whatever the age and they've done nothing to date it or to make it exclusive for this generation or that generation. It sticks with the premise of what it does, more or less, and the only tell in terms of that, again, is the upgrade.
- C: Right.
- E: But even then, someone younger might say, who's balding, it depends on where they place the ad. He might go, "Well yeah, I deserve the upgrade."
- C: Well, I started losing my hair in my early 20s.
- E: Yeah.
- C: And I finally decided, "Who needs hair?" So I think it definitely crosses generations. This ad was actually pulled from *Wired* magazine.
- E: Okay, great. Great. And I totally believe it. And I was just going because it was about thinning hair, but that's interesting that it's from *Wired*.
- C: Yeah, which was one of my Gen X representative publications.
- E: Right.
- C: The ads that I pulled from *Wired*, I thought were, arguably, aimed at Gen X.
- E: Right, right. And effective for that reason, especially since it's unexpected.
- C: In *Wired*?
- E: In *Wired*, yeah.
- C: At first, the L'Oreal frame makes it look instantly like a woman's cosmetic product, and then the bottle obviously makes it look like a hair product, but I don't know what. And then "go for the upgrade" sort of teases it up to the *Wired* sort of culture.
- E: Right.
- C: And then getting into the body copy, then you understand what the product is and how it wouldn't be relevant to me. But, by that point, you have to really care.

E: Right, well.

C: You know what I'm saying?

E: But people with the issue are going to zero, they are going to find this ad, and who doesn't care about losing hair? I mean, it's who doesn't? But it's so black that the feminine L'Oreal is totally countered. And I know L'Oreal happens to do that. It's their look no matter what. But it's such a massive, manly graphic look that it doesn't, you know, it's not going to turn me off if I'm reading *Wired*.

C: Okay, let's move on. The next one is Mercedes Benz, one word.

E: Okay. You've got to help me here.

(displays Mercedes Benz ad)

Okay, well evidently this is a Boomer ad if ever there was one, I think.

C: What tells you that?

E: Well, it's copy heavy. It reads like an editorial ad.

C: Okay.

E: And who reads any more? The younger generations? So it's one that you're going to have to spend time with. It's clearly, and I haven't even read the copy yet, but it's clearly for an upscale market. It's talking about it's the principal in the world's foremost private aviation companies, private planes. I mean, I don't think Gen X or Gen Y are there yet.

C: Unless they're very lucky.

E: So, and it just looks so official, it could be in the *Wall Street Journal*. It's not that it's a newspaper ad, but "owned and adorned by the most discerning automobile enthusiasts." So, it's like, "Yeah, I've reached my success point. What other toy can I buy?" It's for the person who's arrived.

C: So, how effective would you say this is at reaching Boomers?

E: Well, it's such a serious ad. How effective? It's not a frivolous purchase, so it looks so classy and grown up like you've arrived that I think it might be effective.

C: More effective than Edge?

E: Oh, yeah. For targeting, now did we say who the Edge ad was targeting, really?

C: I don't think we came down, officially. I mean, it has Xers in it.

E: Yeah. That was my opinion, but this is, I would think this is actually more targeted. It's so specific in its look and its appeal to a certain economic bracket that, and even the way this guy looks, as straight as can be and adult and he reads in his late 50s. So, I would think this is very narrowly targeted, probably successful for it. It's not trying to reach...

C: So more targeted than the Edge ad?

E: Yes.

C: Could you sell the Edge automobile with this ad?

E: No. It's a different kind of an automobile. This is a guy thing already. This is like talking guy to guy. Women are not in this equation right here.

C: That's interesting.

E: And it's Ken Austin, this foremost private aviation company principal and he's talking to you. And whereas the Edge ad is a fuzzier targeted thing and there's a woman there, there's a guy there, a couple of a certain age. And it says it's edgy but it doesn't really look edgy to me but maybe somebody thinks it is because of the visual thing.

C: Plus the cheap Photoshopping.

E: So, I think that's a case of trying to hip up something that maybe isn't hip, whereas this says this is classy and it is. So, what you get is what you see. So, I think there isn't a gap there.

C: So, having said that, could you use this sort of same strategy for reaching Boomers to reach another generation, or Gen Y, or would you have to go completely another way?

E: Well, whoever you speak to you have to speak their language.

C: Right.

E: Or they're not going to hear you. So, if by that you mean write an ad or deliver an ad that talks to me in my language the way that this talks to its target in his language, then yeah, you have to do that. You have to be consistent. One thing that we have to do here is like I have to talk to a black woman and so I have to learn and find out what those things are that will get her excited and make her respond to it and speak that language. I don't always get it right, but you know.

C: Right.

E: And it isn't a white bread ad. You know, you have to have some attitude. So, can you target another generation just like this? No. But if you stay, this is so clearly, like it's going to look serious, it's going to act editorial; it's going to do that like we're talking to the people who read the paper kind of an ad. So, you have to then get me where I live if you're talking to a younger generation. It's not this look.

C: You would have to scrap this?

E: Scrap this look and adapt it totally.

C: Next, Pop-tarts.

E: I have time, I can do this. Okay.

(displays Pop-tarts ad)

C: What do you think?

- E: Well, in a way, I don't get it, but I think it's appealing to a younger generation. It's kind of what we were talking about in terms of what we were saying about younger generations having all the media at their command. They are not so impressed with things looking finished and grand. The digital quality can be crappy and it's fine. The YouTube quality. They're not caught up in it. They've had enough of it in their lives that they don't need everything pristine and beautiful. That you can do a stick figure and graffiti look is just as good if not cooler. It's not even typeset. So it looks like something you could have scrawled on a piece of paper or doodled in your biology class or something. I mean, it could be, I would say this is a Gen Y ad because it's just like a high school doodle.
- C: Do you recognize the illustration style at all?
- E: Oh, you know, no I don't. I mean, I recognize it as something. If it's supposed to be somebody who does work like that, I don't know it.
- C: Okay, because there was somebody who did a short movie, actually it was up for an Oscar a few years ago. It's called "Rejected." It was an illustrator who did a series of, I don't know what they were called, but they were bumper animations for a fictional like Discovery Channel type and it was just silly and random and fascinating. He didn't get an Oscar, but the fact that he made it to the Oscars was just amazing. And it had to do with a kind of advertising, so I've been asking art directors if they recognize this because this is very much in his style. In fact, if you look on his Wiki page, it references the fact that Pop-tarts is running this campaign and that he has commented publicly that he is considering legal action over it because it is such, very identifiable as his illustration style.
- E: Who was that movie talking to?
- C: The movie, I don't know. I guess it targeted people with a very offbeat sense of humor because it's a very random movie. If you want, I can send you the link to it.
- E: I'm curious.
- C: It's about this guy who has created a series of, I was going to call them bumpers, for this TV show, for this TV channel, rather. And he would just continue to get rejected. And the more he gets rejected, the more he just sort of descends into this sort of chaos. And by the end of the film, it's a short little thing, maybe 12-15 minutes, and you just kind of look at it and go, "Well, I guess I can kind of relate, but..."
- E: But I would think young people would relate to that.
- C: Yeah. It was turning into one of the internet phenomenons that...
- E: Right, being rejected. So, yeah, I just wanted to make sure I didn't get anything...
- C: Well, here's a question for you. What do you think the message of this ad is? What is the ad saying?
- E: I would say it's just "remember Pop-tarts." I mean, if you want a snack, and maybe this is a little long-winded, it's almost like making Pop-tarts top of mind. Oh yeah, it's like, "Wow! I coulda had a V8!" It's like, "Wow! I could nosh on a Pop Tart right now!" So, it's just putting it out there in a way, I mean, worst hiding spot ever. You see the two Pop-tarts sort of looking like they hid in the toaster and they're not going to get discovered but it's like I could have a toasty good Pop Tart right now so it's almost like just, and it says, "Crazy good strawberry Pop-tarts". It's so minimal, but just don't forget Pop-tarts.
- C: Okay.

E: It's just like get them back in the game because they are not top of mind. So how do you appeal to a younger group? By sort of making them, "Oh yeah." And what's not to like? It's a sweet little toasty thing with fruit.

C: Okay. How effective would you say this ad is?

E: For the right target and I think it could be successful. I think it's an unusual way to go at it.

C: Could you use this same method to appeal to Boomers?

E: No.

C: Why?

E: You know, on my first glance, and I'm in the business, so I will pause at an ad like this and go, "Well, what are they thinking?" and then I will sort of get it and get who they're aiming for but I don't think a typical Boomer not in the industry is going to puzzle it out. They are going to turn the page.

C: Okay.

E: It's too strange to try. The sensibility is not a Boomer sensibility at all. So it would appeal to a kid in that kind of off beat sensibility, but not to a Boomer who wants it a little more "tell me what I want."

C: I just want to say that, this is kind of off the record, but I wish I had talked to you like a month ago. I've interviewed three people so far. You're my fourth. And in all of those interviews I have never really reached this sort of level of, what do you call it, attunement. I'm getting more usable, relevant, interesting stuff from you than I have yet.

E: I'm glad.

C: So, I just wanted to say that. I'm really, really glad you agreed to help me with this.

E: Alright. Well, thank you. I'm glad this is worthwhile for you because I didn't want today to be a bust.

C: Okay, so we're very close to our window on time, so let me go ahead and...

E: Well, if there's any, until I get a certain thing that shows up. Let me just check one thing, here. I don't want to... I did get this and I have to jump on this. So is there?

C: There are two more ads.

E: Let's do them. Okay, and then I have to.

C: And then we'll be done. If I could get your picture. I brought my camera.

E: Oh, geez. You didn't tell me.

C: If I would have told you, you would have said no.

(displays Smith Barney ad)

So, Smith Barney. Initial impressions.

E: Well, this is clearly to Boomers.

C: Okay. Do you like it?

E: Well, it gets right to the, I'm not sure what it's, oh, Smith Barney.

C: This is a detail of the copy if you're interested.

E: Okay. But it gets to the heart of what we were discussing before, too, about instant gratification. I want to be rich, I want to be now. I want to come out of school, I want the salary. And the work ethic, which every Boomer talks about because it's .. I mean, I don't care where you are. I could go to managers at McDonald's who have risen up to own their own McDonald's. I did a series of spots with people who started in the crew who ended up owning 3 or 4 McDonald's, by McDonald's, and telling their story. It was an initiative through Burrell to say that working at McDonald's is not a dead end job. And they will talk about the crew people that come on board from a different generation and they just can't get over their attitude. So, I don't care who you are or where you work, you're aware of this sort of entitlement issue from the younger generation. So, this puts it up there bold, big. "Yeah, well my kids have a work ethic like I did." So I think it's effective without even reading the body copy.

C: You're already intrigued.

E: I am intrigued, especially if I'm a parent who's thinking about college and everything else I've got to think about for these kids. I think it's real effective. It's sort of approaching mutual funds or whatever in a different way and for a different reason that's spot on and how to provide for your kids. And then sort of secretly with this, you know your kid's a couch potato.

C: Or it places the fear that you think your kid's a couch potato.

E: Yes, and will they ever be self-sustaining, self-sufficient, and how do I get them out of the house? So maybe it's sort of like, "I spoiled you rotten but now I have to take it to the grave."

C: I have to atone.

E: Right. So, there's something here. I think it works.

C: Well, here's a question. Do you think the ad is targeted to the kind of person who is represented in the ad?

E: Oh no. It's the kid. That's my kid.

C: Which is different from Edge and Mercedes Benz which put the target demo in the ad.

E: Right.

C: Not even using the product. Putting them in the ad identified the target and in this ad you said immediately that this ad was for Boomers and not for Gen Y.

E: Yeah, it's like putting a woman in a bikini in an ad for men or...

- C: Beer.
- E: Beer, whatever. Or a baby if you want to talk to moms. Or a hunk for women. You can go at it from different ways. You don't always have to be, "I've gotta see who I am."
- C: So, again, this may seem like a dumb question, but what in this ad told you so quickly that this was intended for Boomers?
- E: Well, the first three words.
- C: "Will my kids."
- E: "Will my kids." And I see the age of the kid who is clearly a teenager. So already you've got me and it's so big and so right there in my face.
- C: Do you have kids?
- E: No. But I know who this is for. I don't have to think twice.
- C: Could you use the same strategy to appeal to Gen Y?
- E: For Smith Barney?
- C: For any given product. I'm trying to draw a distinction between what the ad is saying and the techniques it's using to make that statement. I believe that some techniques will work for some generations, but applying them to another will not work or may have different results. And so I'm trying to get at what those techniques are in these ads.
- E: Well, this is one of those things it's not like the Mercedes Benz ad where it's so forbidding graphically. I mean, it's got a block of copy that's a nice read and it's pretty clean, so if you had a compelling statement there that would appeal to a Gen Y or younger, if the headline were that compelling statement, the kid looks appropriately funky and doesn't look addy.
- C: Like he's trying to sell you something?
- E: Right. He looks real. They went to pains to portray a real looking kid so I'm not offended if I'm that kid and it is talking to me. That's how they're depicting me, I would not be offended. I could go, "Yeah, that's me" or if I'm the parent, I could go, "Yeah, that's my son." So, I recognize that kid either way, whatever generation I'm coming from. It would be one thing if that kid was too caricatured or something that would be offensive to me as a Gen Y person. "Is that supposed to be me?" And it would be offensive. But I don't think that he is. And if that's a compelling statement, you could use this format and talk to this kid, perhaps. If you put up there big, something I care about. You could always make it funkier, but sometimes, you know...
- C: Could I get you to expand the window a little bit because there's...
- E: More down there?
- C: A little more to the, well I guess not that much more. You might be interested to know that the Gen Xs, and Gen Ys particularly, that I showed this ad to hated it.

E: Oh, really?

C: They thought the kid was stupid-looking.

E: Oh, dear.

C: And they, and don't take this to mean that I'm saying you're wrong. I'm not saying that at all. I'm just saying that the Gen Ys that I shopped this to in the focus group came off pretty universally as really disliking it.

E: Oh, he has a tie. Excuse me.

C: He has a tie and the tie has skulls on it.

E: Oh, okay. Well, alright, then that would dork it up real fast. It's suddenly you're trying too hard. I'm sorry, I wouldn't have. I see now that he's got a, oh, my. And that's, to me that's too queer, like that's a caricature and they didn't need to do that.

C: The detail on the kid.

E: I get it. I see it now. Oh, no. Oh, no. It's too bad. They didn't need to do that.

C: Well, they were also offended that the ad is designed to look like the first page of an article and they thought that was disingenuous and was trying to fool them into thinking they were reading editorial copy as opposed to reading an ad. They saw it was an ad instantly, so it didn't fool them, but they could tell that there was an attempt made to make this appear as if it was a magazine article. And that act in itself, to them, felt disingenuous.

E: That's interesting information for me to know that. Well, you know, when you have to put "advertisement" at the top, yeah, I could see how they would go there. But I recant some of what I said before because if I had noticed that little, you know, the shirt and tie layer. I just thought it was layered. But that makes it way too self conscious. And the worst possible thing, I mean, you could have put a piercing in his face and I would be so offended if I were that kid. But to put the skull in there, which is an act of rebellion, I guess. It's a cliché and it's so tired anyway, but then to see it caricatured by the very people you were trying to be repellent to.

C: But this came from *Forbes*, so this ad was not meant for them to be seeing at all.

E: Right.

C: And you had a very positive reaction.

E: I still like, yeah, but even then. I still think it would work for Boomers.

C: Right.

E: Whose kids maybe do have skulls but not on ties. And it's amazing, I shop for shirts all the time and I want to get a patterned shirt and I cannot find a pattern t-shirt, which is very hip right now, but a skull is not my message. I don't want it to be.

C: Right.

E: And I am having a hard time finding something without a skull. So it's ubiquitous. But as soon as you parodied, and who can't be parodied? What group, I don't care who you are. But it's loathsome to actually experience it. So that kid would not work for a Boomer. You could, to my original point, though, if they had just not messed with him.

C: Dorked him up.

E: Dorked him up or made him .. well, the kid doesn't look so dorky.

C: Yeah, right.

E: But if they hadn't done that and he was just supposed to be, then it might go okay. So, moving on.

C: Alright. Last one. Stridex.
(displays Stridex ad)

E: Oh, dear. I doubt this is for Boomers. Okay, well look at this.

C: This didn't come from *Forbes*.

E: Okay, no, I can tell.

C: You said for Boomers right away before you saw the ad, so I was wondering.

E: No, I didn't even see it. As soon as you said for Stridex, I said it's not for Boomers.

C: Oh, not for Boomers, okay.

E: I just, I don't think too many Boomers are suffering with acne. I think we've been there, done that.

C: What do you think of the ad?

E: Well, I think it's a little lame for any generation.

C: Okay.

E: Graphically, I think it's lame. But it's got a coupon on it and everything else. It almost looks homemade, like a kid did it. It doesn't look sophisticated which may be part of its appeal. But clearly all the text messaging stuff is in the headlines, so that's why it's a Gen Y ad.

C: So, if we changed the product but kept that appeal, would that work for Boomers?

E: No. This would never work for Boomers because they are not text messaging like that. It's not their social interaction.

C: With little symbols.

E: With colon, parentheses, smiley face, you know all that little shorthand stuff, too. Laugh Out Loud, or whatever, you know, all that stuff.

- C: It's not their culture.
- E: Yeah, yeah. Excluding that, and talking to the generation who does live here and this is their language.
- C: So, would you categorize this as being an effective ad for them?
- E: Well, again, it's so to the point. If I were using an acne pad, this is almost like talking to acne pad users, and if there's one that burns and that's my issue, my problem, and then I saw this, it doesn't matter how ugly the ad is, I might go, "Oh." Then there's one that, but it's so stupid. You know, I don't even like it because this isn't enough to carry it. They've got to then draw the real face, the unhappy face and then the smiley face and then they have the same thing twice.
- C: Doubling it up.
- E: Doubling it up in case you didn't get it, now let me explain it to you so let me be so literal. They couldn't leave it there, somehow, and let that carry it.
- C: You covering up the bottom part, the actual smiley face.
- E: So, not only do I have to do the little text happy face, now I have to have a literal happy or sad face on top of it.
- C: Right.
- E: So it's, but again, if burning acne pads are your issue, it doesn't matter. The kid won't care.
- C: This is the second personal care product that we put in the mix. And how would you compare this one to the L'Oreal, to the "go for the upgrade"?
- E: Well, I think they each talk to their generation. One you said was in *Wired* and now they're into thinning hair and beyond acne. And this is talking to, I don't know what magazine this is in, but...
- C: The Gen Y, I actually had to find two Gen Y magazines and they were ones I'd never seen before. But they were clearly marketing to teens and preteens. But I think one of them was just called *M* and I think the other one was like *J11* or something like that.
- E: Okay, alright. So, their issues are age-based so I think they both do their job.
- C: Do you think either of them does the job particularly better than the other?
- E: I prefer, much prefer, just as a piece of creative work, the L'Oreal one.
- C: The L'Oreal one? And why is that?
- E: It's more sophisticated and again, this is a little insulting my intelligence even if I am a teen. So I think that's something you've got to watch whatever age you're talking to. And it's partly why, I'm sure, the generation hated the Smith Barney ad because it's insulting their intelligence to be parodied. You know, to be stereotyped quite in that way is offensive. It may not be offensive to your mom and dad, but it is to me if I'm the kid.
- C: Right.

- E: And I think you can treat even teenagers more intelligently than this. Same idea but you can just smarten it up. I don't think the L'Oreal has that problem.
- C: Okay, having said that, the Gen Y groups really liked this ad because it was, they are in the market for acne pads so Stridex is a known quantity to them. They see the Stridex logo and they know immediately that this is something that they may be interested in. They see the faces and they see the emoticons and they get it. They get it immediately. It's not something they have to figure out. It's not like the Edge ad which is more about creating an environment. It's not like the Mercedes Benz which has pages and pages of copy they have to pour through. This is like other pads .. rrrgh! Stridex pads .. mmmm! So the benefit, the product is clear, the benefit is clear and not only that but there's a coupon. And believe it or not I was surprised that Gen Ys would go, "Oh! A coupon! Yay!" So, I got a lot of positive response from this ad.
- E: I have no doubt that this would be effective. When I talk about being offensive creatively, again you're talking to somebody in the business.
- C: Right. We're looking at these aesthetically.
- E: Yeah. But I have no doubt that this tells me what I need to know and, to your point, offers the coupon. So, it's not offensive.
- C: Well, for us it's stupid. You could not sell us a car like this. You know, you could not sell us a hair care product like this.
- E: Right.
- C: But getting in the minds of the, and using the emoticons is, again, trying to speak their language.
- E: Emoticons, is that an emoticon?
- C: Yeah, an emotional icon. That's an emoticon.
- E: Oh, that's a new word for me. I'm learning a lot.
- C: But, yeah, like you were saying trying to reach black women, you have to understand the subtleties of how they think and how they communicate. This is one way that Gen Y communicates very fluently.
- E: I get it and I'm not at all surprised. And you have to understand my bias, too, if you ask which one appeals to me.
- C: Right.
- E: And, again, they are both effective to their groups but the other one would appeal more to me because I'm a Boomer.
- C: Right.
- E: So, if this were my assignment, I might have to do something this kind of...
- C: Stupid?

E: Stupid in a, not that there's anything wrong with being stupid, in a way. You know?

C: Yeah, I know what you mean.

E: It's sort of like, it's pretty much like the Pop-tarts.

C: Right.

E: I should race and do what I have to do.

INTERVIEW 5: TRISTEN GEORGE

Art Director, Digitas

August 1, 2007

Chicago, Illinois

CRAIG: Can you tell me a little bit first about yourself and how long you've been in advertising?

TRISTEN: Well I've been in design communications for fifteen years.

C: Okay.

T: Kind of a big different between being a graphic design in a design studio and being one in an ad agency. Your traditional ad agency, like Digitas, I use the word 'traditional' loosely, but that's only been about three years now. But I've been in the actual communications and design industry for fifteen years, so. Similar, but they're kind of two different places.

C: Do you have kind of a specialty? Do you have a certain kind of advertising that you've come to specialize in?

T: Not anymore. I've become pretty diverse in the past six years, but it used to be retail, specifically. So retail environment, retail direct-mail, store merchandising from a graphic perspective, that sort of thing. So I specialized in that for quite a while.

C: What kind of clients have you worked on?

T: As far as retail goes, Florsheim, Bentley's Travelware which is now a part of El Portal which is larger on the west coast. Currently I work on Eli Lilly, which is a pharmaceutical business. Here at Digitas we jump around a lot. I did a lot of Kitchenaid work, Whirlpool work for a while, so that kind of has, that kind of branches into the retail world so that was a good fit. You're testing my memory, I'm trying to think .. Autonation. Are you familiar with them? They're a big corporate auto dealership, largest in the nation. They owned at the time .. late nineties they owned over four hundred dealerships nationwide. So it's kind of unique, there's not a lot of big corporations like that own dealerships. So I worked in their e-commerce division building their e-com sites, and then subsequent dealer sites, so I have a lot of experience in the sort of auto world as well. Yeah, so that's about it.

C: And what's your title here at Digitas?

T: Senior Art Director.

C: And you've been here for three years?

T: Yes.

C: Cool, okay. Well my research is concerned primarily with generations: Boomers, Gen X and Gen Y. Did you get a chance to look at the emails I sent you?

T: I did, mmhmm.

C: Okay. So, my first question is, when I say that to you, when I say "generations" and give those three as examples, what do you think of? What comes do mind? How do you identify those in your head?

- T: Professionally, I think of immediately the difference in the demographics, How I would speak to them, what type of images they would respond to ..
- C: What are some of those differences? Can you articulate them?
- T: What their priorities are in life, so, for instance a car. Those three generations aren't going to be looking at the same car. And if I have a client that's going to tell me, okay we're selling a Scion, something like that, and we want to sell it to the Baby Boomers. Well right there you see there's a huge challenge. Because we're going, how, why do you feel you're going to be able to sell that to this generation? Why are you trying to target that generation?
- C: The product itself limits the audience.
- T: Right, right. So I think professional I think, you know how you'd speak to them as well. You're not going to speak to a Gen Y the same way as you're going to speak to a Boomer. You're not going to go after the same channels for each Gen Y, you know, you're going to look for a lot more stealth channels, things that are more hip. Things that involve text messaging. Any of the latest technology. Boomers, not so much. You might have a small percentage of them that are going to be into the more of the interactive space, but you know, you're going to go with the more traditional channels. And it's going to be a product like, I don't know, Cadillac or Chevy, just something a little more traditional, not as trendy. So those are definitely things you take into consideration, specifically in the channel, how do we reach them? These three generations are pretty different. X and Y are a little closer, but Y and Boomers obviously, opposite ends.
- C: Well tell me why you feel X and Y are closer to each other.
- T: Particularly with what I am doing here at Digitas, you can touch on similar channels. I'm speaking specifically about channels.
- C: Define channel for me.
- T: Channel would be the media that you're approaching them. So, it could be print media, it could be through direct mail, it could be in the online space, and there's a variety of different ways. It could be via mobile, you know are you going to do text messaging, it could be just guerilla marketing on the street. So it's a matter of, how are you going to reach them? With the Y generation, I could do a guerilla campaign and probably get a really good response from that. I'm not going to get as good a response from Generation X because we're just not focused on that right now. I probably could get a decent response online from them because that's where they are and that's what they're doing, and I could get a decent response from Gen Y online, because that's what they're doing. Again now, going online, for those two, X and Y, it's still a little different, but it's closer than, I think, the Boomer and the X generation is. You know, so when you start to get into the technology, I see a bigger divide between the Boomers and everybody else.
- C: And why do you see that there? You've really sort of started to hit on the heart of what I'm looking into so I'm curious in exploring.
- T: Their habits. They're just a little more traditional. I'm speaking ..
- C: Very generally.

- T: This is a blanket statement, yeah. This is not everyone. But, their habits. They just, they prefer paper. They prefer to see it in an ad. They are accustomed to traditional ways of being marketed to. This is speaking specifically about the channels, not tone of voice or imagery or anything like that. Where Generation X, they do a lot online, but it tends to be more practical. Buying their groceries. Researching their kids or about their career or something like that. Whereas Y, it's a lot of entertainment online. It's got a lot to do with music and their nightlife and that sort of thing. So those two generations, they're still, the online channel is very strong for them. The Boomers, not a ton. You're just going to have to find other ways to reach them.
- C: How do you distinguish Boomers, and Gen X, and Gen Y? Do you do it by age, do you do it by culture?
- T: I do it by age, mmhmm.
- C: And what are the ages in your mind that define these, if you had to guess?
- T: That's a tough one. And I'm probably going to be wrong.
- C: There's no right or wrong.
- T: I would say Boomers would be mid-40s to mid-60s. Loosely. Gen X I would have to say right now low- to mid-30s, to mid-40s. Probably lower thirties, like 32 to 45. And Y is low 20s to 30. So like, maybe even 19 to 31. Roughly picking odd numbers, but it just kind of feels right. (laughs)
- C: So you've got a ten year, or twelve year span for Y, similar span for X but about a 20-year span for Boomers.
- T: Yeah I probably do that because I'm not as familiar with Boomers, so I lump a lot of people into that category, you know.
- C: (laughs) Well actually, you're .. as far as describing the baby boom, you're about right on. Because if you look at birth rates, it lasted about twenty years.
- T: Okay.
- C: And you pretty much nailed right where they are. There is contention over how to compare—I'm speaking academically now.
- T: Right.
- C: I've done research on this, and in the papers, you can't really compare generation to generation without looking at the same time span, because otherwise, it's not fair. It's not fair to the smaller demographic.
- T: Right
- C: So they've, well for the purpose of my study, I've standardized on twenty years. So it's twenty for Boomers and twenty for X and twenty for Y.
- T: So what are the ages?

- C: Well the ages are, 41 to 60 for Boomers, 21 to 40 for X, and whatever to—actually I think it starts at 22, because the Gen Ys in my study have been 18 to 21. And I can't go, I mean they go back past that, everybody born up to 2005, from 86 to 05 ..
- T: Is a Gen Y.
- C: Is a Gen Y.
- T: Okay. So I was off on that, they're much younger. They go into the tweens.
- C: Academically, they're younger.
- T: Okay.
- C: Practically, it's a question of really how do you perceive, and it's also, the other half of that is how they perceive.
- T: Right.
- C: How they self-identify.
- T: And at what point you're able, at what age you're able to really, well, I mean for what we do, market to them. We have a lot of restrictions on being able to market. You have to market to the parents for the tween, you can't market to the tween.
- C: Right, right. That's interesting, yeah. That's an interesting dynamic that hasn't come up yet.
- T: Yeah. That depends, that's the more conservative industry, so like pharma. You can't do anything that's going to market to a child. Not even close. You have to do your marketing to parents.
- C: Not even Flintstones?
- T: No.
- C: (laughs)
- T: Not with what we're doing anyway. Each pharma company's different. But when you're like actual pharmaceuticals, prescriptions, we have one specific, my account that I've been on all these years which is kind of on and off, is Strattera which treats ADHD. So you're dealing with a lot of children.
- C: Okay, right.
- T: This is why I specifically bring it up, because I deal with this regularly.
- C: (laughs) Right.
- T: And you're trying to come with really innovative ideas on how to engage a 10-year old. Well you can't. You can't engage a 10-year old. You have to engage the parent of a 10-year old. You know, like what kind of tools can you create for the family so that they understand the condition? You have to be very careful. Can we do a coloring book for the 10-year old that explains this condition to them? Well you can, but

you can not mention any form of medication whatsoever. It's just educational on their condition, the social implications.

C: So who comes down on you if you do? The FCC?

T: Yeah, well it goes through Eli Lilly's legal review which is called CCR which is like a medical review board. And ultimately the FCC will come down on them. Which happens regularly. Regularly we make some level of an edit to something. Usually it's their prescribing information. But a lot of times that might affect the content of the materials that we've developed. That you can't say this anymore. You cannot say "Strattera will help you." You can say "Strattera might help you," but you can't say it will help you. So there's a lot of, a lot of legal obstacles when it comes to pharmaceuticals. As there should be!

C: Yeah, naturally.

T: Yeah. But back to my original point of marketing to children. Trying to market a drug that treats a child, or a teen for that matter, particularly something that has gray area, like some sort of neuroscience disorder, is tricky. Is very tricky. Because you can't try to sell them something.

C: Right.

T: Yeah. Definitely.

C: "Feeling a little hyper today?"

T: Well it's like, well you know Camel went through that with their Camel Joe or whatever, yeah.

C: With the giraffe, or their .. you're talking about the cigarettes?

T: Yeah, mmhmm. Years ago, ten years ago or whenever it was, when they got into big trouble because they just felt that they were just blatantly marketing to kids.

C: When I describe, when I say Gen Y, just think stream of consciousness, what comes to mind? How would you describe that generation?

T: Well I think visually, so I get visual pictures immediately, but I think tween, I think young girls, I think cell phones, I think pink cell phones. Yeah I immediately go towards, like a Lollapalooza's music, metromix.com, I don't know if you know what that is but it's like restaurants and stuff, but they target a lot of .. but that's probably wrong because they're probably too young for that. I think of my neices, they're in high school, you know and all their cooky stuff, Abercrombe and American Eagle, so I think of a lot of retail things. Very high school, I think of a lot of high school type stuff. Which kind of contradicts what I said to you, what I think the age ranges were, so, had I given that more thought, I probably would have .. had I thought about it fully, had I had more time to think about the question, I probably would have gone lower with that.

C: I noticed you skewed younger.

T: Cause I think it's more of a tween market.

C: And now, shift to Boomers. Same question.

- T: I think of insurance and retirement. I think of blues and greens and a lot of like, I'm thinking of a lot of the things I deal with regularly, like Ameriquest. I think of a level of sophistication and confidence that needs to definitely be portrayed. Apprehension. I think of my in-laws who are extremely conservative and very apprehensive about anything different, new .. I don't think they've ever been on a computer in their life. Definitely not personally. So I think a lot about them because they're pretty much the only Boomers that I know, and they have an extremely closed and conservative life. In trying to sell them something would definitely have to come in the mail, or have to be on a piece of paper. It wouldn't be in a magazine, it wouldn't be .. definitely not online, they'd never see it. It might be on a TV commercial. Traditional.
- C: So traditional advertising media.
- T: Yeah. Definitely. I don't see anything outrageous, if it is, it's almost in a tongue-in-cheek sort of way, but mature tongue-in-cheek sort of way. I don't see a lot of ..
- C: You mean creative style.
- T: Creative style, absolutely. That's kind of what I'm talking about when I talk about a lot of it. You know I don't see any sort of pithy or sarcastic type of copy or anything like that. It's smart tongue-in-cheek kind of copy, but all of it has a level of intelligence, a level of confidence, a level of sophistication to it.
- C: So it doesn't put them down or patronize them in any way.
- T: Right, no. Not at all.
- C: Okay. Gen X. Same question.
- T: Humor, sarcasm, still tongue-in-cheek but smart humor, not dumb humor. Trendy but in a kind of adult way. Not like trendy like clubby but up with current, just current trends, whether it be political .. "trendy" is not the word but following current trends I think is the correct term. Be it politics, be it fashion, be it lifestyle choices right now. I'd like to think that a good political voice would affect that generation as well but I think that's my own personal hope that my generation is affected by politics.
- C: So you self-identify as Gen X?
- T: Yes. Yeah I just see that as it has to be .. you know with the Boomers it definitely has to be substantial and real. But their kids are gone, or on their way out, and they're taking care of themselves, they're retired, so I think it's a little different with Gen X, there's just, I just think there's a lot more pressure with that generation, so you have to be a lot quicker. I'm speaking as a working mother as well so a lot of this opinion is very, like professional but also from my personal life as a consumer.
- C: Right.
- T: So yeah I think it's got to be honest, definitely honest, smart, up-front, to the point, they want to see what's in it for them, where's the value proposition, that sort of thing. Again, speaking advertising.
- C: Alright, okay. This is going great!
- T: Good! (laughs)

- C: You've kind of answered this all along, and I've singled out a couple of ways that you've answered this so far, but I wanted to put the question out. What kinds of techniques do you use to reach these different people? Boomers, you've already said, you reach them very traditionally. You would not use a guerilla campaign or online or emerging technologies to reach them. You would go, anything on paper, mail, TV.
- T: Right.
- C: Gen Y, they're a lot more open to receiving ads in different places, and being receptive to them.
- T: A lot of social networking.
- C: Social networking.
- T: Gen Y, social networking, you can reach them. That's a big, big push.
- C: Now define "social networking" for me so I know.
- T: MySpace, Facebook ..
- C: Got it.
- T: Or anything viral. Like anything someone will want to pass on because they think it's fun or cool. That also goes into Gen X, they'll do that as well because of the humor and entertainment value. Those are huge pushes right now and very popular. That's almost .. there's some campaigns that like, that's really the only way we see to reach the Gen Y. Viral, guerilla, social networking, big pushes for that stuff is very hot right now.
- C: See I could spend another hour talking to you just about that, because that's fascinating to me too.
- T: (laughs) And I'm by no means the expert. We have got some pretty serious gurus walking about this place. I just know it through osmosis because I hear them talk, but it's a huge, huge trend, huge initiative.
- C: So going back to how you target these different demographics, you've identified channels. What creatively would you use to reach these people, to communicate with them?
- T: Okay so graphically, I'm going to tie in graphically and tone of voice at the same time. Overall creative approach. Let's start with the Gen Y, cause that's the easiest. Obviously, very teeny-bopper, bright colors, but you definitely can't market to them at the age that they're at, because that's not what they're interested in. A 13-year old doesn't want to be talked to like they're a 13-year old. They want to be talked to like they're a 16-year old.
- C: Right.
- T: They want to look like they're a 16-year old. So that's what you do.
- C: And then with Boomers, it's the opposite.
- T: Yes, yes it is. With Gen X, I find that there's just a little more gray area. You know, it's just not as clean. Cause there's just .. I want to say so many different types of personalities with in Gen X .. or not even

just that it's Gen X, but the age range that they fall into right now I think is more of what it is. Because when the Gen Xers are in their 50s and 60s, they're going to be the same way the Boomers are in regards to it's a little easier to narrow down what they're responding to. And again, that's speaking very generally.

C: Actually, can you repackage that idea for me? Because I think I hear what you're saying, but I'm not quite sure.

T: I think the Gen X group, right now, is more complex because of the age range that they fall into. There's a mix of people that could—as in every group, there's a mix of people who, within the Gen Y, you could have people who don't have kids yet, still single, just got married, married and have kids, married and have a bunch of kids, you know my sister still falls into that Gen X and her oldest daughter just graduated high school, the youngest one's 10. I fall into that category. I have a four year old and I'm getting ready to have another baby next year. You know, it's just like, there's a big range of people. Whereas with Boomers, very few of them have young children, or that really high level of juggle in their life of like, managing kids and a career, their kids are probably older, even if they are in high school, they're a little more self-sufficient. So that hectic lifestyle of trying to juggle so many things starts to go down, with a Boomer in my opinion. They're not having babies, they're just too old, so. (laughs)

C: Would you be interested to know that there's research that, and I discovered this last year and it was just fascinating as hell. They did a study of major life events. Things like, getting married, graduating, first house, first babies, divorce, second marriage, parent going to—major help problem with parent, parents' divorce, parents dying, parent going to nursing home, things like that.

T: Oh, that's true ..

C: And they made this list of major life events and they interviewed thousands of people, and just identified, how old were you when this happened? How old were you when this happened? And each time there's a major life event like that, that's a selling opportunity. Because that's them facing something brand new that they've never experienced before ..

T: Right.

C: .. And now looking for a way to address that, or something else looking for a new way to help them get through it. And the decade where the most of those major life events were concentrated is their 50s.

T: Really? What life events were they? The parents, death of a parent?

C: I'll send you the article.

T: That is really interesting.

C: There were things like, first grandkid, dealing with a child's marriage, dealing with their parents ..

T: I wonder if that is because, or I wonder if it .. I'd love more information around that because I can see where a 50-year old dealing with life, major life changes, has more power to react to those life changes, because they're more stable, they have more money, they have the ability to make a variety of choices.

C: If they're lucky.

- T: Right, Whereas right now, big life changes? I don't have a lot of choices, because I don't have a ton of money, I've got a lot of variables in play, I have young children, and so I don't have the freedom to .. say my car breaks down. I don't have the freedom to just choose a variety of cars. I have a very specific budget, very specific needs, it has to fit carseats, that sort of thing. So I wonder if it's the freedom that comes with that age range. Which kind of goes back to what I was originally getting at was they just seem to have more freedom. I guess "less responsibility" isn't the right term, but they're not so bogged down with stuff.
- C: Spastic.
- T: Yeah. There's just so much stuff when you're in your thirties, thirty to forty I think. It's just the getting married, the kids, adjusting to like, being married, but I haven't gone through my fifties yet, so I don't know. (laughs)
- C: If you want I can send you the article.
- T: I'd love to read it. Yeah it sounds really interesting.
- C: Okay I'll do that. Okay and then, Gen X always is interesting because it falls in between .. it's easy to identify traits of Boomers and it's easy to identify traits of Gen Y, but Gen X is kind of the bridge that is murky.
- T: Yeah.
- C: And tell me, I know I've kind of asked you this already, but I'm going to ask you just a little bit more before we get into the ads to talk about how you perceive Gen X and how you might reach them specifically.
- T: I perceive Gen X as just a little more complex in way of you need more information. So I'm speaking about if I'm trying to market to them. I'll need a lot more information, because I need to know where they're at. Like, so if I'm trying to sell ..
- C: You need more information about them.
- T: About them. Yes. Specifically who I'm marketing to. You can't just tell me I'm marketing to Gen X. So I'm trying to think of a really general something. Auto insurance.
- C: Okay.
- T: We're trying to sell to Gen X. Okay well that doesn't mean anything to me right now. What, I need more information. What income level? Are they married, are they single? Do they have children? Those three things are going to heavily impact what type of car insurance they're going to buy, at that time, at this time in their life. Whereas with Boomers, I'm pretty safe to say, they're going to want some good car insurance. Chances are they've got a nice car. Not a Mercedes, but they've got a nice car, they probably get a new car every five years, if that. And they're stable. They're probably fairly stable. Again, blanket statements, but you can generally say that. With the Gen X, there's a variety of things that could be happening.
- C: They could be anywhere in their lives.

- T: Right, they could be anywhere in that twenty-year span, ten-year span. So I just think that you need a lot more information when you're talking about Gen X. There are lots of different life stages that go on within the age range that Gen X falls into right now. And it's all tied to the age range that they're in right now. So in 20 years, we could be having this exact same conversation about Gen Y because they're going to be in that age range, where all these big changes take place and things just aren't as predictable. It's just not, in my opinion, as much of a given about where they are in their life.
- C: So it's more about the age bracket and less about who the people are.
- T: Right. Yes it is.
- C: You see that you could .. Well here's a question. Say Gen Y, say in ten years, the older cohort of Gen Y advances into the next age range.
- T: So Gen Y is about 18 right now?
- C: Gen Y is 21 and younger.
- T: Okay.
- C: Say the ten years that comprise the older cohort of Gen Y ages another ten years. And now they're in the 20-40 age bracket. Would you market to them the same way?
- T: No, I wouldn't. So you can't ..
- C: Would you market to them the same way you market to Gen X now, is my question.
- T: Yes, I would.
- C: You would.
- T: Yes I would. It's about age bracket.
- C: Okay.
- T: Defining the generations I think is a really vague way to go about .. If you're just taking generally like, "Gen Xers are the laziest.." I was actually listening to a report on NPR about it this morning. Not a report, but someone just referenced .. It was someone from the Wharton School of Business talking about the unproductive hours that a general American spends at work and that 1.8 hours out of an 8.75 hour workday are unproductive time. Time where they're goofing around or not actually producing.
- C: Right. I'd say that's a conservative estimate.
- T: He just made some sort of reference to, "Our parents thought that we were the laziest generation ever," and that is the Boomer generation when they were young, because they were the hippies. And we ended up being the biggest workaholics. And that type of example you can use, it's appropriate I think to use a generational label on that. But when you're marketing, I think it's too broad. I think it's too broad. You can say Gen X, but I need more information. I need to know who these people are that I'm marketing to. Are you specifically trying to pull in the people that are .. For auto insurance. Are you trying to get somebody who's just now starting their career, and like, starting to build something for themselves or are you talking about the people that have three kids and, you know, a mortgage payment, tuition, and

you know, who are we talking to? Are we talking both? Cause it's going to be a challenge then. How are we going to, you know we kind of have different tones of voice for both of those groups within the same generation, so. Tricky.

C: So when Gen X ages into the next age bracket, will you then stop advertising to them using online and technology?

T: No, I doubt it.

C: Or will you go back to using traditional advertising?

T: No, that, I think the channels and the technology move along with age brackets.

C: That's carried with the generation as they age.

T: Yeah, because they know that now. That's what they do.

C: But your creative will stay the same.

T: My creative, yes, will stay similar to what we do for Boomers now.

C: Okay. Interesting.

T: Hopefully. We'll see. Who knows what it's going to be like in 20 years. We could all be driving spaceships. (laughs)

C: Right, this is all conjecture.

T: But that is my theory, this is what I would think. The channels would change, but the type of things that I would say and images that I would use, would be the same as how I market to Boomers now. Assuming their challenges and responsibilities are the same. It could be that we have no social security and we go to a socialized medical system by then. Those are two major things that would affect that group, and then, who knows.

C: Everything changes.

T: Yeah, right. That's assuming everything basically stays the same in the world.

C: And it doesn't really matter whether or not it changes. I'm more interested right now in how you perceive these. You've drawn a bright neon line between the actual ages and the generations themselves. I think that's important.

T: Right. Also combined with the fact that you've said yourself that there's a lot of discrepancy and argument about where the ages fall within those generations. So how accurately can that really be used to describe a group of people? If we haven't really defined hard and fast what those ages are, then it's really difficult to use that as any sort of measuring stick then. You've got to go by age.

C: And some people define their generation as a major event. Like, a lot of people refer to the same generation that I do when I say Gen Y, they refer to them as the Millennials.

T: Oh, really?

C: Or, the September 11 generation. The internet generation. And so on. There's dozens and dozens of labels.

T: Right.

C: People agree on Boomers. There's not many labels for Boomers. Gen X is pretty, there are a few, but not as many. And then it sort of became trendy to, "Ooh, I'm going to make up the next generation's label," and then everybody started making up stuff.

T: What's the next one?

C: Behind Gen Y?

T: They don't have one yet?

C: I, oh I'm sure .. (laughs)

T: (laughs)

C: But no I really don't know. I mean, academically, the generation behind Gen Y is two years old.

T: So my son's four so he's considered Gen Y.

C: Yes. What year was he born?

T: 2003.

C: So yeah, he's on the tail end of that cohort. Now again I'm talking academically. For the purpose of comparing them in an academic context, you have to apply constraints to these which are testable, which you can gather data about meaningfully.

T: Right.

C: So my definition, and the rest of the world outside of that ..

T: I remember when I was in college, people would say, "No no you're not Gen X. You'd fall out, you're too young for that category."

C: Right.

T: But I'm like, smack right in the middle of Gen X. According to the ages that we've talked about. And I'm definitely not a Boomer and I'm definitely not Gen Y so it must be Gen X. But when I was in college in my early 20s people were like, "No you're not Gen X, you're too young for that."

C: Well when I was in college, Gen X was sort of the big thing. I was in college in the early nineties.

T: I was in college in the early nineties, so.

C: So we're probably the same age.

T: Probably pretty close.

- C: And it was I think 1990 that the book Generation X came out. And that's what, that was the first thing that actually labeled the group as Gen X and that book was very popular and introduced a lot of new ideas. And so it got people talking about this as a concept.
- T: Right.
- C: And that was when I was in college, and I was, oh, slacker generation and so forth. But I was more than happy to self-identify as Gen X.
- T: I was too. Which is why I was disappointed when everyone kept telling me that I wasn't.
- C: Yeah.
- T: Now that time has gone on, some fifteen, whatever years later. Seventeen years later, I clearly am smack right in the middle of it, so. (laughs)
- C: And I'm proud of it! I mean ..
- T: I don't have a problem with it.
- C: I think Gen X is, I mean we were the first sort of the first pioneers of, what was it Rupert Murdoch said? He gave a speech talking about how the internet was changing his industry, and he referred to people like himself as "digital immigrants." They were immigrants in this new world.
- T: Mmhmm. Right.
- C: They were not born here. We are the first digital natives.
- T: I think Gen X is, they demand more. Speaking strictly from a marketing perspective. They demand more when you market to them. Because they can detect a false marketing claim or pitch in a second. You have to be a lot more honest. And that's where a lot of .. there's this push and pull sort of marketing. The old way is pushing your message at them. The new way is bringing them in, engaging them, wanting them to find out what your message is, that sort of thing. And I think that's key with the Gen Xers. Speaking as a Gen Xer, I don't need you to tell me what I need. I know what I need. You need to tell me what you can give me that makes it worth my while.
- C: "You" being the advertiser.
- T: Me being the consumer.
- C: Right. Then you say, "You need to give me .."
- T: Right, "you" the advertiser need to, you don't need to tell me what I need, I know what I need. And that is absolutely something that turns me, that would turn me off as a consumer right away. You need to tell me why you're good enough for me and why you're going to fulfill my needs. That's more. So, in that way, yeah, I'm definitely proud to be a Gen Xer because they demand a lot more.
- C: Okay. So these are the ads, that .. if you saw the Web site, you saw that I focused grouped these ads to the generations themselves.

(Setting up the computer and displaying the Ford Edge ad as C continues)

T: Mmhmm.

C: And the way I did this was, it was online, it was in a chatroom. I recruited mostly from the University environment. The older groups were sort of harvested from the University's online courses, and people I knew through the community and so forth. They came to the chat room, we talked for a while, and then I would push them the ad and we'd discuss it.

T: Okay.

C: And get their responses and so forth. And I'm going to show you the ads in the order I showed them. Did you get a chance to look at any of these?

T: I did. I looked at them all.

C: Okay, good.

T: These are all real ads?

C: Yes, they were all pulled from .. two of them were pulled from a magazine that targets Gen X, two of them were pulled from magazines that target Gen Y and two were pulled from magazines that target Boomers.

T: Okay.

C: I didn't specify to them where they were from.

T: That's pretty easy to figure out, but .. (laughs)

C: Well you'd be surprised!

T: Okay.

C: I've been surprised at some of the answers I've gotten.

T: Okay.

C: But that's the first thing I'm going to ask you. Who do you think this ad is targeting?

T: Gen X.

C: Why?

T: Because it's trying to be somewhat edgy ..

C: Mmhmm. Pun intentional.

T: Yeah. I don't think they're succeeding at it, but they're making an attempt at it. And the people that are in the image.

C: What about them?

T: They're of the Gen X age range.

C: Okay, so the audience is in the ad.

T: Yes, yes, you're not going to market, I don't think you would market to a Boomer by putting someone younger ..

C: Gen Xers in the ad.

T: Yeah.

C: Okay. Composition? Color? Design? Copy?

T: Yeah it's the concept of the visual, I don't think it's anything that would be targeted towards a Boomer. You know it's edge, trying to be edgy sort of look with this on there (indicating the car on the railing in the photo). Yeah it's the composition, it's trying, it's somewhat sleek but you know, not super-trendy. I mean If you put a different car on there and you didn't do it, if you just used that landscape and everything, you can market to a Boomer with it too, just, you know. If you do it a little differently. But I think it's the composition, I think it's the tone of voice they tried to achieve, and the kind of edgy feel that they tried to achieve.

C: Okay. Would this same sort of concept work for Gen Y?

T: No.

C: How come?

T: There's nothing interesting here for them.

C: So it's not interesting enough for them.

T: No, it's not dynamic at all for them. It's barely dynamic enough for a Gen X.

C: Do you think this is an effective campaign?

T: Well that would all meant .. Depends on what they're trying to achieve. If they're trying to sell cars, I don't think it is. I'm a Gen Xer, so I could very much be their demographic. SUV, could be family car, still wanting to be somewhat hip. I'm not sure what their objectives were but speaking from a consumer perspective, no, I don't think it's effective. Speaking from an art director's perspective, looks like they had a really low budget, and they took some stock photography and an existing shot of the car and they merged them together and tried to get a headline to pull it all together. So it's not very impressive.

C: Are you familiar with the other ads in this campaign?

T: No.

C: Okay.

T: And that shouldn't ever be a caveat for a consumer response because you can never guarantee that you're going to. They have to be able to stand on their own.

- C: Right. So if you were going to sell this car to Boomers, what would you change? Would you start from scratch, or .. you kind of said that you could use this with some changes.
- T: Yeah I wouldn't put it on the edge of the railing like that and I wouldn't have such a trite headline. "The edge is never dull" means nothing to me. It has no substance whatsoever. It's not telling me anything.
- C: Okay. Except maybe about razors.
- T: Yeah. All it's telling me is that this is probably a low quality car, even though it looks nice. Because it's a low quality ad. So I wouldn't .. so you'd have better copy, a better headline that actually means something. If you took this car and you stuck it in its environment rather than this kind of trite treatment, yeah, then it can be marketable to Boomers.
- C: Okay.
- T: You'd have to put older people in it too. It'd have to feel a little more sophisticated, a little less metropolitan. A little less, you know, out-having-martinis.
- C: Okay.
- (shows the L'Oreal ad)
- If you need I can zoom in on the copy. Let me know if you want me to do that. Why don't I do that.
- T: I can read it. Okay. Am I guessing who this is for?
- C: Yeah. Who's this for?
- T: Now that I've read it, I think it's for Boomers.
- C: Why?
- T: Because it's talking about thickening hair and it's for men that are losing their hair.
- C: So the nature of the product itself.
- T: Yeah.
- C: So there's nothing about the design or the copy that ..
- T: No.
- C: Okay.
- T: I think the design and the copy is, again, very weak. Headline means nothing. They don't pay it off. If you've got a subhead in there then you could pull it all together. You might have paid it off but, "Go for the upgrade" means nothing. It's purely by what the product does. Because the ad is so nonspecific that it could be anything. You put a pink bottle in there with some flowers on it, that could be for tweens, so. It's just a pretty basic ad.
- C: So you wouldn't say this ad is effective?

- T: No, I wouldn't say that, it could be. I think it could be more effective.
- C: What's the point this ad's trying to get across? I mean, we know what it's selling.
- T: Product awareness, that it's there. You can get this shampoo that's going to make your balding hair look thicker. And probably, this is not an old man's shampoo, it's still chic and you're still hip, cause it's in the black sleek bottle, reflective environment. It's the "go for the upgrade" that I think is misleading. You have no idea .. what does that mean? They're almost playing into a man's insecurity, I think.
- C: (laughs) Yeah, okay.
- T: (laughs) Yeah, so. I wouldn't say it's unsuccessful, but I wouldn't say it's a success.
- C: How do you expect Boomers responded to this?
- T: "Oh, look, I can get shampoo that'll thicken my hair." That's it. (laughs) I don't think it's going to do anything else. I think it adds brand awareness so when they're in CVS or Walgreens they see it and they're like, "Oh that's right, I saw an ad for that, okay. I'll get that one."
- C: Okay. Let me go back to Edge really quick. Because I wanted to ask this as well. What's the point this ad's trying to make? I mean what is the message that it's attempting to communicate. In total.
- T: "You're cool, this car is cool." You know, it's edgy. It's still hip. This car keep, makes you still hip.
- C: So it's positioning ..
- T: Yeah.
- C: .. the car as cool. Okay. Having asked you that ..
- (shows the Mercedes Benz ad)
- T: Well it's absolutely Boomers, and they're kind of playing on a Wall Street Journal sort of feel, so. They're speaking to a level of sophistication, and someone who'd be reading the Journal, businessman, finance, sort of thing. What does this information say ..? (reads the ad copy) This is for a much more rational person, somewhat conservative, but you know, really high taste. They're rational and conservative, doesn't mean they don't have expensive, stylish taste. They're just not .. They would not be won over by an edgy-looking ad alone. This is for the person that needs more substance. Yeah. Potentially also for someone who is really into, like, is a car enthusiast, or they may have, they may be really into planes or boating, or something like that, cause they're pulling a spokesperson in that's really going to appeal to that type of person. Yeah this is very upscale, definitely Boomer, well-established man. It's for a man.
- C: What in this ad says that this is for Boomers? You identified it as Boomers right away, but was it the make of car? Was it the layout style?
- T: Oh, definitely the make of car, layout style, I wouldn't say tone of voice cause that didn't really .. it is a little bit tone of voice, but that isn't what sells it. It's definitely the layout and the make of car. It's the visual creative approach. That it resembles that kind of Wall Street Journal-type of feeling.
- C: If you had a different product, could you use the same approach, same layout style and color and type choice, to sell to Gen X or Gen Y?

T: No.

C: No. So the design style is too old for them?

T: Yeah. Too conservative.

C: Okay. How would you counterbalance this with Edge?

T: In regards to what?

C: You identified different techniques of reaching those markets. For instance in Edge, it was positioning. It was about making the car cool by putting it in an environment in a space that was unexpected.

T: Right.

C: You put the target demo in the ad itself.

T: Yeah. "You can be this person."

C: And you've laid this city backdrop behind them that is environmental. It's not giving any hard data. This (indicating the Mercedes Benz ad) is very copy-heavy, the car is just bare-bones minimal ..

T: So the difference between the two is, they're playing .. a portion of it is playing up more to the ego in the Edge one. And the insecurities of a person that still wants to be cool and doesn't want to be considered a [unintelligible].

C: It's aspirational. The approach.

T: Yes. It's aspirational. Exactly.

C: Whereas this ..

T: Whereas this is far more rational.

C: Okay.

T: If it was aspirational that picture of that car would be much bigger. This is much more rational. This has a lot more substance to it. There's a value-proposition written all over this thing. Like, it's all over that text. There are not many products or people that you could market to like this because no one's going to read all that information. Only somebody who's really into cars and knows exactly what they're looking at right now.

C: And has the patience to read.

T: Mmmhmm. Yeah.

C: Okay. And you say that's primarily Boomers. Xers would not stop to read that much. I'm .. that's me trying, would you agree with that statement?

T: Yeah. Yeah, that's what I would say, in a blanket. Most Xers wouldn't. I wouldn't.

- C: Okay.
- (Shows the Pop-tarts ad)
- T: This one's tricky, because I think the writing could be to Gen Xers, cause it's really funny. I thought this was a really funny ad. I thought this was the best ad out of all of them. I'm going to do it by process of elimination because you said there's two of each, so I'm going to say this is Gen Y. But it definitely could have been Gen X.
- C: Okay, why did you default to Gen Y?
- T: Process of elimination, because I only see one other Gen Y ad in your group.
- C: Oh, oh oh. Hm! Okay.
- T: But I definitely would have had a hard time picking between Gen X and Gen Y, just because Gen X is so into the Simpsons, so into adult cartoons, so into this type of humor. And it made me laugh. It definitely could have been.
- C: Do you recognize the illustration style?
- T: No I don't.
- C: Okay. Have you seen the movie "Rejected"?
- T: No.
- C: Okay. I didn't realize, when I chose this ad, I chose it very specifically. But I did not realize that this illustration style is either deliberately intended to evoke the illustration style of another famous illustrator whose movie Rejected was up for an Oscar in 2001, it was one of the short movies, short animated films and it was specifically about ..
- T: Mmhmm, never saw it. So that would lead to thinking that it was a Gen X.
- C: And that's the thing. That sort of changed the dynamic. So far nobody's recognized it except for one person who was not part of the study. He recognized the illustration style and made me realize that advertising art directors may know this guy.
- T: It could be for Gen X though. Parents buying for their kids.
- C: Okay.
- T: That's definitely what it could be. If it wasn't for Pop-tarts, I would say Gen X without a doubt. If it was bagels, Gen X absolutely. It's because it's Pop-tarts, that's what pushes me. And my process of elimination. The humor. I think the humor would be lost on a Gen Y, on a younger Gen Y.
- C: How do you suppose Boomers reacted to this?
- T: Not at all. Turn the page, didn't even give it a second thought. Because it's Pop-tarts, and I'm sure there are very few Boomers that .. I love Pop-tarts just as much as the next guy, but you just can't eat Pop-tarts when you get older! (laughs) You've just got to be .. that's just bad for your health.

C: Well, did they even have Pop-tarts when they were young? I don't even know when the product came on the market. [Note: early 1960s.]

T: I don't know, but they might have had them when their kids were young, and they bought them. Cause I remember eating when I was young, so their kids probably were in high school. I love Pop-tarts for my kids.

C: Have you seen those Go-Tarts things?

T: No.

C: They're awesome. Next time you're in a grocery store, look for Go-Tarts. They're in a box, packaged differently from Pop-tarts but they're individual-wrapped sticks, like little candy bars.

T: Ohhhh they're so good. I love them. I haven't had them in years. I just try to stay away from them.

C: Does this make you want a Pop-tart? (laughs)

T: Oh absolutely! Absolutely. Pop-tarts are the best.

C: What is this ad saying? What is the message?

T: Fun! It's fun. Just funny. Yeah, the logo is what makes you want to eat a Pop-tart. Cause the logo, I, you recognize it. And I remember what it tastes like.

C: You don't recognize these characters as being Pop-tarts? (indicating the Pop-tart characters in the toaster)

T: Eh, if I saw them I'd probably know what they were, but it wouldn't be like "Oooh I could really go for a Pop-tart," you know. It's just like, oh that's really funny. I just see that being a very Simpsons-esque-type humor with all the popularity around the Simpsons. My husband loves the Simpsons, he's 35.

C: Yeah.

T: Oh, there's a lot of people in this office, our age, who just love the adult humor and the adult cartoons on like Comedy Central, Cartoon Network, or whatever.

C: Adult Swim.

T: Yeah, yeah. So you definitely see it working for, I could see it working for Gen Xers buying for their kids too. So, what magazine did you get it out of? Did you get it out of a Gen Y or Gen X?

C: Gen Y.

T: Okay. It could work for Gen X in some cases I think.

C: The Gen Ys loved it. The Gen Xers loved it, and the Boomers went, "I don't get it."

T: Right. Exactly. I wouldn't have guessed that the Gen Y loved it, unless they're the older part of Gen Y. Like I wouldn't guess that a 13-year old would love it.

C: Well keep in mind I'm talking to 18 to 21 only.

T: Yeah, I can see where they would love it. I think the humor would be lost on a younger Gen Y.

C: Well the magazines that I pulled the Gen Y ads from, I actually had to find two magazines, cause I had a hard time finding the right kind of ad, for one thing. It was really sort of an unusual situation.

T: Because they're usually super-obvious that they're Gen Y, I think.

C: So. Effective? Not effective?

T: Effective.

C: Okay, why?

T: Cause it's funny, it's a compelling layout, stands out among the other ads because there's so much minimal space, unique illustration style, you don't see illustrated ads much, and when you do see illustrated ads, they're usually not great, not interesting. This has a very modern kind of, fun, trendy feel. The humor's great, the writing's great. Great approach.

C: But what does this say about Pop-tarts? I mean, you said, "Fun."

T: It doesn't say anything about Pop-tarts.

C: Except they're stupid.

T: Right. It's just good fun, tastes good, everybody knows a Pop-tart tastes good, you don't have to try to get that across in an ad.

C: But the approach of this is totally different from Mercedes Benz, which is all full of data.

T: Mmhmm. Pop-tarts, it's, you're also talking about the difference of seventy thousand dollars. You're talking about a dollar fifty, so, you don't have to. You don't have to sell it as hard. I mean, Mercedes has, obviously, very strong brand equity. But if you're comparing a level of brand equity to the price point of the product, this (Pop-tarts) is going to win out because Pop-tarts equally has brand equity.

C: Well known.

T: And it's only a buck fifty or whatever, so you don't have to get too, it doesn't have to be too complex.

C: It can be more of an impulse. "Oh that was fun, I'll just grab that."

T: Yeah.

C: Okay.

(Shows the Smith Barney ad)

T: Well I don't understand this campaign anyway. I haven't ever since I saw it on billboards.

C: Who's it for?

- T: I think it's for the Boomers, but I don't understand what "working wealth" means, and if it means what I think it means, and I think it's pretentious, and I have found this whole campaign to be offensive.
- C: Okay, why?
- T: Because I think it's pretentious. And I don't like the term "working wealth". I think they're alienating people who could never consider themselves wealthy. Because I know they're not talking about personal or intellectual wealth. They're talking about financial wealth.
- C: Monday. Yeah.
- T: And yeah. I think it's obnoxious.
- C: What in this ad tells you it's for Boomers?
- T: The term "wealth" makes me think it's for Boomers.
- C: So the word "wealth." Even though there's a Gen Y in the ad?
- T: Oh the, yeah, that has nothing to do with it. But reading the headline now, it probably is Gen X because they're talking about "my kids". So it could be the older portion of the Gen X. Yeah. Probably.
- C: Okay.
- T: This is an ad that, this whole campaign, I can't relate to. It doesn't do anything for me, I don't relate to it. Even if I had a lot of money, I don't like their approach because it seems very white collar to me. Even if I had lots of money and was white collar .. I mean I probably am considered white collar.
- C: I was going to say, you don't see yourself as white collar?
- T: I don't, no. I mean in a way, yes, but this is very pretentious white collar. I have found the whole campaign offensive. And I didn't understand it. I don't understand what "working wealth" means. I think you're alienating a large portion of people by saying that. If you said, "working money," "working financial security," something like that, but .. "working wealth" ? I don't think they're ..
- C: It's more alliterative.
- T: I'm not sure what they're trying to achieve, like who is their target demographic? I've always wondered, are you talking to people that make \$300,000 or more? As a household? Or are you speaking to people that make \$150,000 or more as a household? You're certainly not speaking to the group that makes \$50,000 as a household. So in my opinion a household that makes \$150,000 a year, household, is not a wealthy household. So they're speaking to an elite group here. And even if they are speaking to people that make upwards of two to three hundred as a household? It's obnoxious the way that they've approached it I think.
- C: Now are you bringing that with you from having seen other elements of the campaign to this?
- T: Billboards, yeah. Now if I had looked at this ad by itself? I would have thought that it was an advertorial. I would have thought that it was part of an article.
- C: Okay, and does that ..

- T: Okay, yeah it's Gen X. It's Gen X, it's a great layout, visually it looks good, copy's good, it's a strong ad. It's definitely a strong ad. I just was already jaded about this campaign. I have obviously serious opinions about this campaign.
- C: What do you think about the idea of deliberately laying this out as though it's a magazine article?
- T: I think that that is smart, because you're talking about a rational topic, and you're talking about people who should be in a rational state of mind when they're thinking about this. So it needs to have credibility and it needs to evoke confidence. You know and something that goes into more of a journalistic forum feels, I think evokes more confidence because you don't feel like you're being marketed to. You feel like you're being informed. So I think it's a very successful ad, despite the fact that I ..
- C: Hate it. (laughs)
- T: .. don't like the campaign at all. Yeah. Like if the Working Wealth wasn't there and I didn't have my history with this campaign, I would read this and I would seriously think about it because that's a big topic in my head is, how am I providing for my children, and are we financially sound, are we planning the way we should be?
- C: Okay.
- (Shows Stridex ad)
- T: This is an awful ad. (laughs) But it's definitely to Gen Y because they're using the text-messaging in it. It's probably successful for them although if they're marketing to Gen Y, I'm not sure they're going to use a coupon, but the messaging is correct.
- C: The Gen Ys loved the coupon.
- T: Really!
- C: They were like, "oh look! A coupon!" Yeah.
- T: I don't think I've ever used a coupon in my life.
- C: I never do.
- T: (laughs)
- C: But apparently a buck is a buck to Gen Y.
- T: Must be, yeah.
- C: And they will, apparently that really, I got positive response from that.
- T: So it should if they buy it themselves and they make, like six bucks an hour at McDonalds or whatever. Well again, I think of Gen Y as sixteen. 21, mmm. It's an awful ad but I can see what they're doing.
- C: What makes it awful?

T: The layout's terrible, it's poor quality. The copy's decent, the headline's decent, but the layout could be much stronger. It's just a really poor execution.

C: Now this is the second personal hygiene ad in the series. Do you have, do you think this is or more or less effective than L'Oreal? Do you want to see L'Oreal?

T: I think it's more effective.

C: Why?

T: Because it's more specific to the market that they're going after. L'Oreal was so generic.

C: Yeah.

T: And the headline didn't mean anything. This, the headline means something. They're telling you what your value proposition is. Why should you use this? Because you're not going to get burned. It won't burn your skin. L'Oreal, I have no idea what the .. the only reason I knew what that did is cause I read the bottle. That's the only reason.

C: Okay.

T: So this is a way more effective ad, and plus it's got a coupon. So, regardless of what I thought, that I didn't think they were going to use it, the coupon generally is going to ..

C: That would be a technique that ..

T: For this type of product. Obviously not for a Mercedes or something. (laughs)

C: Save twenty five thousand dollars!

T: Right, it's got to be a consumer goods product.

C: Yeah. Would you, could you use the same sort of design style and technique to sell to Gen X?

T: Sure, but it would depend on what the product was.

C: With a different product maybe?

T: And the copy would have to be correct. But yeah, you could.

C: So, faces with emoticons ..?

T: Oh. No, I don't think you could.

C: So the emoticons really cinch it as Gen Y.

T: Mmhmm.

C: Or is it just the silly faces?

- T: I think the graphic treatment within the faces and the emoticons together, I don't think would be successful with Gen X. I don't think it would be a total bum, but I don't think it would be successful.
- C: Why? Cause it's not serious enough?
- T: A Gen Xer needs more than this. They need more than that. They need .. if it was going to be Gen X, I would have a big picture of a woman, a pretty woman with a clean face, good skin, applying it, looking happy in a nice bathroom. You know. They need something more than this, there's not enough substance here. It's a little too fun.
- C: Okay.
- T: And if they're using Stridex, as a Gen Xer, they've got some skin problems. It's probably getting to be a more serious problem for them so they need a more serious ad.
- C: Hm, that's an interesting insight. Okay. I think that's all I need.

INTERVIEW 6: MICHAEL NWOKE

Associate Creative Director / Senior Copywriter, Saatchi & Saatchi X

August 1, 2007

Chicago, Illinois

CRAIG: The subject that I'm working on is advertising to the three main generations. The Boomers, Gen X behind them, and Gen Y behind them. And what I did was, I ran six focus groups, two focus groups of each generation, and we talked about advertising for a while and how it related to them, how they used it, how they felt about it. Then I showed them a series of six ads. And we went through them one by one and talked about how they responded, whether they liked it, whether they thought it was effective, whether they thought it was aimed at them or aimed at another audience, things of that nature.

MICHAEL: Okay.

C: Each of the ads was drawn from a magazine that was targeted to that demo. So there were two magazines that were targeted to teenagers. Those are the ones where I drew that ads that were considered to be slated to Gen Y. Then there were two ads that I drew from a magazine that is definitely pointed to Gen X, then there were two that were drawn from a magazine that is clearly pointed at the Boomers.

M: Okay.

C: And I'm deliberately not using their names, because we're going to go through the ads ..

M: Right, right, right.

C: But before we get into that, I wanted to talk to you first about how you, in your capacity as a writer, how you perceive those. When I say, "Gen X," "Gen Y," "Boomers," what do you think of? What images appear in your head?

M: I think mindset. I think age. And I think sort of the connectors, as far as, music is a connector. I can't relate to a Boomer because of their age bracket. I can play certain songs and use it as a way to connect to that Boomer. And when I think of Gen X, same thing. I can use music as a connector. Or I can use .. I'm probably a, what am I? Am I a Boomer? I'm a Gen X, right?

C: What year were you born?

M: I'm 37. I was born in 1970.

C: You're a Gen X.

M: I'm a Gen X. So I can relate to specifically Gen X because I feel so old these days. I don't know what's up. But I relate to Gen X. I can always go back to the 80s, right? And go, "Man, remember back when we were breakdancing, and this and that?"

C: (laughing) Yeah, that's right.

M: Then I can look at the Gen Y, because I work with a lot of young kids, Gen Y, teenagers. I can go, "Man, that's nothing! We were rocking that in 86! And all we paid for was twelve dollars! You guys come off ninety dollars for those Air Force Ones now, how stupid do you feel?" You know what I mean? Stuff like that. And it's all about, as a matter of fact I was talking about this with kids I work with last week. I was

like, “Do you know what Nike did, you know five, seven years ago by relaunching that Air Force One? As if they were something new? It’s like man, these shoes were locked up in a warehouse because we stopped buying them in the 80s!”

C: Right.

M: You know what I’m saying? Or, cats in the 70s stopped buying them. You know what I mean?

C: Mmhmm.

M: And now, some marketing guy is like ..

C: “Oh, they’re back to being trendy.”

M: “Let’s relaunch these, let’s charge up, or markup the price by 500%, and see what happens.” And you over here, you’re breaking your neck trying to pay a hundred dollars for some sneakers that only cost them two dollars to make, that we were paying fifteen dollars for twenty years ago. I’m like, dude, what’s up? That doesn’t make any sense. So when I think of those three generations, which is very valid, I think age, I think mindset, and I think connectors. What is it that connects, what is it that, as a marketer or as a writer, I can tap into and get them to go, “Yeah, I can feel that,” or, “I’ve lived that,” or, “You get me.” Or what is it that can interconnect these three generations?

C: So when I say, “Baby Boomers,” just give me a stream of consciousness. What comes to mind?

M: Baby Boomers. I think, stream of consciousness, I think political, I think civil rights, I think, especially as a black man I think less opportunities yet more triumphs. I think family, think community, I’m speaking as a black man. It’s like, I think, like, warriors, man. Cause they were in the thick of it, so that my generation can have access to colleges in schools. Then my generation doesn’t necessarily do as much with as more than they did with as little. You know what I’m saying?

C: Hm. I think so.

M: It’s like we have tons of opportunities man, to like, clean up our neighborhoods, clean up ourselves, clean up our lives, but it’s just, we’re just mediocre man. We’ll settle for aid from the government. You know, we’ll settle for being locked up because it costs \$50,000 a year to keep me locked up, and me being free and having to go through the educational system and get a \$50,000 a year job. You know what I mean?

C: I think so.

M: Boomers. That’s what I think of.

C: So, warriors.

M: Yeah.

C: So how about Gen X?

M: Gen X? I think, Gen X, cause I’m Gen X. Stream of consciousness. I think opportunists. Right? I think spoiled in a sense, and we didn’t have to work and fight for anything. It’s like, silver-spoonfed. I think selfish, and less community. More about self and less community. But something, there’s a wave that’s

changing all that. There's social agents rising up that are my age, or slightly younger than me. There are what we call social architects, that are like, how can we rebuild what we sort of fumbled? You know because we got sort of caught up in the bling-bling of the late 80s and early 90s, and that wasn't really doing it for us.

C: What's bling-bling in the late 80s?

M: Bling-bling is like the money. Gotta make that money, gotta go to school, get my hustle on, gotta make that money, gotta make that million.

C: So like the yuppie mentality.

M: Yeah, the yuppie or buppie mentality. It's like, you know I gotta get my Bimmer, I gotta get my condo, I gotta get my mortgage. You know I hear that it's better to buy than it is to rent, so I gotta be in that status, I gotta be in that bracket. Socioeconomic bracket. You know what I mean? You know, "Forget marriage, forget family, forget values. My parents for married for thirty years, but they're miserable, so why would I want to do that?"

C: You're not speaking for yourself, you're speaking for Gen X.

M: I'm speaking for Gen X. Whereas the Boomers, they got married at 20 or 19 ..

C: And stayed married.

M: They stayed married no matter what, because mom didn't work necessarily and dad was being a jerk, but mom stayed with him, and as a Gen X, I'm growing up seeing this, I'm seeing dad mistreat mom, disrespect her, whatever whatever, and he's asking me to do something and I'm like, "Where's your example?" You know what I mean? Or dad wasn't even around, he was either locked up, died off at war, or just quit. He's just like, "I'm out, raise your own self." And so there's anger, there's resentment from Gen X. That's why we rebelled. It was like, cause the government was like, puppeteering us man. And it's like, you can't puppeteer us! We got information, we got tools, we can go rebuild, we're about to give you the Internet! You know what I mean? So get off of us, you know what I mean?

C: Yeah, that came from us, didn't it?

M: Right, we're about to give you the information superhighway. And we're kinda looking at them like, "I'm going to make more money this month than you ever had in your lifetime." This is Gen X talking to Boomers. "So what you have to say to me? As a matter of fact, you're sitting in front of me looking for a job!"

C: (laughs) Right.

M: This is Gen X talking to Boomers. "Because your factory job ran out. And now you need my technology, that you were always sweating me about: 'turn that down, do this, leave that alone, go get a job like a real man,' 'put on a construction cap or become a plumber!'" So here's the phases to me. Gen X was Industrial Revolution, right? Here are the phases if you would, if you'll categorize it. Boomers, I'm sorry, Boomers benefitted from the Industrial Revolution, right? Mass production, steel workers, factories, assembly lines. Gen X was like, Technology Revolution. And what we're breathing and living, and now everyone is like .. There's a book called, The Conceptual Age. What Gen Y is going to bring and just blow up by sort of holding Gen X's hand, if it was a relationship, they're going to give birth, or have already given birth to what's called a Conceptual Age, or the Conceptual Revolution. And what's going

to happen is, to me, ideas will reign supreme. Ideas will reign supreme. That's why you got like teenagers become entrepreneurs at eighteen. Your boy Facebook. You know, what's that kid's name?

C: I know what you're talking about.

M: Murdoch is like, "I'll give you five billion dollars for Google." You know what I mean? Cause here's Boomers talking about, "I'll give you five billion dollars!"

C: (laughs) Right. Murdoch described himself as a "digital immigrant."

M: That's honest. I respect that.

C: Yeah. Whereas Gen X and Gen Y are "digital natives" by contrast.

M: Right. You got to respect that. You can't .. He's not coming in talking about, he's not trying to be a tyrant, he's just like, "I respect what you all have done, I have the cash flow to subsidize it, not own it, but to partner with it." Maybe own it. I don't know. (chuckles)

C: I think he owns it now. Okay.

M: Gen Y. Stream of consciousness? Lazy, man. If Gen X was bratty and rebellious, Gen Y's lethargic.

C: Well first let me ask you how you define Gen Y yourself, before I get into my definition.

M: What's, what year are they born?

C: That's what I'm asking you. Do you have a idea? Do you have any concept of it yourself?

M: I would say eighties ..mid-, late-eighties? Gen Y.

C: So that's when they were born?

M: Yeah.

C: So, eighties to, when?

M: I guess ten years, you know, 88 to 98.

C: Okay, that's pretty close to how I define it.

M: Is it?

C: Yeah.

M: So I mean it's, Gen Y .. It's like technology, there's too much of it, right? And Gen Y comes out of the crib like, "I want Nike." If you don't get them Nike ... we have a two-year old .. he's almost two.

C: Yeah? Is he already asking for Nikes?

M: No he's not, but when he's publicly exposed to every other student or friend at daycare, rocking Nike the name brand, he's going to be like, now he's going to start comparing himself, you know what I mean?

C: So, being materialistic. Gen Y. More so than we were?

M: Yeah. Very materialistic. Gen X is materialistic too.

C: I was going to say, cause that was what we got hit with when we were in college.

M: We got hit with the materialism, man. Gen Y is like, I'm like, where do you get the money? You know what I'm saying?

C: To be that materialistic?

M: Yeah! What values, who's teaching you? We were just talking at lunch. When grown .. how old are you?

C: 35.

M: I'm 36. Growing up, first summer job, or high school part time job. Minimum wage was like three and a quarter, three-ten, three eighty-five, or something.

C: I remember when \$3.85 was a lot.

M: \$3.85 was like a shift leader or a manager! You know what I mean? And I'm like, I had to steal to get material stuff because I couldn't afford it! Because we were too poor and I had to literally shoplift. And it wasn't until I got caught shoplifting (chuckles) I mean, not going into detail, because those records are still open .. (laughs)

C: (laughs)

M: It wasn't until I was caught shoplifting that I was given an ultimatum by my father, like, "You need to stop this, or I'm shipping you back to the motherland." Literally. Cause we're from Nigeria.

C: Is that right!

M: Yeah. So he can say that, and mean it. This wasn't some vain threat. He was like, "I'm shipping you back to the village, and you're going to see how hard poverty is. You're going to see what work is, you're going to see what sweat is."

C: I bet that brought you up short.

M: Right. It just made me clean up my act a little bit, got my grades better. On the outside, I was a presentable, respectable young man. But on the inside I was like the most immoral, corrupt, devilish, evil .. you know what I mean?

C: (chuckling) Sounds like good times!

M: I was living a double life, triple life. But it caught up to me. Gen Y is material, confused, just frantic. They don't know how to breathe.

- C: What is confusing them?
- M: All the outpouring of material that's available. You know, you want sex? Give me your Visa card online, we'll do it. You want .. this? Whatever. You know what I mean? Amazon, you want a book? Whatever you want! It's available at their fingertips. And you're giving this young generation .. it's like giving someone the raw materials to start a fire. And they know nothing about that science. You know what I mean?
- C: Mmhmm.
- M: Some firemen have to literally start a fire, for the good. But when you give those same materials to someone who's inept, or ..
- C: They don't know enough to be responsible.
- M: And they start a fire and they don't know how to control it or manage it? You're talking about a disaster. And Gen Y has a lot of power. And they don't understand the power, because they don't understand themselves. Which is what my generation, Gen X, struggles with, which is what Boomers struggle with. Which is why Boomers were like, in forty year old marriages, miserable. Which is why Gen X is like, forty year old orgy sprees. Right? Like, one wife to the next. Ten divorces. Or not even willing to get married and be committed. Cause they don't understand themselves. And we influence that generation to have no concept of who they are, really. From a fundamental human standpoint. And we feed them, "You are (this image) based on whatever's jumping off in pop culture." And so they try to relate to this person or that girl or this pop star, or this next big thing. And they neglect to look in the mirror at who they are from the inside out.
- C: Because they're trying to emulate media ..
- M: And so the outside ends up defining who they are, which is the same way our environment ended up defining us, which is the same way their environment ended up defining them. And you've got three generations that don't understand who they really are, which can't even get at the core of why they behave and think the way they do. It's a mess. Someone needs to break the cycle, and people say, "Well who's going to do it?" and I'm like, "I will." We work with inner city kids trying to get them to, like, know they don't have to live like this. And that's becoming my life work, thanks to the process or the dynamic of advertising and marketing. From the research to the planning. My thesis is literally the four corner block in the worst neighborhood in Chicago. That's where I do my thesis. And I take the information, and I try to see how we can come up with a marketing/advertising solution that will help people live better lives. It's the same process, but one is about the bottom line, selling x amount, million of units, at x amount of dollars per unit so the profit margin or the marketshare can increase. The other is using the same dynamic, research, planning, writing creative breifs, all the dynamics, and like, "Yo, what does this community need? Okay, it needs this? What do we have already? What are the assets? And what can we make with the assets?" Next thing you know, ideas start coming up. And next thing you know it's like, "Hey we got this idea over here, can you help us research it, develop it, launch it, take it to market? Cause if you do, I got ten kids over here that are ready to have the experience, to have the training, it can feed them and their family, and they no longer have to sell drugs. So that's the kind of stuff we're trying to do.
- C: So you're trying to apply advertising in a more activist context.
- M: Yes.

- C: That's got to be exciting.
- M: It's very, very exciting. It's like—just a sidebar—take eleven, ten years younger than this. Writing, selling cars, Coca-cola, Reeboks, whatever. No joy, no fulfillment, no purpose. I stumble on this, based on my relationship with God, who is to me the most creative being there is, and he put in me the ability to create, to be creative .. and 2006, on my way to work at my last company, I was like, "I am literally going up here because I'm afraid. And when that uncomfortability and that frustration set in, and I confessed it, shared it with my wife and other close comrades, and that's when the Shawshank Redemption began. That's when the .. have you see that movie?"
- C: Yeah, yeah.
- M: It was like the tunnelling, it was the twenty-year chiselling away. It didn't take me twenty years, but it's the same concept. It was like, "I see how I'm going to get out and realize my potential, and be fulfilled." Not because of money, not because of recognition necessarily from my peers, or all these worldly things, but simply because I was made and put on earth to do this and I'm not tapping into it, and I'm finally beginning to take the necessary steps to do it, and life is brand spanking new, dude. It's like I infiltrated the very industry that makes the world go around.
- C: Advertising.
- M: Marketing and advertising, through ideas. Everything you look around that was created or built started out as an idea. Everything! Buildings! Computers! There was a silent thought in someone's head. They put it to paper, next thing you know, Apple! You know what I'm saying? Companies, buildings, governments! Democracy, an idea. Republic, an idea. You know what I'm saying? Socrates is ruling us from the grave. Republic! How many people know the US is really a republic? They think it's a democracy, you know what I'm saying? Alright. Stay focused.
- C: (laughs) Let me go back to advertising. Say you have .. say you're given a creative brief and you're supposed to sell a car to Gen Y. What techniques would you use to try to reach them specifically?
- M: Gen Y?
- C: By Gen Y, people who are 21 and younger.
- M: Techniques. Techniques will be .. Again, I think of connectors like music, or things that interest them. Like, what is their lifestyle, like skateboarding .. if you look at what Xbox is doing?
- C: Right.
- M: With the way they're selling their car? Or Toyota as a company? They're like, don't worry about making any profit. We just need a little project that we'll fund, that's just meant to be cool. I don't even think, from what I read, I don't even think they were expecting any type of profit to be generated. They're like, "Do whatever you want, but keep it so under the radar that it appeals to this Gen Y market."
- C: Mmhmm. Are you talking about the Scion?
- M: Scion, yeah. "And we'll count it as a loss," basically, from what I read. And that's the approach that they took. Now what they're doing is, they're breeding a generation of loyal Scion, Toyota ..
- C: People who are going to be Toyota owners without really realizing they're Toyota owners.

M: Right, right. So when they evolve from like, not driving the Xbox or Scion anymore, they, when they're ready to upgrade, they'll upgrade .. we'll hit them with a Camry.

C: Or a Corolla or whatever.

M: So that's a great .. you know, when I use the word 'manipulation' I don't necessarily say it as an evil. I think it's a smart way to manipulate.

C: I think it's a strategy.

M: Right. I think it's a smart strategy. So that's a technique I would do. I would like, what is it, what do they resonate to, what is the pickup line if marketers are like the male, the alpha male, and the Y generation is like the female, and I see her at a club, what is the pickup line that would totally just blow her away, and have us in the back room, you know what I mean?

C: (laughing) Right.

M: Losing our minds, you know what I mean? So it's like, what is it that will appeal to her? What can I say that will make her vulnerable?

C: So you see it as a kind of seduction.

M: It's a science.

C: You're seducing your demo.

M: It's a science. It's the science of seduction. But that's the reality of life. You want something from me, you know I have it to give you.

C: Be that money, or a product loyalty, or ..

M: Be that money or my body or whatever. Now what are we going to do? We can spend ten years beating around the bush, right? Or just wasting each others time, like, I'm really not out for this. Or, we could just like, "I could seduce you, and get it, or I could just ask for it, and may or may not get it." It's gotten to the point where, I need that car to get me from point A to point B. You need my money. It's like, business exchange or bartering. It's looked on because it's been so misused or perverted. Cigarette companies, it's like, come on. They didn't need to make .. they didn't need to do that. They didn't need to go there, like, sitting in their conference room knowing ..

C: You're talking about making them addictive?

M: Yeah. They didn't need to go there, to me that's just perverting it. To me that's just greed. And now people are sick and dying off of this thing. And I know you sent your kids through school, but it's like, how did you sleep at night? So it's like, I know you want something, and you know I have it to give, so it's like how are we going about it? You could seduce, or you could just be simply honest.

C: But that would apply to any of the generations, right? You need to find strategies for reaching whomever you're trying to talk to.

M: From what I understand about the history of advertising, advertising came into existence to serve a need. People were being confused about this car, what x y and z, and they didn't have that information

so hence came the birth of advertising as an industry. And then along the way, greed kicked in. So I'm saying, Gen Y, I want to sell you Scion, the Xbox. You can seduce me, maybe this covert way that Toyota does it, I'm not saying it's necessarily covert but it's like, what's your presentation? In truth, or seduction? And that's really what advertising can be presented in truth, without the seduction.

C: So you disagree with the seduction?

M: The seduction to me catches up to you because it runs out. And then the truth is going to come out, and then you're looking at like, "Wait, I gave you \$20,000, and I'm sitting here with a \$2,000 car." The depreciation, or whatever. It's like, it doesn't add up.

C: Well let's step off the car example and say, soft drink. Say you want to sell Coca-cola to Gen Y. How will the way you sell Coca-cola to Gen Y differ from the way you sell Coca-cola to Baby Boomers?

M: To Baby Boomers.

C: What techniques would you try to reach Gen Y with, as opposed to what you try to reach Boomers with? You see what I'm saying? So you have a print ad you've got to write for *Teen Beat* magazine for Coke. You've got another print ad to design for *Fortune*. How will those, I mean, in your mind do those ads look alike?

M: No, they can't.

C: Then how are they different?

M: They're different because of the benefit. The same soft drink can benefit a Boomer because of its nostalgic heritage.

C: So there's the appeal to nostalgia.

M: Right. The same soft drink can benefit a youth target because of its aspirational heritage. "Drink Coke and you feel more alive to go get on with the future." "Drink Coke and it'll take you back to when life was simple."

C: So the "Go get em" is Gen Y.

M: Right.

C: "Life was simple" is Boomers.

M: Right.

C: Gotcha. And then Gen X, how would you appeal to them?

M: I don't know ..

C: They're kind of the muddy water ..

M: Yeah, it's like they're on the fence, cause they're in the middle.

C: So say you're now going to do a Coke ad in .. I was going to say *Time* but that's too broad .. we'll say *Wired*. What would a Coke ad in *Wired* look like?

M: A Coke ad in *Wired*.

C: As distinguished from a Coke ad in *Teen Beat*, as distinguished from a Coke ad in *Fortune*.

M: I would maybe see if the messaging can appeal to the entrepreneurial spirit of Gen X. *Wired*, it's like, what's relevant? What is it about Coke that's relevant to the mindset of thirtysomethings, late-twentysomethings, thirtysomethings.

C: Is this, what I'm asking you to do, these sort of exercises, is this what you do when you're given a creative brief?

M: Yeah, basically. With us being a shopper-marketing agency, it's not even so much ..

C: "Shopper-marketing"? Is that what you said?

M: Yeah. Shopper-marketing is this whole new phenomenon everyone's hearing about. What's going on in the industry, a lot of traditional vehicles like television, radio, is not giving marketers the results, or the impact or the measurement that they thought it did. Because of the proliferation of media vehicles. Internet, cellphone.

C: Guerilla marketing strategies.

M: Guerilla. Yeah, just the plethora of everything. Before, in 1980 you could reach 20 million women on the three networks. Now you have times five hundred. So everyone's scattered. And because everyone's scattered, the consumer is, "I have the mic now!" You know what I mean? "You must listen to me! Here are my demands, if I can release this hostage, which is my annual income, to you, you must give me this, this and this."

C: So do you see that effect, what you just described as the consumer understanding his or her own power ..

M: Yeah, yeah.

C: Do you see that effect as being across all generations or being endemic to Gen X or Gen Y?

M: It's endemic to Gen X and Gen Y, but that's about to shift because Boomers are about to be the elderly.

C: They're getting into their sixties now.

M: So, that whole target is about to explode, depending on what happens with social security, how to eat, survive and live, so it's interesting. They've got ridiculous spending habits and lifestyles that they're going to want to maintain, and it's like, you don't have your regular income? Something's going to give. What was the question you asked?

C: My question was talking about the realization of power that consumers now have that is a relatively recent thing, I think. Arguably.

M: A couple years. On this scale.

C: Yeah. I would say the past ten years. There has been a real strong shift in the amount of power that people have over their media, and by default, over their own advertising, the advertising that is coming to reach them. And this is what I'm writing about. People are very quick to dismiss pop-up ads and banner ads, they ignore them, they Tivo their TV shows so they can fast-forward through their commercials. There are so many TV shows available on DVD now they don't even have to watch commercials. They have so much more control. Their music is digital now. They're not reliant on radio to find new music, to be exposed to artists they've not heard before. They don't need to be—this is what separates Gen Y from Gen X—because media is all digital, they're not making mix tapes like we were, growing up. When we wanted to arrange music in our own way, we would have to rely on magnetic tape which is a real linear kind of format.

M: Which is very limited.

C: Which is limited to the amount of space on the tape. We had so much sound quality that would be lost. Now you've got MP3s and MP3 players, people are making playlists and people are mixing their own music together, and they have total control. And, you've got podcasting, you've got blogs, you've got YouTube .. Gen Y are now producing their own media. They're not even reliant to settle on media that comes out of Hollywood or Madison Avenue of what have you. If they want to see something, you know you've got just amazing stuff.

M: I know.

C: Have you seen any of those Star Wars fan films that people have made?

M: Like on YouTube and stuff?

C: Yeah. And Lucasfilms is making contests, giving good money, prizemoney, away to people who make their best Star Wars fan films and they look really good. So you have this fluency with media that Gen Y was born with, as you said, the silver spoon in their mouths. They've got this power that they grew up with. So they're not, they didn't learn a way to relate to media, and then have a tool given to them and say, "Okay, learn this."

M: Like we did.

C: Like we did, like Boomers did. Gen Y grew up with this. So I think that absolutely feels that they're now at a parity with people like us who are trying to sell them .. they're not willing to just take our word for it. We have to enter into this ..

M: Whole new conversation.

C: Right. A new kind of conversation. So that's what I'm really writing about and trying to explore.

M: That sounds fascinating, man.

C: Okay, tell you what .. let's go ahead and look at some ads.

M: Let's look at some ads.

C: And I'm going to show you the ads in the same order that I showed the focus groups.
(displays Edge ad)

Okay. So this is the first ad that I showed the focus groups. And my first question to you is, which generation do you think this is aimed to?

M: Gen X.

C: Okay, what tells you that?

M: The couple, my guesstimate of their age. And it's a Ford. It's a Ford sort of like a family car, it's a four-door, night out on the town, date couple, you know what I mean? It's more, to me, more Gen X.

C: So the carmaker, Ford, you see as being more a Gen X company?

M: At the most.

C: And having the couple represented in the ad speaks to that?

M: Yeah.

C: Are you familiar with this ad, have you seen it before?

M: When I looked at it, I'm .. I'm familiar with this campaign, I've seen other executions.

M: Like on TV and stuff?

M: Yeah or TV or another print ad with the car, like on the edge, literally.

C: What do you think, professionally speaking? Do you like it?

M: Yeah, I like it.

C: Do you think it's effective in reaching Gen X?

M: If I was to grade it, I would give it a C-plus.

C: Okay, why's that? What's missing?

M: I mean it's clever, but as far as like that engage, it's just another ad.

C: So if you were flipping through a magazine you wouldn't necessarily stop too long on this one.

M: Maybe because of the way that car is sitting on the edge. But again, that's more of an executional device. It's not .. the substance isn't all the way there.

C: Could you use this same style of an ad to sell another product to, say, Boomers?

M: Mmhmm.

C: They'd respond positively to it?

M: Yeah. Or indifferently. Yeah, I think so.

C: Okay.

M: It's weird man, it's like, we do a lot of stuff, we do a lot of things and at the end of the day, we're just doing it because we've got expectations, not necessarily because we think we're moving the mark or engaging people. We're just doing it to get it out of the door because that's what the budget calls for. It's mediocre. I don't think it's like, it may sell cars, but at the end of the day?

C: It's just another ad.

M: It's just another ad. But for an ad, it's a C-plus. Maybe a B-minus.

C: So it passes.

M: Yeah. It's an ad. It's a good ad.

C: Well if this was your ad, would you put it in your book?

M: Possibly. Cause, the car on the edge. I haven't necessarily seen that. It plays up the whole "edge". It's clever. I would put it in my book cause it's clever.

C: Okay, we'll move on to the next one.

(displays L'Oreal ad)

And if you need me to zoom in on the copy so you can read it a little better, I can do that.

M: Is this a print ad, newspaper, or what?

C: These are all magazine print ads.

M: Again, it's another ad. "Go for the upgrade." I'm not necessarily the target for that type of product, but, you know, a C.

C: Who do you think this is targeting?

M: It's targeting men. I see there, "Vive pro for men."

C: What generation?

M: What generation, I would probably say Gen X for sure.

C: Okay. What tells you that?

M: "Daily thickening" .. it's just another product. And I don't understand the functionality of it necessarily. "Still thickens hair for greater scalp coverage, only the bottle has changed." "Thickening," I don't even know what thickening is. I mean, look at my hair!

C: (laughs)

M: "Scalp coverage." I don't understand some of the messaging. It's a shampoo and conditioner. So it washes your hair and leaves your hair feeling thicker at the end of the day? Okay?

C: So again, you identified Gen X, and actually you said “definitely.”

M: Yeah.

C: But what in the ad, is it the color? Is it the composition? Is it the language that’s used? How did you come to that conclusion?

M: It’s a composite maybe of all those things, the language. It’s not, it’s the color the black, serious .. big huge L’Oreal logotype.

C: So if this ad were in *Fortune* magazine, how would it be different? Or would it be different?

M: I don’t think it would be.

C: So this could target Boomers too?

M: This could run in, yeah. This could cross over to Boomers.

C: Could it cross over to Ys?

M: I don’t think so. Cause it’s a different language. They wouldn’t necessarily listen to that. It wouldn’t even get their attention.

C: So it’s not attention-drawing enough for Ys?

M: From a language standpoint. And I say language, it’s like, if I go, “Yo!” and we’re outside right now, a lot of heads will probably turn, cause there’s a bunch of kids out there. There’s a school in this building. But if I go to Wall Street or something, if I go into a conservative bank and I go, “Yo! What’s up!” they wouldn’t get it. No one’s going to turn heads because, “They’re not talking to me.” You know what I’m saying?

C: So when you say language, do you mean that literally? Or do you mean the visual language?

M: Yeah, the visual language, everything about the ad that speaks. From the logo to “Go for the upgrade” to the bottle shot, some of the type, visual language, sensorial language.

C: “Sensorial.” That’s a good word. Okay, actually we’re going to come back to this.

(displays Mercedes Benz ad)

M: Boomers.

C: Okay, why?

M: And maybe cross over to Gen X, also. S-Class, man!

C: So it’s the car itself?

M: The car itself, Mercedes, It’s an Ogilvy ad, but with class. You will read this ad because you aspire to become the driver behind the wheels, you know a lot of time and effort and energy goes into crafting these machines.

C: So it's the fact that it's Mercedes, and the familiarity with the brand that you've already bring to it is what targets this to Boomers?

M: Right. Boomers and Gen X.

C: And Gen X.

M: Cause how old are Gen X?

C: Gen X are 22 to 40.

M: Yeah, definitely. And with the whole dot-com thing, you have more millionaires than ever. So yeah, they can afford it.

C: So how would this ad, if this ad were going to run in Wired, do you think it would work? Would it be effective?

M: Yeah. Cause to me, Mercedes is not one of those companies that is not going to necessarily scoop or compromise its brand identity, or wear something that it's not. It's not going to show up at a party dressed like a transvestite, you know what I mean?

C: (laughs)

M: Even if it's a transvestite-themed party, it'll still come as he is, as she is.

C: So you're saying Mercedes won't compromise its design style of its ads.

M: It won't compromise its .. it has integrity. It has integrity. It won't compromise that.

C: Could you sell, if we took Mercedes out of it, and just looking at the style of the ad, using a very sort of respectfully treated headline with lots of its own space dedicated to it, very copy heavy, mugshot of somebody that nobody knows, could we sell a product using these techniques to Gen Y at all?

M: Aw man.

C: Well what kind of product could we use this to sell to Gen Y?

M: You'd have to use a Gen Y person.

C: Somebody recognizable.

M: Somebody recognizable, it'd have to be a social issue or a cause. I don't know if necessarily material, something material, would justify why you're using this type of presentation. Like this, cause they're so spastic, they don't have time to have a two hour conversation with you.

C: They don't have the attention span to read this kind of ad.

M: That's a good word. Attention span. It's like, "Dude, I don't get it. Two seconds, I don't get it. I'm moving on. It's too much." You're asking a lot of them to do that.

C: But you could, if you made it about a social issue, or made it something that they cared about.

- M: Maybe, right. Maybe AIDS or homelessness or teenage violence, runaways, or something like that maybe.
- C: Okay. So you couldn't necessarily sell them a product, but you could conceivably sell them an idea. Or sell them an organization that they can help, choose to support.
- M: Yeah. I think that's a good way to put it. Gen Y, if we're truly going to evolve into this conceptual age, that's all they want is an idea. They want something that's not theory, not hypotheticals, but an idea. And when I say idea that means they get it, that means they can see the end results and the consequences and impact of it, even though it's in its conceptual stage. That's why they can take a piece of technology and rebuild it or strip it apart and make it better, or flip it into something else. You know what I mean?
- C: You kind of lost me a little at taking a piece of technology and flipping it. What do you mean by that?
- M: Well for example, Mercedes doesn't mind that a 20-year old millionaire football player or hip-hop artist gets 22-inch rims. Or whatever the biggest rim size is. They really can't do anything about it, Mercedes can't. Because he bought the car, he paid retail for it, he's going to pimp this out however he wants. So Y generation is like, "I can pimp anything. I can basically take an idea and pimp it."
- C: Oh, okay, okay.
- M: Like you say, customize it, or make it personal to you.
- C: Right. Make it so that it can express something about themselves.
- M: Make it mine.
- C: Whereas Boomers don't do that so much.
- M: I don't think they felt that they had the power to. You know what I mean, "This is how it comes, this is how I'm going to use it." Whereas, like you say, we're all, digital technology and everything, Y and X is like, "We can flip this. We can bend this. This is meant to be bendable. Okay what if you added this to it, and that just deconstructs all the material and then it's bendable. Now what?"
- C: I hear you speaking, using very tangible language, but when I hear you, I feel like you're talking about music.
- M: No, not just music ..
- C: Well because, I remember in the late 80s when they started sampling from older songs, and you'd hear pieces of older songs that had been reapplied to new beats and new lyrics and everything.
- M: Gotcha. I mean that's the sort of fundamental similarity.
- C: It's one of the ways that ..
- M: Yeah, that's an example of it. And it's like, those guys I mean, and it just came from being curious.
- C: Okay so, how would you compare the selling strategy of this ad to this (displays Edge ad)? Could you sell the Mercedes to Boomers like this? Or would this not work?

M: It may work.

C: If you put the Mercedes here, and you put Boomers here, and you rewrote this ..

M: Oh, you put the Mercedes there?

C: Right.

M: To me it goes against the brand value of Mercedes. You know what I'm saying?

C: Why? I do, but I want you to express it.

M: The Ford, the all-new Ford Edge. What's new about it is, it's a concept car, we've never put it out before necessarily, the only thing trustworthy about it is maybe the Ford logo.

C: Okay.

M: And so it's kind of like they're feeling their way around. "Hey, it's called Edge, right, what if we put it on the edge?" Whereas S-Class it's like, "Let's just sit it there, man. And it'll draw people because of its .. "

C: "We don't need any gimmicks."

M: "We don't need all the, yeah we don't need all the bells and whistles," where this, that's what I'm saying, this is clever, this is gimmicky. But anybody can come in and put their car on the edge. Mercedes coming in and putting their car on the edge will seem like they're frantic. They don't trust their core value anymore. They're not confident, they're letting the new kid on the block dictate what they do. And that's not, to me, that's not their brand character.

C: So what I hear you saying is, Mercedes doesn't need to rely on a design gimmick. They don't need to .. Mercedes, they don't even name their cars. S-Class, C-Class.

M: Right, they don't have all this "Edge".

C: Right, Explorer, Excursion, Escape.

M: Right, it's just Mercedes, and the category. The E-Class, the ES-Class.

C: Right, so there's no visual puns to be made with their name.

M: Not necessarily.

C: You just show the car, and this is a Mercedes.

M: And they name it an S-Class for a reason. So it'll be like, S-Class would be what, sedan? Or sport? SC or coupe, or .. so the names describe the functionality to it, or the model of the car.

C: All of the cars with the designation E- and a number fall together in some category.

M: Versus Edge or Tsunami or Sonata. You know what I'm saying? Taurus. Let's find some Greek mythology characters and name them.

C: So this would not work for Mercedes.

M: I don't think so.

C: But it could work for Baby Boomers, with an appropriate product.

M: Right, maybe another line of car, maybe Toyota or something, for the Camry.

C: Okay. Let's go ahead and move on.

M: What is this, 2007 S-Class? What's the retail, man? Like sixty?

C: I don't even know that they say in the ad. If you have to ask, you can't afford it.

M: It's like at least sixty. Starting. You know?

C: I don't think they say in the Edge ad either. Do they?

M: Yeah. Starting at twenty-five-nine.

C: I guess that that's .. Yeah. They have the number right here.
(displays Pop-tarts ad)

M: "Crazy good." This is, I think I know the guys that worked on this.

C: Oh yeah?

M: At Leo Burnett, right?

C: I don't know.

M: Targeted to Y, or moms of Ys.

C: Okay. What makes you say that?

M: I would see this in like, whatever teen magazines, or stuff like that. It's Pop-tarts.

C: Do you recognize the illustration style at all?

M: Like from a particular artist?

C: Yeah. Or from something else that you've seen?

M: No, can't say that I have, that I do. I mean, I think I know the guys that worked on this, if this is something they did. It's probably something they illustrated and then 'professionaled' it out. To somebody who could make it look even more amateurish, you know what I mean?

C: (laughs) They hired somebody to make it look worse.

M: Yeah. That's a nice (unintelligible).

C: Do you think this was an effective ad for Gen Ys?

M: Yeah, I like the campaign, crazy good.

C: What is this ad is saying? What's the message that it's trying to communicate?

M: This ad is saying to me, from working on a range of products like this, that Pop-tarts are just good. They're good, wholesome, that up all you want, but they're just good.

C: Taste good?

M: Snacks. Taste good. From like the pastry catagory. They're good. They're tasty.

C: What does "worst hiding spot ever" have to do with tasty?

M: (chuckles) Cause it's like, if you're a Pop-tart, and you're hiding, say you're personifying hiding in a toaster, that's the first place someone is going to look for you.

C: Okay.

M: It's a good campaign, it's a cool campaign.

C: How do you suppose Boomers responded to this when I showed it to them?

M: Boomers? Boomers .. I don't know. How did they respond? They probably didn't relate, right? They didn't get it?

C: No, they didn't get it.

M: Right. They probably didn't get it.

C: They were somewhat put off. They were like, "What, what is this?" Yeah.

M: "Are pastries alive? What are you saying?"

C: Gen Xers and Gen Ys loved it. They laughed immediately. Boomers were like, "uhhhhhh what, what's the deal?"

M: Right. Different language, man. Different language.

C: Could you use .. so, tell me a little more specifically, what in this ad appeals to Gen Ys?

M: Just the irreverence of it. The audacity. That's my favorite word.

C: Audacity?

M: Audacity.

C: So how is this ad audacious?

M: It's like, first of all you're personifying the product. Bringing it to life. And you're putting it in a .. they're the victim. It's kind of like, what's the expression? I'm a victim of my own ..

C: Circumstances?

M: Not circumstance .. Goodness, or it's like, they're so good they're victims. It's like that Chick-Fil-A campaign, "Eat more chicken," from the cows, you know what I'm saying? It's like that. So they found a way of saying, Pop-tarts are good, in a sort of irreverent, simple, comical way. Exaggerated.

C: Could you sell something to Boomers using this technique?

M: It depends on what it is.

C: Well, what kind of thing could you sell to Boomers like this?

M: What kind of things. Probably not health products. Cause that's a little too serious of a matter. What could you sell to Boomers? You could sell them their Social Security checks.

C: (laughs) With cartoons? Hiding them in toasters? Really? You think that would work on Boomers?

M: No, it wouldn't. I don't know what you would sell to Boomers using this sort of execution. What do you think?

C: Judging by the response this got in the focus groups, I don't think this could work for Boomers.

M: For anything?

C: I don't see it. It's sarcastic, it's silly, it really has nothing to do .. there's no unique selling proposition in it. There's nothing in this that says Pop-tarts are healthy, Pop-tarts taste good, Pop-tarts are cheap, Pop-tarts are convenient. There's nothing in here that says anything about the good things about Pop-tarts. In fact what it seems to be saying is that Pop-tarts are dumb. But what it does do is, I think the reason that it works for Gen X and Gen Y is because it is irreverent, it prompts an immediate sort of chuckle, and that's it. You get the chuckle, and then you move on. And what that does is that associates a momentary happy feeling with Pop-tarts. And maybe a reminder that, when you were a kid, you used to have fun like this. And you associate having fun with Pop-tarts. So next time you happen to be in a situation where you might buy Pop-tarts, you might remember that, "Oh yeah, Pop-tarts are fun."

M: Right.

C: Whereas I don't know that that appeal necessarily works on Boomers. Because, again, Boomers are more about, are they expensive, are they healthy .. Information. So. That's my opinion.

M: Boomers read comic strips though.

C: Yeah, yeah. But do Boomers want comic strips in their magazine advertisements? I guess I don't remember seeing ..

M: There's a place for everything.

C: Yeah. I'm trying to think of comics .. well I guess you've got Peanuts selling Met Life. That's definitely a Boomer thing.

M: That's classy, though.

C: Yeah, Peanuts are classy. And Peanuts, if you look at the TV, Peanuts are always talking about Met Life. You know they're always in dialogue with each other talking about how insurance is good, and blah-blahblah, why you need to call Met Life, and has Snoopy flying in with .. I don't know.

M: Right. Yeah it's a classic cartoon.

C: Does this ad make you want to eat a Pop-tart?

M: No. See I appreciate it from, like, marketing. It isn't making me want a Pop-tart, but I'm not a kid. I'm not the Gen Y, I'm not the target.

C: Right.

M: But I respect and appreciate it for the ad that it is. Definitely a book piece.

(Smith-Barney ad is displayed.)

What are we looking at?

C: This is an ad, pulled from a magazine that was targeted to one of the three demos. Which demo would you guess this is?

M: Gen X.

C: Okay, what tells you that about it?

M: "How will my kids inherit the work ethic or the wealth ethic?"

C: Okay. So you immediately think Gen X with that? Okay. Does the picture of the kid affect that judgement at all?

M: Mmhmm.

C: What does it tell you? I realize I'm kind of asking these questions as though there's a right or wrong answer. There isn't. I'm just prodding, just eliciting. You can say whatever you'd like.

M: Yeah, I'm a Gen X, forty, twenty fo forty, I probably have a kid who's this age, maybe adolescent, teenage years. It could cross over to Boomers also. Maybe it could skew Boomers cause of the kid's age.

C: So even though we've got a picture of a Gen Y in the ad, you did not identify the ad as being targeted to Gen Y.

M: Yeah, it's not a Gen Y targeted ad. It's parents with Gen Y kids.

C: But you knew immediately that it wasn't Gen Y. Even though this one (displays the Edge ad) .. so what is the difference between this and this?

M: Between the Edge ad?

- C: Yeah. Because the Edge, you've got .. Cause these are the only two ads, well with the exception of Mercedes Benz where you've got the headshot, these are the only two ads that have people in it. And this ad (indicating Edge) has the target demo in the ad.
- M: Gen X.
- C: Right. This ad (indicating Smith-Barney) has a person in the ad who you knew immediately was not the target demo.
- M: Right.
- C: So I guess, if I could ask you to articulate how you knew that.
- M: Just the kid's age, and then the headline, that sort of explains his age, "will my kids inherit the work ethic or the wealth ethic?" It's like, what am I going to leave my kids? To be lazy or to be ... to be bums or to be workers?
- C: So the headline contradicts ..
- M: Compliments the image, to me.
- C: Say you had the same exact kid ..
- M: Right.
- C: .. But instead of this background, the background was hot pink, and it had lines coming out that alternated gold, purple, white, red and pink, and this text was in this sort of bubble font, and this text was a lot crazier, all over the place. Who would you think the ad was targeted to then?
- M: Still to the, to the parents of the kid.
- C: Because .. on the strength of the headline alone?
- M: Mmhmm. Or .. yeah. On the strength of the headline.
- C: Okay. So the headline really dominates the targeting of the ad, and you can do whatever you want with the design and style, but the headline—I'm asking—the headline sort of trumps everything else in terms of who it's meant to hit?
- M: I don't know if it's trump, like, versus compliments, or, it sort of balances everything else. Cause you can write that .. you can run this ad without an image, without the image of the kid. And you still have your elements, confessions of working world, at Smith Barney, this goes in financial magazines for sure, so it's not like it's running in *Kids Sports Illustrated*.
- C: Right. Do you like the design style, generally?
- M: Yeah, it's a good ad. Smart. It's a smart ad.
- C: What's the message of the ad? If you've got two seconds to communicate a message with this ad, and that person is going to flip the page ..

M: The message of the ad to me is, Smith Barney can help you build wealth for your kids.

C: Okay. Could you use this same style of ad to sell to sell Pop-tarts to Gen Y? I guess that's not really fair cause it's a different product.

M: What do you mean, if it's the same style?

C: Well, the style as in, the design aesthetic, its use of type, the fact that it's got a big headline with a question that's designed to provoke .. that's designed to make you ask it to yourself. It's got this thing across the top which, to my eye, combined with headline, body copy and then a couple bolded lines, to me this looks like the opening page of an article. So it's sort of masquerading as an article page. Even though clearly it's not, cause it's got a tiny little logo down there and you see that soon enough, and you say, "Okay, this is not an article." Could you use those techniques to sell to Gen Y?

M: Yeah. From a design standpoint, yeah.

C: So you could, in a way, sort of sucker them into reading your body copy, even though we've already kind of established that they don't have as much of an attention span?

M: Well when you say design, I mean, from a design point like placement, and not necessarily content. So I mean the message of it and the presentation of it, are two different things. Design can help you present it, but if the content isn't relevant, then ..

C: Right. There will be a disconnect.

M: Yeah.

C: How would you guess this tested with Gen Xers?

M: Good.

C: Yeah? So you being a Gen Xer, and you came across this in tyour magazine, you would stop to look at it? Or would this be part of the background?

M: I would stop to look at it. I'm trying to be more conscious these days about how are we going to train up our kids, you know from a financial standpoint, from a spiritual standpoint, it's like a whole list of standpoints. So yeah, it would get me and my wife's attention.

C: Okay. Does this improve your impression of Citigroup or Smith Barney? Or .. what do you think?

M: If I was in the moment, yeah I would probably read up on it, yeah.

C: Okay. We got one more.
(displays Stridex ad)

M: Stridex! "Burned by your acne pad? Do your face a favor." The target is Gen Y.

C: How do you know?

M: Acne people. Break out of puberty. Target is Gen Y.

C: What tells you that?

M: The product, Stridex. I just assume that's a huge target for these types of products. Puberty, adolescence, teenagers, you know what I mean? So for that reason I say Gen Y.

C: Do you think this is an effective ad for them? Do you think it works?

M: For the target? It's okay. It's a coupon ad. So for what it is or what medium it's running, for the space it's running in, yeah. Effective, I don't know how effective it is.

C: Well when I say 'effective,' eliciting a positive response from, helping to drive sales of the product, effective in communicating its message to the audience.

M: Well I'm saying, probably not too much, because of the creative execution or the idea behind it.

C: You don't like it?

M: No, I don't too much. I don't too much like it. Or prefer it.

C: Why's that?

M: It's an ad. I mean it's a coupon ad. And it's more interesting cause you can get a measurement from this. Because of the coupon, how many people turned it in. I don't know if Gen X or Gen Y is going to go through the effort of clipping a coupon to save a dollar. You know what I mean? Maybe their moms will. But I don't think that's a generation that's being brought up on cost-cutting, cost savings.

C: How would you compare the effectiveness of this ad versus the L'Oreal ad? Would you say this is as good?

M: I would say the L'Oreal ad is probably more effective, yeah.

C: At reaching the Boomer market? I think you identified it as Boomers.

M: Say the question again.

C: When we looked at this (indicating the L'Oreal ad) and I asked you who it was targeted to, you said Boomers, right?

M: I said Gen X.

C: You did? Okay, then I'm wrong.

M: Or, I meant to say Gen X.

C: Okay, that's fine. Is this as effective at reaching Gen X as this (indicating the Stridex ad) is effective at reaching Gen Y?

M: I don't think it's as effective. I think the L'Oreal ad is more effective at reaching Gen X.

C: Okay, can you articulate why you think that, or is it sort of an impression?

M: Going back to the coupon, and the space that it's in .. what is this, magazine, newspaper, what?

C: Magazine.

M: Magazine? Well then, sort of the concept or the idea, animation or illustration, you know, it's okay. It's like, it's average.

C: What do you think about the use of the icons in the bubbles over their heads?

M: It's okay.

C: You make sense of that, right? You know what those mean?

M: Yeah, yeah I get it. Happy face, mad face.

C: Is that, going back to using their language, is that an effective way to try to reach them?

M: Yeah, and probably, the more I think about it, if I remove myself and study this ad, like, "Burned by your acne pad?" Maybe there's a serious issue with kids using irritating acne pads.

C: Yeah I've never used acne pads so I had no idea that they burn.

M: So if I remove myself and try to think and see it from the target's perspective, maybe this is a pretty impactful ad. You know, "Burned by your acne pad? Do your face a favor." So maybe it is, it could be pretty impactful. Or just as impactful as the L'Oreal ad. So I'm changing my vote. Shifting.

C: So they're about as effective as each other?

M: Yeah I think they're equally effective.

C: Could you sell another product using this style to Baby Boomers?

M: To Boomers? Maybe more so Boomers using this style.

C: When I say 'this style', I mean like, having, you've got a comparison between everybody else and your product, and having ..

M: Sort of like a thought bubble ..

C: Yeah, the rrrrrgh, and then the yeeee! And then a very sort of, very straightforward .. I mean, this to me is like advertisingese. This is very clearly ad-speak.

M: Right.

C: Trying to sell a product to somebody. Trying to say, "Hey we've got something you're going to want to buy! Buy now! And hey, save a dollar!" Could you use those to sell a product to Boomers, or are you .. Does that make sense?

M: I think so.

C: You think you could?

M: I think you could use those ingredients to sell to Boomers.

C: I think, I mean, you didn't ask me, but .. I think this kind of ad was created for Boomers. (chuckles) I mean it just seems so 50s.

M: Okay.

C: Especially with this splash of color behind it. In fact I showed it to one art director who is a Boomer, and he thought it was retro. He thought it was deliberately evoking 50s, because of that color.

M: Yeah. But Gen Y is, they have a retro, sort of minimal design feel to things. Look at some of the icons on their t-shirts.

C: Yeah it's a pretty simplistic appeal.

M: Look at, look at the Simpsons, you know from a cartoon standpoint. It's not, versus like anime. Look at some of the Disney characters.

C: Or Toy Story.

M: Toy Story. You know it's like everything retro comes back in the cycle.

C: Right. It becomes cool again.

M: So I think they will find, even though it has a retro feel, that's probably why they will find it cool.

C: So the retro feel might, if they're attuned to its retro-ness, they might find that appealing.

M: Right.

C: Okay.

M: The retro-ness is what makes it relevant. And nobody was probably expecting that, but that's just how it played itself out.

C: Well, and it causes me to wonder, aside, what other kinds of ad conventions that are obsolete now might be making a comeback later?

M: Let's watch Mad Men. Was it Mad Men?

C: Yeah, yeah, the AMC ..?

M: Let's watch it and see.

C: I'm looking forward to that.

APPENDIX II: FOCUS GROUP TRANSCRIPTS

FOCUS GROUP 5: BABY BOOMERS

April 24, 2007

8 participants + moderator

06:59:33 **Big_Foot_Bob** joined.
06:59:41 **Big_Foot_Bob** left.
17:03:41 **BarberRick** joined.
17:03:55 BarberRick Good Day Everyone
17:04:30 **BarberRick** left.
17:35:53 **trainer** joined.
17:38:41 **Craig** joined.
17:38:57 **Craig** Hi trainer

17:40:34 **Craig** Kent? That you?
17:45:30 **cat** joined.
17:45:38 **Craig** Hi cat!
17:46:28 cat Hi! how's your weather?
17:46:36 **Craig** Getting a little cloudy out here ..
17:46:51 cat yeah, we are due for storms later tonight
17:46:58 **Craig** Where are you located?
17:47:19 cat lovely, (she said sarcastically) central ohio
17:47:41 **Craig** Really!
17:47:53 **Craig** That's great :) Thanks for taking the time to do this to-
night

17:48:08 cat I love giving my opinion!
17:48:37 cat Plus with a thesis down the road, it is always nice to see
how others conduct research

17:48:41 **Craig** Well good .. the more opinion shared in this room, the
better!

17:48:54 **Craig** How far along are you in your program?
17:49:27 cat Two years in after this semester. I have two courses this
summer and then begin the thesis process this fall

17:49:47 **Craig** So you'll be done in December?
17:51:06 cat Oh, I doubt it - I expect to actually begin work in January
after I get my committee, etc etc and graduate in August
next year - I work full time as well and expect the process to
go slow (or so I was

17:51:28 Katie joined.
17:51:31 **Craig** I work fulltime too .. it is not easy ..
17:51:33 **Craig** Hi Katie!

17:51:52	Craig	Welcome!
17:51:53	Katie	Hey!
17:52:08	cat	Hi Katie
17:52:28	Katie	Hi! Thanks. Some weather brewing out there, huh?
17:52:41	cat	Where are you?
17:52:56	Katie	Columbia. Just got back from Bolivar.
17:53:08	Craig	Excuse me for just a moment .. refilling my drink before we get started :)
17:53:33		wtrnp3 joined.
17:55:21	Katie	Hello, wtrnp3. ::smile
17:55:35	wtrnp3	Good evening
17:55:52		TaiChi joined.
17:56:12		Ellen joined.
17:56:57	cat	Hello all.
17:57:07	Craig	Back. Welcome everyone!
17:57:43		BarberRick joined.
17:57:48	Craig	Hey Rick!
17:57:52	BarberRick	Hi
17:58:06	BarberRick	Good Evening
17:58:12	Craig	How's everyone?
17:58:27	BarberRick	Great
17:58:31	BarberRick	ty vm
17:58:37	BarberRick	Nu?
17:58:52	Craig	Nu?
17:58:57	BarberRick	And You?
17:58:59	Craig	Is that "cool-speak"
17:59:01	Craig	ahhh
17:59:03	Craig	I'm great!
17:59:04	BarberRick	lol
17:59:08	wtrnp3	Since we've all got first names going here, you can call me Bill
17:59:16	Craig	Hi Bill
17:59:19	BarberRick	(lol) Laugh out Loud
17:59:26	wtrnp3	Hey hey
17:59:30	Craig	Glad you could join us!
17:59:33	BarberRick	Hi Bill
17:59:53	wtrnp3	Greets
18:00:07	TaiChi	Hi all
18:00:15	Ellen	Hi back at you.
18:00:16	BarberRick	Hi Tai
18:00:21	Craig	Hi Tai!
18:00:24	BarberRick	Hi Bill
18:00:48	Craig	This is fantastic turnout .. thanks so much to everyone for coming out!

18:00:59	cat	Looking forward to it
18:01:05	Ellen	Ok, enough of the idle chatter; when does the work begin?
18:01:19	BarberRick	lol
18:01:25	Craig	Ellen is straight to business!
18:01:35	BarberRick	Yes she is lol
18:01:43	BarberRick	<--- Full of Giggles
18:01:52	Craig	Okay let's do it. We have plenty of people here so let's go ahead and start
18:01:59	BarberRick	ok
18:02:38	trainer	Sorry - I'm here now. Yes, it's Kent. I am a trainer.
18:02:46	Craig	First of all, does anyone have to leave exactly at 9?
18:02:56	cat	no
18:03:00	BarberRick	wb kent
18:03:01	wtrnp3	no
18:03:05	Ellen	No
18:03:14	BarberRick	nope
18:03:20	BarberRick	Ann is working
18:03:42	Craig	ok .. well that's good. I promise not to keep you too long. It's good though because if we did have to wrap by 9, I'd have to manage my time a little differently.
18:03:48	cat	my only concern is sometimes my slow dial-up kicks me off
18:03:54	TaiChi	I can't stay too much after nine - I have a young one to get to bed
18:03:59	Craig	Ok Tai.
18:04:10	Craig	I should warn you that the chat software can be a little fickle.
18:04:12	trainer	Not me, I'm cool
18:04:25	Craig	If you try to open a new Web browser and access another site, you will be logged out of the chat.
18:04:42	Craig	The only exception will be Web pages that I "push" to you later on, when we look at specific ads.
18:04:55	BarberRick	ok
18:04:56	trainer	Ok, Craig - we'll be careful.
18:05:09	BarberRick	<----always Carful
18:05:15	Craig	One last thing: if you look, you can see one of the buttons (third from the right) has four arrows on it. Pressing that will expand the chat room.
18:05:18	TaiChi	second that
18:05:19	BarberRick	opps careful
18:05:33	Craig	Might make it a little easier to use.
18:05:36	Craig	Ok
18:05:41	Craig	Advertising!
18:05:47		BarberRick left.
18:05:56	Craig	A few general questions first aaaand there goes Rick

18:06:17	trainer	Ok, Craig.
18:06:25	Craig	I expect Rick will be back momentarily.
18:06:38	Craig	What kinds of ads do you enjoy?
18:06:44	Craig	Anyone can feel free to jump in with an answer.
18:06:56	Katie	Innovative. Funny.
18:07:04	cat	creative, thoughtful, good photography and graphics
18:07:05	Ellen	That's easy ... not many of them. In fact, I can't think of any.
18:07:11	TaiChi	The ones that make you feel something
18:07:27	cat	i am a sucker for environmental ads
18:07:30		BarberRick joined.
18:07:31	wtrnp3	I don't generally really enjoy ads at all, except the occasional funny ones
18:07:35	Craig	wb Rick
18:07:40	BarberRick	ty
18:07:48	Craig	Tai, what's an example of an ad that makes you feel something?
18:07:55	BarberRick	Opps\
18:08:04	trainer	I enjoy ads that don't try to be clever, that actually try to be dumb. Here in Columbia, Mo, lots of the local businesses try to be slick, and they come off really lame. The best local ad is for the
18:08:38	trainer	Ok, my message was clipped. I really like light-hearted ads that tell a story.
18:08:45	cat	some of the communication ads - tying the world together - we are all one, etc etc
18:08:54	TaiChi	The kleenex ads, hilarious ads, anything that brings a good/or even negative feeling
18:09:05	Ellen	Dumb local ads are the ones that Shakespeares Pizza runs in the Ad Sheet. But perhaps they make their point since I remember them in the global sense.
18:09:11	BarberRick	Adds should be something that Makes Since
18:09:17	Katie	Animals work well, too. Like the Clydesdales.
18:09:27	cat	yeah, animals
18:09:32	BarberRick	Kittys
18:09:39	cat	wildlife
18:09:47	TaiChi	Or babies/kids/families
18:09:47	BarberRick	Horses
18:09:48	trainer	The #4 auto dealer in Columbia, Mo, puts out ads that try to look amateurish - and they succeed. Great commercials.
18:10:00	Craig	Which one is that trainer?
18:10:06	cat	my problem is i never remember the advertiser
18:10:07	BarberRick	Kent
18:10:15	trainer	Puppies will always get my attention - but bears using TP - ick!

18:10:18 wtrnp3 I would draw a distinction between enjoying and appreciating. I appreciate ads that tell me the truth and respect my intelligence.

18:10:24 Ellen Yes, I watch those just to see what Dan and Dave have come up with next.

18:10:27 Katie Yeah, I like that one too. I think its University Chrysler

18:10:32 cat agree on bears and tp - those are cartoons - yuk

18:10:50 **Craig** **Can't say I've seen that one**

18:10:57 **Craig** **Are they only supposed to use one tree?**

18:11:22 BarberRick one tree

18:11:26 trainer Yeah - Dan & Dave are great - I might actually visit their dealership because they seem so believable....

18:11:33 **Craig** **U. Chrysler?**

18:11:39 BarberRick ohh

18:12:05 Ellen Yes, U Chrysler. One is the brother of one of my office mates. I think he'd be an honest car dealer.

18:12:09 trainer We moved here from Dallas, and the comparison of Dfw ads to Como ads - sad...

18:12:27 cat not a clue what you all are talking about? is everyone local but me?

18:12:34 **Big_Foot_Bob** **joined.**

18:12:34 Ellen Trainer, which city has the better ads?

18:12:39 **Craig** **Hey Bob!**

18:12:42 BarberRick Some adds sound like used car sales men

18:12:43 **Craig** **Glad you could make it!**

18:12:44 wtrnp3 I'm a foriegner too

18:12:56 trainer Sorry, I guess we're locals. Maybe we should keep it more general...

18:12:57 **Craig** **Yes but you're documented**

18:12:58 cat ah, a compatriot!

18:13:00 BarberRick Push push push\

18:13:04 Big_Foot_Bob Hey everyone....been having some computer problems ...sorry I am late

18:13:04 Katie Back to the bit about telling the truth" I like ads that are simple for high quality products that sell themselves. Like the Honda ads.

18:13:14 BarberRick it ok bob

18:13:20 cat hi bob

18:13:22 **Craig** **How's the weather where you are Bob?**

18:13:32 Big_Foot_Bob could you guys bring me up to speed here

18:13:37 **Craig** **I remember you saying that it would directly affect your access to internet**

18:13:48 **Craig** **Sure .. we just were warming up with a ground-ball question**

18:13:53	BarberRick	I believe that truth in advertising is out the window
18:13:53	Craig	What kinds of ads do you enjoy
18:13:55	trainer	We're talking about which ads we like in general
18:14:37	Big_Foot_Bob	I admit that I like the ads which have humor in them.....which is one of the reasons I watch the superbowl every year
18:14:39	BarberRick	I like adds that involve Children
18:15:01	cat	now are we just talking television? or print ads also?
18:15:14	trainer	Hey, those Welch's ads use cute kids, don't they?
18:15:14	Craig	Any kind of advertising .. tv, print, radio, outdoor, web .. etc
18:15:27	cat	i ignore web ads
18:15:28	Ellen	Ok, print ads that have shimmery jewelry in them catch my eye
18:15:32	BarberRick	me too
18:15:42	cat	i like good desgin in print ads
18:15:42	Craig	Rick: me too ... whcih
18:15:48	Big_Foot_Bob	good question....i guess both for me.....humor always makes me pause for a moment to reflect and sometimes it makes me reflect on the product
18:15:52	Craig	you like ads with shimmery jewelry, or you ignore web ads?
18:15:59	BarberRick	I ignor web adds
18:16:02	Craig	gotcha
18:16:08	trainer	I want information in print ads, entertainment in TV/radio ads
18:16:29	Craig	Ok lets move on to another question
18:16:33	BarberRick	k
18:16:33	Craig	What kinds of ads annoy or bother you?
18:16:36	Ellen	Outdoor billboard advertising pollutes. I resent it .. especially those huge, huge signs along the interstates. Yuck!
18:16:41	cat	head on
18:16:52	cat	loud
18:17:17	BarberRick	No Prb No Need for a Lone <---that Yuck
18:17:21	trainer	I hate ads with bugs in them - I hate bugs. Also, ads for personal products that sell too hard or act too cute.
18:17:24	cat	fast talking makes me think swarmy
18:17:26	Katie	Stupid ads that make us look boorish -- like most of the Hardees ads.
18:17:36	Big_Foot_Bob	ads that get to be annoying if they are around too much.....sometimes, even if it is a cute ad....it gets to seem like they are beating a dead horse
18:17:58	trainer	Ah, yes - Tiger John Cleek - horrid TV ad - no neeeded for your whine!

18:18:06	Big_Foot_Bob	I agree with the Hardee ad comment
18:18:24	wtrnp3	I also don't care for billboard. On TV and radio I hate Loud ads. I don't appreciate ads with sexy women, even though I watch them.
18:18:42	cat	there is an earth day farmner bill board ad here
18:18:42	TaiChi	I don't care for ads with 1/2 naked bodies, and it's not a Victoria Secret Ad
18:18:47	Craig	Katie when you say "us" who are you referring to?
18:18:51	BarberRick	To Many of the same adds that Repete every few min. and then you see it again. I think a Add is cute but they run it to Often and it becomes boring.
18:18:52	cat	everyday is earth day to a farmer - it is nice
18:19:04	Katie	All humans!
18:19:10	BarberRick	lol Katie
18:19:33	Katie	Maybe it appeals to rednecks?
18:19:48	Katie	sorry, maybe I'm too isolated in Como.
18:19:53	trainer	I must be a redneck - I like lots of the Hardees ads...
18:19:54	Big_Foot_Bob	careful there....there are some who are proud of the term redneck
18:20:06	BarberRick	<---horse neck
18:20:12	BarberRick	Neighhhh
18:20:23	Craig	Lol Rick
18:20:53	BarberRick	Victoria secrets add is to X plsit
18:20:55	Katie	Yeah, I can be one too. Just not the kind portrayed in those ads. Too stupid to be able to cook....
18:21:05	Big_Foot_Bob	There are times when I do find myself not considering a good product because I may find the advertisement insulting or annoying
18:21:11	Ellen	I don't enjoy ads that have too many fade-in, fade-outs ... that have overlays
18:21:18	trainer	Yes, VS ads - way too hot...
18:21:42	BarberRick	lol
18:22:01	cat	i do not like some of the abercrombie ads
18:22:11	TaiChi	They say sex sells, but it is sometimes insulting
18:22:18	BarberRick	yes
18:22:29	Craig	ok .. moving on
18:22:32	BarberRick	k
18:22:37	trainer	Ok, Craig..
18:22:52	Craig	Which media do you pay more attention to advertising tv, print, outdoor, web, radio, ?
18:22:58	Big_Foot_Bob	It is just me....are does it seem that most ads target the 18-29 crowd and seems to ignore other groups
18:23:01	wtrnp3	I really dislike ads that paint men as buffoons. That was a big hot trend for awhile. Also, you don't see them that

		much anymore, but tech ads that say adults can't handle the technology
18:23:19	Big_Foot_Bob	hmmm.....radio
18:23:20	cat	print ads - i look for graphics (too many courses here over the years)
18:23:32	cat	tv ads i look for content and message
18:23:33	trainer	TV ads - I often switch radio stations when a commercial comes on
18:23:37	BarberRick	Print- I like to read the fine print to see what is hidden
18:23:39	Ellen	TV
18:23:46	Katie	TV and print catches my eye, but the web is where I go to learn more about a company or product.
18:23:47	cat	sunday supplements when i really want to buy anything
18:23:51	Big_Foot_Bob	because it makes you use your imagination some
18:23:53	TaiChi	tv ads- when they are entertaining
18:23:53	BarberRick	<---don't trust advertisers
18:24:00	Big_Foot_Bob	radio that is
18:24:09	wtrnp3	Print, TV billboards, no web
18:24:13	Katie	Sunday ads are like my shopping list. Who has this on special this week?
18:24:14	cat	katie is right - i do research on the web
18:24:17	trainer	TV ads for product introduction, print for description, web for deep information
18:24:26	Ellen	agree with ignoring web ads
18:24:39	Big_Foot_Bob	Katie has a good point.....a good ad will make me research a product on the web
18:24:40	TaiChi	i agree with Katie - I like the Sunday ads
18:24:45	cat	web is good for research only
18:24:45	Craig	So do ads help you make purchase decisions?
18:24:45	Katie	Agreed. I hate web pop ups. I want pull not push online.
18:24:59	Big_Foot_Bob	sometimes
18:25:14	BarberRick	Pop ups are bad
18:25:14	wtrnp3	rarely
18:25:14	Ellen	seldom
18:25:15	cat	i always research and comparison shop
18:25:49	trainer	Purchase decisions - I've almost decided that my next Pu will be a Tundra - because of the Tv ads. My Ranger's getting old....
18:25:51	TaiChi	Sometimes an ad gives you new information, or leads you to a different search. I like to compare before buying
18:25:58	cat	but then i only shop when i need something (i do not like to shop)
18:26:07	TaiChi	I love to shop
18:26:37	cat	i admit to having favorite stores

18:26:40	wtrnp3	Ditto on shopping - I don't shop much beyond necessities. I'm not an impulse buyer generally.
18:26:49	cat	ditto
18:26:50	BarberRick	<-----loves To Shop Shopping is a great way to meet people and to see what great deals are out there
18:27:17	wtrnp3	Nothing's a good deal if you don't have the money
18:27:18	BarberRick	I like to get out of the house n Explore
18:27:37	TaiChi	Shopping is also a great way to people watch, and see what is out there - even if you don't spend any money
18:27:41	cat	shopping is only when necessary - ads only when needed
18:27:46	BarberRick	Don't need to buy anything just get out
18:27:48	Big_Foot_Bob	I use shopping as a excuse to get out of the house when I am suffering from a bad case of cabin fever
18:27:50	Craig	when do you "need" an ad?
18:28:09	cat	when i need to replace something
18:28:26	BarberRick	I need a Add when I am Looking for a Discount
18:28:27	trainer	When there's a product I need, such as a new wireless router, and I need to know what's available.
18:28:31	wtrnp3	That's the thing about ads - so many of them are designed to create a need that didn't exist before
18:28:32	TaiChi	when you want to sell something
18:28:53	Big_Foot_Bob	When I need to search for a solution to a need and am looking for suggestions to a possible solution
18:29:04	trainer	I need a print ad with a coupon when my wife and I are deciding where to eat out...
18:29:21	Craig	ok
18:29:26	Craig	in general
18:29:30	Craig	how do you feel about advertising?
18:29:30	Katie	Or when you're shopping for something new and want to get a ballpark cost.
18:29:33	TaiChi	I agree with the coupon - i keep the good ones, and that may influence me
18:29:40	BarberRick	Eating out is a Great. I always Look for discounts
18:29:43	cat	not a big fan
18:30:04	Ellen	I ditto Cat
18:30:11	BarberRick	I will try a new restraunt for a discount
18:30:15	trainer	When I need an ad, I'm glad to see it. Otherwise, they're interruptions.
18:30:24	Big_Foot_Bob	overall....i guess I feel more postive than negative about advertising
18:30:31	BarberRick	me too
18:30:40	Katie	It's easy to overlook if you
18:30:49	Craig	so what I'm hearing is ..
18:30:50	Katie	...if you're not interested

18:30:51	BarberRick	you?
18:30:52	Craig	if an ad is useful
18:30:53	trainer	If the ads are fun, I like seeing/hearing them.
18:30:55	wtrnp3	How feel about advertising? I'm down on it. Not a fan. There's just too much of it. Maybe that's why I'm able to, for the most part, ignore it.
18:30:58	Ellen	On the other hand, I'm really not very willing to pay full cost of getting a magazine (hard copy) that would have no ads
18:31:00	cat	i ignore ads generally
18:31:03	Craig	then it's welcome. If it's not useful in some way, it's an annoyance?
18:31:11	trainer	Yep
18:31:15	cat	agreed Craig
18:31:23	Big_Foot_Bob	I concur
18:31:24	wtrnp3	yes
18:31:30	BarberRick	Adds are great as long as they are not a pop up
18:31:44	cat	pop ups are awful
18:31:44	TaiChi	yes, I can ignore most print ads if not interested
18:31:53	BarberRick	yepper
18:31:54	Katie	I agree, though, that I am annoyed by magazines that are half full of ads.
18:32:02	cat	true Katie
18:32:21	Big_Foot_Bob	or sunday newspapers that are mostly sale brochures
18:32:23	Ellen	And TV or radio shows that are continually interrupted for long periods with ads
18:32:30	trainer	Yeah, how about those wedding mags?
18:32:39	cat	i like the sunday supplements at christmas when i am looking for gift ideas
18:32:40	Katie	Or cooking magazines
18:32:46	BarberRick	lol <----newlywed<---mmmm
18:32:53	cat	cooking magazines!
18:33:12	BarberRick	I got alot of Great deals from Adds for the Wedding
18:33:22	Craig	ok that's great.
18:33:22	trainer	Cooo -elll
18:33:23	TaiChi	I have never read a cooking magazine - i reach for the cook-book
18:33:28	Katie	Or those Home and Lifestyle mags. I guess that's how they pay for the glossy layout
18:33:43	trainer	I'm so glad my wife gets a cooking mag - new recipes!
18:33:45	Craig	Ok let's take a look at some ads.
18:33:50	trainer	Ok
18:33:53	BarberRick	k
18:33:59	Big_Foot_Bob	I admit that I like the ads in some travel magazines

18:33:59	TaiChi	Ok
18:34:04	cat	i may get kicked off now
18:34:05	Craig	all right
18:34:06	Craig	oops
18:34:08	Big_Foot_Bob	ok
18:34:09	Craig	Yes!
18:34:16	Craig	This part usually kicks a few people off.
18:34:32	Craig	So just log back in. Oh, if you have pop-up blockers turned on, you might need to turn them off.
18:34:33	trainer	I'm on - what am I supposed to be doing?
18:34:41	Big_Foot_Bob	if it does I will sign back one
18:34:44	Craig	I'm going to "push" an ad to you.
18:34:53	BarberRick	open up a new browser
18:34:59	Craig	It will open up its own browser window (hence the reason for pop-up blockers possibly interfering)
18:35:19	BarberRick	lol
18:35:27	Craig	It's pretty funny, in previous sessions I'll push an ad out and watch people blink blink blink off
18:35:34	Craig	Well here goes. Here comes the first ad
18:35:38	trainer	Ok - I turned of popup blockers. Fyi - if you have the Google or Yahoo toolbars, the blocker runs in the B/g.
18:35:39	BarberRick	ok
18:35:58		TaiChi left.
18:36:12		TaiChi joined.
18:36:19	trainer	Striking imagery!
18:36:20		TaiChi left.
18:36:40	Craig	Everyone see the ad?
18:36:46	trainer	If anyone needs help w/popups or your Pc, I'm a Pc tech...
18:36:47		TaiChi joined.
18:36:50	Craig	If anyone needs me to resend it, I can do that to individual people
18:36:51	trainer	I see it.
18:36:52	Craig	Doing ok Tai?
18:36:58	wtrnp3	no, I can't seem to open it
18:37:00	TaiChi	Yes
18:37:09	Craig	wtr I'll send it to you
18:37:14	Craig	Tai need me to send it to you again?
18:37:21	BarberRick	Turn of Pop up Blockers
18:37:24	trainer	Check the "tools" menu, if you're in le.. turn off popup blockers...
18:37:25	BarberRick	off
18:37:26	TaiChi	I blocked the pop up, but don't have anything yet
18:37:29		cat left.
18:37:38	Craig	resent it to you Tai

18:37:50	BarberRick	brb rest room
18:37:50	Ellen	the link doesn't go anywhere for me ????
18:38:10	Craig	Did you get it that time Ellen?
18:38:16	TaiChi	me either
18:38:19	trainer	The Tv version of this ad is more striking than the print version - I think the movement adds a lot to the Tv version. In print, it looks fake.
18:38:37	Ellen	no
18:38:45	Craig	Ellen can you click on it?
18:38:47	Craig	in the window
18:38:59		cat joined.
18:39:06	Craig	welcome back cat
18:39:14	Ellen	Sure, I can click on it and hear that I've clicked on it but it doesn't bring anything up
18:39:18	TaiChi	Go it
18:39:24	Craig	Do you have popups turned off Ellen?
18:39:25	cat	hello! waht do we do withthe ad?
18:39:27	TaiChi	Sorry - got it
18:39:28	trainer	Yep, sounds like a popup thing...
18:39:38	Craig	Tell me what you think
18:39:43	wtrnp3	I have the same problem as Ellen
18:39:48	Ellen	Beats me ... how do I turn off popups ... in English
18:39:55	cat	is there sound involved?
18:40:03	trainer	Cat - if you're using the Google or Yahoo toolbars, disable them..
18:40:04		Big_Foot_Bob_2 joined.
18:40:04	Craig	Do you "get" the ad? Do you understand what the ad is trying to say? (no these are just print ads)
18:40:15	cat	i am not
18:40:15	Craig	Hi Other Bob!
18:40:17	trainer	Yes, I get the message.
18:40:23	TaiChi	Cook idea playing with the photography and the phrase on the edge
18:40:25	Big_Foot_Bob_2	craig... missed ad.....
18:40:30		Ellen left.
18:40:36	cat	i see what they are saying but the vehicle ruins the photo
18:40:57	trainer	Ruins the photo? I thought the vehicle was the purpose...
18:41:06	Katie	agreed. looks fake
18:41:18	cat	yeah, but i don't like it
18:41:19	trainer	Is it just that the vehicle isn't centered?
18:41:23	Craig	Resent it, Bob ..
18:41:25	cat	i don't like the vehicle
18:41:37	cat	no - it ruins the photo of a nice evening
18:41:43	Craig	And that's "re-sent" .. as in I sent it again

18:41:43 Big_Foot_Bob_2 I will view it
 18:41:43 trainer I sort of like this vehicle
 18:41:54 BarberRick <-----back
 18:41:58 **Craig** **wb Rick!**
 18:42:00 cat i don't like suv
 18:42:01 trainer the vehicle does seem out of place....
 18:42:01 **Ellen joined.**
 18:42:01 BarberRick ty
 18:42:09 Craig Rick do you see the ad?
 18:42:24 BarberRick cars everywhere
 18:42:34 BarberRick where
 18:42:38 BarberRick opps
 18:42:38 **Craig** **Hi Ellen**
 18:42:42 **Craig** **Still having issues?**
 18:42:51 cat i think the desginer was trying to tie the car in with the slo-
 gan
 18:42:57 cat but it did not work for me
 18:43:02 Ellen Hi, I still don't know how to shut off my popup blocker.
 18:43:06 BarberRick me either
 18:43:22 Katie Agreed. It says it is attention getting, but I don't seen any-
 one looking at the car
 18:43:24 **Craig** **I'll try sending the ad again to you Ellen.**
 18:43:29 **Big_Foot_Bob_2 left.**
 18:43:30 trainer Ok - if you're in le - go to the "tools " menu, choose popup
 blocker - turn it off
 18:43:39 TaiChi You may have to hold down the ctrl key while clicking on
 the website
 18:43:52 **Craig** **Here's the link again**
 18:43:59 **Big_Foot_Bob_2 joined.**
 18:44:09 Ellen what is le?
 18:44:15 Big_Foot_Bob_2 Craig....saw ad finally
 18:44:21 wtrnp3 I xcan't get anywhere either - same as ellen.
 18:44:25 trainer Sorry - Internet Explorer - I've been a techie too long....
 18:44:29 **Craig** **<http://www.craigweiland.com/ads/edge.jpg>**
 18:44:32 BarberRick car looks like a fake
 18:44:38 **Craig** **If you click that, it should keep you in the room.**
 18:44:45 cat it looks liek a poor photo shop job
 18:44:52 Big_Foot_Bob_2 for ford edge....the window popped up behind my cha-
 troom screen
 18:45:06 **Ellen left.**
 18:45:08 trainer That was my impression, too - bad Photoshop...
 18:45:09 **BarberRick left.**
 18:45:16 **Ellen joined.**

18:45:19 Big_Foot_Bob_2 I didn't mind the ad myself.....but I wasn't particularly drawn to the car

18:45:25 BarberRick joined.

18:45:46 Ellen Ok, Craig, thanks to trainer I'm ready to have the link sent to me once again.

18:45:47 BarberRick <---oops clicked on the wrong button again Sry

18:45:53 cat the couple walking on the river bank can bring back good memories, but vehicel ruins

18:45:54 trainer Yea!!!

18:46:01 Craig [ok here comes](#)

18:46:02 Big_Foot_Bob_2 I guess that is my generation....i would be more interested in car specs instead of the ad being cute

18:46:09 Craig [there you go.](#)

18:46:13 cat car should have had diffent placment

18:46:19 TaiChi It doesn't make me want to buy a Ford Edge

18:46:35 trainer Maybe Ford should have used a different message for print ads than they used for Tv...

18:46:47 Ellen Nope, still nothing coming up and my pop-up blocker for this site is now shut off

18:46:53 Big_Foot_Bob_2 trainer...i think you have a good point there

18:46:55 wtrnp3 So, I'm wondering what to do. It could be that I have an old version of Java. I tried to download an update before joining this, but the site was down for maintenance.

18:46:57 Craig [Try looking behind the chat window?](#)

18:47:17 Craig [try clicking this link](#)

18:47:17 cat don't y'all just love technology??

18:47:30 Craig <http://www.craigweiland.com/ads/edge.jpg>

18:47:30 trainer Something always breaks...

18:47:35 Ellen I'm using le 9, is that my trouble?

18:47:43 Big_Foot_Bob_2 I know that there is usually a theme that runs in both pring ads and television....but sometimes I don't think it works as well in one medium as the other

18:47:50 Craig [does clicking that do anything for you?](#)

18:47:54 trainer le 9? I thought that 7 was the newest....

18:48:02 wtrnp3 not for me

18:48:07 cat possibly - guess i do not see both links

18:48:12 Big_Foot_Bob_2 I kinda like the ads for the car they have on tv but not as a photo shot in the magazine

18:48:13 Ellen No, links still don't work

18:48:18 trainer Bfb - I agree - different medium, different focus...

18:48:20 cat i do like the surfer car commerical on tv

18:48:21 Craig [Ok who does not have ads yet?](#)

18:48:28 Ellen are we having fun yet?

18:48:32 cat is there more than one ad?

18:48:34 BarberRick Why do Advertisers put a Fake vehicle on such a nice add , they just make it us not trust the add

18:48:35 wtrnp3 I don't have the ads

18:48:38 **Craig** **no just one ad so far**

18:48:42 Ellen I've not seen any ads

18:48:42 cat k

18:48:50 **Craig** **ok .. Ellen and wtr .. anyone else Not see the Ford Edge ad?**

18:49:11 trainer Craig - you might e-mail the ads to the folks who are having trouble...

18:49:17 cat how did we know it was a ford edge ad?

18:49:17 BarberRick yes

18:49:18 **Craig** **doing it now**

18:49:25 BarberRick k

18:49:38 **Craig** **Sorry .. this session is going to a little long tonight ..**

18:49:48 trainer I knew it was for Ford Edge because I saw the TV commercial.

18:49:52 Big_Foot_Bob_2 thats alright with me

18:49:54 cat i saw the tagline "on the edge" or somethign, was that the giveaway

18:49:55 BarberRick it ok

18:50:00 cat oh, not seen the commercial

18:50:00 trainer Craig - go as long as you need...

18:50:21 Ellen Craig, I'm at work so use that email address, pls

18:50:22 TaiChi I saw the Ford Logo and the on the Edge slogan

18:50:24 BarberRick no plans as long as Ann is at work Lol

18:50:40 trainer This is my evening...

18:51:15 BarberRick next question?

18:52:00 **Craig** **Ok I am emailing the ad to Ellen and wtr**

18:52:05 **Craig** **I'd like them to see it before we move on**

18:52:13 trainer No sweat...

18:52:18 BarberRick k

18:52:18 Ellen Sorry for the delay

18:52:39 cat k - i'm going for pretzels

18:52:44 **Craig** **Ok it's sent .. check email and see if you can open what I sent you**

18:52:51 BarberRick me too Chips for me

18:53:00 trainer Craig - you might remind them to save the ads to their PC's so they don't have to have e-mail open to see them...

18:53:15 **Craig** **Thanks for doing that for me :)**

18:53:34 wtrnp3 Ok, Now I see it. So what's the question again?

18:53:39 Ellen Ok, what was the question? I've seen these ads on Tv. better w/ motion than in still print shot

18:53:45 **Big_Foot_Bob** left.

18:53:57 **Craig** **Question is, how do you feel about this ad?**
18:54:37 Big_Foot_Bob_2 Cfraigi am herebob
18:54:48 Ellen stupid but entertaining ... I wanted to see if it would drop off the edge. But it didn't in any way move me into wanting to learn more about an auto

18:55:01 **Craig** **k thanks Bob**
18:55:20 wtrnp3 I like the scene, but the car brand doesn't really register.
18:55:25 trainer The concept is a good one to help folks remember the vehicle's name - Edge...

18:55:39 TaiChi I wanted to be walking down the sidewalk with my husband
18:56:11 BarberRick It makes me feel like the dealer does not tell the truth because it looks fake

18:56:17 Ellen In fact, the first time I saw the Edge ad I wondered more about how they had done the graphic/filming/whatever work to create it

18:56:41 trainer I thought the ad might be more effective if the car were more in the background, like on the edge of the bridge instead - not "in your face".

18:56:45 Big_Foot_Bob_2 I admit to that too....sometims I am more interested in how the ad was made instead of the message it has

18:57:09 **Craig** **ok let's move on**
18:57:14 trainer Otay
18:57:29 **Craig** **Ellen and wtr, I will email you the ads .. if you get knocked off by the push .. just log back in again**

18:57:33 **Craig** **Here comes**
18:57:42 **BarberRick left.**
18:58:15 trainer Got it - looks good- makes me curious about the product.
18:58:17 **Big_Foot_Bob_2 left.**
18:58:43 **Big_Foot_Bob_2 joined.**
18:58:56 TaiChi Got it - is it shampoo for men?
18:58:59 Big_Foot_Bob_2 I really didn't feel anything about the ad
18:59:17 **BarberRick joined.**
18:59:23 trainer It might be more effective if it showed an actual head of hair, before & after...

18:59:29 Big_Foot_Bob_2 too dark and black.....didn't raise any emotion or interest for me

18:59:53 Ellen It took me a long time to realize the product was shampoo/conditioner. The For Men was what jumped at me.

18:59:56 TaiChi I agree - boring ad with not enough info
19:00:00 **Craig** **Everyone see the ad?**
19:00:18 Katie Yep. Just checked out when I saw it was for men.
19:00:19 BarberRick no I got kicked off
19:00:22 wtrnp3 Doesn't grab me much, although I noticed the "for men" too

19:00:31 trainer I'm a 45-year-old male - my hair's not thinning, but if it were, I'd check out this product... I'm more interested in a shampoo that keeps the grey out...

19:01:01 Ellen Trainer, you're too cute!

19:01:12 trainer That's because you haven't seen me...

19:01:13 Big_Foot_Bob_2 ditto trainer

19:01:27 BarberRick Yepp I saw the Add

19:01:34 **catz joined.**

19:01:35 Big_Foot_Bob_2 about the gray hairnot the "cute" comment

19:01:36 BarberRick Boring add

19:01:42 Big_Foot_Bob_2 lol

19:01:55 catz took forever to get back - would not allow my name

19:02:01 trainer I thought the ad was striking.

19:02:07 **cat left.**

19:02:11 Ellen 2nd look at ad ... why does it say go for the upgrade ... but also claim that nothing but the bottle has changed?

19:02:12 BarberRick pic of bottle not much to look at but a nice bottle

19:02:20 **Craig Cat do you see the ad?**

19:02:22 catz i missed an ad, didn't i?

19:02:36 **Craig I resent it to ya**

19:03:20 catz thanks - saw it - not bad, nice design - like the black and red for a masculine touch

19:03:29 **Craig ok.**

19:03:34 catz also like "only the name ahs changed"

19:03:36 **Craig What's the message this ad is trying to deliver?**

19:03:44 Ellen why advertise only a new bottle ... is the goal to help your customers continue finding your product ... then why change the bottle?

19:03:50 trainer Upgrade your hair to thicker hair...

19:04:12 trainer Message - upgrade thin hair to thick hair

19:04:14 wtrnp3 that my hair can look better than it does now.

19:04:22 BarberRick I think the add is trying to be simple to try not to confuse the patron

19:04:35 trainer Hey, I'm a man - confused often....

19:04:36 catz i do not have a problem with a design change - as in bottle

19:04:41 Katie So is the "go for the upgrade" the masculine version of "I deserve it"?

19:04:50 trainer Yeah - good insight

19:04:51 **Craig If you were paging through a magazine and you came to this ad, would you stop to read it?**

19:04:53 catz i am guessing so

19:05:07 Big_Foot_Bob_2 the ad may be striking in a art sense....but I normally would not have spent any time looking at it

19:05:08	Ellen	I must be dense ... it took three looks at this ad and your helpful writings to realize that it was a hair thickening product in addition to shampoo
19:05:09	BarberRick	no
19:05:12	TaiChi	i think the before and after photos would be a better way to sell
19:05:13	trainer	Yep - because I have to care about my hair now - it's not a "given" anymore...
19:05:14	wtrnp3	no, I don't think so
19:05:19	BarberRick	<---am a barber
19:05:28	trainer	Noooo - really?
19:05:35	BarberRick	lol
19:05:36	cat2	i went for the design
19:05:51	BarberRick	<--- a cook to
19:06:11	cat2	oh, a renaissance man, eh?
19:06:12	Katie	Besides the design was the name recognition.
19:06:14	BarberRick	lol
19:06:31	Ellen	I'd pass right over this ad
19:06:32	trainer	Seriously, I will switch to a shampoo that I can use every few days to keep out greys - if this ad were for that, I'd be looking for that shampoo the next day...
19:06:38	Craig	ok .. here comes the next one
19:06:40	Craig	ready?
19:06:44	cat2	k
19:06:45	BarberRick	bad Thunder storm aproching
19:06:47	trainer	Yeah, buddy!
19:07:01		BarberRick left.
19:07:14	Craig	lol ..poor rick gets kicked every time I do that
19:07:28		Big_Foot_Bob_2 left.
19:07:31	cat2	too much copy
19:07:41	cat2	like the photo and angle of the car though
19:07:45	trainer	Hey, do those rich enough to afford this car want to be like the guy in the photo? I don't..
19:07:56	cat2	photo should be larger
19:07:57	trainer	Yes, too much copy, not enough car...
19:08:05		Big_Foot_Bob_2 joined.
19:08:16	Ellen	Wow, what a car. They should dump the text and just focus on the auto
19:08:20	Katie	yeah, but I'm finding I wish I could read the text
19:08:22	cat2	here here
19:08:26	Ellen	And emphasize the hood ornament
19:08:35	cat2	good idea
19:08:43	Big_Foot_Bob_2	I thought it was pretty good because of the technical information that was in the top half of the ad

19:08:47	TaiChi	I like the fact that they are using a quote from an aviation co CEO - sounds like he know something about Mercedes
19:08:49	wtrnp3	Try full screen Ellen
19:09:00	trainer	Maybe this should be a 2-page facing ad, if they wanted all that copy - it scares my eye away from the ad...
19:09:12		BarberRick joined.
19:09:18	TaiChi	Good photo, too
19:09:25	BarberRick	Back
19:09:27	catz	tech info should be at bottom - and less of it - i an not into the tech info - would get that when do research
19:09:34	Craig	wb Rick! Got the ad?
19:09:46	wtrnp3	Sorry, Katie, try blowing it up. I couldn't read it either. Now that I can, there's definitely too much text, and it's all mindless hype
19:09:50	BarberRick	no
19:09:53	trainer	I like the rest of the ad Ok, but the guy in the photo looks nerdy - who wants to be him?
19:10:12	Katie	ok, now that I see the text....it doesn't help. I would rather have more photos of these features.
19:10:18	TaiChi	I just want to drive his car!
19:10:24	catz	oh so do i
19:10:26	wtrnp3	Nerds are good engineers. You're the one that's supposed to look good, not him
19:10:28	trainer	Maybe the technical info could be in bullet points?
19:10:31	BarberRick	everytime you go to a new add I get kicked off?
19:10:39	Craig	yeah pretty much
19:10:40	catz	yeah, i like bullets
19:10:41	Craig	Just sent it again
19:10:43	Big_Foot_Bob_2	I like the bullet comment
19:10:50	Katie	I was expecting more of a story....
19:10:54	TaiChi	I like bullets too
19:11:08		BarberRick left.
19:11:19	Katie	And a picture of that new instrument panel
19:11:27	catz	so craig is there a difference among the generations?
19:11:28	Big_Foot_Bob_2	but then again....it looks like a older, more sophisticated type of ad that you would have found in the 60/70s
19:12:05		BarberRick joined.
19:12:06	Craig	You mean in how this ad's been received?
19:12:09	trainer	Hey, if I don't want to be this guy, why do I want to listen to him about this car? He doesn't look successful, he just looks sad...
19:12:17	BarberRick	Yes I saw the Add
19:12:21	Craig	Rick I emailed the ad to you
19:12:23	catz	yes, is there a distinct preference?

19:12:26	BarberRick	it ok
19:12:33	BarberRick	I like the car
19:12:57	Craig	Probably too soon to talk about that, cat :) stick around after the session and I can tell you what I know so far
19:13:08	catz	k
19:13:20	BarberRick	I would read the material about the add to see about the Great looking car
19:13:21	Craig	Ok question for the group .. now we've seen two car ads. How does this one strike you vis a vis the Edge one?
19:13:33	catz	oh my
19:13:42	catz	not crazy about either
19:13:53	Big_Foot_Bob_2	I liked this one better....classic looks....with information for a potential buyer
19:13:56	Katie	I like this better, but more because I like the Mercedes
19:13:57	catz	like the city scape in the first one, but car was too big
19:13:58	trainer	The Edge ad is a little bit better - more photo, less text..
19:14:05	catz	liek the car in this one, but too much copy
19:14:12	Ellen	I'm still associating the Edge ad with TV (motion) and the Mercedes ad w/ pring medium
19:14:12	BarberRick	If i had to choose I would choose the later over the edge one
19:14:18	catz	agree with trainer
19:14:28	TaiChi	I liked the Edge one better - I pictured myself in the ad with my husband, still didnt' want to buy the Edge
19:14:29	trainer	Yea!!
19:14:43	Katie	Confusing text -- are they selling the experience of driving a Mercedes or the engineering?
19:14:46	catz	no prefer mercedes to edge
19:14:48	wtrnp3	I like the Mercedes ad better because at least it's trying to tell me something concrete.
19:14:52	BarberRick	I like style and clean
19:15:06	trainer	Selling engineering, I think - look who's their pitchman...
19:15:28	BarberRick	the merc. looked like I could trust it more
19:15:31	trainer	Dilbert the pitchman...
19:15:33	Katie	But the opening line draws me in more
19:15:39	Craig	why do you prefer this one cat?
19:16:03	catz	i just prefer a mercedes - i like different cars not the same that everyone is driving
19:16:15	trainer	This is a better opening line, I agree...
19:16:20	Ellen	I'm back to not being a looker ... only buy when I need something ... neither ad would interest me much since I'm not in the market to buy a car
19:16:23	BarberRick	yes me too
19:16:32	Craig	ok .. great comments

19:16:41	Craig	Three more ads to look at, then we're done
19:16:47	BarberRick	k
19:16:47	Craig	Here comes ad #4
19:16:50	Big_Foot_Bob_2	go for it
19:17:06	Craig	Really *really* appreciate everyone being patient with me tonight :)
19:17:17	Craig	oops we saw that one already
19:17:26	Craig	let's try this again
19:17:40	Craig	there it is
19:17:44		BarberRick left.
19:17:51	catz	funny
19:17:52		Big_Foot_Bob_2 left.
19:17:57	Katie	Cute
19:18:00	wtrnp3	waiting on that email Craig
19:18:00	TaiChi	Cute
19:18:03	catz	don't typically go for cartoons, but cute
19:18:12	Katie	But wouldn't make me want to buy it.
19:18:16	TaiChi	my kids would love this
19:18:17	Craig	on its way
19:18:28	Ellen	anticipation is killing me ...
19:18:30	trainer	Hmmmm.... cute but strange...
19:18:30	catz	nah, we are fussy on food, would not buy
19:18:35	Craig	email sent, Ellen :)
19:18:53		Big_Foot_Bob_2 joined.
19:19:00	Craig	wb Bob .. got the ad?
19:19:06	Big_Foot_Bob_2	LOL...simple with a lot of humor
19:19:15	catz	i do liek the simplicity
19:19:17	Big_Foot_Bob_2	I liked it
19:19:29	trainer	It is funny - it might generate warm feelings for Pop-tarts...
19:19:55		BarberRick joined.
19:20:02	Big_Foot_Bob_2	this one would make me pause if I was scanning through magazine
19:20:06	Ellen	I liked it. I even took time to read the whole ad ... because there wasn't too much there to read. Simple and clear
19:20:10	trainer	Rick - who cut their hair for this photo?
19:20:14	Katie	warm feelings. Lol ::laugh
19:20:16	BarberRick	Simple but effective
19:20:23	BarberRick	Great Add
19:20:39	Craig	ok .. what's the message that this ad is trying to convey?
19:20:39	wtrnp3	Yes, kind of funny... but I'm not sure I would actually read the product info - it's a little too disguised as a brand logo
19:20:52	BarberRick	Kids will eat
19:20:56	catz	name recognition
19:20:59	TaiChi	That pop tarts are fun

19:21:04	cat2	remember they are out there
19:21:11	trainer	Message - your kids will eat Pt's... they'll seek them out..
19:21:12	Ellen	fun and open mouth that a pop tart could fill
19:21:34	Katie	just realized that they seem to be following on the Life is Good style of graphics
19:22:03	BarberRick	I Like adds like this but I still don't like pop tarts they are Dry
19:22:03	Craig	does this ad make you want to eat a poptart?
19:22:14	BarberRick	Noo
19:22:16	wtrnp3	I think it's just trying to say "Pop Tarts" and you can do with that what you will - hopefully want to eat one.
19:22:28	cat2	no - they are not vegetarian - and we are
19:22:35	trainer	Yep - even though I don't eat those anymore. It might make me buy a box for someone who does eat them....
19:22:39	Big_Foot_Bob_2	I don't know.....i ate them when I was younger....but not sure about it now....still fun to think about them though
19:22:39	Ellen	No, but I tried them and like Brick, think they are dry
19:22:42	wtrnp3	No, I don't care for pop tarts
19:23:07	TaiChi	They are better if you add butter fresh out of the toaster
19:23:19	BarberRick	lol no
19:23:21	trainer	I try to eat protein for breakfast - they don't make ham Pop- tarts
19:23:45	Big_Foot_Bob_2	try one with bacon.....
19:23:55	Craig	that's a hot-pocket, trainer :)
19:24:00	Craig	ok lights just flickered here
19:24:04	trainer	Oh, yeah....
19:24:12	BarberRick	pop tarts are like dry white meat no amount of milk will make them better
19:24:19	Craig	let's move on
19:24:20	cat2	guess i am glad i am in ohio!
19:24:21	Craig	next ad ..
19:24:34	Craig	yeah cat .. this storm is still coming to you :)
19:24:35	wtrnp3	How about spicy barbecue pop tarts?
19:25:16		Big_Foot_Bob_2 left.
19:25:20	wtrnp3	we make money the old fashioned way - We Steal It!
19:25:48		Big_Foot_Bob_2 joined.
19:25:55	BarberRick	Smith barney add is a scare tactic
19:25:56	cat2	interesting - could not read all text though
19:25:58	TaiChi	So what are they selling?
19:26:03	cat2	service
19:26:09	Big_Foot_Bob_2	no impact or feeling for me.....don't have any kids
19:26:29	cat2	like the play on words
19:26:48	Ellen	The pale grey text is too light to read easily for these old and tired eyes

19:26:49	Big_Foot_Bob_2	I knowthey offer a service....but the ad just did not catch my interest
19:27:05	Katie	Or will our kids be poor because of fat cats like you? (directed to the advertisers)
19:27:13	trainer	I didn't understand this ad at all, until I read all the copy - interesting. My older brother has planned out a large amount of money to give each of his kids when they start out in life. This ad wo
19:27:14	TaiChi	It makes me think of my kids first, but it doesn't make me want to invest with Smith Barney
19:27:20	BarberRick	I feel they are saying give the youth a job or they will turn out to be homeless or less than
19:27:42	trainer	This ad is a bit too complex.
19:27:52	BarberRick	<---don't know who smith barney is \
19:27:59	wtrnp3	Actually, I prefer the work ethic.
19:28:01	TaiChi	I want my kids to have a strong work ethic, it is saying they are mutually exclusive?
19:28:05	catz	could not read text - it would not influence my investments though
19:28:05	trainer	Smith Barney - investment firm
19:28:06	BarberRick	<--agrees with kent
19:28:08	Craig	so would this ad make you stop and read it if you saw it in your magazine?
19:28:18	BarberRick	no
19:28:23	catz	maybe - to see what they say
19:28:23	trainer	No
19:28:24	Big_Foot_Bob_2	No
19:28:27	Katie	Nope. I look at who is pushing it and check out
19:28:28	TaiChi	I would stop and scratch my head
19:28:29	Ellen	no
19:28:51	BarberRick	lol tai
19:29:12	BarberRick	need some conditioner?
19:29:13	Craig	So the question posed in the headline doesn't grab you, or is it the overall design of the ad?
19:29:21	BarberRick	no
19:29:21	Craig	LOL Rick
19:29:31	wtrnp3	I can't read the text either, but I don't think they intend that most people will read it. The work ethic vs. wealth ethic is the main message (obviously).
19:29:33	TaiChi	Yes, I will try the Loreal for Men
19:29:37	Big_Foot_Bob_2	headline for me
19:29:37	Ellen	both
19:29:41	catz	i would read to see that the point is
19:30:07	Craig	ok

19:30:13	cat2	headline did grab
19:30:18	BarberRick	no I am busy and don't have time to read everything that might be (just Ok)
19:30:19	Katie	It backfires for me. I want my kids to have a work ethic, not to focus on wealth to the exclusion of other values
19:30:19	trainer	The photo looks just like one of my nephews - I'll have to see if he's been modeling...
19:30:29	cat2	agree with Katie
19:30:42	wtrnp3	agree with katie also
19:30:48	Craig	ok ..
19:30:50	Craig	last ad!
19:30:52	Craig	here comes
19:30:57	BarberRick	ok
19:31:15		BarberRick left.
19:31:25		Big_Foot_Bob_2 left.
19:31:41	cat2	what do they mean "burned"
19:31:47	cat2	coupon is nice
19:31:53		Big_Foot_Bob_2 joined.
19:31:54	TaiChi	If I had a kid with acne, I would have him use the coupon
19:31:55	Ellen	You have to admire Bob and Rick for persistence ... they do keep coming back ...
19:31:56	cat2	imagine it would hit a different generation
19:32:05	Craig	Yeah ...
19:32:06	Big_Foot_Bob_2	thanks
19:32:10	trainer	Some acne pads in the 70's were very strong, and could sting your face..
19:32:10		BarberRick joined.
19:32:15	Craig	they are *earning* their Amazon.com moneys tonight
19:32:17	TaiChi	It is a burning sensation from using too much acne medication
19:32:27	cat2	seriously?
19:32:30	Katie	Yeah. Glad this is no longer an issue for me!
19:32:44	TaiChi	Me too
19:32:47	BarberRick	<---booty Hurts from getting kicked off
19:32:49	trainer	If I had a kid struggling with acne, I might read the ad...
19:32:55	cat2	so the medicine burns?
19:33:07	Craig	Rick maybe these acne pads would help
19:33:07	Big_Foot_Bob_2	as someone who still suffers from the occasional outbreak of adult acne (dammit) the ad was both funny and interesting to me. The humor made me stop and the information was short and to the point
19:33:10	cat2	and yes, i would read if i had a kid with acne
19:33:12	trainer	The alcohol or other astringent could sting..
19:33:25	BarberRick	Ann is Home Yeppppppppie

19:33:42	catz	i did not know the treatment hurt
19:33:59	BarberRick	lol
19:34:13	Ellen	this ad looked cheaply made to me. Too much crammed on the page. Burned was confusing word. Coupon was too shadowed to stand out and I'm of the coupon user generation
19:34:19	Craig	So it seems everyone gets this one .. the message I mean
19:34:25	wtrnp3	If I had a kid who was all red-faced from slopping on the acne stuff, I might look twice
19:34:27	BarberRick	yepper
19:34:33	trainer	Got it....
19:34:33	catz	agreed
19:34:34	Big_Foot_Bob_2	yuppers
19:34:37	BarberRick	pimples
19:34:40	TaiChi	yes
19:34:43	Craig	What do you think about the visual
19:34:51	catz	cheap
19:34:51	Craig	the little faces and their thought bubbles
19:34:59	trainer	Bad visual - doesn't illustrate the point...
19:35:03	Ellen	cheap
19:35:03	catz	though it was email language
19:35:10	BarberRick	brb
19:35:26	Katie	or Im language
19:35:31	catz	yeah, im
19:35:40	trainer	Ok, yeah - emoticons... Kids should get that. I didn't...
19:35:44	wtrnp3	just a drawing
19:35:49	TaiChi	appeals to the younger crowd
19:35:54	catz	yeah
19:36:01	Ellen	what about the boxes down in the corner ... strange inter-mixing with the rest of the ad
19:36:01	BarberRick	<===back\
19:36:15	Big_Foot_Bob_2	definatly targeting younger generation
19:36:23	Big_Foot_Bob_2	not mine
19:36:28	Katie	yeah, what's that about? Are there three different kinds?
19:36:38	trainer	Yes, confusing...
19:36:43	trainer	3 flavors...
19:36:44	Craig	ok .. now we've seen two personal hygiene ads. How does this one compare to Loreal?
19:37:00	TaiChi	definitely funnier
19:37:01	Big_Foot_Bob_2	not as slick...but I liked it better
19:37:09	trainer	Acne doesn't affect me, neither does cutesy - Loreal is better.
19:37:12	catz	different generations
19:37:22	Katie	Agreed. Loreal is classier.

19:37:28	catz	slick hair one - older generation - acne for youth
19:37:36	catz	different audience
19:37:36	Ellen	agree w/ Katie on this one
19:37:42	TaiChi	but Loreal is boring
19:37:54	Ellen	Yup, it is boring
19:38:11	trainer	Hmm - to me, the Loreal was strikingly simple - dignified.
19:38:15	wtrnp3	Loreal applies more to me.
19:38:25	Katie	Yeah but I agree that they hook me on the concept of up- grading - the same as the Mercedes.
19:38:43	Katie	I want to believe I could live in that class someday.
19:38:55	Ellen	Ok, storm is raging here ... rain pouring and wind whistling ... about time to get off-line
19:38:57	BarberRick	they were all about the same just for diff gen
19:39:06	Craig	yeah I think I have enough here
19:39:13	TaiChi	I would rather be laughing in my median income level
19:39:19	Craig	Thank You Everyone! Really appreciate your patience to- night!
19:39:19	BarberRick	good time Craig ty
19:39:22	trainer	Craig - glad we could help, sir!
19:39:28	Big_Foot_Bob_2	take care Craig....glad to help
19:39:33	Katie	Definitely fun!
19:39:33	BarberRick	night
19:39:42	Craig	You might be getting an email to the effect "confirming" your participation ..
19:39:43		BarberRick left.
19:39:44	TaiChi	good night, and good luck with the rest of the chat groups
19:39:49	wtrnp3	No problem. You'll let us know the results?
19:39:50	Craig	if you're not in an online course, just ignore it
19:39:52	Ellen	interesting experience
19:39:54	Craig	If you like, sure ..
19:40:03		Big_Foot_Bob_2 left.
19:40:05	Craig	I will be keeping the Web site blog updated if you care to follow my progress.
19:40:05		TaiChi left.
19:40:19	Ellen	goodbye new friends
19:40:20	catz	good luck craig! send me an email message with if there are major differences - jsut curious on communicaiton techniques
19:40:26	catz	ta all
19:40:27	trainer	Stylin' - is that how we get the Gc? Although I'm in for the extra credit in my Stratcom Rsch. course.
19:40:27	Craig	sure cat! Will do.
19:40:36	catz	thanks - 'ta
19:40:44		Ellen left.

19:40:49	Craig	Amazon will send you the GC.
19:40:51	trainer	Dios les bendiga!
19:40:54		Katie left.
19:40:55		cat2 left.
19:41:00	wtrnp3	'night all
19:41:01	trainer	Oh - thanks, Craig!
19:41:07	Craig	Look for that in a week or so.
19:41:13	Craig	You're welcome :) Thank you !!
19:41:17	Craig	Great session tonight!
19:41:48	Craig	Good night guys.
19:42:31		wtrnp3 left.
19:43:57		Craig left.

FOCUS GROUP 6: BABY BOOMERS

April 26, 2007

6 participants + moderator

17:50:48		Craig joined.
17:56:34		Mouse joined.
17:56:55	Craig	Hi Robin!
17:56:59	Craig	You made it!
17:57:39	Mouse	I thought I had Java installed, so it took a few extra minutes. Sorry!
17:57:42		BarberRick joined.
17:57:52	BarberRick	Good Evening
17:57:58	Craig	Rick, you're back!
17:58:24	BarberRick	Yes Ann let me play with you all some more. lol
17:58:35	Craig	hmm
17:58:55	Mouse	Do I want to know the details?
17:58:55	Craig	Actually Rick I don't know if that's a good idea
17:59:00	BarberRick	Shes the best
17:59:07	BarberRick	lol
17:59:43	Mouse	How many are you expecting?
17:59:55	Craig	6-8 .. fingers still crossed ..
18:00:04		Knance joined.
18:00:12		McIntosh joined.
18:00:15		GW joined.
18:00:21	Craig	Wow, welcome everyone!
18:00:29	McIntosh	Great to be here!
18:00:31	GW	Thanks Craig
18:01:04		BarberRick left.
18:01:12	Craig	How's everyone tonight?
18:01:26	Knance	Feeling good!
18:01:41	McIntosh	Doing great! How are you all?
18:01:41	Mouse	great
18:01:48	GW	Very well
18:02:09	Craig	Did anyone have trouble with the chat software?
18:02:26	GW	None at all
18:02:26	Knance	Not so far.
18:02:40	Craig	That's great.
18:02:44	Craig	It can be a little ... flaky.
18:03:06	GW	This is a nice little application! ::rolleyes
18:03:06	Craig	It doesn't like it when you try to go to another Web page. It will log you out of the room.
18:03:13		52andHappy joined.
18:03:19	Craig	Also, if you have pop-up browsers active, you'll need to turn them off.

18:03:22	Craig	Hey 52!
18:03:22	52andHappy	Thanks. it's good to be here
18:03:45	52andHappy	Hi. How's everybody?
18:04:09	Knance	Should we block pop-ups?
18:04:14	Craig	yes
18:04:22	Craig	erg I said "pop up browsers" didnt I
18:04:32	Craig	I meant pop-up blockers :)
18:04:59	Mouse	Whew, I was feeling stupid!
18:05:11	52andHappy	Ok, so we should enable pop-ups?
18:05:33	Craig	yes
18:05:38	52andHappy	Gotcha.
18:06:00	Craig	Ok .. does anyone need to leave directly at 9 tonight?
18:06:19	McIntosh	No, I'm good as long as you need me here
18:06:28	Craig	If so, I can make sure things stay moving so we get everything done by then
18:06:29	GW	Nope, the evening is free
18:06:33	Knance	Nope
18:06:51	52andHappy	I'm ok for over an hour but have plans after that.
18:06:54	Mouse	I'm good!
18:07:05	Craig	ok great :) Not that I want to keep you all late, I just need to know now because it will help me parcel out time.
18:07:17	Craig	I guess let's get started. One or two more people may show up (I'm hoping) but we can go ahead and begin
18:07:30	Craig	First of all, Thank You all for agreeing to help me with my thesis research!
18:07:42	McIntosh	Turn about is fair play LOL
18:07:53	Craig	(indeed it is!)
18:08:13	Craig	What we'll do is, we'll spend a little time talking about advertising in general, and then we'll look at 6 specific print ads that I will ask you about.
18:08:38	Craig	But when I ask you about ads in general, I mean all advertising, including TV, radio, outdoor, etc.
18:08:45	52andHappy	any guidelines or rules for our discussion?
18:08:51	Craig	Not really, no :)
18:09:05	Craig	Just feel free to share whatever is on your mind pertaining to the discussion
18:09:15	Craig	This is about gathering your opinions .. the more opinion shared, the better for the thesis
18:10:15	52andHappy	ok
18:10:16	Craig	ok just to remind .. if you try to surf to a Web site, you'll be logged out of the chat .. I know I have that habit sometimes, wanting to look something up elsewhere
18:10:33	52andHappy	what, no cheating?

18:10:36	Craig	One other minor thing: there's a button you should be able to see that has four little arrows. Click that button expands the chat window.
18:10:47	Craig	no cheating!
18:10:53	Craig	:)
18:11:09	Mouse	Just what a baby boomer needs!
18:11:25	Craig	Ok .. first general question. What kinds of ads do you enjoy?
18:11:28	GW	Better than the AARP..
18:11:39	McIntosh	Ads with humor
18:11:44	Mouse	clever-intelligent humor
18:11:48	52andHappy	i like the ads that show regular people in regular situations.
18:11:50	McIntosh	Yes, definately
18:12:11	Knance	I used to like tv ads that featured music that I grew up with. But lately I find they bug me.
18:12:13	Mouse	ones with an unexpected twist
18:12:16	52andHappy	like those folks sitting in the sids by side tubs outside watching the sunset. I can relate to them (smie)
18:12:19	GW	I enjoy ads with drama, graphic uniqueness
18:12:41	McIntosh	I like visually stimulating ads and lean toward good music
18:12:43	52andHappy	I don't enjoy ads much really
18:12:47	Knance	I love the Target TV ads. Cool graphics.
18:12:53	McIntosh	Nothing that trys to play to my nostalgia
18:13:17	Craig	Mcintosh, what would be an example of that?
18:13:21	GW	Geico.com; Aflac, ipod & Apple
18:13:28	52andHappy	I like variation - running the exact same ad over and over makes me quickly ignore it.
18:13:30	Mouse	a hint of sexual innuendo or sexiness is also okay if it relates to the product
18:13:54	McIntosh	Ads that talk about 'yesteryear' a time when things were 'better'
18:14:46	52andHappy	I really liked those ads about Herding Cats but I can't recall the product.
18:15:14	McIntosh	I liked the Ikea ads, the herding cats was a computer company
18:15:15	52andHappy	I like funny but natural animals - like thatweimereiner dog they dress up.
18:15:17	Mouse	Sometimes I like the ads aimed at young people - it gives me a sense of pop culture
18:15:18	McIntosh	But I don't remember what it was
18:15:25		Shadow joined.
18:15:29	Craig	Hi Shadow!
18:15:31	GW	Auto ads are a bore, also drug company ads, ads for funeral insurance,

18:15:43	Craig	Glad you made it!
18:15:43	52andHappy	I love ads with chimps dressed up!!!
18:15:47	McIntosh	I disagree to a point
18:15:51	Mouse	Agree with GW
18:15:54	Craig	We're talking about what kinds of ads we enjoy.
18:15:54	GW	not to mention ads for tomorrow's sitcoms
18:15:55	McIntosh	I liked the car ads that morphed into something else
18:15:58	McIntosh	Remember those?
18:16:30	52andHappy	I *hate* the ads for feminine hygiene products!!!! How Gross. and unfeminine
18:17:13	Knance	I hate drug company ads where they say such and such is a miracle drug, then follow with the awful side effects
18:17:28	52andHappy	yeah;, I like ads with excellent computer graphics - like morphing as Mcintosh mentions.
18:17:29	GW	Ok, focus on the positive here.... Short ads, ads with color, good music, agree with the comment before about humor. Also unpredictability
18:17:29	McIntosh	I liked the one about 'viagra' of sorts - the 'brady bunch' looking ad that talks about how Dan ? is a happier man etc
18:17:34	Mouse	ok, 52, but not as bad as the old "mother do you douche?" ad that used to run on TV!
18:18:15	GW	Craig, were we focussing on which media?
18:18:22	Craig	No, media doesn't matter.
18:18:31	Craig	Just advertising in general.
18:18:34	Mouse	Sorry, can't stand the ED commercials--too obvious for me.
18:18:49	Craig	Ok let's move to that. What kinds of commercials annoy you?
18:18:53	52andHappy	I like ads that 'work' on both TV and radio. I find I 'learn' them better because they are in more than one medium.
18:18:57	GW	Then snappy radio ads, Google ads are great because they're short, sweet and easy to ignore if you need to
18:19:14	Craig	Nance, you mentioned you don't like music you grew up with used in commercials.
18:19:18	Craig	How come?
18:19:53	McIntosh	Commercials that annoy are ones that 'talk down' to me like the investing commercials
18:19:59	McIntosh	As if I don't know about investment
18:20:07	GW	Annoyances: popups!
18:20:13	Mouse	I dislike insurance ads that play on people's fears.
18:20:28	Knance	I find I feel like I'm being manipulated. Especially if its advertising something that I have a problem with but combining it with a piece of music I especially like.

18:20:31	52andHappy	I dislike those that fail to identify the product they are pitching. What's the point?
18:21:02	GW	I agree with 52, if you're going to advertise at least highlight the darn product
18:21:05	Shadow	All commercials annoy me.
18:21:06	McIntosh	I don't like ads that try to undermine the 'other' guy like cell phone ads etc.
18:21:11	Mouse	Craig, how do you classify "infomercials?" Are those ads?
18:21:17	Craig	Nah not really.
18:21:27	Craig	All commercials .. you mean TV, Shadow?
18:21:43	McIntosh	Infomercials are the Yanni concerts for those that suffer from insomnia
18:21:50	Mouse	I don't either, and I can't stand them.
18:22:00	GW	Ads for movies annoy me, since they show all the good parts and leave little to anticipate
18:22:11	Craig	Mouse, what was that in reference to?
18:22:15	52andHappy	Oh yes, I Hate political Commercials - They should be required to only say what the candidate is For - not attack some one else's position. !!!
18:22:15	Craig	Infomercials?
18:22:20	Shadow	TV, radio, print...all of them.
18:22:33	Knance	Here, here, down on political ads
18:22:37	Craig	Why do they annoy you?
18:22:38	52andHappy	infomercials Are Just That
18:22:59	GW	Insincerity, playing on fears, distortion of facts
18:23:09	52andHappy	because they just smear others.
18:23:24	McIntosh	Political commercials are the most annoying because they are sending out strategic messages, not really talking about issues they represent
18:23:27	Knance	That can be said about a lot of ads. it's just infomercials go on forever.
18:23:28	Mouse	Sometimes the ads in women's magazines...it's hard to tell what kind of a product they are selling.
18:23:38	52andHappy	the last 2 elections has been all about Dividing people by getting them to focus on a couple of insignificant things that incite emotion.
18:23:42	Craig	all right
18:23:44	GW	But they are usually the most stylish
18:23:52	Craig	so .. do ads help you make purchase decisions?
18:24:07	McIntosh	Not at all, just cheap entertainment
18:24:12	52andHappy	yes sometimes
18:24:14	Shadow	Absolutely not.
18:24:22	Knance	once in a while
18:24:41	Mouse	I can't think of any.

18:24:41	GW	Yes, Craig, I was sold on a Mac because of the recent ads with actors representing the two competing systems
18:24:50	McIntosh	So what is it about broadcast ads taped at 20 decibels higher than regular programming so as to gain your attention while you leave the room to get a snack or whatever
18:24:55	Craig	Wow, really GW?
18:25:00	Craig	The ad pushed you over the edge?
18:25:08	52andHappy	yes that mac vs. Pc series with the two guys is Very effective
18:25:10	Knance	I'm already a Mac user, but those ads reinforced my allegiance
18:25:53	GW	Actually they've done a great job using humor to make solid points, which I know something about, but hadn't had put in summary
18:26:10	52andHappy	I wonder - do those restaurant ads influence you? Do they make you hungry?
18:26:26	McIntosh	Hmmmm....only if I'm bored
18:26:37	Knance	they annoy me when it's too late at night to go out
18:26:44	GW	Actually the Paris Hilton ads eating a hamburger were classics of what not to do
18:26:49	Craig	52 you mean those ads for Red Lobster and Applebees and such?
18:27:01	Mouse	The food never looks like it does in the ad!
18:27:12	52andHappy	yes, those ads for the chain restaurants.
18:27:12	McIntosh	That's for sure, nor is the wait staff as eager to serve
18:27:15	Shadow	It's junk food.
18:27:24	Knance	that's true about just about every product that is advertised
18:27:40	McIntosh	There were is truth in advertising?
18:27:42	52andHappy	Yes, all but the popeil fisherman (smile)
18:27:53	Craig	What is, Nance?
18:27:59	Craig	what's true about just about every product
18:28:05	52andHappy	Mcintosh, come back???'
18:28:20	GW	Ads which educate you about the benefits of a product, not insulting intelligence, are good
18:28:23	Knance	that the actual product often falls short of the advertised image
18:28:26	McIntosh	Truth in advertising seems to be missing
18:28:32	Craig	got it
18:28:36	Craig	ok .. next q
18:28:41	GW	All's fair in love and the media
18:28:44	Craig	what media do you pay the most attention to advertising?
18:28:48	Craig	(speaking of media)
18:29:09	52andHappy	huh?

18:29:15	Craig	examples of media being, television, radio, magazines, newspapers, outdoor, web, direct mail, and so on
18:29:20	McIntosh	Print ads because there is typically more information and they don't yell at me or try to invade my brain
18:29:25	Craig	where do you notice ads the most?
18:29:30	Mouse	Pay attention to are the operable words.
18:29:35	McIntosh	Magazines because of the color
18:29:40	Knance	television, then magazines. I'm pretty good about blocking radio ads
18:29:44	McIntosh	the layout and design
18:29:55	GW	television because it's hard to get away; also ads on websites, all influence me. Print media is easy to turn the page, scanning
18:30:04	Shadow	Ads are shallow & insulting.
18:30:08	Mouse	I have to agree, magazines.
18:30:34	Craig	ok ..
18:30:56	Craig	so in general, how would you characterize your overall attitude toward advertising?
18:31:09	Mouse	generally negative
18:31:09	52andHappy	I don't think to draw distinctions based on the media type
18:31:30	McIntosh	The advertising is trying to get our attention to sell something that will make him;/her more money
18:31:38	GW	Positive, it's information, it's up to the viewer/consumer/reader to select what's good for them
18:31:39	McIntosh	But not necessarily something that I need
18:31:47	Knance	I know it serves a purpose. I just wish it hadn't gotten so sophisticated and manipulative
18:31:57	McIntosh	Yes, I agree Knance
18:32:00	52andHappy	Well, I certainly Enjoy the free communication that happens because of advertising. I doubt there would be many good programs if we all had to send in our pledges
18:32:22	McIntosh	Right, 52 - agreed -
18:32:53	Mouse	And I switch to a different station when it's pledge time on KBIA
18:32:56	GW	Actually, so many programs are not free = we still pay for cable, for internet access, for newspapers and magazines
18:33:22	Craig	that's a good point
18:33:24	52andHappy	not me, my 19 y/o son is moving out. I ditching cable
18:33:30	McIntosh	True, but do we as a society or a Boomer Generation lean more toward ads for improvement?>
18:33:43	McIntosh	For example, health ads, weight loss, hair replacement etc.
18:33:57	McIntosh	Investment?
18:34:16	McIntosh	Faster cars for that midlife crisis ::)

18:34:19	Mouse	Changing the subject, I find the advertising at ball games distracting. College, pro, regardless of venue. Does it bother anyone else?
18:34:24	Knance	but isn't that also playing on our fears and our vanities
18:34:26	52andHappy	yes, for a generation that supposedly is into feeling good, we sure spend a boatload on trying to get better - thinner, happier....
18:34:36	GW	Certainly they are focussed at us!
18:35:36	Craig	Ok we need to move on. Time to look at some ads.
18:35:44	Craig	Here's where things can get a little tricky.
18:35:50	52andHappy	Ire: sports ads, I dislike the 'advertising' caused by things being renamed. Like the college bowl games and arenas around the country.
18:36:21	Craig	What's going to happen is, I'm going to "push" an ad to you. That will cause a new browser window to open. If everything works as designed, you should not be knocked out of the room, but you might be.
18:36:33	Craig	If that happens, just log back in .. you don't need to fill out the form again.
18:36:50	GW	See you on the other side then
18:37:07	Craig	If you Don't get an ad, let me know and I will email you the ad directly.
18:37:08	Craig	Ok, here comes ad #1.
18:37:29		Mouse left.
18:37:35		52andHappy left.
18:37:35		Mouse joined.
18:37:37	Craig	You should be able to flip back and forth between the chat and the ad.
18:37:45	Craig	Mouse, did you get the ad?
18:37:58		GW left.
18:38:00	Mouse	no i got bumped out
18:38:06	McIntosh	I got the ad
18:38:09	Craig	ok .. let's try again
18:38:13		GW joined.
18:38:22		52andHappy joined.
18:38:24	Craig	GW, did you get the ad?
18:38:29	Craig	52, did you get the ad>?
18:38:33		Mouse left.
18:38:34	GW	I got kicked out...
18:38:36	Knance	Got it
18:38:41		Mouse joined.
18:38:43	Craig	ok I will email it to you guys
18:38:46	GW	But saw the ad!
18:38:50	Craig	oh good

18:38:51	52andHappy	not sure, I got kicked out... there's a java.com window is that it?
18:38:56	Craig	nope
18:39:12	Craig	I'm sure that means your version of Java doesn't support the 'push' function.
18:39:17	Craig	So I will email you the ad too.
18:39:22	Craig	Mouse did it work that time?
18:39:33	Shadow	I didn't get it.
18:39:39	52andHappy	yes. I was warned to upgrade, but like to live a bit behind the curve sometimes.
18:40:15	Craig	Mouse?
18:40:17	Craig	Still with me?
18:40:28	Mouse	No, I got kicked out again, and I jsut installed Java tonight. Could try opening another tab and pasting the url?
18:40:49	Craig	that will kick you out.
18:40:51	52andHappy	I'm here
18:40:53	Craig	Let me just email it.
18:41:04	Mouse	ok
18:41:33	Craig	ok, it's on its way.
18:41:48	Craig	Everyone who got the ad what do you think about it?
18:41:51	McIntosh	I like the layout and use of graphics allowing you to look at something that is surreal and could never occur in real life. but the implication is that life is never dull if you're living on the edge
18:42:06	Craig	If you were paging through a magazine and came to this ad, would you stop to read it?
18:42:17	Shadow	Where is it?
18:42:22	GW	I hate the standard tropes - cars, city, happy couple, evening, what's the point!
18:42:24	McIntosh	Only to get the jest of the ad
18:42:31	GW	I would pass it by
18:42:36	McIntosh	But I wouldn't invest a lot of time on it
18:42:45	McIntosh	It is a bit edgy, though
18:42:45	Knance	I've not been impressed with this campaign - print or broadcast. the print ads look like bad computer graphics. the tv ads have a song that sticks in my brain and annoys
18:42:58	52andHappy	I like the computer graphics
18:43:00	McIntosh	Pun intended
18:43:04	52andHappy	what's it selling?
18:43:13	McIntosh	The car a Ford
18:43:16	GW	There's a city for sale?
18:43:21	McIntosh	I wish!
18:43:21	Craig	A bridge :)
18:43:23	Mouse	No, vehicle is ugly and the print is too small.

18:43:31	52andHappy	I wanna buy that experience.
18:43:44	McIntosh	The print is small, but the experience is what is being communicated
18:43:45	52andHappy	how much does it cost?
18:43:46	Craig	So does this ad effect at all your opinion of the vehicle shown?
18:43:56	McIntosh	A city version of a 'walk along the beach'
18:44:04	GW	Actually so much of advertising is trying to make people think that dreams will come true with a purchase
18:44:04	Mouse	no
18:44:05	Knance	it would be more effective if the car was more edgy. but this one is lame.
18:44:42	McIntosh	Crossover design can't be pretty is it a combo electric car?
18:45:08	Mouse	Maybe, but the car looks like it's been inserted by a computer. I like similar ads that make me wonder how they did that.
18:45:16	52andHappy	yeah. cause it looks like a collage - that car does not belong in the scene at all. why would I want to have that car in my life? esp if it's the experience I'm intrigued by, it seems to diminish the
18:45:37	GW	But really all it's showing is the look of the car, and perhaps one's to inpute something about it's handling and the fact its a chick/guy magnet?
18:45:59	Knance	that car is not a chick/guy magnet
18:46:01	McIntosh	With Ford's budget and computer graphics being what it is today, Ford could have done a better job
18:46:19	GW	I agree Knance, so I don't see the point of selling the "experience"
18:46:23	Mouse	That couple would Not be in That vehicle. Yuk.
18:46:32	52andHappy	The car is environmentally friendly, really? not a gas hog? that's what would sell the car to me.
18:46:35	McIntosh	But is it, Knance? The car attracted the metal railing and is driving off the page leaving the girl/guy behind in the dust
18:46:59	GW	Pedal to the metal
18:47:05	McIntosh	:)
18:47:22	Craig	ok .. let's move on
18:47:26	52andHappy	Knance is right. it's the Car they are supposed to be selling - not a stroll along the river with the love of your life.
18:47:27	Craig	Next ad :) ready?
18:47:29	Knance	I'm waiting for it to fall off the Edge
18:47:36	Mouse	I take that back. Maybe they have three kids at home. Yawn.
18:47:40	McIntosh	Likie the relationship?
18:47:45	52andHappy	now, don't get edgy.

18:47:48 **Craig** I'm going to just push it to GW, McIntosh and Knance. I will email it to the others.

18:47:56 **Craig** Here comes.

18:48:33 **Craig** Ok everybody got it?

18:48:46 GW Yep, is it the same?

18:48:47 **Craig** (gonna try to move things along now in the interest of time.)

18:48:52 **Craig** No GW .. this is a new one

18:48:56 McIntosh Is it the same ad?

18:49:01 Knance is it supposed to be the same ad?

18:49:04 **Craig** LOL

18:49:08 **Craig** nope .. lemme try that again

18:49:20 52andHappy this mostly black and very difficult to read ad riles up something that increasingly pisses me off

18:49:22 **Craig** ok there ..

18:49:46 GW I like it - very nicely composed

18:49:54 52andHappy Vive Pro ad, I mean. What bugs me is that you have to have Very good vision to read the words.

18:50:03 McIntosh The implied is that we're using downgrades

18:50:27 McIntosh Does that mean advertisers aren't thinking about the aging population?

18:50:32 GW Perhaps it's not focussed at boomers!

18:50:45 52andHappy Why do we make all the accommodations for people in wheelchairs and not consider the Many people with less than perfect vision????

18:50:58 Mouse I responded to the top part of the ad - the classy, Loreal, I'm worth it message came through. But the bottom part is awful for the reasons mentioned by others.

18:51:10 Knance i agree, Mouse

18:51:14 McIntosh Ditto

18:51:21 McIntosh Classy but hard to read

18:51:23 GW I agree with mouse, the text is awful

18:51:28 Knance sexy bottle and black background. awful type

18:51:32 52andHappy what are those two red boxes on the lower left? scratch & sniff?

18:51:37 **Craig** So if you came across this in your magazine, would you stop to read it?

18:51:42 **Craig** What would your reaction be?

18:51:55 Knance not past the headline

18:51:57 Mouse lol scratch & sniff

18:51:57 McIntosh Nope, I'd look at the picture and approach but move on

18:52:01 52andHappy shampoo for gay guys

18:52:01 GW Yes, probably. I'd look at it; more hair for some of us is a good thing

18:52:07	Mouse	me too, Mac
18:52:40	Mouse	Gay guys? Really? How so?
18:52:50	GW	So nongays can't appreciate style?
18:52:55	52andHappy	I might look at ads for shampoo, but I'd probably buy whatever is on sale when I need shampoo
18:53:11	McIntosh	Now, it may get more attention if an attractive woman was running her fingers through a guy's healthy head of hair...
18:53:30	Mouse	Is the metrosexual thing over?
18:53:31	GW	One of the most awful ad campaigns was "hair club for men"
18:54:12	GW	This ad is striking in design, attractive, but needs to have some concern for the text if it's important
18:54:13	52andHappy	metresexual - new word for me. at least I learned something as well as got to chat.
18:54:26	Mouse	So would a man buy this or a woman buy it for a man?
18:54:51	Knance	i suspect neither
18:54:53	52andHappy	since women buy the vast majority of stuff, likely the latter.
18:54:58	McIntosh	A man would purchase it for himself - C'mon - men need to make Some of the decisions
18:55:40	Craig	ok .. moving on
18:55:42	52andHappy	most guys would Not buy this shampoo because of this ad. Seriously, where would they see this ad?
18:55:49	GW	But I suspect that the ad would have to promise some very specific benefit for men to specifically seek out the shampoo
18:55:53	Craig	Here comes ad 3.
18:56:51	Knance	now that's a sexy automobile
18:57:07	52andHappy	no such thing!!
18:57:29	Mouse	I never read this much copy. But I like the car. Thank God it's not on the railing by the river.
18:57:31	GW	Although my first impressions is it's too wordy, I think the pic of the car draws my attention to the text
18:57:55	Knance	i don't care what the text says when the car is this good looking
18:57:59	Craig	no such thing as a sexy automobile?
18:58:16	GW	I think the ad is badly composed - too much text, and who the heck is the guy?
18:58:20	McIntosh	The photo is a nice crisp clear photo and leaves it up to you whether it would look best in your garage or by the curb outside your home
18:58:34	McIntosh	But the text is over the top - too many words -
18:58:42	52andHappy	see what I mean about illegible text? why bother to put so many words on the page that the type has to be so small

		that I have to put on my reading glasses to read it. I'll skip it for sure.
18:58:56	GW	At least the fantasy of owning/driving the car experience is left to your own imagination unlike the Ford ad
18:59:07	Mouse	Why would they put that guy's face on there to compete with such a nice looking car?
18:59:30	McIntosh	All they needed to have said is the headline " Once you've driven an S-class it's hard to drive anything else"
18:59:40	McIntosh	The guy's face is a turn off
18:59:54	52andHappy	good point, but most americans are so obese and over-stimulated they have no imagination - they need the experience created for them. But Benz drivers are another class of folks.
18:59:56	GW	I think it's a German thing - no offense to anyone -- having an authority to validate one's salvation over the design i guess he ads the credibility factor
19:00:07	Knance	Old?
19:00:09	McIntosh	
19:00:09	Mouse	I agree with both points, Mac.
19:01:00	52andHappy	it is a nice photo of a car, but.....
19:01:01	Craig	It's 9:00. How's everyone doing on time?
19:01:09	Mouse	The car on a billboard would be a head turner.
19:01:10	52andHappy	how many more ads you got?
19:01:12	McIntosh	outstanding...
19:01:13	Craig	Three.
19:01:19	McIntosh	go for it
19:01:22	Mouse	I'm fine.
19:01:23	Knance	didn't even notice -- how time flies...
19:01:25	52andHappy	lets pick up the pace?
19:01:28	GW	Bring it on
19:01:30	Craig	Okay 52.
19:01:44	Craig	One more question before we move on ..
19:01:52	GW	All of us boomers have 9 pm bedtimes after all
19:01:53	52andHappy	but this is interesting and I'm enjoying it
19:01:53	Craig	Now we've seen two car ads. How does this one compare with the one for the Edge?
19:02:10	52andHappy	this one is more snobby
19:02:26	McIntosh	The benz ad is sophisticated
19:02:31	McIntosh	Almost unaffordable
19:02:45	Knance	even though it's so way out of my price-range, it gives me something to dream about. the edge leaves me flat
19:02:48	McIntosh	the Ford ad is 'within reach'
19:02:53	Mouse	The car should be on the wooden walkway by the river, no people. Despite the copy, the Mercedes ad was more appealing.

19:03:03	McIntosh	Agreed Mouse
19:03:06	GW	Definitely age was a factor in choice of design. The Benz ad was for folks who want to wisely consider an investment. the ford ad was for those who want a lifestyle and want it now
19:03:20	Craig	So which ad appeals to you more?
19:03:24	52andHappy	astute observation GW
19:03:30	Mouse	Mercedes
19:03:30	McIntosh	Benz
19:03:37	Knance	benz
19:03:51	GW	Found them both pretty unappealing actually
19:03:54	McIntosh	Both ads are about lifestyle to a degree - the ford ad is trendy the benz ad is classic
19:04:05	Knance	i am not intrigued by a picture of a car i can afford
19:04:19	Shadow	Wisely consider an investment???
19:04:19	52andHappy	I like the walk along the river ad because it's an experience I'd like to purchase. But it does not sell a car. This one goes further toward fulfilling the purpose. sellll product
19:04:22	Mouse	I agree with Knance.
19:04:32	McIntosh	Perhaps we all want something we can't have - the fantasy is always better than the reality
19:04:38	Craig	okay.
19:04:52	Knance	definitely
19:04:52	GW	shadow - i was being ironic
19:05:08	52andHappy	is the next ad coming?
19:05:15	Craig	Yes .. here comes
19:05:18	Shadow	Men buy cars for 'other' reasons.
19:05:40	GW	yep chick magnets
19:06:12	52andHappy	I like the pop tarts ad.
19:06:21	Craig	Ad #4 sent.
19:06:36	Knance	it's not doing much for me.
19:06:36	McIntosh	Cute, funny light-hearted
19:06:37	52andHappy	It's cutre and funny and makes me think poptarts might make me happy.
19:06:54	McIntosh	The stick figures are a little pudgy?
19:06:57	GW	This is definitely cute; humorous, actually the drawings add to the design
19:07:09	Mouse	Are the pop tarts hiding from kids? I don't get it.
19:07:15	Knance	i like the design.
19:07:26	Shadow	I don't buy junk food - I don't care if the ad is cute.
19:07:29	GW	pop tarts witness protection
19:07:33	52andHappy	I'm always intrigued by advertisements that personalize Food -- like that cute liittle pig at the BBQ place. Interest-

		ing that giving something a face is a way to make me want to eat it? anti-vegan
19:07:52	Craig	So this ad does not appetize you, 52?
19:08:07	Craig	Does this ad make anyone here want to eat a poptart?
19:08:11	GW	I wouldn't buy poptarts from seeing the ad
19:08:12	McIntosh	Nope
19:08:14	Knance	no
19:08:16	52andHappy	pop tarts do not appetize me
19:08:19	McIntosh	Actually makes me want to hide!
19:08:19	Mouse	no
19:08:20	Shadow	No
19:08:34	Knance	kind of scary actually
19:08:40	52andHappy	reminds me of when I stuck a knife int eh toaster and got shocked not a good memory
19:08:58	Craig	ok so .
19:09:03	Craig	what do you suppose this ad is trying to say?
19:09:06	Craig	what's the message?
19:09:11	52andHappy	But I lie the open space on the ad, and it's easy to read!!
19:09:19	Mouse	That's what I was asking!
19:09:23	McIntosh	Message? Don't hide in the toaster if you're a pop tart
19:09:39	52andHappy	Touche Mcintosh@
19:09:42	GW	the message is that poptarts are so desirable a food that they must hide otherwise they'll be consumed
19:10:05	52andHappy	Oh, I guess you're right, but I'd not get that message.
19:10:15	Shadow	It's annoying - like all the rest.
19:10:39	52andHappy	I keep wonderin what' on the front of the kind on teh right. Is that a smile or what? on it's body?
19:10:43	GW	for me this the most likeable ad so far, the only one not focussing on lifestyle and dreams
19:10:45	Knance	poptarts are victims?
19:10:54	Mouse	lol
19:11:07	McIntosh	Poptarts are bigger than the kids, sinister actually
19:11:08	McIntosh	Lol
19:11:09	Craig	that's interesting commentary GW.
19:11:32	52andHappy	maybe it's an ad for toasters that are larger than chilldren? Like those kids who ended up in the witch's overn in the fairy tale/
19:11:50	Shadow	They are all stupid. None of the ads make me want to but anything.
19:11:50	Craig	Lol .. this ad always brings out the best comments.
19:11:51	Mouse	I dislike ad that market things to kids that are bad for kids.
19:11:58	GW	it's an ad that either kids or their folks could understand too
19:12:22	Shadow	White sugar can kill you.

19:12:23	52andHappy	it is a much better ad than the others.
19:12:31	Knance	too many negatives attached to be appealing
19:12:42	McIntosh	Crazy good says it all....
19:12:44	Craig	okay
19:12:46	Craig	next ad
19:13:42	GW	good for nothin youngin]
19:13:45	Craig	Ad #5 sent.
19:14:25	52andHappy	I don't know which of those I wish my kids would inherit? Looks like a slacker to me.
19:14:45	52andHappy	what is the wealth ethic?
19:14:59	McIntosh	The ad is an investment ad, but it says that kids have to choose between the two ethics when in fact they need both to have both
19:15:00	Knance	good question
19:15:05	Mouse	Working wealth is a ideology of a bunch of priviledged White guys
19:15:09	Shadow	It's lame.
19:15:11	GW	wealth should be preserved, not shared with the unworth
19:15:33	McIntosh	This ad truly speaks to the Millenials, though,
19:15:35	GW	that's my take on the ad
19:15:36	52andHappy	so, once again I step onto the soap box. what's with the print that lacks sufficient contrast and size to be easily legible?
19:15:50	McIntosh	It's to a younger crowd...
19:15:53	GW	good point 52 it's gdarn hard to read
19:16:21	Knance	would the younger crowd have kids that age?
19:16:34	GW	the working wealthy would perhaps
19:16:36	52andHappy	wealth should be presened not shared with the unworth, eh GW? Sounds very republican to me.
19:16:53	52andHappy	where can I meet these working wealthy?
19:17:10	Knance	wealth ethic makes me think of unscrupulous corporate types
19:17:17	GW	52 i was not necessarily expressing a personal opinion, having actually voted socialist ticket at one time
19:17:28	Shadow	What is the message the ad is sending?
19:17:58	52andHappy	gotcha, didn't mean it that way, just attributing the comment. I was not directing my comment to you personally. Sorry if it came across that way.
19:18:00	McIntosh	That the work ethic is for losers, but the wealth ethic is for the priveledged
19:18:03	Mouse	continue to pamper because you can afford it?
19:18:23	52andHappy	who knows???
19:18:43	GW	the point of this ad is quite unclear compared to the pop-tarts if this is possible

19:18:45	Shadow	I rest my case.
19:18:54	52andHappy	it would not attract me to a particular investment banker.
19:19:31	Shadow	I would go out of my way to avoid them.
19:19:34	52andHappy	and having that for a kid is not an experience I'd be willing to pay for either. take me back to the edge.....
19:19:44	Mouse	Theme: work smarter, not harder or something like that? But I really dislike the elitist tone.
19:19:50	McIntosh	The ad is designed to gear investment decisions - setting your kids up for a secure future
19:20:03	Craig	Would this ad make you stop to read it if you happened upon it in your magazine?
19:20:13	52andHappy	Heck No!
19:20:15	McIntosh	Nope, I'd move on based on the kid alone
19:20:24	GW	i think one thing missing Craig is the context of the ads! what publication would they be found in and how would that intended audience impact the reaction. if the smith barney ad were in fortune ma
19:20:28	McIntosh	He's a slacker doesn't deserve my consideration
19:20:32	Knance	no ... too confusing
19:20:42	McIntosh	Don't have the time to care
19:20:48	52andHappy	he can't even hold his head up straight
19:20:52	McIntosh	Work hard first, then play hard
19:21:00	Mouse	No money, no young kids. Nope
19:21:04	McIntosh	Good point GW on both counts
19:21:17	Craig	So GW you think you might pay more or less attention to the ad depending on what magazine you find it in?
19:21:18	52andHappy	craig, i gotta go soon. is it vital that I see the remaining ads?
19:21:32	Craig	Yes, just one more. I think we have enough here, let's do the last one
19:21:45	52andHappy	sorry to rush the group.
19:21:49	GW	no i think that i'd be inclined to pay more attention to ads in a magazine whose subject i were interested in
19:21:57	Mouse	It's ok.
19:21:58	Craig	gotcha GW.
19:21:59	Knance	i agree
19:22:02	Craig	Last ad on its way.
19:22:45	GW	man, brings back memories of younger days
19:22:51	McIntosh	Cute ad, something you'd find in family circle mag
19:23:04	McIntosh	Coupon at the bottom a big draw for 'clippers'
19:23:06	Knance	i guess this is supposed to appeal to a young TMing crowd?
19:23:12	52andHappy	but who wants to admit they use an acne pad?
19:23:18	Craig	TMing?
19:23:30	Knance	text messaging

19:23:34	Craig	ahh
19:23:40	Mouse	Dumb, but anyone who has done it can identify. No need to read the bottom copy. Point made.
19:23:44	GW	i think the ad is confusing; how much time does the typical reader spend on an ad? in ten seconds the point is still kind of unclear to me
19:24:26	McIntosh	The consumer here may be the boomer mom who is shopping for their kid who is still living at home!
19:24:27	GW	burned by your acne pad? they catch on fire like dell batteries?
19:24:27	52andHappy	I like the coupon being a part of the ad. Might cause someone to tear it out -- especially if I found it in a magazine in a waiting room somewhere -)
19:24:29	Mouse	I got this quicker than the pop tart ad.
19:24:46	Shadow	This one is not cute.
19:24:50	McIntosh	Oh, 52, so you're the one who has all those missing pages....)
19:24:51	52andHappy	GW, you are a hoot!
19:24:51	GW	i agree the coupon did catch my eye
19:25:12	Knance	i got the joke. but the ad is ugly. if I or my son or daughter need the product, I'll clip the coupon. if not, i move on
19:25:17	Mouse	I still get zits - thank you very much.
19:25:17	52andHappy	And, one Final time here, I'm griping about illegible text.
19:25:42	Mouse	I ignored the text. I recognized the name. And I would take the coupon, too.
19:25:53	McIntosh	Seriously, if my kid needed acne pads I might pick up a pack but personal experience is that Stridex irritates as an astringent
19:26:03	McIntosh	Yes the print is too small
19:26:22	McIntosh	Anyone consider ads in braille?
19:26:23	GW	its funny that advertising being such a mature field that so many bad practices like the small text are so persistent
19:26:30	52andHappy	but, stridex Owns the acne pad market don't they? Why do they have to spend so much on advertising, why not just reduce the price of the product instead?
19:26:45	Craig	What is the point this ad is trying to make?
19:26:48	Craig	What's the key message
19:26:52	Knance	i think text is just for those few that don't get the graphic
19:26:53	52andHappy	It's not like they have to 'create demand' lots of new kids get acne each year.
19:26:59	McIntosh	Choose an acne pad that is face friendly
19:27:18	Mouse	Back then we had stridex & clearasil. Have you looked at all the choice now?

19:27:22	GW	the point is that stridex is face friendly probably not full of alcohol but soothing lotions?
19:27:41	Craig	But McIntosh, you said that stridex is known to irritate. Does this ad challenge that assumption to you?
19:27:46	Knance	not the stidex of my childhood
19:27:48	52andHappy	Ok, but I'd be more likely to choose based on the vitamins, or whatever might be helpful to my sick skin.
19:27:48	GW	yeah, clearasil was alcohol held in a gell
19:28:04	McIntosh	It does for me personally, but my kid may not be as sensitive to the ingredients
19:28:16	Craig	ok gotcha
19:28:46	52andHappy	sorry craig, gotta run
19:28:48	GW	i think that price sensitivity for something like this is not so great - results are dear to a acne victims
19:28:54	Craig	Ok 52. I think we're about done here.
19:29:02	Craig	Thanks very much for staying :)
19:29:07	McIntosh	Bye 52, thanks for the insights and humor
19:29:09	Mouse	I read labels. On everything. And look at consumer complaints & reports. An ad may get me to look at a product if I'm in the market for that product, but I not buy any of these products on the ads also
19:29:22	52andHappy	good luck with your thesis, I hope we will get a chancet to learn what you discovered.
19:29:32	Craig	Everyone's welcome to a copy :)
19:29:37	52andHappy	Have a good live you all.
19:29:40	McIntosh	Count me in
19:29:41	52andHappy	bye
19:29:45	Shadow	Imy experience is that even with the coupon, you are still paying more than you would for this product than you would pay without a coupon for a similar product that doesn't spend \$\$\$ advertising.
19:29:45	Mouse	I want one too
19:29:48	McIntosh	Night, 52
19:29:57	Knance	same here. no matter what the ad says, if the first ingredient is alchohol, i won't buy it
19:30:11	McIntosh	But is the product say a 'generic' brand as good?
19:30:14	GW	actually shadow is right; advertising adds so much to a product budget
19:30:31	McIntosh	I recently purchased a generic to Claritin and it was of no effect
19:30:42	GW	i agree with knance except for good liquor
19:30:47	McIntosh	Had to spend an additional \$10 for the real thing
19:30:54	Knance	of course
19:30:58	Mouse	GW, I was thinking the same thing.

19:31:14	McIntosh	Advertising ads dollars, but so does packaging
19:31:32	Shadow	The generic & name brand are often the same thing - manufactured in the same place.
19:31:35	Mouse	Sorry craig. It cracked me up.
19:31:44	Craig	What did?
19:31:45	GW	mcintosh very good point, but the packaging is actually an extension of the ads most of the time
19:32:02	McIntosh	True - and what about bus and taxi billboards?
19:32:07	McIntosh	Do you find them useful?
19:32:09	McIntosh	Or annoying
19:32:11	McIntosh	Just a thought
19:32:12		52andHappy left.
19:32:15	Mouse	the comment about alcohol being the first ingredient.
19:32:27	GW	very distracting bus, taxi, truck billboards
19:32:30	Shadow	And who is driving the bus???
19:32:48	Knance	very little impact
19:32:51	McIntosh	I don't know, but I did like the 'Get on the Bus' cajun commercials
19:32:56	GW	a boomer comment some may get - the bozos are driving the bus
19:32:59	McIntosh	Like you're being invited to a party
19:33:00	McIntosh	:)
19:34:06	Craig	So Shadow, you're suggesting that all advertising dollars are wasted because they only increase the price of the product?
19:34:09	GW	what next Craig?
19:34:58	Craig	I think we're done here everyone :)
19:35:00	GW	i find so much information about new products, services, media comes via ads you just have to filter
19:35:17	Shadow	Yes
19:35:24	Mouse	Frankly, I get more aggravated over excessive packaging than I do ads. I know it's competitive. Don't like most ads, but understand the need for them.
19:35:45	Knance	ad dollars are for product awareness. the irony is, once the stridex's of the world make us all awarer of the product and how much we all need it, we go out and buy the cheaper generic
19:36:01	McIntosh	The only way ads compel me to purchase something is if I feel I'm getting a good deal or if it is a better product than the one I'm using
19:36:03	GW	excellent point Knance
19:36:17	McIntosh	Such as beauty products, etc.
19:36:34	Craig	oh! That was another question I had actually.

19:36:44	Craig	This is the second personal hygiene product we've seen tonight.
19:36:48	Craig	How does this one compare to Loreal?
19:36:50	Shadow	Define beauty.
19:36:56	GW	advertising is dangerous for the manufacturer; if Proctor and Gamble sells me a terrible handsoap I won't buy another product they make
19:37:40	McIntosh	Beauty as in products that enhance what is naturally the essence of who we are
19:37:41	Mouse	I will try generic once if it looks to be the same ingredients. If it doesn't work or tastes like cardboard, I get brand name the next time.
19:37:54	McIntosh	Makeup that lasts a 15 hour day, etc
19:37:55	GW	Loreal was intended as something you "might" want to buy. Stridex is something you must buy to be not handsome/ beautiful
19:38:23	McIntosh	Loreal is one of image and status
19:38:32	McIntosh	Stridex is one of necessity
19:38:38	Knance	loreal is selling an image enhancer. stridex is a utility product
19:38:41	McIntosh	Simply by design
19:38:51	McIntosh	True Knance good point
19:39:08	Craig	How is Loreal an image enhancer?
19:39:10	Craig	the Loreal product, I mean.
19:39:47	Mouse	Both stridex and Loreal reinforce the ideal that we want to be beautiful. Just like all the models are rail thin.
19:39:49	GW	thicker hair = more attractive, expensive product = better product is the message
19:40:19	Knance	it's for those that want to enhance their image with thicker hair. not that thin hair is a good thing. but it is less problematic than acne
19:40:33	McIntosh	To a point....but stridex is to take care of problem like a woman might need monistat
19:40:47	Craig	got it
19:40:51	McIntosh	But Loreal is to enhance an aspect one considers a benefit
19:41:07	Mouse	Whoa. Interesting connection.
19:41:23	McIntosh	Lol
19:42:01	GW	except for the burning reference there's little to indicate the value of buying stridex
19:42:40	McIntosh	True, but most ads do not emphasize the benefit back to you as the consumer that is implied?
19:42:57	McIntosh	Part of Maslow's Hierarchy?

19:43:32	GW	true, a few seconds of viewing the ad does not allow for much info
19:43:44	Shadow	L'oreal --- for men??? Is this a joke or what?
19:44:08	GW	craig, got to go, thanks
19:44:15	Craig	Ok GW.
19:44:17	McIntosh	Market expansion....for Loreal
19:44:17	Mouse	Look at the Ford ad. Beautiful people, thin, nice clothes. No homeless people in the ad. It's about image. Except for monistat.
19:44:25	Craig	Everyone, I think we can break here.
19:44:26		GW left.
19:44:30	Craig	Thank you all So much!
19:44:34	McIntosh	thanks Craig, this has been fun
19:44:40	Craig	I really appreciate your patience and for staying the extra time.
19:44:44	Mouse	most welcome. Goodnight
19:44:52	Knance	this has been interesting. thanks for including me
19:44:59	Craig	Thanks for participating!
19:45:29	Craig	Amazon.com spends to come to an email box near you!
		:)
19:45:56	McIntosh	Thanks, Craig! Have a great evening!
19:46:08	Craig	You too!
19:46:14	Craig	Good night everyone.
19:46:19		McIntosh left.
19:46:21		Mouse left.
19:46:44	Knance	will we get to read your thesis?
19:47:05	Craig	Sure!
19:47:11	Knance	I'm really curious how the other groups responded
19:47:12	Craig	I will post it on the Web page when it's done.
19:47:27	Craig	I will also be updating my thesis blog.
19:47:36	Craig	You can keep tabs on my progress that way too.
19:47:39		Shadow left.
19:47:43	Knance	thanks. take care.
19:47:48	Craig	You too :)
19:47:53	Craig	See you at Ad Fed
19:47:53		Knance left.
19:48:07		Craig left.

FOCUS GROUP 3: GENERATION X

April 17, 2007

9 participants + moderator

17:42:35		Britt joined.
17:44:07		Erin joined.
17:49:44		Craig joined.
17:50:11	Craig	Hi there ..
17:50:16	Craig	Am I late to my own meeting?
17:50:39	Craig	Hello?
17:51:46		MayZ joined.
17:52:00	Craig	Hi Carol!
17:52:31		katkelly joined.
17:52:35	MayZ	Hello Craig.
17:53:00	Craig	Hi kat!
17:53:16	Craig	Britt and Erin were here when I arrived, but they seem to be afk (away from keyboard)
17:54:15	katkelly	howdy
17:54:21	Erin	I'm here
17:54:24	Craig	Glad you could make it ..
17:54:26	Erin	hello everybody
17:54:28	Craig	hi Erin, there you are!
17:54:29		AlexG joined.
17:54:32	katkelly	tx
17:54:38	Craig	Hey Alex!
17:54:51	AlexG	Hey guys... I join the chronically early
17:54:56	Britt	multitasking. my apologies
17:55:09	Craig	hi Britt
17:55:15	Britt	good evening all
17:55:37	Craig	How is everyone tonight?
17:55:51		jenbug joined.
17:56:01	katkelly	good here in atl!
17:56:08	Craig	hi jenbug!
17:56:27	jenbug	Hello from rainy texas
17:56:53	Craig	yeah that rain is moving our way now ..
17:56:56		Britt left.
17:57:06		Katey joined.
17:57:08	Erin	so they say
17:57:08	AlexG	It's great down here in Mexico ...
17:57:13	Craig	hey Katey!
17:57:27	Katey	Hey y'all!
17:57:35	Craig	Glad you made it!
17:57:38	Katey	Watching the last few minutes of American Idol!
17:57:44	Craig	Lol

17:57:46	katkelly	me too..lol
17:57:51	jenbug	I have muddy dog prints all down the hallway dogs and rain no good
17:58:11		Britt joined.
17:58:13	AlexG	Damn you all with cable. I am jealous. Youtube is getting limited :-(
17:58:24	Craig	welcome back
17:58:24	AlexG	Tube. Doh.
17:58:28	katkelly	simon is on Right now...
17:58:36	katkelly	so compelling
17:58:37	katkelly	lol
17:59:01	AlexG	Oh, the sweet abuse and blatant meanness. You're so right
17:59:36	Craig	ok everyone, I may ask certain people to email me after the session.
17:59:52	Craig	The little forms you have been dutifully filling out have not been making their way into my mailbox. It's not a big problem though.
17:59:59	Craig	I'm just glad everyone made it :)
18:00:22		TeresaS joined.
18:00:29	Craig	We'll give it a few more minutes before we start. Hi Teresa!
18:00:44	TeresaS	Hi, there.
18:01:36	Craig	And then a stillness filled the room ...
18:02:00	Craig	I guess I should probably warn you guys that the chat software is a little flaky.
18:02:10	Craig	If you try to jump to another Web page, it will log you off.
18:02:37	Craig	It needs the web page to be front and center. In case you get accidentally logged off, just log back in and don't worry about the form.
18:02:43	katkelly	k
18:02:51	AlexG	Oh, that's not so flaky...
18:03:09	AlexG	Flaky is when the entire thing shuts down your machine and brings the blue screen of death
18:03:10	Craig	Well it can get a little irritating.
18:03:14		annieD joined.
18:03:15	jenbug	where's the insert sad face?
18:03:17	Craig	Lol well I can't say that's happened yet.
18:03:28	Craig	colon - open parens?
18:03:30	Craig	:(
18:03:36	Craig	Hi Annie!
18:03:43	annieD	hey
18:04:06	Craig	Internet is slow tonight. Erin I just Now got your login email.
18:04:13	Erin	good

18:04:16 **Craig** Maybe the others will show up over time.
18:04:18 Erin saves me another email
18:04:22 **Craig** yep!
18:04:33 **Craig** **Ok this is Fantastic turn out .. thank you Everyone for coming tonight!**
18:04:34 Erin not that i'm on the computer all the time anyway
18:04:36 **Craig** **Let's go ahead and get started**
18:04:42 **Craig** **Everyone ready?**
18:04:47 **Craig** **American Idol good and over?**
18:04:47 annieD yep
18:04:53 TeresaS Yep!
18:04:54 Britt absolutely
18:05:02 Katey Yup!
18:05:03 katkelly ...not here...just kidding :)
18:05:05 Erin yep
18:05:06 **Craig** **okay**
18:05:11 **Craig** **Well you all know why you're here ..**
18:05:12 annieD sure
18:05:19 **Craig** **We're gonna talk for a bit about advertising ..**
18:05:31 **Craig** **in general first and then specifically about certain print ads that I will show you.**
18:05:47 **Craig** **First, does anyone here absolutely-positively need to leave at gpm (central) tonight?**
18:05:54 annieD no
18:05:54 Erin no
18:05:56 Katey not me
18:05:57 jenbug no
18:06:11 AlexG I should be fine for a bit longer too
18:06:11 TeresaS Yes -- you hit me on election night in suburban Chicago. 1,500 races.
18:06:29 **Craig** **Wow. Seriously?**
18:06:47 TeresaS Yep. Crazy night. I could push it for 15-20 min but after that, I'm toast.
18:06:55 **Craig** **Okay well it shouldn't go long after that.**
18:07:04 Britt yes g
18:07:07 **Craig** **I just like to know, cause it helps me manage the time better.**
18:07:10 **Craig** **yes g?**
18:07:19 **Craig** **Brittany?**
18:07:32 Britt unfortunately I must leave at 9
18:07:37 **Craig** **ah bummer.**
18:07:43 **Craig** **okay**
18:07:47 **Craig** **we can still make that work.**
18:07:54 **Craig** **Well let's get moving then.**

18:08:16	Craig	First, a few general questions about advertising at large.
18:08:31	Craig	What kind of ads appeal to you?
18:08:39	Craig	Feel free to jump in and answer however you like.
18:08:51	jenbug	funny witty, mac commercials
18:08:55	katkelly	i tend to like funny
18:08:55	annieD	I typically like humorous ones
18:08:58	Katey	My favorite ads are the funny ones
18:09:00	Erin	Humor sticks out to me
18:09:01	AlexG	I like the funny, clever ones. Even if they don't make me buy, they don't take themselves too seriously
18:09:03	katkelly	or emotional appeals
18:09:14	TeresaS	I hate the ones that I feel are full of hype. Humor is good. Simple is good. Short-stories, plots are good.
18:09:26	annieD	Yes, emotional like the Dove campaign for real beauty with the little girls
18:09:33	AlexG	I think back, and I remember things like the Bud frog...
18:09:38	Craig	what makes you like those, annie?
18:09:47	jenbug	the dove campaign was/is great!
18:09:55	Craig	why?
18:10:02	Craig	tell me a little more about that one
18:10:05	annieD	Um, I guess because they make me think about my childhood
18:10:11	AlexG	Hmm...you notice we're mostly girls in here?
18:10:12	Britt	bits of life - everyday scenarios portrayed in a message
18:10:13	annieD	kinda cheesy, i know
18:10:14	TeresaS	I agree on the Dove campaign. Because it's real, simple. Not sexist.
18:10:28	Craig	yeah Alex .. I did notice that
18:10:36	Britt	the campaign for real beauty is my favorite
18:10:39	jenbug	for some reason the commercials/product/advertiser makes you really care about yourself and others through this campaign
18:10:39	Craig	Was hoping to see Jonathan and Jason here tonight too ..
18:10:41	AlexG	The Dove campaign makes us feel not under-made up, appreciated
18:10:48	Katey	I like ads I can relate to, like the single women in the elevator talking about eating cereal for dinner
18:10:55	AlexG	etc. Betcha Johnathan and Jason might not point to that one.
18:11:17	katkelly	yah...dove takes some of the pressures off of 'being a woman'
18:11:21	Craig	interesting

18:11:32 TeresaS In the Dove campaign makes me want to buy the product just to support the women for having the nerve to get up there and flash their flaws.

18:11:34 annieD the thing with the dove ones is they hypocrisy

18:11:42 annieD i mean the hypocrisy

18:11:44 Britt ?

18:12:13 annieD Like, they're selling cellulite and wrinkle reducers while telling you to be happy the way you are

18:12:40 katkelly i thought they were just selling soap

18:12:40 annieD overall, though, it's better than the traditional approach to the ads by using stick models and airbrushing, etc.

18:12:52 Katey I also thought they just sell soap.

18:13:05 annieD nope, it's a whole new product line

18:13:09 AlexG No, Dove sells it all.

18:13:10 Katey ah

18:13:12 TeresaS I hate the new Jag commercial. Anyone see it? It's like being trapped inside a videogame from hell or a bad 70s psy-codelic movie. Stuff flying all over the place.

18:13:16 Erin Does this also go along with the not super skinny models selling underwear?

18:13:19 jenbug that is tricky but it is still nice to know they are spending money on trying to encourage true beauty. They are also willing to provide free samples for events and material for girls and women going a

18:13:24 AlexG Real beauty skin-firming cellulite reducing creams

18:13:27 Britt doves approach is different than olay or others...its not about fighting aging. more taking care of who you are ...well they got us talking in here, that's for sure :)

18:13:38 katkelly **yeah it sure did :)**

18:13:46 **Craig** **Well let's run with it. What kinds of ads annoy you or**

18:14:02 **Craig** **bother you in some way?**

18:14:08 AlexG Beer ads

18:14:12 **Craig** **why?**

18:14:14 Erin annotating catch songs

18:14:20 Britt don't like ads with stupid humor

18:14:23 jenbug ones lacking creativity

18:14:24 annieD i guess really bad, cheesy local ads don't count?

18:14:25 Katey I have to admit, unless it's the Superbowl, I mostly tune ads out. I mute the TV.

18:14:31 TeresaS The Jaguar ad is bad.

18:14:32 AlexG And everyone in them is sleazy and offensive

18:14:47 Erin i agree with the ones that lack creativity

18:14:55 AlexG Like, I like beer, but they make me embarrassed to be a beer drinker most of the time

18:15:01 **Craig** **Why, Alex?**

18:15:04 Katey Car/truck ads are typically the least creative, I think.

18:15:06 **Craig** **Cause you don't like the models?**

18:15:12 katkelly they usually make men look dumb

18:15:14 TeresaS I love most of the beer commercials. They're so creative -- or at least I think so. Love the Bud Light commercials. They're hilarious.

18:15:21 annieD yes, because ones that lack creativity almost always rely on pure sex to sell. it's lazy

18:15:33 jenbug bud light is funny

18:15:36 AlexG Men are dumb, women are dumber, scantily dressed, listen to bad music and are attracted to really ugly folk and most of the time just stupid

18:15:37 Erin If sex sells, why is it lazy to use it?

18:15:44 TeresaS Not lazy, just irritating

18:15:57 AlexG that is true. sex does sell

18:15:58 Erin

18:16:07 **Craig** **So you like the ad if the humor appear makes sense to you. You don't like ads when the humor is stupid, or if the ad's message is condescending in some way (as in using sex appeal)**

18:16:16 jenbug does it really sell? Does someone really buy beer because of a scantily clad girl?

18:16:19 **Craig** **how accurate a statement is that?**

18:16:24 Katey How about Hardees ads? Seems hard to connect sex and burgers, but they do it. Does not appeal to me, but I guess their audience is just men?

18:16:24 AlexG I'll go with that, Craig.

18:16:31 TeresaS I don't find using sex to sell an ad condescending.

18:16:39 Erin didn't they have paris hilton eating a huge cheeseburger?

18:17:00 TeresaS (sorry. Gotta say, no Hardees in Chicago. I so miss it!)

18:17:24 Katey My mom is boycotting Hardees and telling all her friends, she is so appalled!

18:17:30 **Craig** **wow Katey**

18:17:35 AlexG But I also don't like supermom commercials. The ones that have brightly groomed, elegant women that do absolutely everything at home, buy laundry detergent, etc...

18:17:38 **Craig** **Cause of the advertising?**

18:17:48 katkelly oh yeah...i don't really like those either

18:17:52 AlexG I gotta say, anything with Paris Hilton gets boycotted by me.

18:17:55 Erin i don't either

18:18:04 annieD To me it doesn't take a lot of creativity to get a hot chick to eat a burger and roll around on a soapy car, but that's the image that's going to resonate with their target audience

18:18:04 Erin me too

18:18:13 Britt do you not like them because they are stereotypical? (supermom ads)

18:18:30 katkelly i think it goes back to the pressure

18:18:32 AlexG I think I hate them because they are so beyond the reach of average women

18:18:36 Erin i don't. why does the woman have to be the housewife from the 60's

18:18:44 AlexG Who has time to like like that And be supermom??

18:18:51 katkelly i think they put pressure on women and men for that matter

18:18:53 Erin dads stay at home. and could buy laundry detergent. or shampoo

18:18:54 AlexG Not to mention I suck at housework

18:19:04 Katey no one, unless you have a maid and a nanny!

18:19:04 Britt i see the emotional benefit there. moms always want to be better moms. if the detergent helps, they may be motivated

18:19:04 TeresaS It's not the cheap humor or sex or anything like that that annoys me. I don't care if some bimbo in a bikini sells a hamburger. I hate the ones that have people pretend to be "doctors" or "experts" an

18:19:05 AlexG And all my laundry comes out odd colors

18:19:24 Sara joined.

18:19:28 **Craig** Sounds like you need the Laundry Depot, Alex

18:19:30 **Craig** :)

18:19:31 **Craig** Hi Sara!

18:19:32 annieD That's a good point, Teresa.

18:19:43 katkelly personally i don't like the commercials that don't really tell you anything about the product

18:19:50 AlexG Yeah, BF and I have switched to a service. It's improved our relationship, I tell ya.

18:19:50 annieD The "doctor" ads seem a bit dishonest most of the time

18:20:06 **Craig** Sara we're talking about ads that annoy us.

18:20:11 AlexG I think the "doctor" ones go back to insulting our intelligence

18:20:15 **Craig** The question was simply "what kinds of ads annoy you?"

18:20:20 jenbug i always laugh at the many disclaimers in the doctors ads and wonder if the ad is really doing any good

18:20:21 Katey Well, that's because the company that makes the drug has "hired" the doctor.

18:20:28 TeresaS But some a cementing brand loyalty. It's not about what kind of leather is used to make up Air Jordans -- it's that those Nike shoes can make you fly! So I don't mind those ads either.

18:20:31 Sara That's easy - I am really annoyed by those pharmaceutical ads - so tired of hearing about "ED"!!

18:20:31 katkelly ..oh yeah, "don't take this medication if you are breathing or alive"

18:20:39 **Craig** "ED" ?

18:20:55 annieD erectile dysfunction

18:20:59 Katey erectile dysfunction

18:21:06 Sara Make me spell it out? Erectile dysfunction!

18:21:11 katkelly i was wondering who would put that out there ;)

18:21:16 Katey :)

18:21:17 **Craig** ohh

18:21:21 katkelly haha

18:21:23 AlexG Oh, God, those things... I wonder if it's specifically our generation that loves Saturday Night ad bloopers

18:21:27 **Craig** hm ..

18:21:30 Sara Sorry I'm late; I had problems with loading Java, but all is well now.

18:21:41 **Craig** as the only Y-chromo in the room, I'm embarrassed I didn't know what that was.

18:21:47 annieD That brings up a good point though about men having pressure put on them by advertising

18:21:49 **Craig** Glad you got it straightened out

18:21:55 TeresaS They are hilarious. Love the older couple interrupted by grandkids -- but the drug assures they can get busy after the leave. Ick!

18:22:02 annieD Pressure to "perform" even when they're old.

18:22:24 TeresaS All men say that, Craig.

18:22:28 jenbug i am sure that is one I skip through on the dvr

18:22:40 Sara The other drug ad in that category is Flomax - for men's urinary tract problems. Who wants to hear about that in prime time?

18:22:40 AlexG Yeah...it's all very artificial, very "superhuman"...i think the drug itself is great, but the way it's marketed...

18:22:41 **Craig** Say what?

18:22:59 Sara Alex, are you admitting you use the drug?

18:23:06 Katey Oooh, and what about the ad about flatulence? Holy cow.

18:23:11 Erin Is anyone else laughing?

18:23:17 AlexG Nah, I'm a girl...but BF is willing to try it :P-)

18:23:28 TeresaS My dad used to play poker in a club called "Men against Douche Commercials During Dinner"

18:23:37 Katey lol

18:23:45 annieD That is Awesome

18:24:04 AlexG But that has to do with all the undergroun info we've heard, Not the ads. I wonder if we're all the sceptics

18:24:19 **Craig** **Ok wow time.**

18:24:20 **Craig** **We need to move on**

18:24:28 annieD Oh, I just thought of a commercial I hate: the Pepto commercials w/ the "upset stomach, diahrea (sp) song

18:24:32 Sara Personally, I feel strongly that pharmaceutical ads on TV should be banned. But mostly that's because I think they are misleading to consumers. They promote the supposed benefits without talking about

18:24:43 **Craig** **Ok which media do you pay the most attention to advertising?**

18:24:58 Erin TV cause I watch it too much

18:25:01 Erin meaning all the time

18:25:20 Sara I mute the commercials on TV, so those I try not to watch. I look at magazine ads more, actually read them.

18:25:22 Katey Magazines that apply to my career. TV a bit.

18:25:25 jenbug its a mix probably print and radio

18:25:30 AlexG I actually come across very little. All our TV is downloaded shows off the internet.

18:25:34 annieD Honestly, direct mailers for local stores. I actually use that for info. that will help me plan grocery shopping

18:25:41 TeresaS I'm exposed to TV ads most, but zip through. I pay attention to magazine ads when I read them.

18:25:47 katkelly TV or online

18:26:00 **Craig** **Do ads help you make purchase decisions?**

18:26:05 jenbug oh yeah, i do a lot of researching of products online

18:26:09 annieD yep

18:26:12 Sara Good point - I look at the ad circulars in the newspaper if I'm shopping for something.

18:26:13 **Craig** **spurred by the ads?**

18:26:15 Britt mags. i like the Good mag ads

18:26:17 AlexG Online ads make me research things

18:26:19 jenbug it will encourage me to try a new product definitely

18:26:24 Katey Direct mail, if the product interests me, like a sale for something I need for the house. Or e-newsletters from places like Borders where I shop a lot.

18:26:25 TeresaS Agreed. I might hear about a product and then go do more research online about it.

18:26:28 annieD I sometimes go through the ads and make my list

18:26:36 Britt for sure use coupons

18:26:37 AlexG Magazine ads I tend to take a Teeny bit more seriously

18:26:53 Sara I hate to admit it, but sometimes yes it influences me. I saw a Dairy Queen ad for blizzard treat and wouldn't you know it, I bought one within the week.

18:27:02 annieD Yeah, I'm actually signed up to receive ads from certain stores

18:27:03 Katey I do tend to price anything out (over \$100 or so) online before I buy anything.

18:27:12 katkelly yeah..... me too

18:27:18 annieD Damn, DQ always gets me too

18:27:22 katkelly sounds like most of us use the internet as a research tool

18:27:24 **Craig** **ok**

18:27:26 Sara I also pay attention to ads for new products, like if I'm buying a digital camera I'll look at ads to see features.

18:27:28 Katey Yes!

18:27:29 jenbug i want to go to DQ right now

18:27:31 **Craig** **in general .. how do you feel about advertising?**

18:27:33 TeresaS I do tend to thumb through catalogues I get in the mail and sometimes flag things to buy.

18:27:39 katkelly i wish DQ could still get me, but i'm on weight watchers :/

18:27:42 Katey Skeptical.

18:28:03 katkelly i'm very critical of advertising

18:28:09 Sara Annoyed by TV ads, mostly, but print ads are useful, not invasive.

18:28:09 jenbug it's just a part of life

18:28:11 Erin frustrated when i see an add for something i don't need and then buy it anyway

18:28:11 Katey But, I like to receive a good offer, a good deal. But I still tend to only buy from brands I trust, regardless of the advertising.

18:28:14 AlexG Food...anything that looks good might set off cravings

18:28:15 annieD It's a necessary thing, useful a lot of time but can be abused

18:28:34 Britt I like the unique ways folks want to get their message out there for a specific target. i despise when messages bombard those who they are not intended for

18:28:38 **Craig** **annie please clarify?**

18:28:39 TeresaS Buyer beware. People are out to sell to you, it's their business. Trust little, use your own brain. And there's too darn much of it out there. Used to be 2 min.- commercial breaks during prime-time. N

18:28:43 Katey I think I'd be more likely to buy something because I read reviews than because I saw an ad.

18:28:47 annieD we're just so bombarded by it that people have a very connotation of it

18:29:10 annieD It does fuel capitalism

18:29:35 jenbug i still try someone like a new coke product or makeup cause of a simple TV ad

18:29:36	annieD	unfortunately, it fuels outrageous consumerism which i believe is harmful
18:29:41	jenbug	something not someone
18:29:41	AlexG	Most of it I find obnoxious and useless, especially back when it used to interrupt my TV shows
18:29:56	Sara	It also fuels waste - like the Wal Mart ads that show the Mom is popular with her kids because she bought a bunch of snacks.
18:29:56	Craig	awesome.
18:30:15	Craig	Wish I could clone all of you and have you do my Gen Y and Boomer groups.
18:30:16	annieD	yep, consumerism is synonymous w/ waste to me
18:30:27	Craig	some great response in here.
18:30:32	Craig	Ok
18:30:38	Craig	Time to look at some ads
18:30:58	jenbug	i would miss it if it wasn't there though, what would i do with all that time
18:31:10	Sara	ha!
18:31:18	Craig	Here's how this works .. I'm going to "push" an ad to you. It will pop up in its own browser window and you can flip back and forth to it and the chat room as you like.
18:31:22	Katey	Forgot ... I do like browsing catalogs ...
18:31:26	AlexG	Watch Saturday Night ad parodies of course :-)
18:31:39	AlexG	Go Craig.
18:31:41	Craig	If everyone's ready, here comes the first one.
18:31:42	TeresaS	Push away.
18:31:48	katkelly	bring it
18:31:53	annieD	ready
18:31:59		Sara left.
18:31:59	Craig	brought!
18:32:02		TeresaS left.
18:32:08		Sara joined.
18:32:11		annieD left.
18:32:12		TeresaS joined.
18:32:13		katkelly left.
18:32:17	Craig	hmm whoa
18:32:22	Craig	that's bad ..
18:32:24		annieD joined.
18:32:28		katkelly joined.
18:32:29	AlexG	Uhoh, they got kicked off?
18:32:31	Craig	wow
18:32:34	jenbug	why is the car floating on the ledge, weird
18:32:35	Sara	try again, my popup blocker was in place
18:32:36	katkelly	woops

18:32:38 **Craig** **that didn't happen last time**

18:32:38 Katey oops where did everybody go? For me it came up in a sep window.

18:32:41 katkelly me too

18:32:41 Erin i didn't like that one

18:32:45 annieD i'm back but can't get to the ad

18:32:54 TeresaS My blocker in place as well. Got booted when disabled. Try again.

18:32:55 AlexG Ditto, try again, my popup blocker was up too :-(

18:32:56 **Craig** **ok Sara .. annie .. I'll send it to you individually**

18:33:06 Katey Try opening a new window to:
<http://www.craigweiland.com/ads/edge.jpg>

18:33:06 Erin mine came up in a seperate window too

18:33:06 katkelly can you repost the link?

18:33:15 **Sara left.**

18:33:20 **Sara joined.**

18:33:27 **Craig** **it's supposed to come up in its own window.**

18:33:32 Sara dangit! one more time!

18:33:34 **Craig** **anyone else need it?**

18:33:52 TeresaS I used Katey's link.

18:34:00 AlexG That makes very little sense. It's silly

18:34:02 **Craig** **you can also just click the link in the room**

18:34:03 Sara now it worked.

18:34:07 **Craig** **ok good**

18:34:07 Katey <http://www.craigweiland.com/ads/edge.jpg>

18:34:09 annieD on a scale of 1-10, 10 being the most attention-grabbing, I give it a 5.5

18:34:09 **Craig** **everybody see it?**

18:34:17 Erin 3

18:34:21 TeresaS Yes

18:34:25 **Craig** **so if you were paging through your magazine and you came to this ad, would you stop to look at it?**

18:34:30 jenbug 2, lame

18:34:30 katkelly yep, i see the ad...and it's very well branded in my head

18:34:37 Katey I don't really "get" it at a glance. Too much work to try to understand.

18:34:37 katkelly being an american idol watcher

18:34:43 katkelly but the ad itself is crummy

18:34:44 Sara yes, I'd look at it for a minute

18:34:49 jenbug i would just stop and look and wondered why the car is in such a weird place

18:34:50 Erin maybe just to double check i actually saw the car floating

18:34:53 AlexG Yup. I'd go with maybe 3 or 2. The color's neat, but every-thing else.

18:34:56	AlexG	Foolish
18:35:08	Craig	Brittany?
18:35:10	Craig	You're quiet
18:35:19	annieD	It's visually appealing, so I'd look at it
18:35:19	TeresaS	Concept not bad; execution is poor. Artistically hard to read.
18:35:23	jenbug	the eduge is never dull but this ad is
18:35:29	Sara	It makes me do a double-take, which is probably what they wanted, but the overall concept kind of weird.
18:35:40	Katey	Yes, hard to read because it's a bit too complex for an ad.
18:35:48	Sara	I also saw the TV version of this ad. I like the print one better.
18:35:52	Britt	i like ford as a brand
18:35:54	katkelly	i agree Sara...overall the image is great.....except for the car
18:36:07	AlexG	It doesn't make me want to even consider a Ford. Shitty engine, wasteful, bad construction, expensive. Blech
18:36:13	Sara	Yes, the background images are cool.
18:36:16	TeresaS	I'd say it's because the vehicle doesn't stand out -- nor the Ford logo. The darn lit up building in the background is distracting.
18:36:18	Erin	i drive a Ford truck, but this add doesn't make me want to get another
18:36:24	AlexG	I've never bought a car by ads
18:36:34	Craig	ok
18:36:36	jenbug	i had to look again to catch the small brand identity
18:36:36	annieD	me either
18:36:40	Craig	let's move on to the next one
18:36:45	Britt	this strategy comes across...but the concept is just blah
18:36:45	katkelly	ready
18:36:45	Sara	They're promoting this crossover car, trying to show how it's different.
18:36:46	TeresaS	Ready
18:36:48	Katey	hold on
18:36:52	Craig	k Katey
18:36:58	Katey	yes?
18:37:02	Craig	you said 'hold on'
18:37:15	Katey	Just meant hold on, I hope we don't all get kicked off again!
18:37:19	Craig	oh :)
18:37:25	Britt	I've seen this ad all over. from sports illustrated to glamour. the intended target must be wide
18:37:25	Craig	ok here comes #2
18:37:35	katkelly	ewww
18:37:35	katkelly	haha

18:37:40	katkelly	mature
18:38:04	Craig	we haven't lost anybody yet ..
18:38:07	katkelly	hm
18:38:15	Erin	so what does it do?
18:38:27	jenbug	liked it and would have read more if it was for women instead of men
18:38:27	AlexG	I am not convinced that men's hair needs Men's shampoo
18:38:28	katkelly	i find the ad somewhat feminine
18:38:35	TeresaS	Worked fine that time. No problems. Upgrade what? I don't know what this is -- unless it's a better man in a bottle. That, I might buy.
18:38:35	Sara	cracks me up... still not sure about the whole metrosexual trend.
18:38:37	Britt	i can see what they're doing to appeal to men. ads for makeup and other personal items sometimes suck...not much going on here. Strong headline
18:38:39	Katey	I like the ad overall because it has a rich, sleek look.
18:38:46	AlexG	The colors are good
18:38:50	Katey	And guys like stainless steel, strong look.
18:38:51	katkelly	metrosexual=bad
18:38:51	Erin	i would buy that too Teresa
18:38:59	jenbug	i liked the black
18:39:02	Craig	Sara you see this ad as being metro?
18:39:06	annieD	sounds like it's for helping men not go bald
18:39:08	Erin	the add itself looks okay
18:39:13	Britt	don't see this ad as metro at all
18:39:15	annieD	it says something about scalp coverage
18:39:18	TeresaS	Very metro
18:39:22	jenbug	not metro
18:39:24	Sara	yes, it's a men's shampoo for "thickening" - guys who are losing hair I guess but don't want to admit it?
18:39:27	Britt	nothing fruity about it
18:39:28	AlexG	metrosexual=in shape and cared for=works for me
18:39:50	annieD	i'm on the fence about the metro debate
18:39:52	katkelly	but it must be targeted to consumers who already use the product
18:39:52	TeresaS	Not fruity, but it's not an Old Spice ad.....
18:39:54	Katey	I think in my own experience that changing a bottle color Can make a product more appealing. It can make it appear more luxurious, even if it's a standard brand like Loreal.
18:40:07	AlexG	Very true, Katey
18:40:12	AlexG	That's a slick looking bottle
18:40:14	annieD	I agree w/ that Katey

18:40:19 Sara definitely going for men with the black color - women's products all bright colors.

18:40:20 TeresaS Hope it doesn't thicken back hair, too. Gross.

18:40:20 jenbug do guys by Loreal?

18:40:21 **Craig** **So if you had to guess, who would you say this ad is trying to target?**

18:40:30 annieD I think packaging is important for men too

18:40:32 Sara men over 40

18:40:32 Erin older men?

18:40:33 AlexG Women buying shampoo for guys

18:40:38 Katey Men who care what their hair looks like!

18:40:53 TeresaS I'd guess women who buy hair products for BFs, husbands, etc.

18:41:04 Britt middle aged men who care about their appearance now and in the future

18:41:05 Katey If they have any left. ::rolleyes

18:41:05 **Craig** **okay.**

18:41:05 AlexG Or guys who sweep down the aisle and buy the first thing that isn't pink or bright green

18:41:07 katkelly i say women buyers too

18:41:07 annieD I would say men too, Katey

18:41:13 jenbug 30-40s men maybe some beginning to loose their hair

18:41:14 Sara I never buy shampoo for my husband - we both use the same thing

18:41:16 **Craig** **be nice Katey :p**

18:41:36 Katey Single men

18:41:49 annieD i think the concept of not going bald is appealing to women, but the ad still seems geared more for males

18:41:52 AlexG Guys may be willing to use thickening shampoo even before they start losing hair...the fear factor

18:42:04 AlexG Good point, Annie

18:42:04 Katey I agree with Alex.

18:42:06 **Craig** **okay**

18:42:10 **Craig** **next!**

18:42:13 Erin depends on what magazine it's put in

18:42:16 **Craig** **here comes**

18:42:18 jenbug I agree with Alex on behalf of my husband who is getting thin

18:42:19 TeresaS Go!

18:42:27 annieD ready

18:42:58 Sara wow, a Lot of small print!

18:43:04 AlexG I am not willing to read all that crap for a car I can't afford

18:43:06 annieD elitist

18:43:12 Erin it makes the car look nice, but what's with all the writing?

18:43:19	Katey	I think the photography is very cool. And if I were a Mercedes buyer, I would read the text. Looks like you might get the history of a legendary car company. I like it.
18:43:21	katkelly	looks like an article
18:43:23	TeresaS	Steady. Stable. Intellectually appealing. Screams trust. Class.
18:43:26	annieD	clearly, none of us are in their target audience
18:43:29	katkelly	advertorial
18:43:38	katkelly	lends credibility????
18:43:40	jenbug	if I had money I'd read the print and especially if I was reading it in a magazine while at the gym or dr. office
18:43:41	Sara	obviously trying to appeal to someone who sees himself as sophisticated, educated
18:43:41	Katey	Yes, Teresa, very classing.
18:43:46	Britt	targets obvious. works - hear it from someone you trust or look up to or identify with
18:43:50	Katey	Classy.
18:43:52	jenbug	it's classy I agree
18:43:58	AlexG	Blah blah, Mercedes is great, blah, blah. But we know the car is great already. I do like the picture. I don't like the picture of the bald, self-important man who may be driving it
18:44:10	TeresaS	Very unlike ED commercials.
18:44:11	Katey	Makes me want one, really!
18:44:14	Craig	ok we've seen two car ads now. Which one appeals to you more?
18:44:20	Erin	this one
18:44:20	Britt	mercedes
18:44:21	Sara	photo is very powerful and sexy looking. says "buy me, buy power"
18:44:22	jenbug	yeah the ad would be better without Ken Austin
18:44:23	AlexG	The Mercedes
18:44:24	Katey	This one
18:44:27	Craig	why's that
18:44:36	Erin	the other one was dumb
18:44:36	Erin	er
18:44:38	Britt	the message is straight. no guessing game
18:44:38	Sara	the other one - this one is out of my class
18:44:39	jenbug	the mercedes not as goofy
18:44:46	AlexG	Cleaner, more Spartan, classy, actually selling the car.
18:44:47	Katey	It's more sophisticated. Simple idea, well executed. I trust it more.
18:44:50	AlexG	Spartan
18:44:59	annieD	mercedes

18:45:01 TeresaS The other one because I can't afford a Mercedes so there's no point in looking at it.

18:45:02 Erin i agree. more sophisticated

18:45:15 AlexG Trustworthy! Yes, Katey, totally. Like they don't feel the need for gimmicks to sell this car

18:45:20 Katey Yes, you might actually learn about features of the car if you read it. Car shoppers want details.

18:45:24 TeresaS But agree I trust Mercedes ad more and would retain more info from it.

18:45:28 Britt yes yes. with you

18:45:28 **Craig** **to Sara and Teresa prefer the other one, primarily because they know already they can't afford the Benz**

18:45:32 annieD To me buying a car is a high involvement purchase so it makes sense to have some serious copy

18:45:38 Sara yes, they are selling the quality point.

18:45:44 katkelly but i think the mercedes ad looks 'old

18:46:00 TeresaS Yep. At least it was more entertaining. But I'm also not going to buy any car off an ad.

18:46:06 jenbug I don't mind it looking old, the car picture is great

18:46:09 Sara both ads are selling image, just appealing to a different demographic.

18:46:09 Katey Maybe it's because usually only older people can afford it.

18:46:24 jenbug older people do have a lot of time to read

18:46:27 annieD older people and young rappers and athletes

18:46:30 AlexG Teresa, yes...i'd clip the photo and paste it on top of the ancient Nissan Tsuru

18:46:34 Katey ha ha

18:46:40 AlexG I ain't driving a new car soon

18:46:43 **Craig** **all right**

18:46:47 jenbug hang up the pic as a dream car some day

18:46:51 **Craig** **good stuff**

18:46:55 **Craig** **onward ...**

18:47:01 TeresaS Ready

18:47:22 Katey Love it!

18:47:23 annieD very cute, witty

18:47:26 AlexG Hah...that's cute

18:47:27 Sara lol! hilarious!

18:47:36 TeresaS Funny, but what's the point? Don't like eyes on things I eat.

18:47:36 katkelly funny....but took a minute to process

18:47:47 jenbug very funny made me lol. probably wouldn't impact me buying or not buying pop tarts thought! still a great ad

18:47:48 Erin yeah me too

18:47:50 Britt dont get who the people-ish-figures are

18:47:54 Sara memorable ad - would get passed around the internet a lot

18:47:56	annieD	the animation reminds me of something on the cartoon network
18:48:00	katkelly	we all said we like funny ads ...interestingly enough
18:48:11	Erin	the add is funny but i'm not a fan of the cartoon people
18:48:13	katkelly	and now we are amused by the pop tart ad
18:48:15	Katey	Yes, it took me a few secs, but very funny, and it's a good ad because I would actually remember what the product was because I associate Pop Tarts with the toaster.
18:48:24	katkelly	but it doesn't make us want to buy
18:48:31	katkelly	we must see ads as entertainment in a way
18:48:34	Britt	nice touches with the execution - processing how the tag fits in.
18:48:36	jenbug	looking forward to the next one in the pop tart series
18:48:40	annieD	but it may get you thinking about poptarts
18:48:44	Sara	it's clever - might remind you of your childhood and you might buy them as a nostalgic treat
18:48:53	Craig	ok does this ad make you want to eat a pop tart?
18:48:57	annieD	and next time you're at the store you just might get some
18:49:01	Britt	yes in fact.
18:49:06	AlexG	I like the ad but wouldn't buy because of it, except that I like pop-tarts already.
18:49:08	Erin	no. i don't like pop tarts
18:49:09	Britt	poptarts for adults are fab
18:49:11	AlexG	This ad would remind me why
18:49:11	Katey	Not necessarily, but it makes me think about them so maybe I'd think about it in the store?
18:49:12	jenbug	not really
18:49:15	Sara	i definitely like companies that make clever ads - makes me think the company must be clever too
18:49:24	TeresaS	No -- other than it makes me think of them and gets my attention. But it won't translate into me buying a box.
18:49:27	annieD	I've always been a huge PT fan, so it puts it in my head and kind of gets my craving going
18:49:49	Erin	it made me hungry though
18:49:52	Katey	Now I'm thinking about chocolate Pop Tarts. Those were tasty and I haven't had one in years!
18:49:55	jenbug	true I am now thinking about strawberry pop tarts
18:50:02	TeresaS	I will remember it and PT more than cars floating over a river later.
18:50:05	AlexG	So it might remind adults like us who like Pop-tarts that it might be time to buy some
18:50:07	Sara	pop tarts are not health food - they're fun
18:50:16	annieD	yes
18:50:19	Craig	ok another question before we leave pop tarts

18:50:32 **Craig** **what is this ad saying about pop tarts?**
18:50:47 Sara nostalgia - fun
18:50:49 Katey That they are fun to eat.
18:50:53 jenbug they are fun
18:50:53 katkelly fun and tasty
18:50:56 TeresaS That they don't want to be eaten and hide in a toaster from you? No clue -- except they're crazy good.
18:51:07 Erin that everyone in the family will eat them if you don't hide them
18:51:11 AlexG They're craveable
18:51:22 annieD it's not necessarily just a kid geared breakfast food
18:51:25 Sara you will smile when you eat them
18:51:25 AlexG They will always run out
18:51:41 **Craig** **Britt?**
18:51:43 **Craig** **What you say**
18:51:45 Sara your kids will like them (true, in our house)
18:51:56 Britt I don't get it
18:52:01 Sara pokes fun at the old saying "don't play with your food!"
18:52:09 **Craig** **You don't get the ad?**
18:52:10 Britt have a little fun...eat a pop tart
18:52:22 Britt i don't think so
18:52:42 AlexG Kind of says, Relax, forget the rules, have some fun with the food
18:52:52 TeresaS Is it really a spoof off don't play with your food? Never would have got that.
18:52:55 **Craig** **ok well lets move on**
18:52:58 Britt yes. i see that
18:53:01 **Craig** **two more to go**
18:53:09 TeresaS Fire.
18:53:18 **Craig** **boom**
18:53:54 jenbug is this an ad or the beginning of a feature article in parenting today?
18:53:57 Katey Ooh, is that really an ad? Looks like an article. Very gripping headline. I would read it because I think it's a compelling issue.
18:54:08 Britt i'm not the target at all...the strategy seems quite strong
18:54:09 Erin it looks more like an article
18:54:10 **Craig** **it's an ad alright.**
18:54:11 TeresaS Ugh! This is supposed to say invest so you kids can have money and be bums?
18:54:21 Erin yeah that's what i thought
18:54:23 Sara attention getting - something most parents think about - but photo is a little off-putting
18:54:30 jenbug goofy looking kid (sorry to be mean)

18:54:37	AlexG	Once you read it, it seems to say that your Financial Planner will make your kids grow up right. That's scary
18:54:44	Britt	the target's concern is their kids' futures...how the money will or will not affect them
18:54:50	Erin	with or without money, everyone should have a work ethic
18:54:51	jenbug	he doesn't look like he is wealth or works
18:54:57	TeresaS	I guess I'd pay good money if I had to a kid so he or she wouldn't look like that in an ad.
18:54:58	katkelly	scary, but it speaks to me
18:55:05	Sara	it's targeted at people who have money and feel somewhat guilty about it.
18:55:07	AlexG	Ok, let's just say it...looks like a stoner
18:55:07	Britt	seems like a unique approach as a financial group
18:55:10	katkelly	even though i don't have kids....almost like this is where i should be in my life
18:55:16	Katey	If it's saying it's more important to have a wealth ethic, it would bother me.
18:55:19	TeresaS	Right you are, Alex.
18:55:30	Katey	I can't read the small type.
18:55:35	Sara	it's a good approach because financial services companies offer much the same things - what makes them different?
18:55:38	Britt	can i just ask what publication this ran in
18:55:54	TeresaS	I don't think Citigroup knows crap about raising kids right; wrong to preach that in an ad trying to lure your portfolio.
18:55:54	Craig	yes .. a moment
18:56:04	katkelly	i think it speaks to values
18:56:07	AlexG	Totally, Teresa
18:56:10	Sara	yes, values
18:56:12	jenbug	the tag lines is not very helpful. Come to Smith Barney Where wealth works
18:56:13	Erin	is working wealth a magazine?
18:56:16	Britt	emotional benefit here is primary, secondary rational...helping people with money
18:56:32	AlexG	Values of a slightly older generation, confused about what the hell youth is doing these days and wanting someone to commiserate with
18:56:33	Sara	I think it's very relevant to people with money - this is a real concern for them
18:56:48	Britt	agree...with tag comment
18:57:02	TeresaS	But you're going to find solutions from an investment broker?
18:57:06	Sara	i like the copy; i'd pick a different photo
18:57:14	Britt	target must be people who are concerned about the effects of wealth

18:57:23	Craig	ok
18:57:26	Craig	Last one.
18:57:27	AlexG	Not me...but who knows what weirdness lies in the hearts of conservative older folk
18:57:29	jenbug	it kinds looks like a 401K or the importance properly investing for the future ad
18:57:31	Sara	most people with money do hire advisors and yes they even talk about these things.
18:58:03	Erin	yeah a coupon
18:58:16	Katey	Too busy and juvenile. Does not appeal to me at all.
18:58:20	AlexG	Catchy...the acne faces...not convincing, but catchy
18:58:20	Sara	definitely geared to teens
18:58:25	annieD	the little cartoon circles reminded me of the Zolft thing
18:58:41	Sara	use of emoticons in ads must be a new thing!
18:58:45	Britt	okay...great to get at the target...
18:58:47	TeresaS	Funny -- and much better than a pix of a real zit. Coupon is a grabber too.
18:58:55	Britt	but do teens pay for buy their own stuff
18:58:56	jenbug	it's not bad but I dont' really care about it, I'd quickly turn the page
18:58:56	Erin	this is juvenile yes, but would you buy it if you had this problem plus they attached a coupon?
18:59:06	katkelly	good for teens
18:59:06	Britt	i feel like a secondary target is mom or dad
18:59:15	Sara	coupon is effective
18:59:24	jenbug	good for parents who have kids with the problem
18:59:27	Sara	teen might clip the ad and ask parent to buy
18:59:30	AlexG	Coupon would do it
18:59:32	Craig	jenbug, what would cause you to turn the page here?
18:59:37	TeresaS	It clearly makes the point that it's less stinging than other pads (or whatever they are).
18:59:37	Craig	the art direction? copy?
18:59:38	Erin	i couldn't see this in a women's world magazine though
18:59:44	jenbug	i don't thing the teen would cut out the ad
18:59:51	jenbug	think
18:59:53	Sara	simplistic, but probably appropriate for teen audience
19:00:07	Katey	The coupon I would go for. The rest I would ignore. I think it's too "young" even for teens with acne problems.
19:00:10		Britt left.
19:00:39	Sara	I don't know... acne problems can start at 10 or 11...
19:00:45	AlexG	I don't like any ad that uses the "other" category against "Our category"
19:00:49	Craig	jenbug did you see my question earlier?
19:00:53	AlexG	Ditto, too simplistic

19:00:56	jenbug	and adult acne is a lot more discussed now days too
19:00:56	annieD	If I needed an acne pad that was less stinging, i'd buy it.
19:01:16	TeresaS	I just like that it's simple, to the point and I don't have to jump through hoops or look at ugly kids to figure out what they want to sell me.
19:01:25	Katey	It does get the point across. Example of function over form.
19:01:30	Sara	from what I remember from teen years, acne products can be painful to use, so makes sense. presumably this is a target message
19:01:38	jenbug	oh sorry just saw it. Mainly cause it doesn't apply to me and if I wanted this type of product I'd just look at the store
19:02:00	Sara	true - i hate those ads that show kids with pimple faces - no one wants to see that
19:02:01	annieD	I'm sure they did research that found that alot of people found their acne pads to be to stinging, so they came up w/ this
19:02:05	Craig	Ok .. we've now seen two personal hygiene products
19:02:13	Craig	which ad appealed more?
19:02:22	annieD	acne pads
19:02:24	Katey	The shampoo.
19:02:34	Erin	the acne pads. i don't use men's shampoo
19:02:52	Sara	shampoo because it's more relevant to me and more sophisticated
19:02:54	Katey	I don't use men's shampoo either, but I liked the sophistication of the ad better.
19:02:55	jenbug	Loreal was much nicer, and I was more interested in reading it. Plus I really like the black design
19:02:59	katkelly	pads
19:03:06	annieD	I kind of like the simplistic. animated layout of the stridex one
19:03:14	AlexG	Acne pads... I don't like L'oreal products and shampoo ads are often total Bs
19:03:19	Craig	ok let's put this one to you ..
19:03:23	TeresaS	Acne pads -- didn't have to spend too much time figuring out what it was as a breeze through. The other was confusing -- dressed for a woman, product made for a man. Odd.
19:03:57	Craig	thinking about the two ads (loreal and Stridex) which ad's message did you *get* (e.g. understand) first
19:04:07	annieD	stridex
19:04:08	AlexG	Stridex
19:04:08	TeresaS	Stridex.
19:04:10	katkelly	stridex
19:04:11	Sara	stridex

19:04:12	Erin	stridex
19:04:15	jenbug	stridex
19:04:17	Craig	wow
19:04:22	katkelly	oh...unanimous??
19:04:25	Katey	Stridex.
19:04:27	Craig	looks that way ..
19:04:57	Katey	And I guess "getting it" is more important than visual appeals when it comes to revenues.
19:05:24	AlexG	Probably... I thought the L'oreal was "prettier", I just-wouldn't buy it
19:05:26	Erin	stridex says it in big letters. loreal was in small letters. it took me a minute to figure out that that was a man's product
19:05:34	TeresaS	I'm busy. I don't have time to invest in understanding business and family e-mails -- I don't want a mystery ad. Just tell me and let's move on.
19:05:35	Craig	And if you were paging through your magazine of choice and came across these, which one (if either) would you pause to look at?
19:05:43	jenbug	the stridex was more of if you have a problems here's the answer while the shampoo was just another men's shampoo to try
19:05:58	katkelly	stridex
19:05:58	Sara	loreal, it takes longer to figure out what it is!
19:06:06	AlexG	I'd Look at the shampoo
19:06:06	Katey	Loreal
19:06:10	katkelly	i would flip right past the shampoo
19:06:11	Erin	loreal
19:06:11	AlexG	I wouldn't really read the text on either
19:06:13	TeresaS	Depends on which product I'm interested in, but probably Stridex because it looked less time-consuming.
19:06:20	annieD	stridex
19:06:36	annieD	i get bored w/ just seeing bottles of a product
19:06:39	jenbug	i read what the loreal add offered (especially if it was a women's shampoo)
19:06:43	Katey	I would definitely stop to read the Pop Tart cartoon, though, not that you were asking that! I love cartoons.
19:07:00	Craig	no that's ok .. this one's kinda cartoony too.
19:07:00	Erin	i would look at the loreal product until i realized it wasn't for women
19:07:19	AlexG	Yeah, but it's a bad, insulting way to target poor computa geeks
19:07:29	AlexG	Sorry, I meant Stridex.
19:07:31	Craig what?

19:07:36 AlexG A bit cruel, now I think of it
19:07:50 **Craig** **ok Alex gotta get more from you :) what do you mean about poor computa geeks?**
19:07:57 **Craig**
19:08:05 annieD b/c they're bald?
19:08:42 Katey huh
19:08:44 AlexG No, because the symbols used are directly fom the chat culture...now, I know everyone chats, but it's still a bit...frowned upon and antisocial

19:08:48 Katey I mean, huh?
19:08:58 Sara not among teens!
19:09:04 **Craig** **you mean :-o and :-)))))))))**
19:09:08 annieD oh, you're referring to the emoticons in the stridex ad?
19:09:09 AlexG Is chatting completely mainstream? Totally?
19:09:15 AlexG Right-o
19:09:19 Katey Loh, now I get it.
19:09:25 Katey Oh, now I get it.
19:09:26 Sara totally.
19:09:38 jenbug I didn't see them before
19:09:44 katkelly me neither
19:09:52 **Craig** **wow, really?**
19:09:54 Sara even my husband uses :) and he's worthless with technology

19:09:55 AlexG I'm old. At 27. It's like they're suggesting that chatting people might need a translation for the expression
19:09:57 **Craig** **you didn't notice?**
19:10:04 Katey I saw them but only after someone pointed it out.
19:10:08 Sara that was the first thing I saw!
19:10:15 annieD Me too Katey
19:10:24 Katey I saw the copy first, about stinging.
19:10:30 TeresaS I noticed them -- and I'm not a big chatter. This is my first live one.

19:10:31 jenbug I only saw the big happy and mad faces not the bubble stuff above

19:10:34 Sara one more reason I thought the ad was designed for teens
19:10:34 **Craig** **but you guys understood them, right?**
19:10:43 Sara yes
19:10:44 **Craig** **The :-o and :-))))))))) I mean**
19:10:47 annieD Yes
19:10:51 AlexG I understood them. They are a common symbol.
19:10:51 **Craig** **so they didn't just appear as random nonsense**
19:10:56 TeresaS Yep. Understood them.
19:10:56 annieD I just didn't notice them right away
19:11:01 Erin yes. but i didn't catch it at first

19:11:02	Katey	no, I don't know what those symbols mean, actually. I just read the copy.
19:11:02	jenbug	understood
19:11:08	Craig	interesting!
19:11:21	AlexG	It just made me go "grr" about modern society that frowny cartoon faces are no longer enough
19:11:21	Katey	What do they mean? Fill me in! I am an Old x-er.
19:11:27	Sara	how old are you katey?
19:11:32	Katey	38
19:11:47	Katey	I only know the basic smileys.
19:11:52	katkelly	si
19:11:59	Sara	I think it's very much a generational thing
19:12:09	Erin	generation definetley
19:12:18	Erin	my dad would have no idea what it meant
19:12:20	TeresaS	Omigod! You are way too old for Pop Tarts. You should be driving a Mercedes (btw, I'm 40, barely an X'er)
19:12:28	AlexG	With a bit of allowance for techie status, but yes, my dad would be lost too
19:12:40	Katey	ha ha! I wish! But I did grow up on Pop Tarts and roller skates.
19:12:42	Sara	the people i know who are 12-17 chat all day long!
19:13:15	TeresaS	Who wants to talk to people that much?
19:13:19	jenbug	this is the most chatting I've done
19:13:24	annieD	I only the know the basics of emoticons
19:13:25	Erin	sometimes i wouldn't mind
19:13:28	katkelly	Ha
19:13:30	Erin	i'm on the computer all day
19:13:32	Sara	they aren't actually saying anything, just shooting the breeze
19:13:33	Katey	Maren, who works for me, writes everything in lowercase. And text messages constantly. I don't even know how.
19:13:35	katkelly	me too.
19:13:45	katkelly	i write all in lower case
19:13:49	katkelly	and text all day too
19:13:50	Katey	This is the most chatting I have done, too.
19:14:11	Craig	Well you guys have been Awesome
19:14:25	AlexG	Hope some of it helps...
19:14:26	annieD	thanks, i tried
19:14:27	Craig	and if you need to go, feel free. I think I got what I needed here tonight.
19:14:37	Sara	I actually enjoyed this!
19:14:37	jenbug	when are you finishing your thesis?
19:14:38	Erin	hope we helped
19:14:42	Erin	this was fun

19:14:43 Katey This was fun. Thanks, Craig. Look forward to your research results!

19:14:47 katkelly it was pretty cool

19:14:48 TeresaS Good luck on your thesis.

19:14:51 **Craig** **I have three more of these groups to do.**

19:14:59 Erin Were we the first?

19:15:01 annieD good luck, craig.

19:15:04 Katey I would love to read the Baby Boomers script.

19:15:06 Sara I'd like to see the results. How do we see them?

19:15:08 katkelly amen

19:15:10 **TeresaS left.**

19:15:13 **Craig** **After that, I will be interviewing art directors to talk about how they go about producing ads from their end.**

19:15:23 Sara I think it's a great topic.

19:15:24 annieD ooh, that will be interesting

19:15:28 **Craig** **I will be maintaining the Web site and my blog. Everyone is welcome to keep touch with me that way.**

19:15:35 annieD cool

19:15:37 **Craig** **Comments are welcome too on the blog.**

19:15:37 annieD cheers

19:15:38 Sara you can probably tell them a thing or two

19:15:38 katkelly intense

19:15:41 **Craig** **This is actually the third session I've run.**

19:15:44 katkelly you're making mine look really bad

19:15:45 **Craig** **The first two were with Gen Ys.**

19:15:46 katkelly lol

19:15:50 **Craig** **lol kat :)**

19:15:58 Katey Good night!

19:16:03 **annieD left.**

19:16:03 Craig Night Katey!

19:16:04 Sara were they very different?

19:16:04 **Katey left.**

19:16:14 AlexG Yeah, I'm curious about that too

19:16:16 **Craig** **Yes they were in many ways.**

19:16:30 Sara My suspicion is younger people actually like ads more.

19:16:32 Erin as talkative?

19:16:47 **Craig** **It's interesting to see how you guys reacted as opposed to the Ys. The Ys were much more receptive to the Edge and Stridex ads.**

19:17:06 Sara My stepson, 13, Loves to watch ads on TV, which I hate to do.

19:17:13 AlexG Huh... I really think we were raised to completely distrust ads

19:17:20 **Craig** They were talkative, but there weren't as many of them, unfortunately. I will probably have to see if I can round up a few more to do a followup session with them.

19:17:27 katkelly ha

19:17:38 Erin what age group do you need?

19:17:38 jenbug this was very fun

19:17:43 **Craig** 18-21

19:17:55 **Craig** thanks Jen :) I'm really glad you could join us.

19:18:01 Erin i can get a 21 yr old for you

19:18:09 **Craig** Before I started I was very anxious about doing these. Now I look forward to them.

19:18:10 Erin my little sister

19:18:23 **Craig** Once the conversation starts it just takes off and time just races past.

19:18:26 **Craig** That would be great Erin!

19:18:29 AlexG Ditto, fun talk. Thanks, Craig. And good luck with the thesis!

19:18:30 **Craig** Let's talk more about that.

19:18:34 **Craig** Thanks Alex!

19:18:38 Erin guess i do have to email you after all. lol

19:18:44 AlexG Ciao, guys. Good chatting with you all

19:18:48 katkelly do i have an email to do?

19:18:50 **Craig** See you tomorrow Alex

19:18:56 **Craig** Let me check kat

19:18:59 **Craig** :)

19:19:10 Sara Enjoyed it - good luck!

19:19:11 jenbug I think I might owe you an email to, just let me know.

19:19:30 MayZ Thanks Craig....very interesting. So long.

19:19:33 **AlexG left.**

19:19:39 **MayZ left.**

19:19:46 Sara Oh, I need an e-mail from you to confirm for my prof that I participated - could you send something like that?

19:20:01 **Craig** Jen I got yours. You're good.

19:20:02 katkelly oh, maybe i need one too

19:20:06 **Craig** Sure Sara .. that's not a problem.

19:20:08 katkelly an email

19:20:16 katkelly can you cc me too please?

19:20:33 **Craig** kat I got yours too.

19:20:38 **Craig** And yes, I will email you both.

19:20:53 Sara Ok, thanks. good night!

19:20:55 **Craig** And you'll all of course be getting goodies from Amazon.

19:20:57 **Craig** :)

19:20:59 **Craig** Night!

19:21:04	jenbug	okay great! Looking forward to reading the rest of your findings. Talk to you later! Bye!
19:21:04	Sara	right on! forgot!
19:21:14	Craig	Night Jen :)
19:21:27		Sara left.
19:21:45	katkelly	cool
19:21:49	katkelly	thanks Craig..nitey
19:21:54	Craig	night!
19:21:59		katkelly left.
19:22:03		jenbug left.
19:27:46		Erin left.
19:27:51		Craig left.

FOCUS GROUP 4: GENERATION X

April 19, 2007

8 participants + moderator

17:48:29		Craig joined.
17:56:36		bonnie joined.
17:56:46	bonnie	hi Craig
17:57:00	bonnie	i am borchuluun
17:57:15	bonnie	i hope i am not late
17:57:16	Craig	Hi Borchuluun!
17:57:20	Craig	Nope you're first one here.
17:57:24	bonnie	good
17:57:29	Craig	How are you?
17:57:32	bonnie	good
17:57:57	bonnie	i did not pat attn to time assuming it was central time.
17:58:02	Craig	yes
17:58:02	bonnie	how are you?
17:58:11	Craig	I'm doing alright ..
17:58:17	Craig	glad this semester is almost over ...
17:58:20	bonnie	how is your study?
17:58:21	Craig	can't wait until I'm done
17:58:26	Craig	Going well :)
17:58:36	Craig	The Tuesday night session was a lot of fun
17:58:39	Craig	Lots of people and a lot of spirited conversation.
17:58:49	Craig	Hoping for the same tonight
17:58:51	bonnie	me too! I want to extend the semester so that I can finish all my papers :-)
17:59:06	Craig	yeah I bet :)
17:59:12	Craig	I could use another week or so but I'll be alright.
17:59:18	bonnie	this semester was too fast!
17:59:21		Kristi joined.
17:59:24	Craig	yes it was ..
17:59:25	Craig	Hey Kris!
17:59:29	Kristi	hey!
17:59:34		Barbara joined.
17:59:56	Craig	hi Barbara!
18:00:11		Emily joined.
18:00:18		JenX joined.
18:00:19	Barbara	Hi, Craig!
18:00:19	Craig	hi Emily!
18:00:23	Craig	Hey Jen
18:00:28	Craig	Wow everybody turning out at once!
18:00:30	Emily	Hello!
18:00:32	JenX	Hi there

18:00:42	Craig	Good name Jen :)
18:00:56	JenX	my boyfriend came up with it ;)
18:01:03	Craig	very apropos
18:01:06	JenX	he's much more clever
18:01:15	Craig	How's everyone this evening?
18:01:20	Barbara	Great!
18:01:23	JenX	great
18:01:29	Emily	I'm full--just got back from dinner at my in laws' house
18:01:32	bonnie	good
18:01:35	Kristi	i'm full too.. just ate dinner
18:01:44	Kristi	thawing the ice cream now :)
18:01:53	JenX	eating dinner now
18:01:56	Craig	what flavor?
18:01:59	Craig	Or do I need to ask
18:02:05	Kristi	coffee-flavored ice cream :)
18:02:14	Barbara	getting hungry ...
18:02:15	Craig	hope nobody spills maple syrup on it
18:02:18	Kristi	it's from Cold Stone Creamery
18:02:19	Kristi	Lol
18:02:36	Craig	"somebody spilled maple syrup on my ice cream!"
18:02:50	Kristi	"come here... c'meeerrre"
18:02:53	JenX	I Love Cold Stone
18:02:57	Craig	"naw naw man that's flavor ofthe month .. thath maple nut crunch"
18:02:58	Kristi	it is the best :)
18:03:09	Kristi	the Light Cake Batter Ice Cream is my favorite though
18:03:10	bonnie	i've never been to the cold stone
18:03:19	Craig	Bonnie you should go!
18:03:25	JenX	oh man Bonnie ... you're missin' out
18:03:29	Kristi	So yum
18:03:31	Craig	Maybe next time we meet to talk, we should go there
18:03:41	bonnie	Good idea!
18:03:51	Emily	Is there a Cold Stone in Columbia now?
18:04:04	Emily	When I was an undergrad, everyone went to Shakey's or to Sonic
18:04:05	bonnie	Is it closed to J-school?
18:04:31	Craig	it's on Elm street, behind the Starbucks
18:04:44	bonnie	Got it!
18:05:07		Red joined.
18:05:10	JenX	mmmm Starbucks
18:05:13	Craig	Bonnie, did you have difficulty logging into the cha-troom?
18:05:14	Craig	Hi Red!
18:05:25	Red	Hey

18:05:44 bonnie I had to download Java, other than that there was no problem

18:05:53 **Craig** **That didn't take long, did it?**

18:05:58 bonnie No

18:06:20 **Craig** **Ok that's good. I'm seeing a few login emails from people who haven't made it into the room yet. I'm hoping that's what they're doing**

18:06:40 **Craig** **While we're waiting, does anyone have to leave promptly at 9pm tonight?**

18:06:44 **Craig** **If so please tell me now.**

18:06:54 JenX opening Java in le froze my computer

18:07:18 JenX I had to open it in Firefox

18:07:36 **Craig** **Glad you made it Jen.**

18:07:47 **Craig** **I included the link to download Java in the confirmation email**

18:07:51 **Holly joined.**

18:07:55 **Craig** **Hi Holly!**

18:07:57 JenX just wanted you to know in case they were having the same issue

18:08:07 bonnie It was helpful to have this link

18:08:18 Holly Hi, All. Sorry I'm a little late... had the old Java.

18:08:45 **Craig** **Not a problem.**

18:08:52 **Craig** **We haven't started just yet.**

18:09:00 **Craig** **Holly do you have to leave right at 9 tonight?**

18:09:37 Holly Not necessarily. I have little ones who are sick tonight, so I might have to step away for just a minute, but that's all.

18:09:47 **Craig** **okay.**

18:10:13 **Craig** **Sorry to hear about sick kids :(**

18:10:24 **Craig** **Ok ..**

18:10:28 **Craig** **I guess we'll get started here.**

18:10:55 **Craig** **By the way, if anyone hasn't found this yet, there is a button on your chat interface with four little arrows ... third from the right. Clicking it gives you an expanded chat window.**

18:11:02 **Craig** **But**

18:11:05 **Craig** **this is important**

18:11:24 **Craig** **The chat software is a little testy. If you try to surf to another Web page, even opening a new Web page or tab, you will be logged out.**

18:11:41 bonnie Did you design this chat room?

18:11:51 **Craig** **No, it is Parachat .. a pay service.**

18:11:55 **Craig** **Not very expensive, fortunately.**

18:12:00 Kristi it's really nice

18:12:00 **Craig** **Pretty easy to administer.**

18:12:09	bonnie	I like it
18:12:11	Craig	Yeah it had all the features I was looking for.
18:12:15	Craig	Ok everyone ready?
18:12:18	bonnie	yes
18:12:23	Barbara	go!
18:12:25	Emily	Sure
18:12:34	Craig	Ok let's start with a few general questions about advertising.
18:12:36	Holly	Sounds great!
18:12:37	JenX	yep
18:12:44	Craig	Feel free to jump in at any time.
18:12:55	Craig	In general, what kind of advertising appeals to you?
18:13:03	Barbara	Funny!
18:13:05	JenX	characters
18:13:09	Holly	I like sarcastic
18:13:12	Emily	Unexpected twists
18:13:13	JenX	like Geico cavemen
18:13:14	bonnie	creative advertising
18:13:21	Kristi	Lol I like Geico cavemen too
18:13:22	bonnie	also funny
18:13:24	JenX	:)
18:13:31	Kristi	they always make me laugh
18:13:45	Holly	I like that Geico has gekko and cavemen
18:13:55	Barbara	I like those. I also like the physical humor that's done well in Budweiser commercials.
18:13:55	Red	i like to have to think about the message, like "getting" a joke
18:13:57	Kristi	yeah the multiple ad stories are cool
18:14:03	Kristi	and Capital One commercials are good too
18:14:10	JenX	it's interesting that they have been able to create two such popular characters
18:14:13	Barbara	second that on the cap one
18:14:34	Craig	bonnie, how would you define 'creative'
18:14:39	Craig	what is creative to you?
18:15:46	bonnie	It is kind of hard for me to define it now. I would say "extraordinary"
18:16:31	Holly	I think creative is a concept that allows you to see or feel things that aren't actually shown in the ad or commercial.... like emotions or humor.
18:16:59	bonnie	Uniqueness of messages and design. I agree with you Holly!
18:17:11	Craig	okay
18:17:24	Emily	I think that creativity in ads still has to be grounded in the product/service being promoted--the connection has to be

apparent between the creative device and the product/
service

18:18:11 Barbara Yes, creativity so often feelings like, "hey, I never thought of that" or "I wish I'd thought to say or do or write that" -- uniqueness is a big part of it.

18:18:27 bonnie it also seems to me culture plays an important role to understand advertisement

18:18:28 Holly I like the Dairy Queen TV ad that makes you think the wife is going to hang up her husband on the dorr hook and take his ice cream, which he previously took from his own kids.

18:18:49 JenX I haven't seen that one

18:18:58 Kristi mmm kitkats

18:19:13 Kristi commercials that help you remember what it is that they're advertising, that stick with you are the best

18:19:24 JenX I like the Budweiser holiday ads ... they choke me up every time which plays into the whole idea of evoking emotion

18:19:27 Kristi sometimes you see something really funny but then can't remember what the commercial is for

18:19:41 Emily I agree with Bonnie's comment about culture--ads that get through to the audience based on common cultural devices are more effective

18:19:41 **Craig** **got it**

18:19:59 bonnie I like Cola ads with Polar bear

18:20:06 Kristi i like it when commercials can be different, and not jump on the same bandwagons other commercials pull

18:20:07 JenX oh Yes

18:20:16 JenX Love the Cola ads

18:20:19 Kristi like the physical humor thing.. yeah it's hilarious but then they All started doing things like that

18:20:44 **Craig** **ok .. next q**

18:20:54 **Craig** **What kind of ads annoy you or bother you?**

18:20:58 JenX Head On

18:21:03 Holly Selling something

18:21:03 Kristi commercials that make you feel stupid

18:21:07 Kristi Lol Head on is perfect

18:21:11 Barbara Local, loud, sophomoric production ...

18:21:11 JenX :)

18:21:13 Holly Especially to kids... toy ad suck!

18:21:21 Emily I can't stand Head on either, but we all remember it, so it's effective in that respect

18:21:21 **Craig** **What's Head On ?**

18:21:23 bonnie I also do not like local ads

18:21:24 **Craig** **oh wait**

18:21:24 Kristi I hate the Tylenol ads: "stop. Think. Tylenol." Like I don't already think about what I'm doing

18:21:37 **Craig** "head on" meaning like, hard sell ads?

18:21:41 JenX I hate repetition or commercials that "talk down" to you

18:21:43 Emily Head on is a headache medicine that you "apply directly to the forehead."

18:21:43 Barbara Ugh, kids' toy ads.

18:21:49 bonnie I did not like the ad of Vaseline with hundreds of hands

18:21:49 JenX no ... the product head on

18:21:49 **Craig** oh :)

18:21:51 Emily Head On ads usually run at the end of Jeopardy

18:21:52 Holly Head on is like a bad version of Mentos for a headache relief medicine.

18:21:58 JenX Craig, you gotta seem 'em

18:22:03 JenX youtube that :)

18:22:03 Kristi they're the worst.

18:22:04 **Craig** That bad huh

18:22:10 JenX Oh Yea

18:22:20 Emily Head On even has ads now that make fun of how annoying their commercial is

18:22:21 Kristi "head on apply directly to the forehead. head on apply directly to the forehead. head on apply directly to the forehead"

18:22:23 Kristi not kidding

18:22:23 Barbara Craig -- are you mostly interested in TV ads or should we consider print ads, billboards ...

18:22:29 **Craig** no no, all advertising.

18:22:35 **Craig** Don't limit yourself to any one media.

18:22:40 Emily The new ads said, "head On--i hate your commercial, but I Love your product

18:22:41 Holly I don't like prescription ads.

18:22:45 Red i dislike ads that make the consumer feel like less than they are if they don't buy a product, vs. what positive effect a product can yield

18:22:50 Holly Especially because they're so evasive in print.

18:22:51 JenX I also hate stupid jingles like free credit report

18:22:51 bonnie I like magazine ads.

18:22:55 Barbara It's funny that we clearly mostly identify with TV ads ... :) I guess they are working!

18:22:57 Kristi i would never even try a product whose commercial talked down to me like that

18:23:09 Emily I don't like it when magazine ads are bulky and get in the way of turning the pages. Flip out ads are particularly annoying

18:23:13	Craig	What would be an example, Red?
18:23:14	bonnie	I also don't like unpleasant jingles
18:24:00	bonnie	It is annoying to see boring commercials during movies
18:24:00	Red	i just think of certain ads targeted towards women, in addition to recent ads playing on masculine stereotypes. truck ads are like that. some ads for fastfood do it to guys too.
18:24:01	JenX	I also hate noticeable stereotyping ... not cool and it turns me off to the product
18:24:18	Barbara	An example of what red was talking about to me are lots of kids' food and toy products that make you feel like if you don't buy that stuff for your children, you're a bad parent.
18:24:32	Craig	ahhh
18:24:33	Emily	I dislike the prescription ads that tell you all of the nasty side effects of the drug being advertised
18:24:39	JenX	Yes
18:24:40	Kristi	yeah like the stupid Hardees commercial
18:24:41	JenX	ewww
18:24:59	Barbara	Emily -- me too! So funny -- I assume it's required by law, but it's so funny how they work those in there!
18:25:02	Kristi	i hate Cialis ads during prime time
18:25:04	JenX	No Hardees here in D.c.
18:25:39	JenX	Fast food commercials with skinny people irritates me too
18:25:41	bonnie	I do not like ads about big portions of food
18:25:49	JenX	and those people that help you are Never that happy
18:25:50	Craig	okay ..
18:26:04	Craig	Do ads help you make purchase decisions?
18:26:09	Emily	I also don't like local radio ads that use the hosts to endorse products--the Arby's here does that a lot
18:26:12	bonnie	not always
18:26:33	Emily	If you consider coupons ads, then a hearty yes from me. I Love coupons
18:26:51	JenX	I think they influence my buying habits
18:26:56	Barbara	Ads are likely to sway me to purchase a brand name over a generic version.
18:27:11	Kristi	i agree with that Barbara
18:27:16		leslie joined.
18:27:22	Craig	hi Leslie
18:27:22	Kristi	i rarely buy generic versions
18:27:24	Craig	!
18:27:27	leslie	hi
18:27:29	leslie	sorry i'm late
18:27:31	Barbara	But they aren't likely to make me necessarily try a new product (with the possible exception of foods and restaurants).

18:27:33	Holly	Sometimes, but I still buy based on my inner feelings about a product or company perception.
18:27:40	bonnie	I like coupons too, but when I go to store with a single coupon I buy other staff too, impulsive purchase :-)
18:27:50	Red	it's not that easy to get me to make emotional purchases, so the ads that resonate with me are almost always ones that advertise low price
18:27:53	Craig	it's all good .. you've had an exciting day I bet
18:28:05	Craig	The question at hand is, do ads help you make purchase decisions?
18:28:07	Kristi	low price is always good
18:28:19	Kristi	or recommendations from people will have more influence over what I buy
18:28:25	Barbara	Right, there are a lot of factors besides ads that influence my buying.
18:28:30	leslie	i'm a very brand loyal person
18:28:45	JenX	I get really turned off by crappy ads ... for instance, I would never buy Head On because that commercial irritates me That much
18:28:51	Kristi	same here
18:28:54	JenX	:)
18:29:04	Kristi	Or Tylenol because I hate the "stop Think" ads
18:29:08	Holly	I shop online for clearance and sales specials without even considering what the ad originlly were advertising.
18:29:11	Emily	Home town influences a lot of my buying decisions. My husband's family has worked for Procter & Gamble for generations, so we typically buy P&G brands to support the company (which we hold stock in,to
18:29:20	bonnie	on cheap everyday staff, sometimes I make decision based on commercials, like shampoo, detergent etc.
18:29:40	JenX	Every time I see a brand the jingle or imagery from the ad runs through my head
18:29:51	leslie	every day stuff is the stuff that i am more brand loyal too...the stuff that i grew up on
18:29:56	Barbara	Jenx, you're a marketer's dream!!!
18:30:05	JenX	I know ... I'm bad
18:30:16	Red	i do like to buy things i think are from companies that give something back to the community, but i'm probably more skeptical about companies motives than most. despite the fact i like low prices, i
18:30:46	Craig	What media do you pay the most attention to advertising?
18:30:53	Barbara	TV.
18:30:55	Craig	outdoor, magazines, television, web, any other?

18:30:57	bonnie	magazine, and TV
18:31:07	leslie	i probably watch commercials the most...usually online
18:31:24	Barbara	I like to watch web ads just because I'm curious about them as an emerging technology.
18:31:26	leslie	but i remember radio commercials better
18:31:33	Emily	I'd say TV, but lately I've been too busy to watch shows live, so I tape and fastforward the ads
18:31:35	Craig	radio?
18:31:42	Craig	okay
18:31:44	JenX	I remember radio commercials better also
18:31:45	bonnie	only in car
18:31:59	Kristi	i never listen to radio anymore
18:32:01	Kristi	i'd say TV
18:32:03	Emily	I Never listen to radio commercials. I use all 10 pre-sets on my dial to flip away from ads
18:32:14	Barbara	Sometimes I have to listen to Radio Disney and I remind myself to spend as little money as possible with Disney. It's That annoying.
18:32:16	leslie	i only listen to the radio in the car and if i consciously realize i'm listening to a commercial i usually change the channel
18:32:36	leslie	but i remember them later when i am shopping...usually the jingle or if the announcer is annoying
18:32:40	JenX	Radio Disney is Horrible
18:32:49	JenX	sorry anyone affiliated
18:32:57	Holly	Radio, magazine and billboard for me. I travel a lot by car. And I actually have started glossing over TV ads because they interrupt my shows...
18:32:58	Craig	not I :)
18:33:02	Barbara	It's great at what it does ...
18:33:15	Craig	all right
18:33:21	bonnie	I also look at billboards when I am on highway
18:33:23	Craig	in general, how do you feel about advertising?
18:33:40	Kristi	intrusive, but usually effective
18:33:55	JenX	Love 'em ... they pay my salary after all
18:33:57	JenX	:)
18:33:58	Emily	Ads help pay the bills for production of Grey's Anatomy and other popular shows
18:34:01	bonnie	I have a mixed feeling abouts ads.
18:34:11	leslie	i usually watch TV for the ads and look through magazines for the ads
18:34:24	Red	i don't really like ads that play up the product too much. it comes across as arrogant to me. i know they want me to buy, but i just want info.

18:34:34	JenX	Why would I watch the superbowl without ads?
18:34:38	Barbara	I pay attention to advertising because it's been a subject in school, so I feel sort of like I've been "trained" to notice it. I think it's generally reliant upon stereotypes, excess and paints an ina
18:34:50	JenX	I agree with you Barbara
18:34:56	Emily	A new radio station here in Cincinnati starts off its ad blocks by saying, "would you rather we did a pledge drive and give you a tote bag or listen to an ad or two?"
18:35:08	Holly	I'm O.k. with advertising for the most part because I know what it's trying to do... that's my job.
18:35:15	Emily	I like the knock on NPR pledge drives
18:35:20	bonnie	Like Emily said, ads are the important part of business operation of media. Same time they are annoying for consumers in case if they cannot entertain them
18:35:29	Barbara	I have a seven-year-old and I find myself following up print and TV ads with explanations about how things generally don't work like that or look like that.
18:35:47	Barbara	As a newspaper person, I live and die by ads. So having said all that, I love them.
18:35:50	Barbara	:)
18:36:04	JenX	Haha
18:36:08	JenX	nice save
18:36:08	Craig	all right
18:36:18	Craig	Great comments!
18:36:24	Craig	Let's look at a few ads now.
18:36:34	Craig	How we doing on time, anybody in a hurry?
18:36:40	JenX	good
18:36:41	bonnie	no
18:36:42	Barbara	good
18:36:43	leslie	no
18:36:45	Kristi	i'm fine :)
18:36:47	Emily	I'm okay
18:36:48	Craig	okay great!
18:36:53	Kristi	oh my ice cream!!!!
18:36:54	Red	im good
18:37:00	JenX	haha
18:37:16	Kristi	sorry guys
18:37:17	Kristi	:)
18:37:21	Holly	My post got deleted....
18:37:31	Craig	All right I'm going to "push" an ad to you. It should spawn a new browser window, and a link will appear in the room that you can click to get it back if you lose it.

18:37:50 **Craig** If you suddenly get logged off, you might have a pop-up browser active that you'll need to turn off.

18:38:06 **Craig** If you have one of those and it's active now, please turn it off :)

18:38:06 **Craig** ready?

18:38:25 **Craig** er .. pop-up browser = pop-up blocker.

18:38:25 JenX I'm in

18:38:30 **Craig** Sorry that didn't make much sense.

18:38:42 Holly My window isn't working anymore, can you guys see my posts?

18:38:47 **Craig** Yep Holly

18:38:47 Kristi ok so turn off popup blocker?

18:38:52 **Craig** five by five

18:38:56 **Craig** yes Kris

18:38:57 leslie i think my blocker was on and now it's off

18:39:04 Kristi ok it's off

18:39:20 **Craig** okay

18:39:23 **Craig** here comes ad #1

18:39:31 Holly I think I'm back with y'all.

18:39:38 **Craig** wb Holly :)

18:39:53 **Barbara left.**

18:40:02 **Craig** There goes one

18:40:03 Kristi gahh popup blocker still on!

18:40:06 **Barbara joined.**

18:40:09 JenX I've seen this ad

18:40:10 **Kristi left.**

18:40:14 Emily Oh...i really like that ad!

18:40:14 **Craig** welcome back Barbara

18:40:14 **Kristi joined.**

18:40:22 **Kristi left.**

18:40:30 **Kristi joined.**

18:40:34 Emily It's the unexpected that someone mentioned earlier

18:40:41 leslie i don't like that ad campaign as a whole

18:40:44 Kristi dammit, i can't click the link without it logging me off

18:40:50 Barbara Hmm, me too...

18:40:53 Kristi and it keeps wanting to block it

18:40:58 JenX just copy it and put it in your browser

18:41:01 **Craig** let me try sending it directly to you Kris

18:41:04 Kristi ok

18:41:10 JenX it worked that way for me

18:41:10 Holly It's an awesome ad... I definitely like it, but it wouldn't influence me to buy this car.

18:41:23 Barbara can you send it my way, too? thanks.:)

18:41:26 **Craig** sure

18:41:29 JenX the message in this ad is totally unclear
18:41:32 Kristi got it
18:41:36 **Craig** **That work?**
18:41:39 Emily Jenx, are you thinking of the jingle for this car? "I like to live on Edge..." isn't it?

18:41:39 bonnie i cannot see ad
18:41:57 Kristi car ads on a whole are sorta annoying because they always show drivers doing things that regular people cannot (or Should not) do

18:42:27 Kristi and this isn't "edgy" enough of a situation for the car to be right there on the edge. It's just sorta weird.

18:42:37 Red another funny thing about car ads = never any driver!
18:42:43 **Craig** **Bonnie, can you see it now?**
18:42:44 JenX a happy relationship? space in a big city? "I like to live on the edge" is the song in the TV commercial and both the car and the people are Boring

18:42:45 **bonnie left.**
18:42:45 leslie i don't like this ad because the people aren't reacting to the car and i think they should be

18:42:58 **bonnie joined.**
18:43:06 Kristi yeah, the car is just inserted into the picture
18:43:12 JenX I agree with you Leslie ... it is really disconnected for me
18:43:15 leslie it looks out of place
18:43:19 Barbara Sometimes I get the impression the ad co. blows its cash on technical stuff ...

18:43:20 bonnie Craig, how I should see the ad?
18:43:21 Kristi like "can you find what Doesn't belong in this picture?"
18:43:27 JenX and the color of the car is horrible and the photoshop job was poor

18:43:35 bonnie can you send me your link again
18:43:37 JenX Haha
18:43:44 JenX "One of these things is not like the other"
18:43:50 Kristi Lol
18:43:55 Barbara yeah, it's such a high-energy song and everything else is just so boring.

18:44:01 JenX yep
18:44:02 JenX stupid
18:44:05 Kristi yeah and why would you want to do that to your product... make It the thing that doesn't work in your picture..

18:44:07 Barbara If my car did that I'd be freaking out and calling all my friends on my cell.

18:44:07 JenX or stupid
18:44:07 Red i like it because i can understand the reason they use the headline is because the car is called the "edge"

18:44:34	JenX	then in my mind the visual should be edgy
18:44:39	Kristi	right
18:44:40	JenX	and more high energy
18:44:42	Kristi	like a cliff or something
18:44:43	Red	i don't like how the people seem to be oblivious to it, not that they should be freaking out but that it doesn't seem important at all
18:44:48	Craig	if you were flipping through a magazine, would you stop to read this ad?
18:44:52	leslie	no
18:44:55	JenX	nope
18:44:56	Kristi	probably not
18:44:58	leslie	i would be annoyed by it
18:45:03	Kristi	i'd think "that looks weird" and flip on
18:45:06	JenX	I would say "stupid" in my head and flip
18:45:08	Emily	I probably wouldn't read all the copy, but I might notice the car out of place
18:45:13	Barbara	Maybe ... If it was shot in such a way that I wondered how they did it -- like, how is that car doing that?
18:45:23	Red	i would, but it would not influence my buying decision because the message at the bottom is emotional or "why is there a car there?"
18:45:27	Kristi	Depends on if I'm reading the magazine on the elipitcal machine (less attention to ads then)
18:45:32	Emily	but it doesn't look like the car would ever do that
18:45:34	leslie	i feel like buying a car is a highly rational decision
18:45:36	Red	agreed
18:45:43	JenX	I don't think car ads influence my decisions, either--more experiences with friends' cars
18:45:58	Emily	i do not understand the message of this ad?
18:46:23	bonnie	um, is that supposed to be Liberty Island? It's not right under the Brooklyn Bridge. this ad is just all kinds of confusing
18:46:53	Kristi	i just showed the ad to my friend sitting next to me and she didn't even notice the car at first...she said she liked the couple better because they were pretty
18:46:55	leslie	What does "The edge is never dull"?
18:47:02	bonnie	the car is called "the edge"
18:47:43	Red	I'd try to explain it but I probably shouldn't because I'm the moderator.
18:47:47	Craig	or edge
18:47:51	Red	I don't want to influence you. :)
18:47:56	Craig	i never knew that was the name of he care
18:48:07	leslie	name of the car*
18:48:13	leslie	

18:48:16		biogrrrl joined.
18:48:24	Craig	wow bio! You made it!
18:48:33	bonnie	I think the Edge is not the car name
18:48:34	Craig	welcome! Let me send you the ad we're talking about
18:48:46	JenX	the car looks like a Mom care (no offense) that they are trying really hard to market to a younger demo
18:49:01	JenX	care=car
18:49:21	biogrrrl	what a long strange trip- had to go to navigator-sorry so late
18:49:22	Emily	I agree with Jenx--it does kind of look station wagon-ish
18:49:39	bonnie	Does this message is about how this car could be precise and sharp?
18:50:16	Emily	I see the edge as meaning it's a car for people who enjoy danger/excitement/spontaneity
18:50:18	JenX	It is the car name ... it's the new Ford Edge
18:50:29	Craig	sorry we're taking such a long time on this one ad.
18:50:40	leslie	reading the copy still didn't make it clear what the name of the car is
18:51:04	bonnie	yes, it is not clear
18:51:09	JenX	agreed
18:51:47	Red	i though that it was about steering at first too, but nothing in the copy touches on that. "edge" is capitalized at the copys end
18:51:52	JenX	marketers seems to be trying to go more grassroots and subtle and in this case I agree with you Bonnie that it may have been Much to subtle
18:52:16	Red	or simply to many double meanings...
18:52:31	biogrrrl	Really, because I think the car feels like it waiting to fall, it draws attention and created tension
18:53:07	Craig	Is that a good thing to you, bio?
18:53:12	bonnie	The text on the bottom of the ad might give us more idea, but it is hard to read
18:53:26	biogrrrl	No, but it gets my attention to read the print
18:53:48	JenX	I think the text is too small and not prominent enough to even notice
18:53:59	Craig	ok we need to move on
18:54:03	Craig	Let's look at the next ad.
18:54:03	JenX	k :)
18:54:14	Craig	I'll try to move ahead quicker.
18:54:18	Craig	Here comes ad no. 2
18:54:18	bonnie	I also cannot make connection between the couple and this car on the edge'
18:54:55	Emily	What does upgrade have to do with shampoo?
18:55:06	bonnie	exactly!

18:55:11	Emily	When I think upgrade, I think travel--airplane seats or rental cars
18:55:14	Kristi	it doesn't say what kind of upgrade. Shinier? Fuller?
18:55:25	biogrirl	Our packaging has changes, but our product has not seems like a very weird message to spend money on.
18:55:27	Kristi	it gives a nice clear view of the product though
18:55:29	bonnie	only the bottle has changed -it says
18:55:34	Kristi	you might remember it when you see it on a shelf
18:55:36	Barbara	I think it's funny how lost advertisers seem when trying to get men to care about beauty and hygiene products.
18:55:37	Emily	I think that shampoo Allegedly helps thicken your hair if you're going bald
18:55:41	leslie	it says it's an upgrade but that nothing has changed except the bottle
18:55:41	JenX	L'oreal is known for being a woman's product, so it doesn't make sense that if they are trying to target men they did not put that prominently on the ad
18:55:47	leslie	that's not a real upgrade
18:55:56	JenX	I don't think men would respond to a product image
18:55:58	Red	the first thing i noticed in the copy was "new lable, same thing." I just kind of laughed and moved on at that point
18:56:11	biogrirl	so, reassure current clients with print, while attract new ones in the store?
18:56:19	Holly	This ad doesn't show me the idea of an upgrade or a change to product packaging. It's very stark.
18:56:41	bonnie	if it is same thing and in same bottle, what is upgrade?
18:56:47	Craig	So how would this ad strike you if it were in your magazine?
18:56:53	biogrirl	silly
18:56:54	Craig	Would you stop to read it?
18:56:57	Kristi	not pertaining to me :)
18:56:57	leslie	no
18:56:59	Barbara	I think if you're targeting men, however, it says "hey. No flowers here. Just some shampoo."
18:57:00	bonnie	no
18:57:06	Barbara	And that might be appealing.
18:57:06	biogrirl	yes, and laugh
18:57:08	Red	it says "upgrade" and then says "only the bottle has changed"
18:57:08	JenX	Advertisers always do these black shadowed ads when trying to target men ... it's boring
18:57:09	Craig	Red? What do you think
18:57:21	Craig	Do you agree with Barbara's assessment?

18:57:28	Emily	I wouldn't have made it past the "upgrade" headline if I were reading this ad in a magazine--but that may be because the product is for men, which I'm not
18:57:36	Holly	I would blow it off completely... It needs a coupon attached to get me interested based on the fact that I'm not familiar with the product at all.
18:57:53	leslie	i would look at the bottle but probably not even the headline
18:58:11	Emily	I'd want an ad for this shampoo to tell me how it works, since it's supposed to help with thinning hair
18:58:17	bonnie	i do not know how they can attract men's attention to shampoo
18:58:31	biogrirl	I would read the ad, but I think that they really need to lose because your worth it at the end.
18:58:48	Emily	I think appealing to vanity of men about being bald might get through to the target audience
18:58:59	Red	yeah, somewhat. i think advertising to men about shampoo must be hard.
18:59:01	JenX	depends where the ad is running also
18:59:13	leslie	but i don't get that it's appealing to balding men quick enough
18:59:18	JenX	a lot of times women are purchasing for the household
18:59:20	JenX	not the men
18:59:29	biogrirl	But the target audience seems to be current user-- thus the "same product" line
18:59:42	Holly	This ad needs "sex appeal" if it's going into a guy's magazine...
18:59:45	Red	the benefit of thicker hair definately needs to be mentioned up front.
18:59:46	bonnie	instead of targeting men, they might try to attract women's attn offering new features for this shampoo. women might care more about husband's hair
19:00:18	JenX	exactly
19:00:26	biogrirl	I still can't get over them targetting current users in the first line of text
19:00:29	Craig	cool. ok moving on
19:00:33	Craig	Next ad
19:01:00	Kristi	my first thought is OMG I don't want to read all that
19:01:03	bonnie	it is very boring ad
19:01:03	Emily	Way Too Much Text!!
19:01:11	JenX	Wall Street Journal crowd
19:01:14	JenX	not me
19:01:14	bonnie	very old type ad
19:01:25	bonnie	not creative

19:01:41	Kristi	*flip*
19:01:41	bonnie	nothing to attract me
19:01:43	leslie	i don't want to read it
19:01:50	bonnie	same here
19:01:59	Barbara	Reminds me of those old car ads from the 40s and 50s that had lots of words
19:02:06	Kristi	the guy isn't even smiling
19:02:08	Kristi	*smiling
19:02:11	JenX	more companies are trying to make their ads look like an integrated story in magazines and papers ... it's misleading and, quite frankly, annoying
19:02:13	biogrerrl	did not read all text, but I thought the picture was eye catching
19:02:22	Barbara	Like the text could sell you on the car if it was compelling enough.
19:02:25	Kristi	yeah, pretty car at least
19:02:28	Kristi	but i noticed that Later
19:02:36	Barbara	Right, that car you don't see right off.
19:02:38	Craig	okay now we've seen two car ads.
19:02:43	leslie	it reminds me of the mercedes car ads that has the headline about the only thing you can hear is the clock...but the headline isn't as good
19:02:47	biogrerrl	The pictuyre is what made me read
19:02:50	Craig	How does this one compare with the Edge one?
19:03:10	Emily	I like the Edge ad better--it gets your attention faster
19:03:27	Kristi	i noticed the car faster in the Edge one, because it stood out more
19:03:32	Barbara	This one tells me right away I can't afford it with its stuffy, CEO nature.
19:03:33	bonnie	I like the edge one too, even though it was mysterious was guess
19:03:37	biogrerrl	I like the edge one better, because in a magazine I will be more attracted to the picture-- the text won't sell me, that will happen at the car lot
19:03:40	Kristi	Lol Barbara
19:03:44	leslie	the edge one is more appealing if i'm not shopping for a car, but if i were actually in the market for a car i wouldn't probably be more interested in this one and read the whole thing
19:03:59	JenX	Edge ad is brighter and is targeting a younger demo, Mercedes ad is old and integrated ... neither really interests or impresses me
19:04:03	Craig	you wouldn't, leslie? or you would?
19:04:06	Kristi	the edge one is definitely more memorable

19:04:06	Red	i like this one more because i want info about the car. the ad would only be looked at by someone wanting a new car but that ok
19:04:47	Barbara	yeah, I usually ignore all cars ads unless I'm in the market for one.
19:04:48	JenX	Honestly, I would ignore them both
19:04:50	biogrirl	But the truth is, the people in the market for the edge are not your s-class and visa-versa.
19:04:52	bonnie	Mercedes itself is a good brand, people might not be interested to read more info about it
19:04:55	leslie	i would read this one if i were shopping for a car but i found the other one more appealing without shopping for cars
19:04:58	Red	it has more info, and, if the target audience is knowledgeable about cars, it works. otherwise... *flip*
19:05:34	biogrirl	red, agreed... w/o dough, flip
19:05:39	bonnie	Would you read ad to buy a car? I would prefer to read consumer reports
19:05:42	Red	haha, yeah
19:06:00	JenX	I wouldn't trust an ad to give me car information
19:06:00	Kristi	oh i would totally go by consumer reports rather than ads
19:06:02	Barbara	gotta have a price on there to keep me interested ...
19:06:10	Kristi	a car is such a huge purchase; you can't get led on by ads
19:06:19	leslie	i don't think i would read consumer reports
19:06:25	Emily	Ads might influence me as to what type of car I want to buy--i.e. small SUV, but more factual, research-based information would influence which model I buy
19:06:28	biogrirl	but don't you think edge ad had some sex appeal
19:06:33	Red	bonnie - truly, w/ my \$, i'd head right to the consumer reports and then to the local used car postings
19:06:41	Kristi	hehe well it might be because of what sort of dad I have :)
19:06:44	biogrirl	right on Red
19:06:47	JenX	The edge ad had zero sex appeal
19:07:07	bonnie	agree Red!
19:07:20	Craig	very cool comments :) Everybody ok on time?
19:07:25	JenX	yep
19:07:25	Craig	We are now officially running long
19:07:25	Kristi	yep!
19:07:33	biogrirl	I am good-- got here late:-)
19:07:35	bonnie	yep
19:07:42	Red	i'm good
19:07:44	Craig	ok good. If you need me to speed up, I can do that, but you guys are giving me great stuff.
19:07:49	Craig	Ok moving on!
19:07:51	Craig	Next ad

19:08:19	biogrrrl	Lol
19:08:24	JenX	Love It
19:08:28	Kristi	I laughed at the ad but wasn't quite sure what it meant :o
19:08:32	Barbara	I kinda like this.
19:08:32	Emily	The cartoon thing is different
19:08:33	Kristi	but I like the silly drawings
19:08:38	Kristi	it does make me want to figure it out.
19:08:41	Barbara	unique
19:08:45	Red	instantly makes me think of the artists cartoons and i can't help but laugh
19:08:46	Kristi	i love cartoons :o
19:08:48	Barbara	good use of color and white space
19:08:48	Kristi	:)
19:08:55	leslie	i've seen the commercials that go along with these
19:08:56	JenX	agreed Barbara
19:09:01	Emily	I don't like how the Pop-tarts are bigger than the kids, though
19:09:03	leslie	they are weird
19:09:06	leslie	but i like this print ad
19:09:09	biogrrrl	Got to love the hunter/gatherer aspect of
19:09:33	bonnie	does not look like the typical ad
19:09:36	Kristi	no
19:09:39	Kristi	it would make me stop and look at it
19:09:42	Kristi	because it's different
19:09:43	bonnie	but I like it
19:09:51	leslie	it's simple so it would draw my attention in if i were flipping through a magazine
19:09:58	biogrrrl	Anything that can make me laugh has my attention
19:10:01	Emily	I don't recall seeing other ads for Pop-tarts, so this one would stand out
19:10:04	JenX	The humor is clever, the coloring is really obvious, it's simple for a younger demo ... it's just easy and light-hearted
19:10:07	Barbara	agreed, leslie
19:10:12	Barbara	and JenX
19:10:13	bonnie	agree
19:10:21	Craig	ok question .. does this ad make you want to eat a pop-tart
19:10:26	Kristi	mmm poptart
19:10:34	Barbara	I pretty much always want to eat poptarts.
19:10:34	Kristi	yeah it sorta does
19:10:37	biogrrrl	nope- but that is because I have eaten pop tarts
19:10:37	Kristi	Lol

19:10:38	Red	yeah, i think I would stop b/c of its simplicity and then remember the whole campaign and think "poptarts" w/o even seeing the bottom
19:10:39	JenX	is that a smile on one of the characters tummies?
19:10:39	bonnie	no
19:10:49	Emily	It made me remember being a kid and which Pop-tarts were my favorties (cinnamon and brown sugar)
19:11:08	JenX	if it was a smile, that is awfully clever
19:11:16	leslie	i thought it was a smile too
19:11:19	Kristi	it does look like a smile
19:11:29	bonnie	I like that smile on tummy too, it is cute
19:11:31	JenX	I'm getting hungry ... any one have some cold stone to share virtually?
19:11:39	Kristi	:)
19:11:43	biogrrrl	Subliminal (sp?) advertsing?
19:11:47	Kristi	I have light coffee and light cake batter :)
19:11:52	JenX	mmmm
19:12:00	Craig	Good thing I didn't find a cold stone ad
19:12:05	Craig	Everyone would leave
19:12:05	Kristi	heehee
19:12:10	Kristi	:)
19:12:20	JenX	:D
19:12:25	Craig	ok so one more question before we leave this one
19:12:34	Emily	You have to pay to park at the closest Cold Stone, so that'd sway me against going
19:12:37	Craig	What is the message this ad is trying to communicate?
19:12:45	Kristi	that poparts are fun
19:12:47	Barbara	That poparts are fu
19:12:50	Barbara	ha ha
19:12:52		leslie left.
19:12:54	Kristi	hehehe:)
19:12:59		leslie joined.
19:13:02	biogrrrl	Pop tarts are happy fun and simple, like when you were a kid and could play hide and seek.
19:13:03	Barbara	Fun food for fun kids.
19:13:11	Barbara	oh, good one.
19:13:22	Emily	That you can have a little fun with your Pop-tarts
19:13:26	Barbara	Also, they are stupid and easy to capture and consume. :)
19:13:32	Kristi	comics are funny
19:13:32	JenX	you could write this stuff Barbara
19:13:33	Red	i thought of the kids thing too. poparts are fun quick kid food
19:13:40	Emily	Is it supposed to be endorsing the strawberry flavor?
19:13:46	Barbara	i wondered that.

19:13:48	Kristi	you have a good time with pop tarts
19:14:07	Emily	I wonder if strawberry is the best-selling flavor
19:14:08	biogrerrl	some crazy good times with pop tarts
19:14:10	Red	i actually thought of "strawberry" as being the pop tart's name
19:14:17	JenX	I believe they have different ads for each flavor
19:14:26	Barbara	It also kind of strikes a chord with me that it's simple, and getting kids fed in the morning can be complex.
19:14:29	bonnie	me too
19:14:39	Barbara	Mornings are always such a rushed affair ... here's an easy solution.
19:14:44	Craig	Leslie?
19:14:47	Craig	What do you think
19:15:38	Kristi	i dunno, but i am in a better mood after the pop tart ad :o
19:15:38	Holly	I think every child should know not to hide in the toaster (BTW -- Hi, Craig... I have input about the car ad, as well, that I can share with you tomorrow.)
19:15:39	Kristi	:)
19:15:42	biogrerrl	morning hide and seek with the kids and pop tarts--- sounds like fun
19:15:43	leslie	i think the simpleness implies easyness
19:16:05	leslie	morning hide and seek would piss a mom off
19:16:22	biogrerrl	not if the children found their own pop tarts!
19:16:23	leslie	and i don't know how i feel about the tag line
19:16:25	Barbara	thank god they didn't hide in the dryer ...
19:16:47	Holly	Or worse, in the oven...
19:17:10	biogrerrl	barb & holly--lol you must be moms
19:17:23	Barbara	we're so transparent ...
19:17:32	Holly	Seriously, though, my kids are 5 and 7, and they love to sneak pop tarts at any time of day or night. So this ad really makes sense to me, and it simply reaffirms what I know already... Kids Love 'EM!
19:17:55	Barbara	loved from ages 3 to 18, in my house ...
19:18:02	Craig	ok great stuff :) let's move on.
19:18:10	Craig	Wish I could let you guys talk all night!
19:18:17	Craig	My thesis is all but writing itself.
19:18:19	Craig	Next!
19:18:29	Barbara	(would that that would happen for me)
19:18:30	JenX	way to spoil the fun Craig
19:18:35	Kristi	haha :)
19:18:38	Holly	We probably would talk all night, and then we'd all call you tomorrow to complain how tired we all are!
19:18:43	Emily	Craig, when your thesis is done writing itself, can it write mine, too!

19:18:52	Craig	yep .. and ask for \$20 Amazon moneys instead of \$10 :) I'll ask it, Emily
19:19:01	Craig	
19:19:09	JenX	lol
19:19:09	Craig	Maybe if I catch it on a good day
19:19:46	Holly	I missed the point of where you got these ads from and why you chose them... cn you share later?
19:20:04	Craig	Sure thing
19:20:32	Craig	They all came from current issues of everyday magazines you can find on newsstands.
19:20:34	Kristi	is that supposed to be a "typical dumb kid"?
19:20:42	Emily	What on earth is "wealth ethic?"
19:20:43	leslie	the kid looks he does drugs
19:20:59	leslie	and i don't know what the ad is for
19:20:59	Kristi	if I *were* a parent, I might be offended by that ad.
19:21:02	Emily	Is it like Paris Hilton?
19:21:02	biogrrrl	must be nice to have such a high class problem
19:21:07	JenX	I don't have kids, so I would flip ... again this is like the mercedes ad where it is staged to look like an article ... it's deceiving and annoys me
19:21:19	Emily	Did you find this ad in the same publication as the Mercedes one?
19:21:31	JenX	haha
19:21:38	Kristi	hahaha
19:21:39	JenX	Wall Street, eh?
19:21:40	biogrrrl	I recognize a lot of them . . .
19:21:40	bonnie	i don't get this ad.
19:21:48	Craig	Not saying for now, Emily. :)
19:21:54	Craig	But if you want to know, ask me again when we're done.
19:22:03	Emily	If I had money to leave to my kids, this ad would turn me off. Just because I invest wisely and have money for my kids, I don't want them to be lazy!
19:22:04	JenX	:)
19:22:05	Holly	I think this ad is a smart company trying to dumb down their advertising to fit middle-class idiots like myself.
19:22:08	Barbara	Teenage males love this hair style.
19:22:12	Barbara	It's a disaster.
19:22:16	Kristi	so true Emily
19:22:19	Barbara	That's what I think when I look at this ad.
19:22:24	JenX	Good point Holly
19:22:33	JenX	not that you're an idiot
19:22:35	JenX	the other part
19:22:36	leslie	and it shouldn't appeal to middle class people
19:22:37	leslie	ot
19:22:38	Holly	:)

19:22:41	Barbara	agree with holly/jen
19:22:42	Craig	LOL
19:22:42	leslie	it's not a middle class problem
19:22:43	biogrrrl	Just want to make sure that junior gets off his a** and does something with his life, to get the carrot of parental wealth
19:23:02	bonnie	why do you think it targets the middle class?
19:23:07	Holly	I do feel that it's out of place for this company, which has a really solid reputaiton.
19:23:17	Barbara	bright colors, goofy kid.
19:23:24	Red	i have a certain pride in being a working person, and i would hope that my son earns his place in this world, so it initially rubbed me wrong
19:23:29	Holly	This kids is not an upper class rich kid...
19:23:35	Barbara	Lacks the polish of the mercedes ad that says "hey, you with the money. I'm talkin' to you!"
19:23:36	JenX	I don't like how staged his outfit is either
19:23:43	leslie	i don't know who it appeals to
19:23:49	leslie	i don't know what the ad is for
19:23:52	leslie	i don't get it
19:23:53	bonnie	me either
19:23:58	Holly	It's a little flambuoyant... he reminds me of Ducky Dale from retty in Pink
19:24:01	JenX	*flip*
19:24:06	Holly	Pretty in Pink
19:24:12	Kristi	in teenie tiny words at the bottom it says 'citigroup'
19:24:17	Kristi	but how would you See that??
19:24:31	biogrrrl	It is trying to appeal to people with money-- how can you set up your inheritance so junior isn't a complete screw up waiting for you to die
19:24:44	Kristi	although he already looks like a screwup :)
19:24:54	biogrrrl	I think that is the point, right?
19:24:55	Barbara	ok, if that's the case, this is actually targeted to me ...:)
19:25:16	biogrrrl	Come to us, and your kid won't be this kid
19:25:24	Kristi	hehe
19:25:26	bonnie	How financial advisor can help to this boy?
19:25:27	Holly	And, honestly, I'm not a designer or anything... but what's up with the cowboy type face? I mean, when I retire, I'm not saying "giddyup" to anyone, certainly not my financial advisor.
19:25:40	leslie	but he is going to be a screw up whether or not he gets your money
19:25:47	Barbara	No, I think the kid is supposed to be some kind of teenage Everyman.

19:25:50 bonnie It might make a difference if they put parants with this kid on the ad

19:25:52 JenX haha "giddyup" just killed m

19:25:54 JenX me

19:26:01 Emily What's with the spoke-like things? They kind of look like life rafts to me

19:26:14 **Craig** **Wow this ad was a Huge hit with you guys**

19:26:14 Emily Is that supposed to represent your money at work?

19:26:16 **Craig** **lol ..**

19:26:25 biogrirl They are the cogs of the industrial ,machienry turning

19:26:29 Holly I bet those are the clock wheels counting down the days til this kids spends all your hard-earned \$\$\$

19:26:45 biogrirl Holly- lol

19:26:47 JenX I just cannot relate to this ad at all ... I am far from having to think about this in my life

19:26:58 Kristi hahaha Holly that's awesome

19:27:06 Kristi yeah me too Jen

19:27:11 biogrirl It just reminded me of all the poor little rich kids I went to school with

19:27:13 Barbara ("if this is how they spend their ad dollars, why in the world would I want them to invest My money?...")

19:27:29 biogrirl Barb- amen!

19:27:29 JenX Haha ... nice Barbara

19:27:31 Holly It's a little dated, too. To me it scream early 2000s... that's the problem with trying to use "cool" in a dress style.

19:27:39 Kristi right

19:27:45 biogrirl too old and not hip to notice

19:27:47 **Craig** **ok guys ..**

19:27:51 bonnie How they can appeal parents if they do not care about they raise your children? (in the beginning of the text)

19:27:59 **Craig** **you all need your own radio show or something :) you're cracking me up ..**

19:28:06 **Craig** **Let's move on .. last one ..**

19:28:11 JenX :)

19:28:16 Holly Deep breath...

19:28:23 JenX ice cream

19:28:27 Kristi :D

19:28:42 bonnie how much ice cream did you eat? :-)

19:28:46 Holly Hurry, I'm turnng blue...

19:28:50 Kristi LOL

19:28:55 JenX every night a scoop or two

19:29:05 Kristi just a little bit of my coffee ice cream :)

19:29:14 Emily Ooh, a coupon!

19:29:23 Kristi ahh, they're pulling out the internet-speak

19:29:23	Holly	Coupon Good.
19:29:25	biogrerrl	I like coupons!
19:29:31	Emily	They'd have me, if I still had acne problems, or had a kid who did
19:29:46	Holly	The happy guy has a tear on his face...
19:29:49	JenX	I like that red is being used as the negative
19:29:53	Barbara	Interesting that they would use a coupon on an ad that is targeted directly at teens, who are unlikely to buy this themselves...
19:29:56	JenX	like a red pen on a school paper
19:30:01	biogrerrl	So internet speak for junior, money off for mom to try new thing?
19:30:06	Emily	But other than the coupon on the bottom, I don't get how an acne pad burns you? Does it dry out your face too much?
19:30:06	Kristi	it looks a lot like that other commercial with the little round heads. for some other drug. Started with a Z.
19:30:17	Red	i instantly understood it's message, but am not the target so i didn't go further
19:30:18	JenX	oh yeah
19:30:27	Barbara	Seems like it would be more effective to target the parent if you're going to include a coupon.
19:30:30	Holly	The burned guy looks P-O'd but not like his face is on fire....
19:30:42	JenX	Zolaft has that bouncing blue head
19:30:45	Barbara	Also, I saw "pad" and red splotch and I thought ... tampons!
19:30:50	Kristi	That's the one :)
19:30:53	JenX	Me Too
19:30:54	bonnie	First I thought tha acne was smiling :o)
19:30:56	Kristi	Lol Barbara
19:30:58	JenX	But I wasn't gonna say it
19:31:00	JenX	;))
19:31:01	Barbara	sorry... :)
19:31:04	JenX	haha
19:31:24	Holly	Poor Craig.
19:31:29	Barbara	It's Ok. Compared to the pop tart ad, it's just not as clever. Subtlety is lost?
19:31:37	JenX	you lost me at pop tart
19:31:41	bonnie	i haven't heard of acne pads, so i thought like you guys
19:31:42	Barbara	lol
19:31:45	Kristi	hahaha
19:31:54	biogrerrl	no, just mixed. Mom=money, teen=hip so neither work
19:32:06	Emily	If only the Pop-tart ad had a coupon, too
19:32:06	Barbara	right

19:32:10	JenX	sorry Craig, I'll get back on topic
19:32:13	Holly	Yeah, and I'm getting old,. but I don't have That many double chins when I smile!
19:32:16	Craig	LOL :)
19:32:17	Red	i used them once, my mom bought them, hurt like after-shave. now i just wash my face. does wonders
19:32:29	Kristi	so does the "no burn" thing appeal then?
19:32:32	Barbara	Yeah, I didn't know they still even made these
19:32:43	Holly	Stidex made me swell up like a boxer who lost the fight when I was a kid.
19:32:47	Red	yeah, but then again, i didn't buy them...
19:32:54	JenX	the emoticons are really interesting since the ad is targeted to a younger demo
19:32:57	biogrrrl	barb- but now you do, and you can get them cheap(er)
19:33:05	bonnie	i am not familiar with this brand
19:33:07	Craig	Ok question .. does everyone understand the emoticons?
19:33:07	Red	i just switched to good ol' ivory soap
19:33:13	Barbara	I would be curious what mags these ads were in ... would go a long way in explaining the ad itself.
19:33:14	biogrrrl	yes-
19:33:15	Kristi	oh yeah :-))))))
19:33:19	Red	yep
19:33:22	Holly	Double Chins!
19:33:33	bonnie	it was confusing I said. I thought the acne was smiling
19:33:36	Kristi	hahaha!!
19:33:43	Kristi	I think :-D is better
19:33:46	biogrrrl	so, gets ride of acne and unwanted weight?
19:33:48	Holly	Much better
19:33:48	Emily	I totally did not get the connection to online emoticons
19:33:52	Kristi	hahaha bio
19:33:57	Barbara	me either
19:34:02	Kristi	they just want to appear "hip" to teens I guess
19:34:04	Holly	I like :-)
19:34:08	Holly	Plain and simple...
19:34:10	JenX	right
19:34:18	Holly	Or even :-D
19:34:23	Holly	That's really happy.
19:34:35	JenX	I love the fact that they used emoticons and I don't find it as though they are trying too hard
19:34:42	Holly	But :-)))))) makes me want to lose weight even more than I already know I need to.
19:34:43	JenX	it works in this case
19:34:48	Kristi	lyke, omgwtf, this acne pad totally roxxors
19:34:48	bonnie	background looks like a tooth.

19:34:54	Craig	LOL Kris
19:35:11	JenX	LOL
19:35:15	Kristi	oh i'm sorry...
19:35:22	Kristi	zomgwtfhfsbbq
19:35:36	Craig	that is teh funny.
19:36:02	Kristi	i'm in your Stridex... cleanin your pimpelz
19:36:05	Holly	I need my manual... has anyone got a txt manual?
19:36:05	Craig	Ok now we've seen two personal hygeine .. hygiene .. hyge .. personal care products.
19:36:09	Kristi	sorry, i'll stop :)
19:36:10	Craig	How does this one compare to Loreal?
19:36:23	Holly	Loreal totally drab.
19:36:35	Emily	Stridex does a better job of attempting to appeal to its target demo
19:36:37	Kristi	yeah
19:36:39	biogrrrl	Reaches a much different audience, and if targetting female head of household, stridex wins
19:36:39	bonnie	it is better than loreal for me
19:37:05	Red	here i instantly recognized why i should buy this, while loreal felt jumbled
19:37:06	biogrrrl	I think loreal, smith/barney and mercedes all go into the same mag
19:37:09	JenX	it goes better with the Pop Tarts ad I think ... it is younger than the L'oreal ad, friendlier, less intimidating
19:37:15	Barbara	I liked the more polished loreal ad.
19:37:23	Emily	The Stridex ad is clear that the product is for pimples, where as it's not apparent that L'oreal is for balding men
19:37:23	Barbara	hate cheesy stuff like the stridex.
19:37:23	bonnie	if you have a teenager with acne problem, this one will appeal them
19:37:34	Holly	Barbara! You blasphemmer!
19:38:05	Barbara	i am crazy like that ... crazy like a man with thinning hair. I might be desperate.
19:38:09	JenX	Barbara do you have nice skin?
19:38:13	JenX	j/k
19:38:36	Barbara	it's awesome. it's my largest organ, too ... little known fact.
19:38:51	Holly	Kids with acne want to see Jessica Simpson overcome it....
19:38:58	JenX	good call
19:38:59	Barbara	Oh, my gosh, yes.
19:39:02	biogrrrl	okay- really though, seemed like we all like the cartoons a little more than the serious ads
19:39:11	Kristi	true true
19:39:14	bonnie	agree
19:39:17	Barbara	I would say yes, if done well.

19:39:19	JenX	yep
19:39:21	Holly	We all have a sense of humor.
19:39:22	Craig	You all did say you liked humor in advertising.
19:39:26	Holly	We're lucky!
19:39:30	biogrirl	yes sir
19:39:31	bonnie	yes
19:39:32	JenX	and hated Head On
19:39:36	Barbara	definitely.
19:39:36	JenX	it's true
19:39:39	Kristi	yup yup
19:39:42	Holly	I can tell you the real world is way to depressing.
19:39:43	JenX	Craig, look it up, seriously
19:39:46	leslie	i don't see the humor in this ad
19:39:49	Craig	I will
19:39:49	Holly	I do like my ads to make me smile.
19:40:05	Kristi	but you can't use humor in Everything
19:40:15	bonnie	true
19:40:19	Kristi	you don't want to use that to advertise say, a funeral home
19:40:20	biogrirl	I like the fact that I am hip enough to recognize what the emotioncons mean. Makes me feel young enough to need stridex
19:40:22	Barbara	right, like if you're a funeral home.
19:40:26	Holly	No, but remember th cat wranglers from the Super Bowl like umpteen years ago?
19:40:34	Barbara	favorite ever!
19:40:36	Emily	Agreed--humor probably doesn't belong in mutal fund ads, like the Smith Barney one
19:40:40	biogrirl	yuop- it was an Eds ad
19:40:44	JenX	what's a cat wrangler?
19:40:53	biogrirl	herding cats,
19:40:53	Holly	I still remember that ad, but I can't tell you who it was by.. I just LMAO at the cat running from the cowboys.
19:40:55	Barbara	Youtube it, Jen. It's worth it.
19:40:56	JenX	ah
19:40:58	JenX	:D
19:41:00	Emily	I want to think "distinguished" or "smart" or "wise" about an investment firm--not funny
19:41:05	JenX	am I showing my young age now?
19:41:18	Barbara	It wasn't That long ago ...
19:41:21	Holly	Emily... I agree.
19:41:24	Kristi	oh i remember that now :)
19:41:24	Craig	Holly it was EDS.
19:41:29	Kristi	yep :)
19:41:31	Craig	I love that ad.

19:41:32	Holly	They needed Morgan Freeman in that ad.
19:41:40	JenX	I'm watching it ... OMG, it's hilarious
19:41:46	Craig	I used it as an example in a presentation I made a few semester ago.
19:41:51	Craig	Him or Sam Elliot.
19:41:57	Holly	Exactly!
19:42:02	Craig	semesterz
19:42:06	biogrirl	Morgan Freeman, talking about the long walk of the herded cats
19:42:12	Barbara	Craig, that's funny, would have sworn it was an ad for "computer associates"
19:42:22	Holly	It was the worst day of Andy Dufrane's life.
19:42:23	Craig	The cat herding one?
19:42:33	JenX	yeah
19:42:39	biogrirl	It was EDS-- Electronic data systems
19:42:42	Craig	What happened to the Dufranes?
19:42:48	Kristi	people are missing
19:42:53	Craig	And they're hungry
19:42:57	Emily	I am totally lost on the herding cats bit
19:43:01	Kristi	that's a double whammy
19:43:07	Holly	I don't know how to spell... Shawshank Redemption reference.
19:43:14	Kristi	love that movie
19:43:16	Craig	ahhhh
19:43:19	Craig	need to see that agin.
19:43:40	Holly	In Columbia, Morgan Freeman does a Buchraders Jewelry ad on the radio
19:43:53	JenX	http://www.youtube.com/watch?v=1smglgt1izw
19:43:56	Craig	Ok everyone .. it is now almost 9:45 and I've kept you all Way long .. but I So appreciate your time and comments tonight!
19:43:59	JenX	that's the cat vid
19:44:02	JenX	sorry Craig
19:44:04	Kristi	awww, are we done?
19:44:10	JenX	:(
19:44:12	Craig	yep :) all done.
19:44:19	Kristi	LOL.
19:44:20	Craig	no problem Jen!
19:44:22	Holly	Wait... I want to say that celebrity ads really work.
19:44:24	Craig	It's a great commercial
19:44:27	Barbara	Thanks, craig!
19:44:30	bonnie	it was nice to chat with you all
19:44:32	leslie	thanks
19:44:41	JenX	anyone coming to summer seminar?

19:44:42	biogrirl	fair thee well
19:44:45	Holly	Nice to meet you all in the virtual realm.
19:44:46	Craig	Did you want to know where the ads are from?
19:44:48	Barbara	Meee!!!
19:44:52	Holly	Yes!!!!
19:44:53	Barbara	yes.
19:44:53	JenX	yes
19:44:56	Kristi	yep nice to meet you all, i'll bring ice cream next time
19:44:56	Emily	I enjoyed this--nice change of pace
19:44:57	bonnie	yes!
19:44:58	Kristi	and yeah i want to know :)
19:45:01	JenX	haha
19:45:14	Craig	ok lets see.
19:45:27	Craig	I selected them out of magazines that had a clearly defined generational market.
19:45:44	Craig	Two were drawn from magazines aimed at Gen Y .. 21 and younger.
19:45:55	Kristi	Stridex?
19:46:02	biogrirl	no, s class
19:46:10	bonnie	do these marketers think that our generation would like to see so many boring ads?
19:46:17	JenX	wow
19:46:25	JenX	never would have guessed that
19:46:41	Craig	Poptarts and Stridex .. Poptarts was from M and Stridex was from J14. (I'd never heard of either of these, but I found them on the magazine rack at the University bookstore.)
19:46:45	Holly	Where we the rest from AARP?
19:46:45	bonnie	Is Edge car for Gen Y?
19:46:50	Kristi	LOL
19:47:10	JenX	j14 is for tweens
19:47:17	Kristi	never heard of it either
19:47:17	biogrirl	I have seen the edge ads in the new yorker
19:47:21	Kristi	what's M?
19:47:36	Craig	The two Gen X ads were Loreal and Edge. They were both taken from Wired.
19:47:52	Holly	I love Wired... surprised by the ads...
19:47:53	Kristi	balding men read wired?
19:48:01	biogrirl	Loreal from wired? that really surprises me
19:48:04	JenX	running with squirrels is part of the trilogy to the cat wranglers (http://www.youtube.com/watch?v=qnxsg4em8ua)
		Hilarious!
19:48:39	JenX	what's wired?
19:48:46	Kristi	i'll watch these later JenX

19:48:47	Kristi	:)
19:48:50	Craig	And obviously the Mercedes and Smith Barney ads were targeted at Boomers. They were both taken from Forbes.
19:49:02	biogrerrl	That is not a surprise
19:49:08	Kristi	nope :)
19:49:08	Holly	My littlest one just came in with Pop Tarts all over her face... I got to run. It was nice to meet you all!
19:49:08	Emily	Forbes=boomers with \$\$
19:49:08	Craig	Wired is a popular magazine about technology and the digital age.
19:49:17	Craig	k Holly :) Talk to you soon
19:49:21	Craig	Thanks again!
19:49:23	Kristi	poptarts!
19:49:33	JenX	ok, I'm out ... nice meeting you all
19:49:36	Emily	So techies are going bald and need L'oreal Thickening shampoo
19:49:37	JenX	have a wonderful evening
19:49:38	Craig	M = teenagers with zits
19:49:44	JenX	it's almost 11 here
19:49:44	biogrerrl	good luck on your work Craig-- nice to meet you all
19:49:45	Kristi	bye!
19:49:48	Holly	:) This was great for me! I feel like a real adult again... bye now!
19:49:50	Craig	Thank You everyone!
19:49:53		Holly left.
19:50:00	Craig	Had a great time tonight and Lots of great comments.
19:50:09	Emily	Good luck, Craig!
19:50:09	Barbara	Hope it helps!
19:50:10	JenX	good luck Craig
19:50:13		Barbara left.
19:50:13	JenX	:D
19:50:19		JenX left.
19:50:20	bonnie	Good luck Craig!
19:50:24	Craig	Thanks! :)
19:50:26		biogrerrl left.
19:50:28	Craig	Night everyone.
19:50:33		Red left.
19:50:34	bonnie	Good nighth everybody
19:51:05	Craig	Everyone else is off getting either ice cream or poptarts
19:51:10	Kristi	hehehe
19:51:14	Kristi	i had enough ice cream :)
19:51:28	Kristi	but... i have Truffles
19:51:32		Emily left.
19:51:35	Craig	Lindt ..

19:51:36	Craig	mmmm
19:51:41	Kristi	mmmmmm
19:51:46	Craig	Bonnie what did you think?
19:52:38	bonnie	it was an interesting discussion
19:52:57		bonnie left.
19:53:05	Craig	ergh .. bummer.
19:53:10	Craig	Guess I'll have to catch up with her later.
19:53:29	Craig	I'm guessing Leslie is either afk or doing something else.
19:53:52	Kristi	yeah, maybe
19:54:05	Craig	Ok well .. I'm gonna head out and get some food. I'm starving.
19:54:10	Craig	Something not poptarts or ice cream.
19:54:13	Kristi	ok :)
19:54:18	Kristi	ttyl! :)
19:54:22	Craig	Thanks Kris for coming!! it was fun
19:54:27	Kristi	yep, definitely :)
19:54:42	Craig	The two Gen Y groups were ehh but the Gen X groups ruled. Hopefully the Boomer groups will be just as good as these were.
19:54:52	Craig	Thanks Leslie for coming.
19:54:53	Kristi	i hope so too!
19:54:57	Craig	Hope the rest of your Chicago trip goes well.
19:55:50		Kristi left.
19:56:18		Craig left.

FOCUS GROUP 1: GENERATION Y

April 10, 2007

5 participants + moderator

Craig joined.
Cpw2n5 joined.
Craig **Hey there**
Cpw2n5 Hi Craig
rlk2m2 joined.
Craig **Wow, nobody's using their actual names!**
Craig **This'll be good .. :)**
Cpw2n5 we'll mine's Craig
Craig **Yeah I was worried that would be a problem for you**
Cpw2n5 you can keep it haha
Craig **I was trying to set up a 'moderator' account and delete this one .. but looks like it works anyway.**
Cpw2n5 yeah, i just use my paw print for everything
Craig **rlk how are you tonight?**
rlk2m2 I'm great...it's Renee, how are you?
Craig **hi Renee :) I'm good ..**
Craig **Very interested to see how this goes tonight**
kay joined.
Craig hi kay :)
Craig **welcome to the room ..**
kay hi
kay thanks
Craig **And thanks for your email earlier .. I appreciate you switching days**
kay No, it was my bad. I was supposed to be available on Thursday.
Craig **Things happen. I just appreciate you being flexible.**
Craig **Waiting for a few other people to show up before we start. I want at least 6.**
kay ok
Craig **Preferably 8. Keeping my fingers crossed.**
carmeldrop joined.
kay it seems we have 4, including you.
Craig **Yeah but I don't count :)**
Craig **hi carmeldrop :) welcome**
kay ok...
carmeldrop hello
Craig **ok, no more smilies out of me.**
Craig **except to welcome people.**

	kay	I know how hard to find participants for researches. That's why I wanted to join yours.
	Craig	Yeah well
	Craig	Halli_Levy joined.
	Craig	That's been the most stressful part of this whole affair so far
	Craig	So I really appreciate it. Hi Halli!
18:02:45	Halli_Levy	Hello
18:02:46	Craig	Welcome
18:02:57		Halli_Levy left.
18:03:01	Craig	urk
18:03:04	Craig	bye Halli ..
18:03:11	Craig	oh I should say
18:03:20	kay	So, everybody can see everyone's messages, right?
18:03:23	Craig	if you close browser window, or even open up a new one .. you will leave the room
18:03:25	Cpw2n5	yup
18:03:28	Craig	So I need your full attention
18:03:36	rlk2m2	ok
18:03:40		Halli_Levy joined.
18:03:48	Craig	welcome back Halli
18:04:03	Craig	I was just saying .. if you close the browser window or open a new one .. you exit the room
18:04:21	Halli_Levy	oh ok...i just noticed that
18:04:29	Craig	Yeah I should have said
18:04:43	Craig	But if you do leave the room by accident, you can just log right back in
18:04:50	kay	Can we open any other programs, e.g. Word? I'm just curious.
18:04:59	Craig	I don't think so :/
18:05:03	kay	ok.
18:05:18	Craig	I think if you leave the browser environment, you'll be logged off
18:05:35	kay	While we are still waiting for more people, may I ask how or what program you used to create this site?
18:06:09	Craig	Sure! The site was designed in Macromedia (well, now it's Adobe) Fireworks, and coded with Dreamweaver
18:06:25	Craig	The chat program is called Parachat
18:06:45	kay	It is one good looking and well designed site.
18:06:51	Craig	I didn't create it .. I'm paying a monthly fee for using it for this project. It's not terribly expensive and has a lot of great features.
18:06:52	Craig	Thank you!

18:07:07 kay I don't have that program. I just wrte PHP code myself. My sites are never this good.

18:07:23 **Craig** **I've been designing Web sites for a few years.**

18:07:46 kay Yes, I think I read your info somewhere from your web site.

18:08:15 **Craig** **We'll give it another couple mins, then we'll start. I was hoping to get at least one more person on ..**

18:08:57 Halli_Levy question....how long is this going to be? just wondering?

18:09:07 **Craig** **About an hour or so.**

18:09:12 **Craig** **It shouldn't go too far over that.**

18:09:22 Halli_Levy ok because i have another commitment at 9

18:09:26 **Craig** **That's fine.**

18:09:55 carmeldrop i too have a 9 o clock commitment

18:09:57 **Craig** **If you haven't discovered this already, look for the little button with the four arrows, the third one from the right side.**

18:10:05 **Craig** **Pressing it gives you an expanded chat window.**

18:10:12 kay ah...

18:10:23 kay awesome

18:10:35 **Craig** **Okay well let's get started then. Hopefully I can talk my committee into letting me get away with 5 participants. :)**

18:10:46 **Craig** **Everyone ready?**

18:10:50 kay yep

18:10:53 rlk2m2 yeah

18:10:54 carmeldrop yes

18:10:54 Halli_Levy uh huh

18:11:04 Cpw2n5 im good

18:11:24 **Craig** **Okay. You are all here because you all fall into, for the purpose of this study anyway, Generation Y .. born between 1986 and 2005.**

18:11:55 kay :)

18:11:59 **Craig** **The purpose of the group is to talk about advertising. Let me ask you all a couple general questions first.**

18:12:12 **Craig** **When you think about advertising in general, what kinds of ads appeal to you?**

18:12:17 **Craig** **Anyone can feel free to jump in.**

18:12:24 Halli_Levy comedic

18:12:31 carmeldrop does it matter if it's print or live?

18:12:32 kay agree with Halli

18:12:44 kay no, it doesn't matter.

18:12:44 **Craig** **no, just in general. Print, outdoor, TV, Web, etc.**

18:12:47 rlk2m2 Im in an IMC class right now and find non-traditional ads interesting

18:12:48 Cpw2n5 definately comedy live or print doesnt matter to me

18:12:58	Craig	rlk, what do you mean by non-traditional?
18:13:05	carmeldrop	television commercials with humor and music usually get me
18:13:51	rlk2m2	Not TV/radio...i like the live billboard ads and viral marketing (utube)...online gaming
18:13:59	kay	I'm not from the States. And, I have noticed that most commercials here are funny.
18:14:08	Craig	what is 'IMC' ?
18:14:32	rlk2m2	Integrated Marketing Communications, very similar to advertising
18:14:37	Craig	got it
18:14:41	Craig	ok ..
18:14:46	Craig	what kind of ads do you Not like?
18:15:00	Halli_Levy	ones that take a lot of thought
18:15:06	Cpw2n5	Loud obnoxious repetitive ads
18:15:06	kay	hm....the online pop-up ads
18:15:13	Halli_Levy	if i dont get it right away, i dont like it
18:15:17	carmeldrop	agree with kay
18:15:20	kay	the 'head on' ads
18:15:26	rlk2m2	cell phone advertising
18:15:26	kay	and 'active on'
18:15:30	Craig	so .. ads that interfere with what you're doing.
18:15:30	carmeldrop	and the ones you have to think about
18:15:33	carmeldrop	about
18:15:34	Halli_Levy	yeah repetition is annoying
18:15:41	carmeldrop	yes
18:15:43	Craig	repetition?
18:15:50	Craig	ads that they run too often?
18:15:53	Cpw2n5	Head On .. Head On... Head On..
18:15:57	kay	yep
18:16:01	Craig	what is "head on" ?
18:16:09	kay	a TV ads
18:16:13	Halli_Levy	that and the ones they say the brand over and over
18:16:18	Cpw2n5	an add for a head ache cure that just repeats itself over and over.. very loudly
18:16:19	Halli_Levy	in the same commercial
18:16:25	Craig	ahhhh
18:16:26	kay	yes, for like 20 times in 30 seconds
18:16:27	Craig	got it
18:16:35	Craig	okay
18:16:50	kay	::blink
18:17:01	Craig	lol kay
18:17:13	Craig	in which media do you pay more attention to advertising?
18:17:18	kay	that is how I feel when 'head on' is on

18:17:39	carmeldrop	television
18:17:43	Halli_Levy	on TV because i'm stuck with it
18:17:45	Cpw2n5	television
18:17:45	rlk2m2	Magazines...TV etc
18:17:54	Halli_Levy	if im watching a show, i can't avoid the ads
18:17:55	Craig	examples being TV, magazines, newspaper, outdoor, web, direct mail, etc
18:17:55	Cpw2n5	because i have audio and visual
18:18:04	Cpw2n5	radio is just audio internet is mostly visual
18:18:11	Craig	and radio yes
18:18:11	kay	hmm...if I am a passenger in a car, those billboard are somewhat interesting to me.
18:18:35	Craig	halli have you got tivo or a Dvr?
18:18:40	kay	TV ads often got skipped, forwarded away, etc.
18:19:03	Halli_Levy	i do at home, but not at school. and if i watch a program live, i can't avoid commercials, only when i dvr it
18:19:11	Craig	got it
18:19:18	Craig	ok
18:19:25	Craig	does advertising help you make purchase decisions?
18:19:41	Halli_Levy	yes
18:19:50	Craig	how so
18:19:52	kay	yes, often. the ads introduce the products to me.
18:19:56	Halli_Levy	i know the name brand and look for it at the store
18:20:03	carmeldrop	i think i have become transparent to advertising for the most part
18:20:14	Craig	so they inform you of the availability/existence of a product
18:20:15	carmeldrop	i usually buy things based on word of mouth
18:20:29	Craig	carmel when you say 'transparent' .. you mean you generally ignore it?
18:20:32	rlk2m2	When looking at a magazine...i'm more interested in buying what is appealing or popular
18:20:39	Cpw2n5	yes, i usually only respond to the sales ads because i like to think im frugal =\
18:20:53	kay	Yes, agree with carmeldrop....my word of mouth would be 'reviews' such as Amazon reviews
18:21:25	Halli_Levy	depending on the product, i will by the "generic" brand but for like hair products or foods, i by specific brands advertised
18:21:41	carmeldrop	It's like I know the job of advertisements is to make people buy things so if its something I know i don't want to purchase i just won't pay attention to the ads
18:21:58	kay	For me if I buy a product from a magazine (usually cosmetic), it would have to have some good readers' reviews.

18:22:01	Craig	but if it's something you Do want to purchase, you'll pay attention then?
18:22:19	carmeldrop	more than the others yeah
18:23:06	Craig	so would you be more likely to buy a product if the advertising is interesting or funny, or if it had information?
18:23:22	Halli_Levy	i hate reading a lot of things on an ad
18:23:24	Craig	like, product information
18:23:36	carmeldrop	depending on the product
18:23:38	kay	when it have information that matches my needs, not because it's funny.
18:23:50	Halli_Levy	for medicines, then yes i like the info, but for other consumer products i like the ones that grab my attention
18:23:58	Cpw2n5	if i judged the product as good probably more information
18:24:05	kay	I would stay and watch the whole TV ads if it's funny, but it doesn't make me buy the product.
18:24:21	Craig	so .. you watch the ad to appreciate the ad itself
18:24:26	kay	yes
18:24:30	carmeldrop	yes
18:24:35	Cpw2n5	yes
18:24:35	Craig	but you don't think you're necessarily influenced about the product or brand.
18:24:38	kay	that is exactly how I feel
18:24:45	Cpw2n5	right
18:24:47	Craig	got it
18:24:50	carmeldrop	correct
18:24:57	rlk2m2	i feel the same
18:25:02	kay	no, not always get influenced by funny ones
18:25:22	Craig	ok. Advertising in general. When I say "advertising!" what do you think? Is your reaction positive, negative, ambivalent, neutral?
18:25:37	Cpw2n5	im prepared to be annoyed
18:25:43	kay	haaa
18:25:43	carmeldrop	neutral
18:25:49	Halli_Levy	neutral
18:25:54	kay	annoyed
18:25:54	rlk2m2	I'm very neutral....it can be annoying though
18:26:07	Craig	heh :) cpw tell me more
18:26:32	Cpw2n5	the word advertising to me just prepares me to get pitched a bunch of things that i probably wont find worth buying as i said before i like to think of myself as frugal.. which is my special word for broke
18:26:46	Cpw2n5	
18:26:58	kay	:)
18:27:02	carmeldrop	agreed:)
18:27:03	Craig	lol

18:27:18	Craig	so when you think of 'advertising' you get a little .. defensive. guarded.
18:27:39	Cpw2n5	right, im a skeptic
18:27:50	kay	I do think that way.
18:27:58	Craig	kay when you said 'annoyed' what do you mean
18:27:59	kay	That is why I read reviews
18:28:07	Craig	you find most ads annoying?
18:28:13	Craig	or just advertising in general
18:28:16	kay	similar to what you just said...defensive
18:28:35	Craig	cool
18:28:37	kay	many pop-up and those that keep blinking on the web
18:28:43	Craig	okay let's have a look at some ads.
18:29:08	Craig	I'm going to "push" you an ad. A new browser window will open but your chat session will stay active. (this is the only way you can look at another web address And stay in the room.)
18:29:21	Craig	You will be able to hop back and forth between the new window and the chat window.
18:29:42	Craig	It's a relatively large graphic so you can get a good look at it. Everyone ready for the first one?
18:29:49	Cpw2n5	ready
18:29:51	kay	ready
18:29:52	rlk2m2	yea
18:29:55	carmeldrop	ready
18:29:59	Halli_Levy	uh huh
18:30:02	Craig	ok here comes.
18:30:16	kay	I see an Url
18:30:28	kay	do I need to not be in the full screen mode?
18:30:38	Craig	kay a new window should have opened for you. Did nothing happen?
18:30:45		Cpw2n5 left.
18:30:48	kay	no, just a url
18:30:51		Cpw2n5 joined.
18:30:53	kay	can i click it?
18:30:56	Craig	yes
18:30:59	Craig	welcome back Craig
18:31:06	Craig	did everyone get an ad?
18:31:06	Cpw2n5	i got a pop up blocker.. i think it blocked the ad
18:31:10	Craig	ack
18:31:11	Halli_Levy	yeah
18:31:17	kay	oh....me,too perhaps
18:31:17	Cpw2n5	im good now
18:31:26	carmeldrop	yeah

18:31:28	Craig	yeah if you have problems, you can click the link and it will come up.
18:31:44	Craig	rlk you good?
18:31:52	rlk2m2	yeah i see it
18:31:53	Cpw2n5	can you send me the link again?
18:31:56	kay	ok...i can see the ads
18:31:58	Craig	sure
18:32:07	Craig	sent
18:32:10	Cpw2n5	thanks
18:32:22	Craig	ok .. initial reactions? you may be familiar with this campaign
18:32:33	Halli_Levy	i love the commercials for this campaign
18:32:38	Cpw2n5	reminds me of the TV commercial
18:32:56	rlk2m2	Haven't see the commercial...the ad is appealing
18:32:57	Cpw2n5	i enjoy the warning they put on the TV ad "car cannot actually drive on buildings"
18:32:58	carmeldrop	i like it
18:32:58	Craig	the TV commercials halli?
18:33:02	Craig	lol
18:33:02	kay	I like it....i don't feel annoyed by it. It's a car. It's too hard to convince me to buy just because of the ads.
18:33:22	kay	haaa
18:33:22	rlk2m2	I agree
18:33:27	Halli_Levy	yeah
18:33:30	carmeldrop	but it doesn't make me want to buy the care
18:33:31	carmeldrop	car
18:33:36	Craig	if you came across this ad in a magazine, would you stop to look at it?
18:33:40	Halli_Levy	i think i like it because of the song
18:34:03	kay	I don't remember the song.
18:34:04	Cpw2n5	i might briefly just to check out the graphic work on it
18:34:06	carmeldrop	i would stop and look at it if i was currently looking to buy a car
18:34:09	Halli_Levy	i would look at it because the skyline draws my attention
18:34:30	Craig	does the ad give you a positive or a negative impression of the car? (or no impression)
18:34:33	kay	I actually was interested in the ads because I saw a car like that on a highway first.
18:34:38	rlk2m2	Yeah I think I would look at it...mainly because I'm in a lot of ad classes and I feel like that's all I do is look at ads
18:34:48	Craig	(rlk I know the feeling)
18:34:48	Halli_Levy	positive
18:34:48	carmeldrop	lol
18:34:54	Cpw2n5	positive

18:34:55	Halli_Levy	because im not annoyed
18:35:07		Cpw2n5 left.
18:35:07	Craig	why aren't you annoyed Halli
18:35:13		Cpw2n5 joined.
18:35:13	carmeldrop	i think what had to be done in photoshop to get that im- age:)
18:35:17	Cpw2n5	sorry again
18:35:21	Craig	no problem
18:35:34	rlk2m2	yeah no kidding
18:35:37	Halli_Levy	because its not repetitive or anything and it draws my at- tention
18:35:49	Craig	got it.
18:36:02	Craig	I wish I could spend more time on this but I need to move on. We have five more ads to look at.
18:36:07	Craig	Here comes another ad.
18:36:30	Craig	let me know if you need it sent again
18:36:42	rlk2m2	im good
18:36:43	kay	if i saw that on a magazine, i would flip through it real quick
18:36:45	Craig	(need to put in my thesis how one hour is really not enough time. :)
18:36:50	Craig	why, kay
18:37:04	kay	it's not much interesting to me
18:37:05	carmeldrop	i would flip, one because I hate loreal products and two be- cause it's for men
18:37:06	kay	plain
18:37:08	Cpw2n5	i would be caught with the "upgrade" part, once i figured out it was hair product i would move on
18:37:11	Halli_Levy	yeah i would pass it too...it doesnt apply to me
18:37:15	Halli_Levy	and its boring
18:37:26	rlk2m2	It's for men...i would pass it up
18:37:26	carmeldrop	and it is kind of bland
18:37:29	Cpw2n5	as a male hair products dont do it for me, i buy cheap shampoo in bulk and then im done
18:37:32	Craig	so .. layout is unimpressive, and it's a men's product
18:37:38	carmeldrop	yeah
18:37:40	Craig	yep .. cause we're frugal.
18:37:41	Craig	:)
18:37:44	Cpw2n5	right
18:37:49	carmeldrop	correct
18:37:56	Craig	ok .. is the ad 'annoying'
18:38:01	kay	i needs some models in the ads, i think
18:38:06	rlk2m2	no...just not intriguing
18:38:07	kay	make it move lively

18:38:09	kay	more
18:38:16	Cpw2n5	nope, it gives one hearty try
18:38:29	carmeldrop	not annoying just boring
18:38:31	Cpw2n5	just fails to deliver
18:38:37	kay	agree
18:38:39	Craig	so what I'm hearing is that most of you are just uninterested in this so you pass over it.
18:38:44	Cpw2n5	yeah
18:38:44	rlk2m2	yes
18:38:47	kay	yep
18:38:49	Halli_Levy	yes
18:38:53	carmeldrop	yes
18:39:05	Craig	got it.
18:39:07	kay	i need to see some healthy hair for a shampoo ads
18:39:24	Craig	carmel, why do you hate loreal?
18:39:28	carmeldrop	agreed
18:39:37	carmeldrop	it never worked with my hair
18:39:45		kay left.
18:39:59	Craig	oops, we lost somebody.
18:40:10		kay joined.
18:40:14	Craig	wb kay :)
18:40:21	kay	:(
18:40:27	Craig	what happened?
18:40:28	kay	I didn't mean to leave
18:40:44	Craig	s'ok :) I know the chat room is a little touchy that way.
18:40:49	kay	Just clicked the loreal to make sure it was shampoo.....
18:40:58	Craig	now that you're back, let's move on
18:41:05	Craig	Next ad ...
18:41:16	Craig	oops, not that one
18:41:30	Craig	there it is
18:41:32	Halli_Levy	i would pass this
18:41:41	rlk2m2	Same here...boring
18:41:42	Cpw2n5	pass
18:41:47	carmeldrop	definatley don't like this one
18:41:48	Halli_Levy	too much info and im not in the market for buying a car
18:41:49	Craig	boring why
18:41:53	Cpw2n5	i'd stop because it says mercedes
18:41:59	kay	oh...gosh...i would read it just because it's a car. I love cars.
18:42:00	Cpw2n5	but im not reading two paragraphs
18:42:06	kay	but the fonts are so small
18:42:27	Craig	so .. we've now seen two car ads. I'm hearing stronger negative reactions to this one as opposed to the other one
18:42:38	Craig	carmel, tell me more

18:43:07	carmeldrop	i don't like the bland colors and the copy heavy layout
18:43:22	carmeldrop	i wouldn't read it
18:43:29	kay	I actually like that it is different. It shows 'class' I think
18:43:54	Craig	does that annoy you, or makes you just that quicker to flip past it than the Edge ad?
18:43:57	carmeldrop	it does seem classy it just doesn't catch my eye
18:44:03	carmeldrop	like the other one
18:44:10	Craig	you like the Edge one
18:44:11	Craig	?
18:44:20	Craig	or the other one catches your eye
18:44:22	carmeldrop	more than the mercedes one
18:44:30	carmeldrop	yeah it catches my eye
18:44:30	Cpw2n5	it kind of annoys me that they want people to read that much in a one page advertisement
18:44:42	Craig	rlk what do you think
18:44:54	Halli_Levy	they should be able to get their point across without saying so much
18:44:59	rlk2m2	I agree it's way too wordy...the other ad is more appealing
18:45:11	kay	I can see why Craig group similar ages together.
18:45:49	Craig	the Edge one is aimed at a younger demo .. this one is aimed at an older audience.
18:46:05	rlk2m2	i can see that
18:46:10	kay	haaa...i like this one more than the Edge one.
18:46:21	Craig	why kay
18:46:48	kay	It is really different from many other, if not all, ads
18:46:54	kay	I caught my eyes
18:47:12	kay	I wanted to see why it was different.
18:47:19	Craig	okay.
18:47:22	Craig	moving on
18:47:33	Craig	This is going great btw. You guys are a great group.
18:47:46	kay	:)
18:47:50	Craig	I'm kinda glad I didn't get 12 people. I have a feeling the bigger groups are going to be harder to manage/ moderate
18:47:55	Craig	ok here comes
18:48:12	kay	Lol
18:48:16	carmeldrop	it's funny
18:48:16	Cpw2n5	Love It!
18:48:18	rlk2m2	i like it
18:48:20	Halli_Levy	i love it!
18:48:31	kay	Again, I laughed, but I didn't even know the brand name
18:48:36	Halli_Levy	i laughed out loud and my roommates gave me wierd looks
18:48:42	Craig	heh Halli :)
18:48:43	kay	I mean, it made me laugh and that is that

18:48:46	Cpw2n5	short, too the point, hilarious.. and yummy [and cheap!]
18:48:48	carmeldrop	i think if this was in a magazine i might take a second glance just to see what it meant
18:48:59	Craig	so does this make you want a pop tart? :)
18:49:09	Halli_Levy	yes actually
18:49:14	carmeldrop	no because i hat pop tarts
18:49:17	Halli_Levy	i might go get one...haha
18:49:18	kay	No, not for me.
18:49:18	Craig	lol carmel
18:49:19	Cpw2n5	somewhat yes
18:49:25	carmeldrop	i applaud the advertisers though
18:49:37	rlk2m2	makes me want one
18:49:42	kay	haaa
18:49:53	Craig	what do you think about the style of the illustration
18:50:04	Halli_Levy	its simple and differnt
18:50:07	rlk2m2	I like it...its simple and easy to comprehend!
18:50:09	carmeldrop	i think its different
18:50:23	carmeldrop	especially since we're in such a technical age
18:50:27	Cpw2n5	reminds me of a cartoon short called "rejected"
18:50:38	Cpw2n5	which was pretty funny
18:50:39	kay	It's quick, but it should emphasize more at the brand name.
18:51:03	Craig	so kay would maybe punch up the logo some
18:51:04	Craig	?
18:51:09	kay	I think so
18:51:18	Craig	is there anything else any of you would do differently here?
18:51:21	kay	The logo wasn't my focus point at all
18:51:40	carmeldrop	i mught put the tagkine on the top
18:51:45	carmeldrop	tagline
18:51:52	Halli_Levy	yeah i agree
18:52:03	Craig	what do you think about "strawberry" being there
18:52:03	rlk2m2	same here
18:52:05	Cpw2n5	i like it as it is
18:52:22	carmeldrop	i think the logo is fine i would just move the tagline
18:52:25	Halli_Levy	strawberry is random
18:52:27	Craig	Are they implying that strawberry is a dumb flavor? :)
18:52:29	kay	I don't mind that it's mostly black and white, though
18:52:43	rlk2m2	I didn't really notice it
18:52:46	carmeldrop	i don't think so
18:52:47	kay	no, I didn't think that way at all.
18:52:52	Craig	heh, ok we got two more. we're almost done.
18:52:57	Craig	here comes
18:53:30	kay	It doesn't look like an ads

18:53:32	carmeldrop	i would actually read this because the question posed is interesting
18:53:34	Halli_Levy	does not apply to me at all
18:53:40	rlk2m2	same here
18:53:45	Craig	kay this doesn't look like an ad?
18:53:49	Cpw2n5	would pass up, doesnt apply to me either
18:53:50	kay	no.
18:53:54	kay	it's like some article
18:53:57	Craig	ah
18:53:59	Cpw2n5	i agree
18:54:01	Craig	is that good or bad or .. ?
18:54:09	rlk2m2	could be bad
18:54:20	rlk2m2	depends where it's placed
18:54:20	kay	i might read it because of the question. but i wouldn't know from the first impression that it is an ads
18:54:22	Cpw2n5	somebody might accidently read it and get hooked i guess
18:54:38	Craig	what do you think about design, layout, style, etc
18:54:39	carmeldrop	i agree w/ kay
18:54:49	Halli_Levy	its balanced
18:54:51	rlk2m2	the layout is good
18:55:07	carmeldrop	i agree w/ halli
18:55:07	kay	style, to me....is 'i've seen it before'
18:55:36	kay	but the catch phrase/question is quite catchy
18:55:48	Craig	so if you saw this in a magazine would it provoke a negative reaction, a positive one, or none at all
18:55:57	rlk2m2	none at all
18:56:07	Halli_Levy	none
18:56:07	Cpw2n5	negative
18:56:21	kay	hm....negative I think
18:56:22	Cpw2n5	targeting the wrong guy
18:56:25	carmeldrop	not a good or bad reaction just an intrigued one
18:56:34	Craig	so because it doesn't apply to you, cpw, you'd be annoyed?
18:57:03	Cpw2n5	well if it were in a magazine i were reading yes
18:57:13	Cpw2n5	because it'd be the wrong crowd for sure
18:57:15	Craig	ok
18:57:19	Craig	last one!
18:57:41	Halli_Levy	good
18:57:46	Halli_Levy	gets the point across
18:57:47	kay	huh huh...
18:57:50	carmeldrop	it's funny
18:57:51	kay	agree
18:57:53	Halli_Levy	and i like the direct response on it
18:58:00	carmeldrop	but it looks like its targeting little children

18:58:02	kay	I might actually go buy it...it got a coupon
18:58:03	kay	:P
18:58:12	Cpw2n5	its something that our generation would get for the most part
18:58:18	Cpw2n5	and i like the coupon for sure =]
18:58:23	Craig	how does the presence of the coupon affect your reaction to the ad
18:58:28	Cpw2n5	positive!
18:58:28	Craig	ah :)
18:58:30	Halli_Levy	its positive
18:58:34	kay	positive
18:58:43	carmeldrop	oh i didn't even see the coupon
18:58:47	carmeldrop	that's a very positive thing
18:58:48	rlk2m2	positive
18:58:54	Craig	and you understand the 'language' being expressed by the faces
18:59:00	Halli_Levy	yes
18:59:00	kay	I will at least check it out at the store, but buying or not is another thing
18:59:00	carmeldrop	yes
18:59:22	kay	yes, understand the faces
18:59:26	Craig	other comments .. layout style, colors?
18:59:45	Craig	use of type?
18:59:48	Halli_Levy	layout is good
18:59:52	rlk2m2	colors are good I think
18:59:57	Cpw2n5	i like this layout more than the others
18:59:58	Halli_Levy	the limited color pallette works
19:00:04	Craig	if you saw this in a magazine would you stop to read it?
19:00:08	Halli_Levy	yes
19:00:11	Craig	how come
19:00:13	carmeldrop	i think i might
19:00:15	kay	yes, i would
19:00:15	Cpw2n5	sure
19:00:20	Halli_Levy	it applies to me
19:00:29	carmeldrop	because it's targeted for people my age
19:00:39	rlk2m2	I would read it...it stands out
19:00:54	Craig	cpw why do you like this layout?
19:01:21	Cpw2n5	its in a good order.. funny catchy line with illustration to start then gives you a Few lines of info then takes you to a coupon
19:01:34	Craig	so this ad in comparison with the other 'personal hygiene' product scores with you guys
19:01:38	Craig	whereas the other one fell totally flat
19:01:45	Craig	why is that?

19:02:00	carmeldrop	this applies to me whereas the loreal doesn't
19:02:10	Craig	ok .. anything else?
19:02:10	kay	it has all the ingredients to catch my attention
19:02:10	Halli_Levy	i agree
19:02:13	Cpw2n5	agree
19:02:22	Craig	hally, cpw, which comment do you agree with :)
19:02:30	Cpw2n5	it applies to me
19:02:32	Craig	kay's or carmel's
19:02:32	kay	loreal has nothing i can relate to...
19:02:39	Halli_Levy	carmel's
19:02:39	Cpw2n5	carmel
19:02:42	Craig	okay
19:02:53	Craig	so you like this one because you actually might use the product
19:02:57	Halli_Levy	yes
19:02:59	Craig	whereas loreal, you wouldn't at all
19:03:02	Cpw2n5	yup
19:03:08	kay	yes
19:03:08	Craig	got it
19:03:13	Halli_Levy	ok I hate to do this but I have to go
19:03:14	carmeldrop	yes
19:03:17	Craig	I understand :)
19:03:22	Halli_Levy	sorry!
19:03:24	kay	bye Halli
19:03:26	Craig	it's 9:00 and we can call it here.
19:03:29	Craig	Thank You Halli!
19:03:31	carmeldrop	i need to be heading out as well
19:03:33	Halli_Levy	your welcome
19:03:40	Craig	I'll be in touch soon about your Amazon moneys :)
19:03:44		Halli_Levy left.
19:03:50	Craig	thank you too carmel :)
19:04:00	carmeldrop	no problem good luck with your research
19:04:00	Craig	great stuff here tonight. I'm really pleased
19:04:05	rlk2m2	Good luck!
19:04:05	Craig	thanks!
19:04:16		carmeldrop left.
19:04:17	Cpw2n5	good to hear, enjoyed helpin out
19:04:22	Craig	Yeah this was great.
19:04:23	kay	Ok...i'm leaving to. It was fun, Craig.
19:04:32	Craig	Thanks Everyone .. this went really well.
19:04:40		kay left.
19:04:44	Craig	Look for Amazon moneys in the next week or so. :)
19:04:48	rlk2m2	No problem hope you got what you needed!
19:04:53	Cpw2n5	thanks

19:04:56 **Craig**
19:04:59
19:05:09
19:05:52

sure did. Take care!
Cpw2n5 left.
rlk2m2 left.
Craig left.

FOCUS GROUP 2: GENERATION Y

April 12, 2007

5 participants + moderator

17:39:28		Craig joined.
17:48:45		J-Dub joined.
17:48:50	Craig	Evening!
17:49:01	J-Dub	Hello
17:49:06	Craig	You're the first one here how's it going tonight
17:49:27	J-Dub	Pretty good actually, yourself???
17:49:38	Craig	Not too shabby.
17:49:45	Craig	Thanks for coming tonight.
17:50:01	J-Dub	No prob, nothing better to do I guess
17:50:11	Craig	heh :) yeah it's an easy ten bucks, so
17:50:23	J-Dub	so what exactly are we doing???
17:50:32	Craig	just talking about ads and advertising
17:50:36	J-Dub	ok
17:50:48	Craig	When the rest of the folks show up I'll ask a few general questions ..
17:51:07	Craig	we'll talk generally for about 15-20 minutes and then I'll put a few ads in front of you for discussion
17:51:29	J-Dub	sounds good
17:51:31	Craig	I should warn you that the chat software we're using is a little finiky
17:51:48	Craig	It doesn't like it when you close the browser window, or go to another Web page like in another tab or something.
17:51:52	Craig	It will log you out of the room
17:52:09	J-Dub	haha ok
17:52:26	Craig	If you do get logged out accidentally, you can just hop back in .. don't worry about filling out the form a second time.
17:52:46	J-Dub	ok
17:52:57	Craig	So how did you get the invitation to participate tonight?
17:53:14	J-Dub	my journalism professor sent out a link
17:53:19	J-Dub	not sure where she got it
17:53:20	Craig	Cyndy?
17:53:23	J-Dub	no
17:53:28	J-Dub	Carrie
17:53:38	Craig	ahhh so you're an online student?
17:53:50	J-Dub	no
17:54:05	J-Dub	but she thought it was a good relation to journalism
17:54:32	Craig	hmm

17:54:48 **Craig** **I asked several profs who were teaching online classes if they could help me**

17:55:15 J-Dub she might have recieved it from someone else who is teaching an online class

17:55:39 **Craig** **right**

17:56:00 **Craig** **well that's cool. Glad to have you. Is your semester getting as busy for you as it is for me?**

17:56:08 J-Dub oh yea

17:56:21 **Craig** **What are you taking?**

17:56:21 J-Dub i hate this time of year

17:56:40 J-Dub Spanish, Economics, Journalism, English, Brit Lit

17:56:46 **Craig** **wow .. full load**

17:56:51 J-Dub definitely

17:56:55 J-Dub how about you??

17:57:17 **Craig** **I'm only taking Strat Design & Visuals li and Strat Writing li .. but I work fulltime**

17:57:30 **J-Dub left.**

17:57:59 **J-Dub joined.**

17:58:04 **Craig** **see what I mean**

17:58:13 J-Dub yea that was weird

17:58:19 **Craig** **did you do something?**

17:58:28 J-Dub umm, not that i know of

17:58:35 **Craig** **really? it just kicked you out?**

17:58:56 J-Dub i have a word file open in the background, should i close it???

17:59:04 **Craig** **yeah probably**

17:59:08 J-Dub ok

17:59:29 J-Dub how many are supposed to be here???

17:59:35 **Craig** **7-8**

17:59:52 **Craig** **I'll settle for 5 but .. starting to get a little worried.**

17:59:54 J-Dub oh cool, ok

18:00:10 **Craig** **The Tuesday session went really well. Wonder where everyone is**

18:00:27 J-Dub im sure they'll be here

18:00:55 **Craig** **Hope so, or I'll have to schedule and recruit all over again.**

18:01:06 J-Dub but if they dont come i think i should get \$70 ::wink

18:01:10 **Craig** **LOL**

18:01:41 **Craig** **if nobody else came, this wouldn't be a focus group, it'd be an interview :)**

18:02:10 J-Dub well i know all about that, being a journalism guy and all

18:02:19 **Craig** **yeah**

18:02:30 **Craig** **that's a whole different research methodology**

18:02:38 J-Dub haha i know

18:02:46	Craig	here comes somebody ..
18:02:56	J-Dub	sweet
18:03:03	Craig	I hope
18:03:05		Reetz joined.
18:03:10	Craig	There she is :)
18:03:11	Craig	Hi Rita
18:03:15	Reetz	Hi sorry!
18:03:15		redwater joined.
18:03:30	Craig	And hi Rebecca!
18:03:35	redwater	Hello!
18:03:38	Craig	Sorry for .. ?
18:03:54	redwater	Uh, I was watching the Office
18:04:02	J-Dub	haha
18:04:06	Craig	Lol I was asking Rita :)
18:04:11	redwater	oh
18:04:16	Reetz	being late
18:04:35	Craig	No worries .. but I do need at least two more people here before I can run the session.
18:04:47	Reetz	oh ok
18:04:50	Craig	How are you guys tonight?
18:05:12	redwater	good, the Office was pretty funny
18:05:20	Craig	Yeah it seems like a good show
18:05:35	Craig	I don't get to watch it much
18:05:53	Reetz	never seen it but i have friends that are obsessed
18:06:06	redwater	Yeah, it gets pretty addictive
18:06:25	Craig	heh :) I want to do an ad campaign featuring TV-show-addicted people
18:06:31	Craig	looking all strung out and bleary-eyed
18:06:57	redwater	nice. the Office is really the only TV I watch
18:07:04	Reetz	i am a greys lover...
18:07:13	J-Dub	i don't like Grey's
18:07:15	Craig	Yeah I have friends that watch Greys
18:07:27	Reetz	it is a great show
18:07:45	Craig	Well geez.
18:07:51	Craig	This is not good turnout
18:07:59	Craig	oh wait ..
18:08:02	Craig	one more on the way
18:08:11		jdTVdb joined.
18:08:19	Craig	Hey Jen
18:08:22	jdTVdb	hi
18:08:24	jdTVdb	sorry im late
18:08:38	Craig	It's ok .. glad you made it.
18:08:53	Craig	If you didn't show tonight I was gonna have to make Gloria punish you

18:09:08	jdTVdb	haha
18:09:09	Reetz	do we have enough people now?
18:09:37	Craig	I suppose so. I was really hoping I'd get at least one more
18:09:47	Craig	Jen can you call somebody and make them come do this?
18:09:49	Craig	:)
18:09:57	jdTVdb	um... actually maybe
18:10:00	jdTVdb	lol
18:10:08	Craig	please do .. if you would
18:10:10	Craig	:D
18:10:28	Craig	Does anyone have any pressing time committments after this tonight that I should be aware of?
18:10:32	Reetz	i hate to be a burden but I have to bounce right around g
18:10:40	Craig	ok
18:10:48	Craig	well then we'd better start
18:11:04	Craig	ok everyone knows why we're here, right?
18:11:25	Craig	We're gonna be talking about advertising .. I'm going to ask you some general questions at first and then show you a few ads to discuss
18:11:45	Reetz	yup
18:11:49	redwater	yeah
18:11:49	Craig	I should warn you all that the chat program is a little touchy. If you try to go to another Web page while you're here, you will be logged off and will have to log back in. The only exception to that is the Web pages that I "push" to you (with the ads).
18:12:06	Craig	If it makes it easier for you, clicking on the little button with the four arrows (third from the right) will pop open a new chat window that you can resize.
18:12:28	Craig	ok any questions before we start?
18:12:46	Craig	nope
18:12:52	Reetz	nope
18:12:56	jdTVdb	nope
18:12:57	redwater	no
18:13:02	J-Dub	no sir
18:13:13	Craig	okay. for starters, what kind of ads (in general) appeal to you?
18:13:20	Reetz	car ads
18:13:33	Craig	everyone feel free to jump in
18:13:33	redwater	music/instrument related
18:13:36	J-Dub	anything comical
18:13:51	jdTVdb	um.... i dont know
18:13:58	jdTVdb	i guess i dont really pay that much attention
18:14:07	redwater	yeah, I like funny ads too
18:14:26	Craig	Where would you say you notice ads most? TV, radio, magazine, outdoor ...?

18:14:32	J-Dub	TV
18:14:32	Reetz	TV and magazines
18:14:35	jdTVdb	TV
18:14:44	redwater	TV and mags
18:14:54	J-Dub	b/c we have to watch the TV ones, its not like mags where we can flip to the next page
18:14:54	Craig	so if I asked you what your favorite advertisement is, what would it be
18:15:09	Craig	print, radio, TV, web, whatever.
18:15:25	J-Dub	TV for me
18:15:32	redwater	i like the citi bank ones about identity theft
18:15:36	jdTVdb	i used to have a favorite commercial, but then it stopped running
18:15:39	redwater	TV are my favorites
18:15:39	jdTVdb	it was for coke
18:15:52	Craig	J, do you have a specific ad in mind?
18:15:57	Craig	Jen, what did you like about it?
18:16:02	Reetz	either the doctor pepper commercial, "i would do anything for you" or the vcast phone gym commercial
18:16:05	J-Dub	i like the Bud Light ones
18:16:17	Craig	ok, how come?
18:16:32	redwater	are you talking to me? because i'm not Jen, sorry
18:16:32	Craig	why did you choose that specific ad
18:16:38	Craig	no, jdt is Jen :)
18:16:42	J-Dub	theyre funny, the bikini waxing, dog biting guy in crotch, ect.
18:16:58	jdTVdb	um... it had a group of friends who were at a concert, and then when they were going home, they had to run to catch the train, and on the train everyone but one guy fell asleep and he said it was the
18:17:21	Craig	Rebecca, what would your favorite ad be?
18:18:01	redwater	The Citi Bank one, with the fat guy who had his identity stolen by a girl who blew his money on a leather boostiaemifh
18:18:08	redwater	I don't know how to spell that last word
18:18:14	Craig	oh that's right, I remember those
18:18:22	Craig	Jen were you still continuing that thought?
18:18:41	jdTVdb	i guess... it says my message was truncated so i dont know where it left off...
18:18:46	jdTVdb	i write too much
18:18:48	jdTVdb	:(
18:18:54	Craig	one guy fell asleep and he said it was the
18:18:56	Craig	...
18:19:08	jdTVdb	best night of his life and then he took a drink of his coke
18:19:19	Craig	so what do you like about that?

18:19:34	jdTVdb	i think i liked that it wasnt very in your face about coke
18:19:36	jdTVdb	it was like
18:19:42	jdTVdb	the people and then the coke
18:19:46	Craig	got it
18:19:54	Craig	what kind of ads annoy you?
18:19:57	Craig	(everyone)
18:20:07	J-Dub	sexual ads
18:20:13	Craig	ads with sex appeal?
18:20:16	jdTVdb	the "fit is go" honda commercial, in specific
18:20:22	J-Dub	yes
18:20:30	redwater	No offense, but ads like that Coke ad bug me. I hate when brands try to equate their product with your happiness
18:20:51	Craig	Rita?
18:21:08	Reetz	i dont like the perry chevrolet ads
18:21:12	Reetz	or any local columbia ads
18:21:14	Craig	how come?
18:21:25	Reetz	annoying music in most, repetitive slogans in all
18:21:32	Craig	repetitive?
18:21:35	Craig	how do you mean
18:21:40	jdTVdb	and they're obviously low budget
18:21:54	Reetz	bambinos
18:22:02	Reetz	repeating names? cmon! sooo annoying
18:22:03	redwater	Aww, the low-budget local ads are so endearing.
18:22:35	Reetz	i think ads that are memorable are catchy and funny, not repeating names over and over again
18:22:42	Craig	ahh ok
18:22:45	Craig	Jaryd?
18:22:55	Craig	why does sex appeal annoy you ..
18:23:04	J-Dub	i dont think it's realistic
18:23:08	Craig	example?
18:23:16	J-Dub	people are finding ways to make everything sexual
18:23:35	J-Dub	like i saw a milk ad with a girl in her bra in a mag
18:23:40	J-Dub	why is that necessary?
18:23:47	Craig	I think I saw that one too
18:23:58	Craig	ok
18:24:04	redwater	Yeah, I get pissed off at ads like that too
18:24:06	Craig	do ads help you make purchase decisions?
18:24:17	Craig	anyone
18:24:20	Reetz	not at all
18:24:21	Craig	everyone :)
18:24:23	Craig	no?
18:24:24	jdTVdb	no
18:24:32	J-Dub	i dont think so either
18:24:41	jdTVdb	well...

18:24:47	jdTVdb	maybe an add that had a coupon
18:24:52	Reetz	i think they are entertaining and maybe they will keep the product on my mind, but never enough encouragement to go use/buy the product
18:24:52	Craig	so when you choose to buy something you're not at all affected by how you feel about the brand ..
18:24:56	Craig	.. as influenced by the advertising?
18:25:00	redwater	Mmm, I don't think I've ever gone out and bought something because of an ad, but I'll recognize something in a store if I've seen it in an ad
18:25:37	redwater	Being influenced could make me not want to buy something.
18:25:39	J-Dub	not as influenced by the advertising, i buy stuff based on the prices i see at stores and what i want/need, not what an ad persuades me to buy
18:25:56	jdTVdb	the most common thought i have after watching a commercial is "that doesnt make me want that product"
18:26:00	Reetz	feelings about brands are my personal opinions...
18:26:03	Reetz	not what i get from brands
18:26:12	Craig	got it
18:26:27	Craig	ok so .. in general, what do you think about advertising
18:26:42	Craig	basic, overall opinion .. impressions
18:26:51	J-Dub	It works on TV, not in newspapers
18:26:51	jdTVdb	mixed feelings
18:26:54	redwater	It's either funny or pushy and unrealistic
18:26:58	Craig	Most of you seem pretty skeptical
18:27:14	Reetz	i think it is great way to get names out, i think a lot of energy is wasted however because there are so many audiences to appeal to, and its hard to appeal to them all
18:27:27	jdTVdb	sometimes its clever, sometimes its annoying
18:27:45	redwater	In magazines and on TV, there is too much advertising going on, way too much
18:27:54	J-Dub	I think in newspapers and magazines everybody skips over them because you aren't forced to look at them. That's why TV is better, b/c you have to look away to avoid it
18:28:06	Craig	or fast-forward through it
18:28:11	jdTVdb	yay tivo
18:28:12	Craig	if you've tivo'ed it
18:28:15	J-Dub	well i dont have tivo
18:28:18	J-Dub	haha
18:28:21	Craig	:)
18:28:39	jdTVdb	i think ads in magazines have to be better then the ones on TV
18:28:46	Craig	tivo is the great commercial-killer :)

18:28:46	jdTVdb	because its easier to ignore them
18:28:51	Craig	ok
18:29:05	Craig	thanks .. great responses.
18:29:07	Craig	Let's look at some print ads
18:29:22	Craig	I'm going to "push" an ad to you. A new browser window will appear, but you will not be logged out of the room. You can bounce back and forth to the new window as you wish.
18:29:32	Craig	When you get the ad, have a look at it and then come back and tell me what you think about it. Ready?
18:29:52	redwater	yeah
18:29:54	J-Dub	for sure
18:29:55	jdTVdb	yep
18:29:57	Reetz	yeah
18:30:01	Craig	ok here comes no. 1
18:30:22	Craig	If you close the window by accident, you can click on the link in the room to get it back.
18:30:43	J-Dub	i think it's creative
18:30:59	Reetz	i just saw that ad earlier today when i was doing an assignment, i think it is dumb and unrealistic
18:31:02	Reetz	jdTVdb left.
18:31:09		jdTVdb joined.
18:31:09		why's that?
18:31:12	Craig	sorry
18:31:14	jdTVdb	Yeah, that pun is really dorky.
18:31:14	redwater	(rita)
18:31:18	Craig	wb Jen
18:31:23	Craig	well i understand that they are trying to be creative but i mean for real, a car couldnt do that so what is that advertising?
18:31:55	Reetz	anyone here like this ad?
18:32:05	Reetz	i do
18:32:17	Craig	no
18:32:20	J-Dub	it would be better suited for selling photoshop
18:32:23	jdTVdb	ha ha
18:32:37	jdTVdb	Jaryd, Jen, tell me more
18:32:46	redwater	no offense to those who like it
18:33:00	Craig	i dont like it because it doesnt tell me anything about the car
18:33:01	jdTVdb	I like the pun, I think it's creative. It's not something you see every day which makes it neat, and the expensive and upkeep of the nice city behind it aligns with the nice car
18:33:41	jdTVdb	okay
18:33:46	J-Dub	
18:34:15	Craig	

18:34:19	Craig	any other impressions about this ad?
18:34:25	Craig	colors, layout, design?
18:34:37	jdTVdb	it doesnt seem very "edgy"
18:34:42	jdTVdb	rather calm, actually
18:34:47	redwater	New York looks great in the background, that's all I've got to say.
18:34:50	J-Dub	I like the lights in the background
18:34:57	J-Dub	they ad to the effect
18:35:01	J-Dub	*add
18:35:25	Reetz	strategy might be strong but the execution is lacking
18:35:29	Craig	okay so if you came across this spread in a magazine, would you stop to look at it?
18:35:36	jdTVdb	no
18:35:48	Reetz	i look at every ad but i wouldnt do a second take
18:35:53	J-Dub	probably not just naturally, i dont look at ads
18:35:55	redwater	The colors would probably catch my attention, but I wouldn't look at it for long.
18:36:00	Craig	okay
18:36:06	Craig	moving on .. here comes the next one.
18:36:44	redwater	This doesn't affect me at all.
18:36:45	J-Dub	I once heard that a good advertisement never has more than 8 words
18:36:53	Reetz	it doesnt do a lot for me
18:36:57	jdTVdb	i wouldnt look at it
18:37:00	jdTVdb	its a mens product
18:37:03	Reetz	if only the bottle has changed, how is that an upgrade?
18:37:17	redwater	Yeah, they're totally lying
18:37:34	redwater	This just isn't an attractive ad.
18:37:42	Craig	so you're already turned off by the message .. and the design in Rebecca's case
18:37:50	J-Dub	i'm a man and i'm not a fan of this one
18:37:56	Craig	how come
18:38:05	J-Dub	too wordy
18:38:15	redwater	yeah, definitely too wordy
18:38:21	Reetz	craig,..can i take a quick bathroom break?
18:38:24	Craig	Jen, you didn't like the car ad cause it didn't have enough information ..
18:38:32	Craig	ok Rita .. we have four more ads after this
18:38:36	Reetz	ok thanks
18:38:37	redwater	it's like getting a birthday card with lots of words on it: you don't want to read all of it
18:38:57	jdTVdb	this one does have more info
18:38:59	Craig	If this were a product for women would you feel differently?

18:39:11	jdTVdb	no
18:39:38	J-Dub	the text on the bottle is repeated to the lower left
18:39:40	J-Dub	why?
18:39:55	redwater	good question
18:40:02	Craig	yup .. good point
18:40:14	Craig	why don't you like this one J
18:40:36	Craig	you said wordiness .. is that mainly why?
18:40:43	jdTVdb	this may be stereotyping, but i didnt think men cared about hair products
18:40:50	J-Dub	I don't like that it's wordy and I have to sit here and read it, plus the colors are dull, im not a fan of all the black
18:41:06	Craig	men wash their hair too :)
18:41:29	jdTVdb	yes, but its my experience with boys that shampoo is bought in bulk
18:41:35	jdTVdb	and at a cheap price
18:41:43	J-Dub	pretty much
18:41:58	jdTVdb	thats why i dont like it
18:42:02	jdTVdb	it seems like wasted effort
18:42:12	Craig	ok ..
18:42:26	Craig	so you don't like it because you don't understand why they would market this product to men in the first place
18:42:47	J-Dub	i understand why they make it, but not why they advertise it
18:43:02	Craig	because it looks too much like a product for women?
18:43:10	J-Dub	i think so
18:43:12	redwater	I'm sure they are guys out there who are really concerned about their hair products
18:43:17	jdTVdb	well... i understand that its a mens product, and that they have to advertise for it, but it seems like that assumed they could take a womens add and make it black and there ya go! mens add!
18:43:18	J-Dub	i thought it was at first glance
18:43:31	Craig	got it
18:43:39	Craig	we really need to move on.
18:43:43	redwater	Yeah, I think the black is an attempt to make it more masculine
18:43:52	Craig	hopefully Rita will make it back
18:43:57	Craig	next ad
18:43:59	Reetz	ok i am back
18:44:04	Craig	wb
18:44:06	Craig	:)
18:44:12	Craig	here comes
18:44:23	Craig	oops, sorry for the doubles
18:44:45	Reetz	i love any ad for cars but i wouldnt take the time to read all that text

18:44:57	J-Dub	well this definitely has all of the information you want
18:45:01	redwater	This is really bland. The color, the small print. Even the car is just mediocre.
18:45:12	jdTVdb	indeed it does have info
18:45:18	Craig	this is the second car ad we've seen. How does this compare to the Edge ad?
18:45:18	jdTVdb	but i would still say pass
18:45:21	J-Dub	i think i would read it if i really wanted that car, but otherwise no
18:45:37	J-Dub	this has more info, it doesnt keep you guessing
18:45:41	redwater	The first one is definitely more eye-catching.
18:45:46	J-Dub	i agree
18:46:23	jdTVdb	this looks like an attempt to get back at the roots of the company, what with the black and white newspaper layout
18:46:31	jdTVdb	but its dull
18:46:41	Craig	but you don't like it because it's an uninteresting layout
18:46:58	Craig	is this the kind of information that you said was lacking in the Edge ad?
18:47:02	Craig	or is this overkill?
18:47:02	J-Dub	i think the dull colors make the picture look better
18:47:10	redwater	Yeah, and if people are reading a magazine, they probably won't take the time to also read the long ads
18:47:36	jdTVdb	it has more info, which gives more insight into whether or not i would want to buy this car
18:47:45	jdTVdb	but i think car ads work better as commercials
18:47:51	jdTVdb	where the car can be in motion
18:47:56	Craig	got it
18:48:04	Craig	great stuff. Ok moving on
18:48:14	Craig	boom
18:48:22	J-Dub	hahaha
18:48:24	jdTVdb	love it
18:48:25	J-Dub	i like these
18:48:28	Reetz	i love it
18:48:32	redwater	Yeah, I love it too
18:48:41	Craig	wow! very different responses for this.
18:48:44	Craig	Tell me more
18:48:44	Reetz	really cute and simple, gets the point across and makes you smile
18:48:50	J-Dub	agreed
18:48:59	Reetz	i like the simplicity of the drawing...
18:49:01	redwater	Yeah, this really makes me kind of happy
18:49:11	jdTVdb	makes you feel less bad about eating them, because they're dumb
18:49:12	J-Dub	i love pop tarts too

18:49:15	Craig	what does this ad say about pop-tarts?
18:49:15	Reetz	before scrolling down to see the headline, i knew it was pop tarts
18:49:20	Craig	LOL Jen
18:49:25	redwater	I think it goes along with the image that Pop-tarts have of being fun or whatever
18:49:37	redwater	They're so innocent
18:49:45	redwater	just hiding in the toaster
18:49:50	J-Dub	people love pop tarts!
18:50:08	Craig	does this ad make you want a pop-tart?
18:50:13	redwater	yes
18:50:14	J-Dub	kinda, haha
18:50:17	Craig	why?
18:50:30	J-Dub	b/c its food
18:50:38	J-Dub	i get hungry when i see a food ad
18:50:40	Reetz	yeah because it brings me back to my childhood
18:50:42	Reetz	makes me miss them
18:50:44	redwater	Hmm, I'm a little hungry... Maybe because it reminds me of home? We used to have Pop-
18:50:48	redwater	Tarts a lot
18:50:58	Craig	hmm so food ads are good in magazines :)
18:51:02	jdTVdb	it makes me wonder if the other flavors are any smarter
18:51:03	Craig	they make you think about food
18:51:14	Craig	yeah it says "strawberry"
18:51:15	jdTVdb	if the food looks good
18:51:23	Craig	but this food looks ... stupid?
18:51:24	Reetz	yeah food ads are always good, you might not be hungry before you see them,, but u probably will after you see them
18:51:26	Craig	gullible?
18:51:26	jdTVdb	sometimes food in pictures grosses me out
18:51:30	redwater	I think the cinnamon kind would be the smartest
18:51:45	Craig	lol .. I'm cracking up here
18:51:49	J-Dub	I like smores
18:51:53	redwater	me too
18:51:56	jdTVdb	my best example of food that grosses me out is pictures of hardees
18:52:04	redwater	ewww, yeah
18:52:05	Craig	a little too graphic?
18:52:06	Reetz	well hardees is gross in general
18:52:12	jdTVdb	true statement
18:52:14	J-Dub	never had it
18:52:18	jdTVdb	lucky you
18:52:21	J-Dub	haha

18:52:27	Craig	Rita, how much time have you got
18:52:32	Reetz	i can stay
18:52:37	Craig	ok .. just two more
18:52:45	Craig	here comes the next one
18:53:25	jdTVdb	pass
18:53:26	J-Dub	it looks like a 1500 word magazine article should follow
18:53:35	Reetz	oh wow
18:53:42	Reetz	that ad makes me want to put down whatever magazine that was in
18:53:45	redwater	I don't really get it. At least not from just reading the headline
18:54:02	redwater	It looks a little out-dated too. Something about this kid.
18:54:19	Craig	so it looks more like a magazine article rather than an ad?
18:54:25	Craig	J is that what you mean?
18:54:25	J-Dub	to me yea
18:54:31	J-Dub	yea
18:54:33	redwater	Yeah, i see that
18:54:42	Reetz	yeah its way too wordy for a good looking ad
18:54:53	Craig	who would you say this ad is designed to speak to
18:54:58	jdTVdb	parents
18:55:02	J-Dub	parents
18:55:05	redwater	agreed
18:55:07	Reetz	parents
18:55:10	jdTVdb	of children stuck in the 70's?
18:55:31	J-Dub	Wouldn't you want your kids to be wealthy And work hard?
18:55:35	Craig	you don't think the kid looks like a regular modern-day kid?
18:55:35	jdTVdb	(poking fun at the model)
18:56:02	jdTVdb	eh... i find him a bit creepy
18:56:05	redwater	Kind of, I mean, he has skulls on his tie...
18:56:15	J-Dub	keen eye
18:56:19	Craig	yes very
18:56:24	Reetz	i think it looks like a regular kid, but its odd how large he is compared to the text
18:56:40	Craig	what does this ad tell you about Smith Barney?
18:56:57	jdTVdb	no fashion sense?
18:56:59	redwater	It's where wealth works, whatever that means
18:57:13	Craig	ok :) is the ad's design interesting to you?
18:57:19	Reetz	no
18:57:22	jdTVdb	not at all
18:57:26	Craig	why's that
18:57:28	J-Dub	i think it attracts the eye
18:57:38	J-Dub	but it isnt interesting

18:57:45	Reetz	i think the large picture attracts the eye but the text loses the attention of the reader
18:57:54	J-Dub	yea good call
18:58:04	jdTVdb	especially when the picture is massive and the text is small
18:58:09	Craig	because it's poorly written, or too small?
18:58:19	Reetz	too small
18:58:19	Reetz	the text is fine
18:58:26	Craig	got it
18:58:51	Craig	mmmm pop tarts
18:58:53	Craig	okay ..
18:58:55	Craig	last one
18:59:21	redwater	Hey, it's got a coupon
18:59:22	jdTVdb	emoticons don't make things cool
18:59:22	Reetz	i like this ad
18:59:26	J-Dub	it has a coupon
18:59:26	jdTVdb	lol
18:59:31	J-Dub	i like it
18:59:39	Craig	J you like the coupon?
18:59:49	Reetz	gets the point across without lots of words, i like the icons
18:59:52	J-Dub	that and the battle that is set up in the images
18:59:54	redwater	Yeah, I think somebody thought the emoticons would reach a younger audience. Not really though
19:00:24	Craig	so you don't like the emoticons?
19:00:29	Reetz	i do
19:00:37	Craig	why's that
19:00:54	Craig	if you came across this ad in your magazine would you stop?
19:01:03	jdTVdb	maybe for the coupon
19:01:06	J-Dub	probably
19:01:09	Reetz	because they arent lame cartoons, they are emotions, and that is the point, reactions that dont have peoples faces making those reactions...
19:01:18	redwater	I would probably want to know what was going on in the picture
19:01:25	Reetz	i would stop and look at it
19:01:39	Craig	layout/design: interesting?
19:01:53	redwater	it's ok
19:01:55	J-Dub	not overly interesting, but it does the job
19:01:56	Reetz	i like the differnt font used, layout is simple but it works
19:01:58	jdTVdb	its alright
19:02:21	Craig	how about the headline and copy .. too much?
19:02:28	Craig	well-written?
19:02:33	Craig	(or not)
19:02:38	J-Dub	i think so

19:02:40	Reetz	well truthfully i dont think anyone would read all the copy, the headline is cute and catchy tho
19:02:42	J-Dub	it looks good
19:03:12	redwater	It's pretty good. They could have put something about Stridex after the Do your face a favor.
19:03:21	redwater	Even though it is under the happy face.
19:03:21	Reetz	agreed
19:03:44	jdTVdb	isnt that what the small print is?
19:03:59	redwater	Probably, but most people wouldn't spend time reading it
19:04:05	jdTVdb	true
19:04:12	Craig	okay
19:04:24	Craig	so of the ads you've seen which do you think work best?
19:04:31	Reetz	pop tarts
19:04:31	redwater	Pop-tarts!
19:04:36	jdTVdb	pop-tarts
19:04:39	Craig	edge, loreal, mercedes, pop tarts, smith barney, stridex
19:04:45	J-Dub	pop tarts
19:04:54	Craig	hmm you don't sound so sure
19:04:57	Craig	j/k
19:05:00	redwater	I barely remember the early ones
19:05:12	redwater	by their names anyway
19:05:34	J-Dub	pop tarts was simple, not wordy, to the point, and funny
19:05:48	jdTVdb	agreed
19:05:56	Craig	edge had the car on the railing, loreal was the shampoo on black, mercedes was copy heavy
19:05:56	redwater	Yeah, almost all the other ones were really wordy
19:06:25	Craig	pop tarts you know, smith barney was the kid and work ethic/wealth ethic headline
19:06:40	Craig	which do you think was the Least effective of the six
19:06:49	redwater	Oh, yeah, I remember, I just wasn't thinking, oh, the shampoo was Loreal, or the second car was a Mercedes
19:06:52	Reetz	smith barney or mercedes
19:07:00	redwater	Smith Barney
19:07:19	jdTVdb	smith barney
19:07:21	J-Dub	i think the Smith Barney was least effective too
19:07:22	jdTVdb	or the shampoo
19:07:31	redwater	oh yeah, that was pretty bad too
19:07:38	Craig	oh I wanted to ask this
19:08:06	Craig	Stridex is the second personal hygiene (ergh that looks wrong any way I spell it) product ad
19:08:16	Craig	hygiene? w/e
19:08:21	redwater	hygiene
19:08:23	Craig	how does this one compare to the Loreal one
19:08:25	Craig	thank you!

19:08:45	Reetz	it reaches a better audience because it isn't focused only on men, and it is better looking
19:08:45	redwater	the Stridex is more eye-catching, and you're welcome
19:08:46	J-Dub	stridex worked better, it was more appealing
19:08:56	jdTVdb	its more effective because its not geared toward a particular gender
19:09:05	redwater	yeah, and it's kind of cute
19:09:12	Craig	got it
19:09:25	Craig	ok I think we're done :)
19:09:29	Craig	Rita thanks for staying a little over
19:09:33	Reetz	no problem
19:09:37	Craig	and I Really appreciate everyone coming on tonight
19:09:47	redwater	sure thing
19:09:49	jdTVdb	no problem
19:09:51	J-Dub	no prob
19:10:07	Craig	You will be getting an email probably over the weekend with your Amazon code
19:10:19	redwater	Will it send to and edu address?
19:10:27	Craig	and if you are interested in the topic you're welcome to check out the Web site later on
19:10:32	Craig	Um .. it should
19:10:37	redwater	cool
19:10:39	Craig	if not, I will see if I can personally send it to you
19:10:46	redwater	oh, ok
19:10:55	Reetz	ok later all!
19:10:58		Reetz left.
19:11:08	Craig	Night everyone :) thanks again.
19:11:10	J-Dub	c ya guys, thanks Craig
19:11:17	jdTVdb	bye guys
19:11:19	redwater	You're welcome! Bye!
19:11:22		J-Dub left.
19:11:27	Craig	take care!
19:11:33	Craig	(see ya tomorrow Jen)
19:11:38	jdTVdb	yep yep
19:11:43	jdTVdb	later!
19:11:45		redwater left.
19:11:46	Craig	night :)
19:11:49		jdTVdb left.
19:12:34		Craig left.

FOCUS GROUP 3: GENERATION Y

August 14, 2007

4 participants + moderator

06:51:14		Craig joined.
17:42:00		packer87 joined.
17:43:04	Craig	Hello!
17:43:05		Craig left.
17:43:38		Craig joined.
17:44:07	Craig	Love when that happens.
17:44:44	Craig	How are you?
17:44:54	packer87	LOL. I am doing well, and yourself?
17:45:27	Craig	freezing!
17:46:10	Craig	it's only 102 degrees here. I'm waiting for it to get to 115.
17:46:36	packer87	Oh ok. I was going to say, I just drove by a bank in Columbia, and it said it was 98.
17:47:05	Craig	I'm sure that's probably more accurate. Truth is I'm roasting, sitting in front of a fan, gulping down Gatorade.
17:47:25	Craig	In fact I need a refill. Be just a sec.
17:47:50	packer87	ok
17:50:22		Tim_Wasem joined.
17:50:47	Craig	Hi Tim!
17:50:52	Tim_Wasem	Hey hey
17:50:53		Tim_Wasem left.
17:51:04	Craig	Aaaan bye Tim :)
17:51:12	Craig	The chat software is touchy
17:52:11		Tim_Wasem joined.
17:52:20	Craig	welcome back
17:52:22	Tim_Wasem	sorry i keep getting disconnected
17:52:44	Craig	The chat program is very touchy. It disconnects you if you try to surf to another page while you're logged in.
17:52:56	Tim_Wasem	i referred a friend (jake merrick) who should be here
17:53:05	Craig	Cool!
17:53:05	Tim_Wasem	oh ok
17:53:06		Andrew joined.
17:53:08	Craig	Hope he can make it.
17:53:11	Craig	Hi Andrew!
17:53:27	Andrew	hi Craig
17:53:43	Craig	Glad you made it ..
17:53:49	Craig	Waiting on a few more.
17:54:49	Craig	I see a Jake trying to log in ..
17:55:12	Tim_Wasem	that's him
17:55:18	Craig	Well I hope he makes it :)

17:55:48 **Craig** **So how's everyone this evening?**
17:56:08 **Andrew left.**
17:56:14 **jake joined.**
17:56:19 **Craig** **Hey Jake!**
17:56:23 **Craig** **Welcome**
17:56:56 **Andrew joined.**
17:56:59 Tim_Wasem i'm wonderful
17:57:05 **Andrew left.**
17:57:06 jake hey
17:57:09 jake how is everyone
17:57:20 **Elvis joined.**
17:57:23 **Craig** **Doing alright.**
17:57:25 **Andrew joined.**
17:57:25 **Craig** **Hey Elvis!**
17:57:31 **Craig** **Welcome back Andrew :)**
17:57:33 Elvis Hey :)
17:57:36 **Craig** **Sorry .. the chat software is pretty touchy.**
17:57:47 **Craig** **If you try to surf to any other Web page while you're logged in, you'll be disconnected.**
17:57:59 **packer87 left.**
17:57:59 **packer87 joined.**
17:58:24 Andrew I found that out the hard way
17:59:39 **Craig** **Yeah it can be frustrating.**
17:59:55 **Craig** **You're not the only one. I have to be doubly careful because if I'm disconnected, I'll lose the chat log.**
18:00:05 **Craig** **Or rather, I'll still have it, but I will have to dig it out.**
18:00:26 **Tim_Wasem left.**
18:01:10 **Tim_Wasem joined.**
18:02:04 **Craig** **If you've successfully logged in having filled out the login questionnaire, you don't need to fill it out again if you get disconnected.**
18:02:19 packer87 Good to know.
18:02:41 Tim_Wasem how do you bypass it?
18:03:27 **Craig** **Just hit the Join Chat button.**
18:03:49 **Craig** **There's one person who's still trying to get on, let's give her another minute, then we can start.**
18:04:11 **Craig** **Does anyone here need to leave at exactly 9pm? (or 10 est)**
18:04:36 packer87 Nope.
18:04:41 **Craig** **good.**
18:05:11 **Craig** **I don't intend the session to go long, but sometimes it does and it helps me manage the time better if I know I'm going to lose people at the 9pm mark.**
18:05:17 Tim_Wasem not me

18:06:04 **Craig** anyone have any questions?

18:06:40 **Craig** anyone?

18:06:52 Tim_Wasem nope

18:06:59 packer87 I'm good.

18:07:02 jake not me

18:07:10 Andrew nope

18:07:17 **Craig** okay.

18:07:25 **Craig** Well let's get moving then.

18:07:55 **Craig** As most of you have figured out, the chat software can be a little finicky. If you leave the page to surf elsewhere on the Web, you'll probably be disconnected.

18:08:13 **Craig** The only exception to that is the Web pages that I "push" to you (with the ads).

18:08:45 **Craig** If it makes it easier for you, clicking on the little button with the four arrows will pop open a new chat window that you can resize.

18:09:25 **Craig** okay so, if I can have your full attention for this, I'd appreciate it.

18:09:43 **Craig** Elvis is not going to say much because he is a friend of mine who is here observing. :)

18:10:00 **Craig** So in general, what kinds of advertising do you like?

18:10:27 packer87 As in the message of the ad, or the medium in which it's presented?

18:11:30 **Craig** Well, just in general terms. Can be television, print, outdoor, Web ...

18:11:40 **Craig** What kind of advertising do you respond positively to?

18:12:33 Tim_Wasem I respond positively (meaning i actually acknowledge it) if it's simple, not trying to impress me with "trendy" slogans and images

18:12:53 **Craig** What would be an example, Tim?

18:13:24 **Craig** Jake, Andrew, you with us?

18:13:32 jake yes

18:13:39 packer87 I prefer TV or print ads. I absolutely hate web ads (whether they are pop-ups or banners). I can't recall one time I've clicked on a web ad. A thing I've noticed in some TV ads recently that I like

18:13:50 Andrew yeah, sorry my parents called at an inoportune time

18:14:15 jake sometimes if the web ad involves shooting a celebrity, i cant resist

18:14:31 packer87 It says my message was truncated. Do you need me to send it in smaller chunks? It ended with "back to the community."

18:14:47 Tim_Wasem or the ones where you have to throw ninja stars at monkeys

18:15:12 Craig **What I saw packer was your post ended with "A thing I've noticed in some TV ads recently that I like" then it stopped.**

18:15:16 Craig
18:15:20 packer87 ok
18:15:33 packer87 A thing I've noticed in some TV ads recently that I like are ones from Fedex and Home Depot, where it talks about real life stories where employees went the extra mile to help the customer or give bac

18:15:47 packer87 ...where it talks about real life stories where employees went the extra mile to help the customer or give back to the community.

18:16:04 Craig **why do you like those packer?**
18:16:04 Tim_Wasem I personally don't respond to those because they seem phony to me

18:16:18 Craig **jake .. can you give me a few more examples?**
18:16:24 Craig **What kinds of ads do you like? is the question**
18:16:35 Craig **Andrew, what about you?**
18:17:08 **Elvis left.**
18:17:11 packer87 I can see Tim's point that they're phony, because they probably played with the facts a little. Granted your experience at X company isn't always going to be just perfect like the ads claim.

18:17:14 Andrew i'd agree with Packer that I like ads that really tell about the company and what it can do to benefit you

18:17:31 packer87 It just makes me feel like the company cares, and I'm more willing to do business with them.

18:17:37 jake i only like ads if they are funny or educational
18:17:38 Andrew a lot of times companies make ads that until the end you probably don't even know what the ad is for, and that isn't going to make me buy that product

18:18:04 jake maybe a geico commercial, a funny beer commercial, stuff like that

18:18:09 Craig **okay.**
18:18:15 Craig **Where do you notice ads most .. ?**
18:18:23 Craig **TV, magazines, print, web ..?**
18:18:25 Andrew oh, one that does come to mind that i like is the red stripe bear ads, haha

18:18:33 Andrew beer*

18:19:02 Tim_Wasem the coors light ad with the can that turns blue and the pregnancy test...that one is funny

18:19:33 jake i actually dont have cable anymore, so i am not exposed to television commercials, but when i used to watch TV, those ads were always the most prevalent, they grip your attention more so than print ad

18:19:46 jake they grip your attention more so than print ads because they engage you more, television in general is a gripping medium

18:19:51 jake i didnt know which part you missed.

18:19:52 Andrew i'd agree that i notice more on TV

18:19:54 Tim_Wasem I would say the internet is where i see most, because they are mostly unavoidable. TV channels can be changed, magazines can be closed, but the borders of webpages are always presenting ads

18:19:54 packer87 Ads are pretty much ubiquitous...you can't escape them. I'd say I see most on TV and the web.

18:20:20 Andrew i don't see them as much on the web because I have a pop-up blocker

18:20:34 Andrew otherwise that would probably be about the same as TV

18:20:55 packer87 It also depends where you live, too. In my old stomping ground in CA, the city didn't allow billboards, so it wasn't like driving down I-70 and seeing a million ads for Adult Bookstores.

18:20:55 **Craig** okay .. great

18:21:01 **Craig** **Now what kind of ads annoy you?**

18:21:15 packer87 Pop-ups, without a doubt.

18:21:50 Andrew absolutly pop-ups, the columbia tribune website still has pop-ups come up for me with my pop-up blocker and i intentionally don't go to the website because of it

18:22:00 jake pop-ups, definitely... any kind of political ad gets me down

18:22:06 Tim_Wasem pop-ups and billboards bother me the most

18:22:07 **Craig** **gets you down?**

18:22:12 **Craig** **as in, makes you sad?**

18:23:01 jake well it's just depressing because the political arena is dominated by politicians who can afford to put ads on TV and controll the people who spend most of their lives watching TV

18:23:09 packer87 I also hate ads I see over and over, especially with annoying commercials. I watch a lot of cable news, and it seems like I see the same 10-15 commercials. If there's a commerical with an annoying so

18:23:14 jake which is mostly the whole country

18:23:37 packer87 ...15 commercials. If there's a commerical with an annoying song in the background, I hate the product and the company associated with the ad.

18:23:58 packer87 I like political ads, as strange as that may sound.

18:24:20 **Craig** **Tim I think you mentioned ads that seem phony?**

18:24:26 Andrew i dislike political ads simply because they don't tell the whole story

18:24:55 Andrew its just a 30 second soundbite to try to get your vote, and if you are voting on a 30 second commercial then you don't really know what is going on with the country

18:25:08 packer87 Most people aren't smart enough to cut through them, so they get swayed by them. But if you can, they can be quite amusing and interesting.

18:25:18 Andrew absolutly

18:25:47 Tim_Wasem yes i did, as in, they are very staged and "too good to be true". I would put most political advertisement in that category

18:25:53 **Craig** **okay**

18:26:03 **Craig** **how do ads help you make purchase decisons?**

18:26:06 **Craig** **or do they at all?**

18:26:11 packer87 I don'

18:26:19 packer87 *don't think they really do for me.

18:26:28 Andrew they very rarely do for me

18:26:52 Andrew just because i see the same geico commercial over and over again and like it doesn't mean i'm going to switch to them

18:27:22 Tim_Wasem there are certain kinds of advertisements that I let influence me, as in, products that I'm in the market for. As far as why they convince me? Originality and honesty (as much as they can prove)

18:27:26 packer87 However, if I'm reading through a magazine, and some writer is reviewing a bunch of similar products, I'd be more inclined to make a purchase decision based on that.

18:27:50 jake i dont think advertising really sells any particuliar product. i think alot of advertisers realize this. advertising sells consumerism in general

18:28:00 packer87 I'd agree with Andrew. I love the Southwest Airlines commercials at the beginning of every NFL season, but I'm not going to go fly Southwest.

18:28:05 Tim_Wasem if the add has outside opinions, such as reviews, credible opinions, etc. then i would be inclined to consider them

18:28:43 Andrew the more the ad tells about the benefit of the product and the lets cute they try to get the more likely it is to influence me to buy it

18:28:44 **Craig** **okay, but if you have the choice of flying Southwest or Champion Air, which are you going to choose?**

18:28:58 Tim_Wasem depends on the fair

18:29:07 Tim_Wasem *fare

18:29:22 **Craig** **so if Southwest is, say fifty bucks more than Champion, you'd fly Champion?**

18:29:32 Andrew i would

18:29:45 packer87 Probably Southwest, but it would depend on the fare and airports I have to use. If it's do I fly in/out of Boston or Manchester, NH (45 miles away) and I need to be close to Boston, then I'll go with

18:29:59 **Craig** okay gotcha

18:30:17 Tim_Wasem i would fly champion

18:30:21 **Craig** ok let's look at some ads

18:30:42 **Craig** I'm going to "push" an ad to you. A new browser window will appear (should appear) but you will not be logged out of the room.

18:30:51 **Craig** You can bounce back and forth to the new window as you wish.

18:31:09 **Craig** When you get the ad, have a look at it and then come back and tell me what you think. If you get disconnected, come back in and I can send you the ad privately. Ready?

18:31:12 **Craig** Ready?

18:31:24 Tim_Wasem yes

18:31:27 **Craig** Here comes the first one.

18:31:27 packer87 Yep

18:31:29 Andrew yeah

18:32:33 packer87 That's not going to make me live on the edge and buy that car.

18:32:41 Andrew me either

18:32:54 Andrew why is the car over the water? makes no sense

18:32:58 jake it took me a while to connect what they were implying with the edge and why a car appeared to be levitating above the river

18:33:06 Tim_Wasem what does it mean for a car to be "on the edge"

18:33:07 packer87 Also, who is going to send text messages to give Ford your cell phone number so they can text you endlessly trying to sell you on the car?

18:33:12 Tim_Wasem i thinks it's pointless

18:33:15 **Craig** what does the ad seem to be saying to you? What's the message?

18:33:16 Andrew agreed

18:33:47 packer87 I see the "edge" part with the car driving on the rail, but how is the couple out on a date living on the proverbial edge?

18:33:47 Tim_Wasem that ford's have a very unusual center of gravity

18:34:05 Andrew the message is to live on the edge, but i'm not going to buy a car because of its name, i'm going to buy one based on price, reliability, gas millage, ext

18:34:37 Tim_Wasem exactly

18:34:44 **Craig** **any other impressions about this ad? colors, layout, design?**

18:35:04 packer87 I'll give them credit for the idyllic backdrop.
18:35:04 jake i dont think this ad makes me re-evaluate my position on cars, which is that hopefully the one i have is adequate for as long as it lasts

18:35:19 Tim_Wasem the full skyline catches my eye
18:35:35 **Craig** **if you came across this ad in your magazine, would you stop to look at it?**

18:35:44 Andrew nope
18:35:50 Tim_Wasem probably not
18:35:57 **jake left.**
18:36:00 packer87 probably not. or look at the skyline, then see the car being sold, and turn the page

18:36:04 **jake joined.**
18:36:06 jake definitely not
18:36:21 **Craig** **okay. Let's move on. ad number two**
18:36:40 **Craig** **Wow, the ads aren't kicking anyone out of the room this time. :) cool.**

18:37:19 packer87 "Go for the upgrade.?" I guess this is suggesting that men will use just any standard shampoo off the shelf, but they need to take more care with their hair.

18:37:31 Andrew what is the upgrade if just the bottle has changed?
18:37:45 packer87 oh, i didn't see that part at the bottom
18:38:12 **Craig** **anyone like this ad?**
18:38:17 jake not me
18:38:18 Tim_Wasem i appreciate that it's simple, but it's very indifferent. I feel like this is a fake

18:38:30 Andrew better than the last one, but doesn't really make much sense to me what they are trying to get across

18:38:31 packer87 i don't care for it
18:38:58 **Craig** **what do you think of the ad's design and layout?**
18:39:21 Andrew i like the design and layout of it, it catches my eye more than the last one

18:39:25 packer87 Is it possible to be quoted yawning?
18:39:32 Tim_Wasem boring
18:40:04 jake the border seems to imply the classy european kind of style the name suggests, but the dark center kind of erases it

18:40:04 Tim_Wasem I stand by my comment that I appreciate how simple it is, but it's still boring

18:40:21 **Craig** **okay.**
18:40:32 **Craig** **so if you came to this ad in a magazine, would you stop?**
18:40:32 Tim_Wasem i concur
18:40:38 Tim_Wasem definitely not

18:40:43	jake	nope
18:41:04	Andrew	i might to see what the upgrade is, but leave it pretty quickly when I find out there isn't one
18:41:04	packer87	turn the page
18:41:28	Craig	gotcha
18:41:30	Craig	ok next up
18:42:09	Craig	thoughts?
18:42:25	packer87	that's a lot of text
18:42:42	Andrew	too much text
18:43:03	Tim_Wasem	I like this one. I like it's newspaper-ish look. And i like that it gives a lot of solid evidence of what is in this car. Plus the car itself looks sweet in that picture
18:43:07	jake	this ad seems very old fashioned because of the big paragraph which is going to make a thorough sales pitch, which is important because mercedes needs old customers with lots of money
18:43:42	Tim_Wasem	yes. anyone who is in the market for a mercedes would stop and read this ad. it's very good
18:43:53	Andrew	i do like that it gives solid reasoning for buying the car, but there is a more visually appealing way to do it
18:43:53	Craig	So Tim you like this ad a lot better than the Edge ad.
18:44:04	Craig	Anyone else have an opinion about this one versus the Edge?
18:44:04	Tim_Wasem	very much so
18:44:04	packer87	Yeah, it does look like old school newspaper. When I first glanced at it, it sort of struck me like something from the WSJ, if only the guy's picture and been a drawing instead of a photo
18:44:08	Tim_Wasem	the guy's picture is a bit creepy though
18:44:55	jake	the fact that it has someone's picture on it suggests the legacy of the mercedes brand, i suspect he's a big company heir, but i didnt really get sucked into finding out because this ad doesnt appeal
18:45:10	packer87	I think this would make a good TV ad, where a narrator could give the stats, into Mr. Austin, and run B-roll of the car while Austin talks
18:45:19	Andrew	i agree
18:45:29	Craig	packer you talk like an ad student :)
18:45:40	packer87	it's my Broadcast background, i guess
18:46:05	Craig	So in general .. which ad appeals more, this or Edge?
18:46:05	jake	::wub
18:46:29	Tim_Wasem	mercedes ::ninja
18:46:31	Craig	(that's a curious choice of emoticon, Jake)
18:46:40	packer87	lol

18:46:43 Andrew
18:46:57 packer87
18:47:05 Craig

18:47:16 Craig
18:47:22 jake

18:47:34 Tim_Wasem
18:48:00 Andrew

18:48:08 Andrew

18:48:13 Craig
18:48:46 Tim_Wasem

18:48:57 packer87

18:49:13 Craig

18:49:26 packer87
18:49:28 Andrew
18:49:32 jake
18:49:34 Craig

18:50:16 packer87

18:50:44 Andrew

18:50:58 Tim_Wasem

18:51:00 jake

18:51:10 jake
18:51:27 Craig
18:51:30 Craig

this one is a better ad, but neither appeal to me
I'd go with the MB ad, but neither bowled me over.
Andrew, just curious.. can you think of a car ad that does appeal to you?
Just so I can get a sense of where you're coming from
the ford ad looks like it was designed by some fresh young designer that is trying hard and the process doesnt seem very natural to him/her
agreed
i can't think of one off the top of my head, but thats probably because of the industry its for, i'm not going to see an ad for a car and decide to buy it because of that
its such a big purchase that advertising has no impact on me
okay
i feel like i've conditioned myself to never pay attention to most car ads because i'm a college student making 5,000 a year
I'd kind of agree with Andrew. For such a big purchase, I'm going to do my own research. Even when I'm not in the market for a new car, as I'm driving around, I think of what car I might want next.
So you're saying car ads in magazines aren't of any use to you.
Correct.
to me they aren't
a waste of paper if they're trying to get to me
Not even to impact what you might buy later on down the road?
Probably not. I'd rather see the car out on the road, or talk to an owner I might know, and ask them about it.
yeah, i'd agree, talking to someone who already owns the car and doing my own research and test driving are what impacts me, i just turn the page when i see car ads
I agree with packer, in the future I would do thorough research on my own. I value word of mouth over print ads or commercials
the later on down the road suggests that these ads are more catered to people that are following lives dicated by cultural expectations, people starting families that are going to need new reliable ca
who the advertisers are targeting i'm sure
ok gotcha.
great stuff you guys. :)

18:51:31	Craig	next ad
18:51:47	Tim_Wasem	golden
18:51:56	jake	very nice
18:52:23	packer87	Funny, but I'm not rushing out to buy Pop Tarts. Then again, it doesn't help that I don't really like Pop Tarts, but a clever and funny ad
18:52:47	jake	its very innocent looking, short and brief, funny... it doesnt feel like someones trying to suck your soul out of your body on this one
18:52:52	Tim_Wasem	i like that it looks as if a six year old drew it. I'm sure that is what they were going for, considering pop tarts are geared towards children
18:52:53	Andrew	funny, but its not making me go buy poptarts
18:52:54	Craig	lol
18:53:17	Tim_Wasem	I agree with jake, unlike the ford ad, i feel whole
18:53:28	Craig	what's this ad saying about pop tarts?
18:53:50	jake	they are toasty, and tasty
18:53:55	packer87	Quite honestly, I don't think it say anything
18:53:55	Tim_Wasem	they're easy and popular
18:54:07	Andrew	i agree with packer, it doesn't say anything to me
18:54:36	Craig	does this ad make you want a poptart?
18:54:55	packer87	I actually have a few in the cupboard, but I'm not running to go grab one.
18:55:08	Tim_Wasem	actually yes, i'm surprised. i kind of forgot about them
18:55:13	Craig	Lol
18:55:20	jake	well it is interesting that this is specifically a strawberry pop-tart ad... and they are my favorite ones
18:55:29	Tim_Wasem	i like the smores
18:55:31	Andrew	its not going ot make me want to run out and grab them, but they are tasty
18:55:48	Craig	Well, it just says "strawberry" but it could just as easily been about chocolate, or smores, or any other flavor [have] been
18:55:55	Craig	
18:56:04	packer87	exactly....why not Cinnamon and Brown Sugar?
18:56:12	Tim_Wasem	oooo....classic
18:56:23	Craig	everybody good and hungry now? lol
18:56:52	Craig	ok now stop and think about it .. what affect did this ad have on you?
18:57:16	Tim_Wasem	i think the child-like them brought me back a few years
18:57:20	Tim_Wasem	*theme
18:57:47	jake	it doesnt make me hungry or anything, it does kind of remind me of the fact that i ate one before school for years, which reaffirms the brand in my mind or something
18:58:19	packer87	I liked the simple design with relatively little color

18:58:24 packer87 *liked
18:58:25 Andrew it does make me a little hungry, though I think talking about it did that more so than just the ad because i would have seen it and just turned the page, not thought about it so much

18:58:44 **Craig** **ah but because I'm forcing you to stare at it, you get hungrier :)**

18:58:51 **Craig** **ok moving on .. everybody ok on time?**
18:58:52 Andrew exactly
18:58:57 packer87 yeah
18:59:01 Andrew yep
18:59:03 Tim_Wasem yeah
18:59:11 **Craig** **good .. we're almost done.**
19:00:05 **Craig** **thoughts? impressions? anecdotes? campfire stories?**
19:00:45 Tim_Wasem is that kid supposed to look boyish and girlish?
19:01:05 packer87 It appears the kid is more on the inheritance track, with an unbuttoned shirt and untied tie. But I'm not sure how they can help with transitioning money to the kid, but making them work for it.

19:01:42 Tim_Wasem The reading was painful to get through, but then again, i don't have kids

19:01:55 **Craig** **first impression .. does the ad grab you?**
19:02:14 Andrew it doesn't grab me personally because it is geared towards parents

19:02:17 jake the thing that registers with me is the idea that the kid in the ad has a great deal of personality, he seems what i might guess is like a smart capable kid

19:02:19 packer87 the pictures don't. the Smithbarney at the top made me stop to read it

19:02:28 Andrew but for a parent that it has an impact on i think it would make them read on

19:02:32 jake this means that the company is advertising to that kind of child's parents

19:02:38 Tim_Wasem not at all
19:02:52 **Craig** **what does this ad tell you about smith barney?**
19:03:18 packer87 they're ready to help you with financial planning through all stages of life

19:03:53 **Craig** **how do you like (or dislike) the layout and syle of the ad?**
19:04:09 Tim_Wasem the paragraph is hard to read
19:04:17 packer87 The light gray text against the white made it a little hard to read

19:04:30 Andrew yeah the text is somewhat small and poor color choice for it
19:04:39 Tim_Wasem it doesn't really stick out initially. i felt like i had to hunt for it

19:05:04	jake	i think the layout contradicts the purpose of the ad... when i saw the layout, i thought it was going to educate me on some science thing, with all the gears and neutral greens
19:05:18	Craig	ahh interesting comment
19:05:45	Tim_Wasem	i didn't realize that. those gears are pretty superfluous especially with the big question, reminds me of "did you know?"
19:05:56	jake	
19:06:18	Craig	so if you came across this in your magazine, would you stop to look at it?
19:06:22	Tim_Wasem	nope
19:06:26	Andrew	no
19:06:34	Craig	and why not
19:06:39	packer87	probably, just to read what it's about
19:07:03	packer87	because I have money I am personal investor
19:07:14	jake	i might read the question and realize it has no relevance to me since i am not a parent or concerned with my non-existent child's finances and work ethic... or whatever.
19:07:44	Andrew	exactly, i don't have a child to finance
19:08:17	Craig	Tim?
19:08:22	Craig	You said "nope" first ..
19:08:27	packer87	I don't have a kid either. I'd stop to read about it because it's dealing with investment services, but I'd pass over it when I realized it didn't apply to me
19:08:37	Tim_Wasem	nor do i have a child
19:08:52	Andrew	i agree...if it were about financial investment that impacted me i would definitely read it
19:09:06	Tim_Wasem	i would agree with jake. after reading the question and realizing it has no relevance in my life i would move on
19:09:15	Craig	okay.
19:09:21	Craig	so we'll move on. Last one
19:10:18	Tim_Wasem	will that coupon work? just kidding. This is what i meant by "trendy" using the instant messenger lingo
19:10:33	packer87	No real impact on me, because I have stuff from my dermatologist, who recommended I not use OTC products.
19:10:35	jake	it reminds me that i tried using those products in middle school and what a waste of time it was.
19:10:49	Tim_Wasem	very true
19:11:07	Craig	so Tim you give this a thumbs down?
19:11:08	Andrew	that ad is clearly targeted to our demographic, but i agree with packer and jake that i'd ask my dermatologist rather than an ad with smily faces on it
19:11:11	Tim_Wasem	yes
19:11:30	Craig	because you feel the language used is inauthentic?
19:12:08	packer87	kind of

19:12:23 Tim_Wasem yeah, it annoys me. I feel like they are trying to dumb it down to someones level. I wouldn't trust it. I'll stick with the dermatologist

19:12:28 packer87 I mean, what teens are going to be IM-ing one another about the effectiveness of acne pads?

19:12:50 **Craig** **does anyone here Not understand the emoticons?**

19:13:15 **Craig** **ok I'll assume that means we all do :)**

19:13:21 Tim_Wasem the one on the left doesn't seem appropriate

19:13:25 **Craig** **layout and design style?**

19:13:27 Tim_Wasem but i understand it

19:13:27 **Craig** **why not Tim**

19:13:45 Tim_Wasem Shouldn't it be a sad face or whatever? not surprised?

19:14:03 Andrew :-o is angry i think

19:14:14 jake :-o

19:14:17 jake doesnt look angry to me

19:14:17 Tim_Wasem ok well i didn't know that, haha, thank you

19:14:28 Tim_Wasem easy fellas...simmer down

19:14:33 jake i think it looks more angry on the ad and they used font to reinforce that

19:14:53 **Craig** **I always thought >:(was angry ..**

19:15:04 **Craig** **oops .. except without the graphic smiley**

19:15:29 Andrew yeah on AIM that is angry

19:15:29 Tim_Wasem i would call that dissappointed as in "I'm not angry...i'm just dissappointed" remember that?

19:15:37 Andrew so it seems they got the lingo a bit mixed up

19:15:52 **Craig** **heh :) you guys are a tough crowd**

19:16:09 **Craig** **Gen Y = tough nut to crack when it comes to delivering ad messages**

19:16:26 **Craig** **would this ad stop you if you saw it while paging through?**

19:16:37 packer87 nope

19:16:40 Tim_Wasem nah

19:16:52 Andrew it might catch a second glance from me, but not much more

19:17:07 **Craig** **How does this ad measure up to the L'oreal one? Both are personal hygeine product ads.**

19:17:08 jake no, when i read a magazine, the ammount of time i spend looking at an ad is exactly the ammount of time it takes me to realize it's an ad

19:17:27 Tim_Wasem possibly a second glance out of curiosity

19:17:42 Tim_Wasem but it would get the flip right after i realized what it was about

19:18:06 **Craig** **ok so .. this ad vs. the L'oreal ad we saw earlier ...**

19:18:09 **Craig** **better? not as good?**

19:18:16 **Craig** **just as bad?**
19:18:38 packer87 the layout of the stridex pads is more interesting, but nei-
ther really pique my interst
19:18:49 Tim_Wasem I'd say worse. The L'oreal seemed that it had a little more
dignity
19:19:24 jake well the other one being all dark and serious, this one has
smiley faces and bright colors... i recognize that one in-
volves a serious approach to hygiene, the other maybe raw
adolescence and if you il
19:19:30 jake e raw adolescence and if you illustrated it, it might look
more like the stridex ad.
19:19:31 Andrew eh, neither is that great
19:19:46 **Craig** **okay**
19:20:03 **Craig** **so .. of the six ads you've seen .. give me your two favor-
ite, and the two you disliked most.**
19:20:22 **Craig** **the ads are Edge, L'oreal, Mercedes Benz, Poptarts,
Smith-barney and Stridex**
19:20:38 Tim_Wasem pop tarts and mercedes are my favorites. Ford and the bank
one are my least
19:21:09 jake pop-tarts an mercedes are best, ford and stridex are my
least favorite
19:21:28 packer87 Smith Barney and MB are my favs. L'oreal and Stridex were
my "losers"
19:21:32 Tim_Wasem i would actually swap stidex in the bank's place
19:21:37 Tim_Wasem *stridex
19:21:55 Andrew favorite were poptart and bank, least favorite were edge
and MB
19:22:19 **Craig** **okay**
19:22:27 **Craig** **very good! I think we're done here.**
19:22:50 **Craig** **I have one followup question that you will get in an
email. Look for that in a few days. If you could get a brief
answer back to me that would be great.**
19:23:02 packer87 Alright.
19:23:08 Tim_Wasem okay
19:23:10 **Craig** **And I will get your Amazon.com gift certificates to you in
1-2 weeks.**
19:23:12 Andrew ok
19:23:19 **Craig** **Thanks all Very much for your help tonight!**
19:23:26 packer87 No problem.
19:23:27 jake np
19:23:31 Tim_Wasem no prob
19:23:34 Andrew np
19:23:35 **Craig** **Take care and I'll be in touch :)**
19:23:44 **jake left.**

19:23:49		Tim_Wasem left.
19:23:49	packer87	Aloha!
19:23:52		packer87 left.
19:23:55		Andrew left.
19:24:01		Craig left.

APPENDIX III: SURVEY QUESTIONS AND RESULTS MATRIX

- A My friends, family and/or associates talk to me about ads they've seen, mainly just to pass on special offers or promotional information.
- B My friends, family and/or associates talk to me about ads they've seen, because they thought they were funny, entertaining, interesting, or even really bad.
- C I talk to my friends, family and/or associates about ads I've seen, mainly just to pass on special offers or promotional information.
- D I talk to my friends, family and/or associates about ads I've seen, because I thought they were funny, entertaining, interesting, or even really bad.
- E The only time I really talk about ads is around the time of the Super Bowl.
- F My friends, family and/or associates sometimes email me links to Web sites displaying commercials they want me to see.
- G I email friends, family and/or associates links to Web sites displaying commercials I want them to see.
- H If someone I know tells me about an ad that they like, I usually like it too.
- I If someone I know tells me about an ad that they like, I usually don't like it.
- J If someone I know tells me about an ad that they like, I usually don't care.
- K If someone I know tells me about an ad that they DON'T like, I usually don't like it either.
- L If someone I know tells me about an ad that they DON'T like, I usually like it.
- M If someone I know tells me about an ad that they DON'T like, I usually don't care.
- N If I know of an ad that offers a good deal on something, I will sometimes share that information with others.
- O I sometimes learn about good deals from others.
- P I almost never talk to friends, family and/or associates about advertising.

EMAIL SURVEY RESPONSES

Name (Chatroom handle)	Generation	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Big_Foot_Bob	Boomer	a	b		d	e	f								n		
Mouse	Boomer		b		d		f		h					m			
McIntosh	Boomer		b		d		f	g	h						n	o	
trainer	Boomer	a	b	c	d				h			k			n	o	
Knance	Boomer		b		d				h			k			n		
cat	Boomer		b		d										n	o	p
GW	Boomer	a	b	c	d		f	g	h						n	o	
Katie	Boomer	a	b	c	d				h			k			n	o	
52andHappy	Boomer	a	b		d												p
TaiChi	Boomer		b		d				h			k			n	o	p
Ellen	Boomer		b		d						j						p
BarberRick	Boomer		b		d				h						n	o	

TOTALS (12 total)		5	12	3	12	1	4	2	8	0	1	4	0	1	9	7	4
PERCENT AGREEING		42	100	25	100	8	33	17	67	0	8	33	0	8	75	58	33

katkelly	X	a	b	c	d		f	g							n	o	
KC	X		b		d	e											p
Erin	X		b		d		f		h					m	n	o	
TeresaS	X		b								j			m	n	o	p
Jenbug	X		b		d		f								n	o	
annieD	X	a	b	c	d		f		h			k			n	o	
Sara	X	a	b	c	d				h						n	o	
AlexG	X		b		d				h			k			n	o	
Kristi	X		b		d		f	g		l		k					
Barbara	X	a	b		d		f		h					m		o	
biogrrrl	X		b		d	e											p
Emimly	X		b		d						j			m	n	o	
Holly	X		b	c			f		h			k			n	o	
JenX	X		b		d				h			k			n	o	

TOTALS (14 total)		4	14	4	12	2	7	2	7	1	2	5	0	4	10	11	3
PERCENT AGREEING		29	100	29	86	14	50	14	50	7	14	36	0	29	71	76	21

Cpw2n5	Y		b		d							k			n	o	
J-Dub	Y		b		d		f		h			k			n	o	
rlk2m2	Y	a	b	c	d		f		h			k			n	o	
Reetz	Y	a	b		d			g	h						n	o	
kay	Y		b	c	d			g	h						n		
carmeldrop	Y					e	f								n	o	
jdtvdb	Y		b		d											o	
packer87	Y		b		d			g				k			n	o	
Andrew	Y	a	b	c	d										n	o	
jake	Y		b		d				h			k			n	o	
Halli Levy	Y	a	b	c	d		f		h						n	o	

TOTALS (11 total)		4	10	4	10	1	4	3	6	0	0	5	0	0	10	10	0
PERCENT AGREEING		36	91	36	91	9	36	27	56	0	0	45	0	0	91	91	0

APPENDIX IV: FOCUS GROUP LOGIN QUESTIONNAIRES

Note: Some of these handles do not appear in the chat transcripts. This is because the individual attempted to log in to a chat session, but for either a technical or personal reason, did not complete the login process. Full names and email addresses, although collected in the login script, have been removed for purposes of confidentiality.

The questionnaire was posed to the participant as a step in the chatroom login process. The questions given were as follows:

Your name / gender:

Your email address:

Born in:

Which generation do you feel the most closely associated with?

Selectable answers:

Gen Y/Millennials (which returned a value of y)

Gen X/'Baby Busters' (x)

Baby Boomers (boomer)

None of these (none)

I don't really know (dunno)

Magazines (print) you read regularly include?

Which of these statements is closest to being accurate for you?

Selectable answers:

I really like most of the advertising I see. (likealot)

I kinda like most of the advertising I see. (like)

I am indifferent to most of the advertising I see. (indifferent)

I kinda dislike most of the advertising I see. (dislike)

I really dislike most of the advertising I see. (dislikealot)

I don't see much advertising. (blind)

Boomers

Handle: Shadow

Gender: female

Gen: 51 - boomer

Identifies as: dunno

Magazines: Rollong Stone, Quilt Art, cloth paper scissors, American Quilter, Smithsonian, National Geographic, Beads & Buttons, Expression

Likes or Dislikes: indifferent

Handle: Ellen

Name: Susan Hazelwood

Gender: female

Gen: 48 - boomer

Identifies as: boomer

Magazines: Birding, The Bluebird, Conservationist, The Smithsonian

Likes or Dislikes: indifferent

Handle: Elvis

Gender: male

Gen: 65 - boomer

Identifies as: boomer

Magazines: Espn, Sports Illustrated

Likes or Dislikes: indifferent

Handle: 52andHappy

Gender: female

Gen: 54 - boomer

Identifies as: boomer

Magazines: Missouri Life; Missouri conservationist

Likes or Dislikes: indifferent

Handle: BarberRick

Gender: male

Gen: 63 - boomer

Identifies as: dunno

Magazines:

Likes or Dislikes: indifferent

Handle: trainer

Gender: male

Gen: 61 - boomer

Identifies as: boomer

Magazines: Reader's Digest

Likes or Dislikes: dislike

Handle: cat

Gender: female

Gen: 51 - boomer

Identifies as: dunno
Magazines: National Geographic, Time, NY Times Sunday magazine
Likes or Dislikes: indifferent

Handle: Katie
Gender: female
Gen: 56 - boomer
Identifies as: boomer
Magazines: Cooking Light; Health; Columbia Home & Lifestyle; Jefferson City Home & Lifestyle; Mizzou
Likes or Dislikes: dislike

Handle: wtrnp3
Gender: male
Gen: 57 - boomer
Identifies as: boomer
Magazines: Time; Newsweek; Atlantic Monthly; New Yorker; Harpers; Rolling Stone
Likes or Dislikes: indifferent

Handle: TaiChi
Gender: female
Gen: 63 - boomer
Identifies as: boomer
Magazines: Journal of Accountancy, O (Oprah Mag), People, Money
Likes or Dislikes: like

Handle: Big Foot Bob
Gender: male
Gen: 56 - boomer
Identifies as: dunno
Magazines: Astronomy, Sky & Telescope, Roadbike, Easyrider, Backpacker, Southwest Art, Art of the West, Writer, Poet & Writer, Ellery Queen, The Strand Magazine, True West, Home Power, Backwoods Country Home, Backwoodsman, Adventure Travel, and numerous others.
Likes or Dislikes: indifferent

Handle: Mouse
Gender: female
Gen: 55 - boomer
Identifies as: boomer
Magazines: us news & world report
Likes or Dislikes: dislike

Handle: McIntosh

Gender: female
Gen: 60 - boomer
Identifies as: boomer
Magazines: Newsweek, Time, Cosmopolitan, Oprah
Likes or Dislikes: like

Handle: Knance
Gender: female
Gen: 55 - boomer
Identifies as: boomer
Magazines: Real Simple, Yoga Journal, Consumer Reports, Oprah, National Geographic
Likes or Dislikes: like

Handle: ambleebear
Gender: female
Gen: 52 - boomer
Identifies as: boomer
Magazines: MacWorld; Horticulture; This Old House; Beadwork; Piecework
Likes or Dislikes: indifferent

Handle: oerlyd
Gender: female
Gen: 54 - boomer
Identifies as: boomer
Magazines: Missouri conservationist, Missouri Life
Likes or Dislikes: indifferent

Generation X

Handle: rlk2m2
Gender: female
Gen: 85 - gen x
Identifies as: y
Magazines: USA Today, US Weekly, Sports Illustrated
Likes or Dislikes: indifferent

Handle: katkelly
Gender: female
Gen: 71 - gen x
Identifies as: x
Magazines: OK
Likes or Dislikes: like

Handle: KC
Gender: female
Gen: 68 - gen x
Identifies as: dunnoerober
Magazines: Entrepreneur Magazine, Missouri Life, Notre Dame Magazine, St. Louis Business Journal, National Catholic Register, Mizzou
Likes or Dislikes: indifferent

Handle: Erin
Gender: female
Gen: 82 - gen x
Identifies as: x
Magazines: People, Women's World
Likes or Dislikes: like

Handle: TeresaS
Gender: female
Gen: 66 - gen x
Identifies as: x
Magazines: Chicago Magazine, Newsweek, Time
Likes or Dislikes: dislike

Handle: Jenbug
Gender: female
Gen: 77 - gen x
Identifies as: x
Magazines: Wired, Relevant, Newsweek, Runners World
Likes or Dislikes: like

Handle: annieD
Gender: female
Gen: 79 - gen x
Identifies as: dunno
Magazines: Esquire, Men's Health
Likes or Dislikes: like

Handle: Britt
Gender: female
Gen: 85 - gen x
Identifies as: y
Magazines: Lucky; Glamour; Real Simple; Cosmopolitan; Self; Western Horseman
Likes or Dislikes: dislike

Handle: Sara
Gender: female
Gen: 71 - gen x
Identifies as: x
Magazines: National Geographic, Mother Jones, Time, Newsweek
Likes or Dislikes: dislike

Handle: Kristi
Gender: female
Gen: 77 - gen x
Identifies as: x
Magazines:
Likes or Dislikes: dislike

Handle: AlexG
Gender: female
Gen: 79 - gen x
Identifies as: dunno
Magazines: Time, Cosmopolitan, Maxim, New Yorker
Likes or Dislikes: dislike

Handle: bonnie
Gender: female
Gen: 69 - gen x
Identifies as: x
Magazines: Newsweek, Vogue
Likes or Dislikes: likealot

Handle: JenX
Gender: female
Gen: 81 - gen x
Identifies as: x
Magazines: InStyle, Lucky, Cosmopolitan, People, Us Weekly
Likes or Dislikes: like

Handle: kay
Gender: female
Gen: 74 - gen x
Identifies as: dunno
Magazines: Oracle Magazine
Likes or Dislikes: indifferent

Handle: biogrrrl
Gender: female

Gen: 67 - gen x
Identifies as: x
Magazines: New Yorker, Natural History, Science News
Likes or Dislikes: dislike

Handle: Emily
Gender: female
Gen: 79 - gen x
Identifies as: x
Magazines: Newsweek, Real Simple, Jane
Likes or Dislikes: indifferent

Handle: Red
Gender: male
Gen: 84 - gen x
Identifies as: x
Magazines: I can't think of any magazines I read. I get news online and from the NYTimes.
Likes or Dislikes: dislike

Handle: Holly
Gender: female
Gen: 72 - gen x
Identifies as: x
Magazines: People, Newsweek, Women's Day, Better Homes & Gardens
Likes or Dislikes: likealot

Handle: leslie
Gender: female
Gen: 85 - gen x
Identifies as: x
Magazines: Time, Rolling Stone, Layers
Likes or Dislikes: like

Generation Y

Handle: GW
Gender: male
Gen: 89 - gen y
Identifies as: y
Magazines: Science Magazine
Likes or Dislikes: indifferent

Handle: marsha424
Gender: female
Gen: 88 - gen y
Identifies as: dunno
Magazines: I don't regularly read any magazine but I do read elle, seventeen, cosmo girl
Likes or Dislikes: like

Handle: GreenWhite
Gender: male
Gen: 86 - gen y
Identifies as: y
Magazines: Men's Health, Alternative Press, Best Life, ESPN the Magazine
Likes or Dislikes: like

Handle: Tim Wasem
Gender: male
Gen: 87 - gen y
Identifies as: y
Magazines: Paste Magazine, Rolling Stone, Poets and Writers
Likes or Dislikes: dislike

Handle: packer87
Gender: male
Gen: 87 - gen y
Identifies as: y
Magazines: Esquire, GQ, Time, Newsweek, U.S. News & World Report, Caribbean Travel & Life
Likes or Dislikes: indifferent

Handle: jake
Gender: male
Gen: 88 - gen y
Identifies as: y
Magazines: rolling stone
Likes or Dislikes: dislike

Handle: Andrew
Gender: male
Gen: 86 - gen y
Identifies as: y
Magazines: None
Likes or Dislikes: dislike

Handle: Cpw2n5

Gender: male
Gen: 86 - gen y
Identifies as: y
Magazines: computer gaming, games for windows
Likes or Dislikes: like

Handle: carmeldrop
Gender: female
Gen: 86 - gen y
Identifies as: dunno
Magazines: Vibe Magazine. People Magazine. Ebony Magazine, Jet Magazine, Essence Magazine
Likes or Dislikes: like

Handle: Halli Levy
Gender: female
Gen: 87 - gen y
Identifies as: y
Magazines: Cosmo, Newsweek, US Weekly, Entertainment Weekly, People
Likes or Dislikes: like

Handle: baileyD
Gender: female
Gen: 87 - gen y
Identifies as: dunno
Magazines: Glamour, Jane
Likes or Dislikes: like

Handle: J-Dub
Gender: male
Gen: 87 - gen y
Identifies as: y
Magazines: Sports Illustrated
Likes or Dislikes: indifferent

Handle: redwater
Gender: female
Gen: 88 - gen y
Identifies as: dunno
Magazines: Rolling Stone
Likes or Dislikes: dislikealot

Handle: Reetz
Gender: female

Gen: 86 - gen y
Identifies as: y
Magazines:
Likes or Dislikes: indifferent

Handle: jdtvdb
Gender: female
Gen: 89 - gen y
Identifies as: y
Magazines: Cosmopolitan
Likes or Dislikes: indifferent

Handle: Cullen Jekel
Gender: male
Gen: 87 - gen y
Identifies as: y
Magazines: ESPN the Magazine
Likes or Dislikes: indifferent

Handle: Barbara
Gender: female
Gen: 89 - gen y
Identifies as: x
Magazines: US News and World Report; Esquire; Blender
Likes or Dislikes: dislike

Handle: Traut
Gender: female
Gen: 86 - gen y
Identifies as: y
Magazines: Elle, Lucky, In Style
Likes or Dislikes: indifferent

FRIDAY, APRIL 13, 2007

Gen Y Focus Groups

The first two focus groups are behind me.

The Good: the chat software seemed to work very well. The people who participated didn't seem to have any problem with the Java (login emails successfully translated to appearance in the chat room) even though some preliminary testing with a couple friends of mine hinted that that might be an issue. Participants were talkative and gave GREAT feedback on the ads. I will post the ads I chose here once all the focus groups are over with. Transcript logs were successfully saved (whew!) and it seems the automated logging feature is reliable.

The Bad: Not the levels of participation I wanted. Tuesday night I had only five people .. Thursday night only four. The smaller groups made it easier on me to moderate the session .. I was able to pay closer attention to the individuals, and delve a little deeper into their comments which was good, but I was hoping for a lot more participation out of the Gen Ys (in terms of n). What I'm going to have to do then is email everyone who didn't show up and ask them to participate in a third focus group session after the semester ends, probably in mid-May. Hopefully that will even out the numbers. I don't want the Gen Y n to be so small as to be totally incomparable to the n of Gen Xers and Boomers, which I expect will be much larger, especially Gen X.

Last week, at an Ad Club lunch, I was seated with a woman from Horizon Research Services, a research company here in Columbia. I told her about my study and she expressed interest in observing or participating in the focus groups. This morning I got an email from her and I responded. I don't honestly know if she's an Xer or a Boomer--I try not to presume by appearances--but I told her she could participate in the Boomer sessions if she was a Boomer, since I'm still just a touch shallow in signups for that group. Gen Xers are way full. So it will be interesting to have a professional researcher participating, or even observing, my focus group. She said she was interested in this because her organization does not use this kind of methodology (focus grouping in a chat room).

The success of this week's sessions gives me reason to wonder whether a larger group--8-12, I'm expecting, in each Gen X session--will be harder to moderate, and whether I'll get as substantive responses from them if I can keep up with the room enough to tease out and probe the more interesting comments.

Another factor is time. Both times, I had participants tell me they had to leave at 9pm sharp. So I had to parcel out the hour and keep track of time so I could fit in all six ads. This was a little frustrating, because often that limited discussion of each ad to only five minutes. Not enough time to get a lot of ideas in on a given ad .. but the comments I did get were good, and I'm starting to see continuity of responses on certain things. So overall I think the sessions were successful, but I'm going to have to probably put together one more for the Gen Ys if I can. I ran into Michael Porter on campus yesterday and got to talk to him for a few minutes, and he agreed with my thinking on that.

More to come .. next up, Generation X!

SUNDAY, MARCH 25, 2007

Chat room

I'm really excited about this. I have a working chat room on the Web site!

ParaChat was a lot easier to install than I originally thought, and it will be perfect for what I need. I installed and customized the software tonight, tested it on a couple machines and did a little mini test of it, and it seems to work very smoothly. I had been a little stressed about this little technical detail--setting up a functioning chat room on a Web site--because it's something I've never done before. But ParaChat seems to work brilliantly for the purpose and the best news is, it didn't cost me hundreds of dollars like I was expecting.

When I get back from Chicago I will do a pilot focus group with a small number of people. I don't expect any problems .. after that, the focus groups will be underway and I will be able to adjust the "Current Phase" graphic on the Web site home page. Very much looking forward to that.

Recruiting

The process of recruiting has been .. challenging. I started early enough, I hope, and I'm in the final stretch now I think. I actually have plenty of Gen Xers--I wasn't particularly worried about finding enough of my own generation. Nor was I worried about finding Gen Ys .. but that's proven to be tougher than I thought. Hopefully though there are a few teachers, like Cyndy Frisby and my friend Kirsty at Stephens, who can round up another 18-20 or so and send them my way. Ten bucks is ten bucks, right?

I was also worried about finding enough Boomers, but I checked my signup lists tonight and it turns out I might have just enough to squeeze by. April first I need to send out the last of the confirmation emails to the Boomers and Xers. Hopefully the week after Spring Break I will get enough Ys in that those first two sessions will be ready to go.

The art directors though have proven a lot tougher to recruit than I originally thought. I thought I had created a project that would appeal to them, and get them interested and thus motivated to participate. But going in the front door at most of these agencies .. well let's just say that approach has met with limited success. (Not no success. I have had some great conversations with a few people who have been very helpful so far.) That being the case, I decided to switch tactics and see how much progress I could make via back-door channels, i.e. the "Mizzou Mafia". I'm getting a little more traction here I think, but so far I still don't have any confirmed ADs who have agreed to help me.

This process has also led me to reconsider part of my research design. Originally the design called for the ADs themselves to submit ads to be focus-grouped. That was a good idea at the time, and I thought it would help me recruit ADs and get them involved. But what I would really rather do is select the ads myself. That will make it less of a burden on the AD--all they have to agree to is giving me an hour or 1 1/2 hours of

their time, and that's it. It will also limit the number of ads and allow me to interview more ADs .. meaning, if I get 7 ADs to agree to interviews and they all gave me 3 ads? That'd be 21 ads to focus group! Too many, way too many. We'd get no useful information that way. So by selecting the ads myself, I can keep the numbers down, find ads that ARE specifically targeted to those age groups (as opposed to chancing their relevance with ads created by someone unknown), and get a much more meaningful conversation out of them. I ran this by Glen and Michael and they both agreed that was the better way to go.

After the focus groups are completed, I will post the ads I chose here (and of course send them to the IRB).

This week I'll be in Chicago for a conference. I've offered to meet with anyone up there who might want to meet, but chances of that are probably remote. If I do get the chance to meet with anyone about the interviews, I'll report.

WEDNESDAY, FEBRUARY 28, 2007

Web site is up!

My thesis Web site is finally live.

<http://www.craigweiland.com/thesis/>

Finally I have a home on the Web. I've been working on getting this site up for a long time, and now that I'm in the thick of recruitment, I needed a place to point people so they could read up on the project and sign up to participate. I even figured out how to make a scrolling field of text so I could put a lot of text on a page without having the page balloon to a huge size. I had to pay for the code, but it wasn't a big deal. The code works great and tests ok on almost all browsers (except IE for Mac, but is anybody still using that anymore?).

Pretty excited. I'm now getting back in touch with people who have expressed interest in taking part and inviting them to the Web site so they can sign up. I'm also reaching out to the teachers who have agreed to let me recruit from their classes.

Things are picking up. My next step--hopefully before the week is out--is to start making calls to Chicago creatives.

Amazing what a little IRB approval will do to a project's momentum!

MONDAY, FEBRUARY 05, 2007

IRB Approval

Would have been nice to get IRB's approval on this as quickly as I thought, but here it is February and I'm still not done with this part. I must take some measure of responsibility for this--the lion's share, to be sure--as I haven't been as on top of it as I could have been over the holidays and in the run-up to the winter semester. (The fall 06 semester was a lot of work, and I was enjoying the holiday hiatus while it lasted.) But

I've been trying to be more responsive to the IRB in its requests for additional forms and information, and I still have a ways to go yet apparently.

First they wanted me to take the little online training course in research involving human subjects. That was fine, not a problem. Then they wanted recruitment scripts and consent forms for both focus group participants and interviewees. Sure, I can do that, and did, and sent them to them. Now they are asking for permission letters from professors teaching online classes allowing me to recruit from them, and what "inducement" I plan on using to show appreciation to those who participated.

So now I'm in the process of trying to track down who can help me with recruiting for the focus groups, and coming up with what I want to give as appreciation gifts to those who participate. This is probably going to be determined by how much money I have to spend .. and I expect it will take some real money to do it. Even if I give each participant a \$10 McDonalds gift book .. that's $\$10 \times 60 = \600 , plus something nicer for the interviewees (since I'm asking more of them) .. probably $\$20-30 \times 6 = \$120-180$. That's going to sting, but not doing it would be worse.

I still need to get the chat software and set up the Web site, but I'm holding off on doing that until the IRB gives me its thumbs-up. Then I have even more to buy .. oh well, my financial aid overflow would be a good use for this. I know I didn't expect this endeavor to be cheap.

UPDATE: On February 20th, I was notified that IRB had approved the project. I'm off and running, and it's going to be a challenging semester, but I'm going to motor through it as best I can.

MONDAY, NOVEMBER 13, 2006

Prospectus meeting

Well the meeting on the 2nd was a .. qualified success. My committee enjoyed two hours of spirited conversation about it, which I learned later is a GOOD thing .. then all four of them happily signed off on it, with some cleanup editing left to me and Glen to work out. Considering it's only mid-November and I have several weeks to polish the proposal, I guess I feel pretty good about the meeting. I walked out of it thoroughly confused, but I think I know what they're wanting me to do with it, I just need to do it.

Basically the primary focus of the proposal needs to be changed to the art directors, rather than the focus being on the attitudes of the generations themselves. The generation's attitudes are still crucial of course, to the focus group phase and to help describe and explain the results to the ADs. But ultimately the focus groups are too informal to be worth anything apart from conversation-starters to the AD interviews, so that's how they need to be treated.

So I will work on revising the proposal, and when it's been approved by Glen in its entirety it will be posted here.

THURSDAY, OCTOBER 26, 2006

Been a while

Yes, it's been several months since my last post. This has been a madcap semester, three classes instead of my usual two on top of my regular job and my contract work for clients. But this semester is going very well so far, and I am pretty excited about my thesis proposal committee meeting which is coming up a week from today.

So I wanted to make my proposal available to whomever it may concern: Thesis Proposal (PDF, 26 pages)

And as long as I'm here, I'd like to give major thankyou's to Stephanie Craft who was my Thesis Seminar professor this semester, who went out of her way to help me get this polished and ready to submit to the committee.

The prospectus meeting is currently scheduled for 1:00pm Thursday, November 2, in 123 Jesse Hall.

SUNDAY, AUGUST 27, 2006

Interview guide

As I will be interviewing several art directors, I need to compose a guide of questions to bring to them, based on the experience with the focus groups. I expect many of my interviews will need similar questions used to get them rolling. I'll start the guide in notebook form as the focus groups commence, and by the time they're done I should have a fairly good idea what I'll be talking to the ADs about.

TUESDAY, JUNE 13, 2006

Timeline

Okay, I've made some progress here. Most importantly, Glen Cameron has agreed to be my chair. (Thank you Glen!!) In a meeting with him and Mugur Geana, we hashed out some issues that I'd been mulling over for a while now. We decided it would be best for me to put together a Web-based chat system on my own, assuming that's possible. I think it is, but my fingers are still crossed. We also sketched out a basic timeline of when things need to happen.

Summer 06: Web site, recruiting of art directors, choice of which ads to be focus-grouped

Fall 06: Thesis Seminar class, IRB approval, focus group participant recruitment

Winter 07: Focus groups

Summer 07: Interviews

Fall 07: Writing the thesis and defending

My one summer class starts today, in less than an hour in fact. I expect it to keep me very busy, but when that's over I'm taking a week's vacation off work in mid-July. That's when I will put my Web site together, get hosting, put together the chat interface and so on. Maybe before the fall semester starts I'll be able to have my first test run of the chat. Will report.

THURSDAY, MAY 11, 2006

Online focus group software

I made a little mockup of how the online "focus group" software might look for my research proposal which I turned in for my 8008 Research Methods class. Still haven't heard how I did on that grade-wise, but I wanted to put the "screenshot" up here on the blog. The image shown is a link to a larger image.

You can see a whiteboard for media content to be shared with the group at left, the chat session at right, list of participants at top right (with a button to "direct message" someone), and session status and data at top left. I'm not sure what else this needs, at least on the client side. This doesn't show the moderators' interface, which should include a field beneath the whiteboard for adding new media to it, like movies, images, sounds, Flash animations, whatever.

I still haven't decided if I'm going to hire someone to develop this software or if I should approach someone in the computer sciences department to make it their masters project .. but I'm leaning toward the former. The former gives me more direct control over the project and I can crack the whip a lot more firmly. The latter seems like I'd be taking a real risk with the results, and I don't honestly know if I'm up for that added stress on top of the rest of it. The former solution would be expensive though I know that much.

Hopefully after meeting with Muger Geana and Glen Cameron, I'll have a more solid direction.

TUESDAY, APRIL 25, 2006

Sat down (briefly) with Muger

Over the weekend, I had a little visit at Glen Cameron's house with Muger Geana, the MU PhD student who developed Survey Artisan. The "meeting" was brief and very informal, but I wanted to tell him about the "Focus Group Artisan" idea and see if he'd be willing to meet with the two of us (Glen and I) after the semester ended. He was amenable to that. But he didn't think Glen's idea of developing my tool as module of his was feasible, as he considers S.A. to be strictly a quantitative tool. Further he had real problems with the concept of the "online focus group." He said not having everyone in the same room together took away an essential part of the very definition of "focus group." I didn't disagree--that was one of my concerns as well--but we didn't get to talk much beyond that because we were at a party and some folks needed to leave and wanted to take pictures.

Anyway it should be an interesting conversation once we're able to sit down and talk about it more.

FRIDAY, MARCH 17, 2006

More on this "Focus-Group Artisan" concept

I had a little visit with Chris Bruno, the head of the Office of Research Computer Services department. I explained my idea to him, and he said what I expected him to say -- this is a big project to tackle. So we started talking about possible ways to deal with it, and it occurred to us that this would probably constitute a masters project in and of itself, and perhaps I should find an enterprising computer sciences student who might be willing to partner with me? The problem is I would have no idea how to go about doing that. I need to email Glen's Romanian colleague who lectured us a few weeks ago about Survey Artisan (whose

name continues to elude me). I have his email address jotted in my notebook, which is of course at home so I can't email him today.

I have a year to develop this, if it's something I really want to do .. the more I think about it though, the more I could see this being a) very useful to me and many other researchers and b) a huge pain in the butt to promote and maintain. I have a lot of digging and talking to people to do before I really start getting traction with this, but that's what's nice about having the time to explore the possibilities.

WEDNESDAY, MARCH 15, 2006

Virtual focus groups

I'm thinking I may have to develop a new tool, like Survey Artisan, to help researchers perform online focus groups. Maybe this is something I could get a grant for? I don't know, maybe there are tools out there already that will work for me, I need to investigate further. But I bet there would be a lot of researchers who would appreciate having a tool they could use to administer and carry out online focus groups.

Just something to think about ..

The tool should be able to allow new users to put in profiles for themselves before each chat (customizable) .. things like, location, age, gender, etc. It should dump the whole RTF text into a file, and it should also dump individual's comments into separate text files for you. Should allow for IMing, and unique privs for moderators (like, forcibly removing a participant, for example.) What if these text files could then be plugged into that CAT-PAC-whatever content analysis software?

Too much to think about .. need to do some research first .. but this may need to be done.

SUNDAY, FEBRUARY 26, 2006

Thesis topic

My topic is advertising attitudes of the generations, and how advertising has changed to keep up with them. However, I also want my project to have a functional purpose as well, and that is to help me meet some people working at ad agencies who would be in a position to hire me once I graduated. And, it's important to me that this be a qualitative study. I originally wanted this to be qualitative because the prospect of doing a quantitative one intimidated me, but now I want to do it qualitatively because so far, I've not come across one such study in this field of interest, so I would be among the few (if not the only) to attempt one.

After talking it over with several professors, the research component will consist of a series of online focus groups. These groups, six in number, will consist of 10-12 representative members of one of the three generations being researched (Boomers, Gen X, Gen Y). The groups will be shown an ad or series of ads, and we'll then talk about the ads and how they use and respond to advertising in general. The ads will be sampled from Chicago-area media, preferably all from one industry (i.e. clothes, cars .. something that would appeal to all three generations).

The idea of conducting the focus groups online came from Glen Cameron, the first professor to agree to be on my committee, and who recommended to me that I make this a thesis rather than a project. I have since shared the idea with Cyndy Frisbee (who also agreed to be on the committee) and she felt this was a viable (and interesting) direction to go as well. I will need to set up a Web-based chat room somehow—I need to figure that out still. Neither Glen nor Cyndy seemed concerned about the skew of participants towards the Web-/chatroom-savvy.

Once the focus groups are complete, I'll do a series of in-depth interviews with art directors (5-6 of them) all working at several ad agencies in the downtown Chicago area (which is where I want to end up working). I'd interview them about how they go about defining, measuring and targeting these various markets (Gen Y, Gen X, Boomers) with their ad creative.

At first I thought about taking advantage of MU's Washington DC program to help me find an internship and relocate, but I since then I've decided not to go through the DC or New York programs. Chicago is where I want to live and work, so I need to concentrate there, even if it will require a little more legwork on my part. Besides, the Mizzou Mafia should be at least as well represented there as they are in NY and DC. If I do it right, by the time this is complete, I will have established a fair number of contacts in the ad business in Chicago and hopefully a job offer will develop from the experience.

SUNDAY, FEBRUARY 26, 2006

Lit review

Consumer Skepticism and the 21st-Century Advertiser

Literature Review (PDF, 664K)

Literature Review poster (PDF, 2.1MB)

As an increasing number of marketing messages compete for attention in nearly all corners of life, the general public—accustomed to being treated as “consumers” rather than human beings—are increasingly on the defensive. A natural skepticism has resulted; it's almost become a hard-wired psychological aversion to perceived advertisements in some cases (Web users commonly “tune out” anything resembling an ad as visual clutter, for instance). The increasing wariness of advertising on the part of consumers coupled with the saturation of marketing messages forces advertisers out of their tried and true toolbox toward a new appreciation of their savvy and discerning audience.

This literature review will gather and evaluate concepts surrounding the problem of increased consumer skepticism for the 21st-century advertising professional. The purpose, however, is to attempt to understand why some ads are appreciated and enjoyed by consumers (successful in producing positive feedback) while others are rejected by them (unsuccessful, producing negative feedback). I believe research will show that advertisements relying on methods typical in the 60s and 70s will not be as successful today as they were then, because they pander to outmoded consumer stereotypes; today's media-saturated Gen-Xers/-Ys are not only conscious of these marketing techniques, they reject them almost the moment they are identified as such, and what marketing value they may have had is lost. Advertisements today must now compete with their very nature as advertisements.

This literature review was completed in December 2005. While I was expecting to find a trend toward increased skepticism toward advertising among Xers and Ys, in fact I found evidence of the opposite: because Xers and Ys have more tools and technology with which to use media to suit their purposes, they enter into a kind of dialogue with it, and it is more useful to them. That's my theory, not anything specifically studied in the literature, but I think it's a worthwhile topic to investigate further.

THURSDAY, FEBRUARY 23, 2006

Cool advertising experiment

Not sure really how this plays into my thesis--probably doesn't--but it's interesting nonetheless. This was a neuroscientific study published (well, just mentioned really) in Scientific American about neural activity in the brain and how the brain responded to Super Bowl advertising.

Even more interesting is this blog post which discusses and links to a neuroscientist who's skeptical about the study. They call this field "neuromarketing".

I don't know if I have a "Halle Berry neuron" but I'll take one if they're free.

WEDNESDAY, FEBRUARY 22, 2006

Focus group vs. group interview?

Had a teacher in my Strat Com class this afternoon talk about doing focus groups online. He mentioned that attempting this would be more like a group interview rather than a focus group, because online, unless you're doing a very robust video/audio telechat, there wouldn't be any of the social interactivity that characterizes a focus group. Food for thought to bring to Glen when he gets back from South Africa.

TUESDAY, FEBRUARY 21, 2006

thesisBlog Launch

Thus launches my official thesis blog. This is going to be my online journal and notebook while I'm working on my masters thesis. I will christen this blog with a quote attributed to Winston Churchill, which I try to remember from time to time: "Solitary trees, if they grow at all, grow strong."

BIBLIOGRAPHY

Abelman, R. (1996). Can we generalize from generation X? Not! *Journal of Broadcasting & Electronic Media*, 40(3)

In this essay, Robert Abelman skewers the notion that studies done in the mid-90s using college students could produce generalizable data, citing numerous differences between Gen Xers being sampled in the studies and the Boomers preceding them. In an overtly pejorative tone, Abelman sculpts the Gen X stereotype to be apathetic, cynical about the future, unmotivated and even comparatively unintelligent. He also paints them as highly media-conscious and critical, able to dissect media messages on the fly and encouraging trends away from mass media into more personalized, interactive sources of information.

Abelman's 1996 article typifies the extreme end of the argument that Gen Xers are strikingly different from Boomers in terms of their relationship to media and advertising, to the point that studies employing Gen X participants cannot be said to apply to other generations. This may be true, but other studies reviewed indicate these differences are not as vast as this author believes.

Andrews, J. (1989). The dimensionality of beliefs toward advertising in general. *Journal of Advertising*, 18(1), 26–35

Andrews conducts a study to test the results of a 1968 endeavor by Bauer and Greyser, which researched the social and economic dimensions affecting attitudes and beliefs about advertising. Employing a vast sample size (over 1,500) across universities nationwide, Andrews and his colleagues, sampling Early Gen X Cuspers, confirmed many of the results of Bauer and Greyser, who had sampled Early Boomer Cuspers. The Andrews study also investigated the attitudes and beliefs of marketing students, expecting to find these students, who chose advertising and marketing as their coursework, to hold a more favorable view toward advertising in general. The results show that the two dimensions put forth in the earlier study, social and economic, are valid and consistent across the sample groups, and surprisingly show no additional favoritism towards advertising by marketing students.

This study does not look at the cross-generational aspect of advertising attitudes, but the results are significant in that the study reveals a continued trend of negative attitudes and beliefs toward advertising among Early Boomers in their college years, with Gen Xers maintaining this trend. In the twenty years spanning the two research studies, the same distrust and criticism of advertising is still apparent.

Bandura, A. (1982). Self-Efficacy Mechanism in Human Agency. *American Psychologist*, 37(2), 122-147.

Beard, F. (2003). College student attitudes toward advertising's ethical, economic and social consequences. *Journal of Business Ethics*, 48(3), 217-228

Fred Beard in 2003 published the results of his attempt to do a comparison study of attitudes toward advertising of college students, whom he identifies as Gen Ys (although by Market's definition, he's really addressing late Cusper Gen Xers and early Cusper Gen Ys) and contrasts them to an earlier study done by Larkert published in 1977. While Larkert's study was not constrained to a generation—his subjects ranged from 18–55—Beard's study was intended to explore the bedrock beliefs accounting for differences or similarities between these two groups, and to provide benchmarks for future research on the topic. The same 1977 Larkin questionnaire was given to 129 students (n>200 in Larkin's study) and although the male/female ratio was different in the 2003 study, otherwise demographically the sample was similar, with a mean age of 20.

The results showed more similarities than differences. Both groups exhibited a strong skepticism of advertising, but the 2003 group seemed more willing to accept advertising as an everpresent part of their media landscape (<20% assert there should be less of it) and, interestingly, were more ambivalent toward advertising's ethical characteristics and consequences than were the 1977 group. This didn't mean the Xers/Ys tolerated invalid or misleading claims however; the 2003 data indicates that these students were at least as critical of advertising's truthfulness (or lack thereof) as they were in 1977, if not more so. All in all, with the exception of these issues, the symmetry of these two datasets indicate that the Boomers' skepticism is alive and well in Generation X and Y, even if they are less judgmental of it.

Boush, D., Friestad, M., Rose, G. (1994). Adolescent skepticism toward TV advertising and knowledge of advertiser tactics. *Journal of Consumer Research*, 21, 165-175

These authors undertook a longitudinal study of 426 adolescents in grades 6–8 (Core/Late Xers), to examine the development of skepticism toward advertising and advertiser tactics. Skepticism was high throughout the course of the study, and remained relatively stable throughout, while their disbelief of advertising claims increased as they got older and began to discern specific tactics used by advertisers. This discernment was apparent as early as sixth grade. Skepticism was also correlated with self-esteem, but these results were inconclusive. The researchers included undergraduate business students, also Gen Xers, for comparison.

This study focuses on adolescent Gen Xers' attitudes toward advertising, and its results show considerable mistrust of advertisers' motives and a healthy distrust of advertising at an early age. This is consistent with the 1975 Moore-Moschis findings, except that while Moore & Moschis found a relatively benign relationship between advertising and [Boomer] adolescents, Boush et al discovered a highly skeptical attitude from Gen Xers.

Brucks, M., Armstrong, G., Goldberg, M. (1988). Children's use of cognitive defenses against television advertising: A cognitive response approach. *Journal of Consumer Research*, 14, 471–

Brucks, Armstrong and Goldberg conducted a study of 102 9- and 10-year olds (Core Xers) in four fourth grade classes to see how advanced their cognitive processing was when watching television advertising. Particular care was taken not to “cue” some of the children to begin thinking critically about advertising by the very questions themselves. One class was shown an informational film several days prior to the testing, and asked critical questions about the film, “priming” the children as a control group. Results indicated parity between skepticism of both groups, but the “primed” group was better equipped to spot advertising techniques and were thus more critical of the ads shown them.

This study shows a natural skepticism present in children at an early age, but less cognitive processing of advertising unless specifically asked to do so. At this age, Xers are wary of advertising and have some grasp of the techniques employed, but do not seem as naturally inclined (as they are later) to cognitively defend against these techniques.

Buijzen, M., Valkenburg, P. (2003). The unintended effects of television advertising: A parent-child survey. *Communication Research*, 30(5), 483–503

Burton, L., Goldsmith, D (June, 2002). *The Medium Is the Message: Using Online Focus Groups to Study Online Learning*. Presentation for the Association for Institutional Research

Coupland, D. (1991). *Generation X*. New York: St. Martin's Press.

Creswell, J. (2003). *Research design: qualitative, quantitative & mixed methods approaches*. London: Sage Publications.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13, 319-340.

Gardner, D (1975). Deception in advertising: a conceptual approach. *Journal of Marketing*, 39, 40–46

David Gardner explores concepts of deception in advertising, outlining several viewpoints as to what constitutes deception, the act of deceiving versus the perception of deception, and efforts by the Federal Trade Commission to deal with it. Gardner then proposes a definition of deception for analysis, and offers research methods for detecting and evaluating deception in advertising. However, by his own admission, the concepts surrounding deception in marketing messages is highly subjective. Even the use of a well-matured and maintained brand name carries implications that are potentially (and unquantifiably) misleading. The author's suggestions on how to define, measure and thereby regulate deception are intended to provide a framework for advertising professionals and regulators to agree on acceptable behavior boundaries.

This piece is included here because it outlines some of the problems of misleading advertising, which is arguably responsible for skepticism and cynicism among consumers; other studies show that even very young children can spot and recognize deceit in advertisements, contributing to skepticism and distrust of them.

Geissler, G., Edison, S. (2005). Market Mavens' Attitudes Towards General Technology: Implications for Marketing Communications. *Journal of Marketing Communications*, 11(2), 73-94

Geraci, J. & Nagy, J. (2004). Millennials—the new media generation. *Advertising & Marketing to Children*, (January–March), 17-24.

Greenbaum, T. (1997, March 3). Internet focus groups: an oxymoron. *Marketing News*, 31, 35-36

Greenbaum, T. (2000, February 14). Focus groups vs. online. *Advertising Age*, 71(7), 34

Haller, T. (1974). What students think of advertising. *Journal of Advertising Research*, 14(1), 33-38

While this author does not refer to them as such, this study conducted in 1974 of 500 college students—intended to be representative of the 18-34 market demographic—is in fact an early survey of the advertising attitudes of Core Boomers. The responses given by participants in this study indicate that college students of the time were in sharp disagreement with contemporary professionals regarding the value of advertisements, regarding them as annoying, insulting to their intelligence, even useless and unnecessary. The author concludes that the results could be interpreted to reflect a bias, on the part of the advertisers, toward their own values and preferences over those of their target market.

This study is included because it provides insightful counterpoint to the 2001 Wolburg-Pokrywczynski study on Gen Y's attitudes toward advertising, illustrating how some of these attitudes have changed over the years while some have not.

Harmon, H., Webster R. & Weyenberg, S. (1999). Marketing medium impact: differences between baby boomers and generation Xers in their information search in a variety of purchase decision situations. *Journal of Marketing Communications*, 5, 29-38

Harmon, Webster and Weyenberg, in this study, attempt to assess the informational value of various media to Boomers and Gen Xers, to see how alike or different these two demographics are. Their research indicates that the two groups are not as different as marketers have assumed, but there were differences: Gen Xers rely more on Internet-based sources for information when making major purchases; newspapers are favored by more Boomers for smaller purchase decisions. However these results are not intended to be generalized; the researchers admit that their small sample size (60 participants, 30 from each group)

and non-random selection of participants preclude generalizability in this case, intending instead to provide a pilot study to precede a more comprehensive study.

This study concludes that Xers are probably more similar to Boomers than not, although their proclivity to watch more television and turn to the Internet for information marks a departure in habits and preferences that Gen Y seems to continue.

Herbig, P., Koehler, W., Day, K. (1993). Marketing to the baby bust generation. *Journal of Consumer Marketing*, 10(1), 4–9

By 1993, Gen Xers were graduating high school and college, making inroads into the working population and gaining increased spending power and influence on the consumer market. Because their numbers were fewer than the Boomers, this was beginning to have unusual effects on the existing workforce, such as pushing the median age from 35.3 years to 38.9. Authors Herbig, Koehler and Day, however, made far more interesting claims about Gen Xers' motivations and expectations than about their demographic mathematics. "Impatience" is their focal concept when describing Generation X. Having fewer siblings and being raised by WWII/Depression-era parents who compensate for their material childhood deficiencies by ensuring their children want for nothing, Xers are the generation of "gimme it now," instant gratification and low self-esteem. They (according to the authors) are categorized by high and unrealistic expectations of themselves, practicality, individualism, education and more liberal on social issues than their parents. They conclude by offering guidance to marketers to play to these base motives and characteristics, emphasizing "it's what you always wanted" over "you've come a long way, baby."

In hindsight, this article was typical of many which skewered Generation X as materialistic yuppie discontents, but while Herbig *et al* emphasize Xers' drive and single-minded ambition, Robert Abelman's 1996 *Journal of Broadcasting & Electronic Media* article skewers Xers for being apathetic, unmotivated cynics (Abelman, 1996). However, while Abelman was attempting to dispel the notion that research on Gen Xer test subjects could be generalizable to other generations, Herbig *et al* are writing to assist marketers in positioning their advertising toward Gen X consumers. Perhaps Gen X consumers entering the workforce consist of more motivated people, in the opinion of the authors, than college students participating in Abelman's studies. It is interesting to note also that much of the pejorative tone then directed at Gen Xers in the early 90s is today being directed at Gen Ys.

Kenny, A. (2003). Interaction in cyberspace: an online focus group. *Journal of Advanced Nursing*, 49(4), 414–422

Kitch, C. (2003). Generational identity and memory in American newsmagazines. *Journalism*, 4(2), 185–202

In this article, Kitch analyzes nearly 40 years of stories by newsmagazines *Time* and *Newsweek* about Boomers, Xers, Ys and the "Greatest Generation" (the generation preceding the Boomers). She finds a lot of similarity in the ways these generations, especially the

former three, are identified and characterized over time. Beginning with a *Time* article in the mid-60s, she notes that journalists regularly refer to the upcoming generation as troublingly different, selfish, irresponsible and inexplicable. The template continues as years pass, where the generation in question is recharacterized as having been *mis*characterized previously—and this is considered “newsworthy”—with emphasis in coverage given to its achievements and merit. Later this passes to nostalgia and, in the case of the “Greatest Generation,” reverence and respect.

One of Kitch’s most compelling points, especially in light of the research alongside it in this paper, is how the coverage of generations is almost uniformly replicative, leading one to suppose that the generations themselves could be likewise similar, but for details such as historical watershed moments, pop culture and important figures. Meanwhile, she criticizes journalists for fabricating and then perpetuating cultural stereotypes, only to later tear them down to uncover the “truth” beneath, and passing this off as news. This practice provides them a renewable resource of story material, but risks presenting, at best, a predictable, tired agitation of intergenerational conflict and, at worst, a gross and unfair distortion of the character—if such a thing is even realistically possible—of sizable segments of the population.

Kvale, S. (1996). *InterViews: an introduction to qualitative research interviewing*. London: Sage Publications.

Larkin, E., Grotta, G. (1977). The newspaper as a source of consumer information for young adults. *Journal of Advertising*, 6(4), 5-11

Larkin and Grotta conducted a study of 185 people between the ages of 19 and 34, seeking to uncover trends and insights regarding their use of the newspaper versus television, magazines and radio, and how they viewed advertising in these media. Publishing in 1977, these researchers were sampling Early and Core Boomers born between 1943 and 1958. Their findings indicate that Boomers, as young adults, have a generally favorable view of television versus other media, however they favor advertising in newspapers as being more informative and less irritating than television commercials. The study indicates they see newspapers as less essential than television, but more helpful in providing information of interest to them.

Although this sample size is small and broad in age range, this study is included to provide context for studies involving Gen Xers and Gen Ys. The piece also provides complimentary data to the 1978 Moore-Moschis study examining the benign impact of advertising on teenagers in this same time period.

Leventhal, R. (1997). Aging consumers and their effects on the marketplace. *Journal of Consumer Marketing*, 14(4), 276–281

Richard Leventhal launches his article about “aging consumers” by citing the baby boom in his first sentence. He gives the requisite statistics, then proceeds to give his opinions on

these consumers, like Moschis (2003), warning against undue stereotyping and encouraging respect and understanding of the demographic before engaging them.

What is fascinating about this article is that, with few exceptions, Leventhal's characterizations of Boomers mirror most those of Xers and Ys. If one were to change the language just enough to make these passages about Xers, for instance, it would likely be accepted as accurate. He points out some things which differentiate Boomers from Xers; for instance he claims that Boomers' "...concept of time differs a lot from Generation Xers — the older consumer needs more time to respond." However while Xers are characterized as "...the penultimate consumers ... brand conscious, are aware of value and quality, yet are not as brand loyal as their predecessor generations." (Herbig et al, 1993), Leventhal refers to older consumers as being frequent comparison shoppers, highly dismissive of marketers they do not trust, selective, discerning and "skeptical above all else." These two generalizations are meant to individualize the respective generations, but are functionally equivalent and convey the same message: "Respect these consumers."

Maciejewski, J. (2004). Is the use of sexual and fear appeals ethical? A moral evaluation by generation Y college students. *Journal of Current Issues and Research in Advertising*, 26(2), 97–105.

The author explores the moral judgements of Gen Y college students regarding advertisements employing fear and sexual appeals. Segmenting the audience into moral relativists and moral idealists, Maciejewski hypothesized that relativists will be more accepting of fear and sexual appeals in advertisements than idealists; his results confirmed this hypothesis. He also studied gender effects on both sexual and fear appeals as well, expecting (and confirming) marked differences on ethical evaluations on sexual appeals, but little difference on fear appeals. Maciejewski advises caution to advertisers wishing to employ sexual imagery to females of Gen Y, as his results indicate this demographic is particularly judgmental about them.

Although Maciejewski's study singles out college students and does not incorporate comparative research on Gen X or baby boomer attitudes (and he points these criticisms out as limitations of his study), he suggests that Gen Y's judgments of advertising has grown harsher than previous generations. For advertisers to successfully communicate with this demographic, they cannot ignore this, or they risk losing ground to competitors who won't.

Mallalieu L., Palan, K., Lacziak, R. (2005). Understanding children's knowledge and beliefs about advertising: A global issue that spans generations. *Journal of Current Issues and Research in Advertising*, 27(1), 53–64

The authors of this study set out to examine attitudes of Gen Y children (born between 1990 and 1999) about advertising. Using a series of focus groups organized by age, children gave responses to a set of questions designed for the study, which were then coded according to categories developed from and expanding on previous research on the sub-

ject. Their findings indicate an advanced conception of advertising and its persuasive intent at very young ages (5-7), including notions of advertising coming from an external source (to the program they are watching), their symbolic nature and the perception of advertising messages vis-a-vis the actual product. Comparisons were drawn between these findings and the findings of a similar 1974 study; the 2005 findings indicate that Gen Y children are notably more media savvy and discerning when it comes to television advertising.

This study is important because it shows that Gen Ys are not only watching extraordinary amounts of television, they are learning to discriminate and critically evaluate what they see at an earlier age. As one 7-year old male put it, "I don't believe the things I see in commercials because I think they are lying."

Mangelburg, T., Bristol, T. (1998). Socialization and adolescents' skepticism toward advertising. *Journal of Advertising*, 27(3) 11-21

In this study, the authors explore the influences of parents, peers and television on adolescents' skepticism towards advertising. Gathering 296 survey responses from high school students in 1998 (Gen X Cuspers), the researchers attempted to address ten hypotheses regarding teen skepticism and what factors seem to be related to it. Results from the study support the notion that relationships with parents, peers and television usage are strong factors in teens' attitudes toward advertising, as is marketplace knowledge, which is a side effect of socialization. Increased knowledge of the marketplace corresponded with increased advertising skepticism in teenagers.

This study attempts to explain the causes of skepticism among adolescents of [late] Gen X, but does not address generational issues or contrast findings with studies centered on other demographics. However it does provide insight into the underpinnings of consumer skepticism at an early age and provides support for other studies of adolescents and advertising.

Markert, J. (2004). Demographics of age: generational and cohort confusion. *Journal of Current Issues and Research in Advertising*, 26(2), 11-25

John Markert proposes a solution to the problem of confusion surrounding the terms "Boomers," "Gen Xers," "Gen Ys," "generation" and "cohort." Marketing professionals and researchers have been using these terms for decades, but with little specific agreement as to what the terms literally mean. Although the surge in live births following World War II is a widely known and understood phenomenon, there is no real consensus on the outer perimeters of this generation, which causes problems defining Gen X and therefore Gen Y. The author proposes 20-year segmenting of the demographics (1946-1965/80.2M; 1966-1985/66.3M; 1986-2005/79.4M), along with a clearer definition of the terms used to describe and categorize them (generation: a 20-year demographic; cohort: a 10-year subset of a generation; bihort: a 5-year subset of a cohort). He also noted the convention of using

Core and Cuspers to refer to those individuals born in the center ten or outer ten years of each generation, respectively (e.g. Core Xers).

Quibbling over definitions may seem pedantic, but in the case of marketing research and practice, these distinctions matter a great deal. Some professionals describing “Gen Ys” may be referring to a seven-year group while others using the same term refer to a 21-year group. Even among those who agree on a fixed span of years may have difficulty communicating if they do not agree on which year the Boomer generation began. Markert’s work is included here to help clarify definitions used elsewhere in the literature on the subject.

Moore, R., Moschis, G. (1978). Teenagers’ reactions to advertising. *Journal of Advertising*, 7(4) 24–30

Moore and Moschis surveyed 607 middle and high schoolers in this 1975 survey (Late Boomers), to see whether increased television viewing among teenagers shaped their consumer behavior. The results indicate that it does not, that attitudes toward consumption in adolescents is influenced much more heavily by family and peer relationships and their individual buying power than exposure to advertising. The authors indicate this contradicts the conventional wisdom of the time, that increased television viewing has the effect of creating desires and affecting/inspiring consumer behaviors in children. The study also addressed aspects of credibility and message retention in advertisements.

This study was done before the cable explosion of the 80s, availability of the VCR allowing for increased control of one’s media consumption and the advent of the Internet in the 90s, giving an insight into the impact of advertising media on teenagers (Boomers) in the absence of these changes in the marketplace.

Morgan, D. (1997). *Focus groups as qualitative research*. London: Sage Publications.

Morton, L. (2002). Targeting Generation Y. *Public Relations Quarterly*, 47(2), 43–45

Morton, L. (2003). Targeting Generation X. *Public Relations Quarterly*, 48(4), 43–45

Montoya-Weiss, M., Massey, A., Clapper, D. (1998). On-line focus groups: conceptual issues and a research tool. *European Journal of Marketing*, 32(7/8), 713–723

Moschis, G. (2003). Marketing to older adults: an updated overview of present knowledge and practice. *Journal of Consumer Marketing*, 20(6), 516–525

The 1946–1965 frame of the Boomers generation, as proposed by Markert (2004) puts Early Cusper Boomers at age 55–60. In 1997, this same cohort was 51–56. Moschis observes that as the Boomers approach retirement age, their sheer numbers will all but force marketers to take note of this consumer segment and its purchasing power. In this paper the author puts forth a number of ways to connect with this demographic and how it differs from younger markets. Before the 1980s this demographic was neglected entire-

ly—Moschis himself seemed to be concentrating his research on teens and adolescents in the 70s—and in the 80s was marketed to clumsily and ineffectively (at best; some advertising was even insulting to this audience) with trial-and-error attempts based on little or no market research. He warns against outmoded stereotypes of older adults, offering a lifestyle segmentation model including “healthy indulgers,” “healthy hermits,” “ailing outgoers” and “frail recluses.” He also advises caution when positioning products and services specifically to older customers as this can have the effect of alienating younger ones.

Boomers are about to become the largest population of senior citizens ever recorded, and Moschis has written extensively on this, including the book *Gerontographics* (1996) in which he details his segmentation model. Moschis relates Boomers closely with the “healthy indulgers” segment, and advises marketers wishing to appeal to Boomers with information-rich advertising, not image-oriented, fast-paced commercials. As Boomers are already highly skeptical and cynical about advertising as it is, it is imperative that advertisers are careful not to alienate or otherwise offend this crucial demographic, particularly when marketing a product with limited value to other demographics.

Park, J. (2003). *Understanding Consumer Intention to Shop Online: A Model Comparison*. Unpublished doctoral dissertation. University of Missouri - Columbia.

Pollay, R., Mittal, B. (1993). Here’s the beef: factors, determinants and segments in consumer criticism of advertising. *Journal of Marketing*, 57(7), 99–114

Authors Pollay and Mittal set out to review and further develop research on consumer attitudes on advertising, beginning with a seminal 1968 study which surveyed 1,846 people on seven items pertaining to attitudes toward advertising (Bauer, 1968). These items were grouped into two factors, economic effects and social effects. These dual-factor benchmarks, created in this study, were employed throughout the 70s and 80s, with many researchers considering them sufficient. Pollay and Mittal however expanded these to seven factors, in order to better pinpoint the foundations of consumer attitudes: product information, social role and image, hedonic pleasure, good-for-the-economy, falsity/no sense, values corruption and materialism. Based on this seven-factor model, they administered 5-point Likert questionnaires to two groups: college students (generally younger) and more mature heads of households.

Although this study did not target specific generations, the researchers did intend to group the two samples by age, looking for disparities between the younger and the older respondents. In the analysis they found that the attitudes of college students—most of which were Gen Xers—were based on economic reasoning, whereas attitudes toward advertising of older adults (mostly Boomers as sampled) mainly came from social concerns. This is consistent with many of the “stereotypical” characterizations of these two generations: Xers being materialistic, motivated by standard of living, and Boomers generally accepted to be more concerned with quality of life.

Rezabek, R. (2000). Online focus groups: electronic discussions for research. *Forum: Qualitative Social Research [Online Journal]*, 1(1). Available at: <http://qualitative-research.net/fqs>

Rindfleisch, A. (1994). Cohort generational influences on consumer socialization. *Advances in Consumer Research*, 21(1), 470–476

In this paper Rindfleisch explores the matter of contrasting Boomers with Xers, discussing at length the characteristics of each and issues concerning the segmentation of generations and cohorts. After diagramming a simple model for generational influences on consumer socialization, he gives seven propositions based primarily on census data, previous research and elementary logic about ways in which Xers will behave or think differently from Boomers. For instance, he posits that Xers will be more likely than Boomers to model their behavior after their peers rather than their parents, citing census figures showing dramatically increased divorce rates and the dual-worker family replacing the single-worker family model, resulting in less parental guidance at an early age. He also suggests that dysfunctional consumer behavior (compulsive buying, shoplifting) will be higher among Xers than Boomers. Rindfleisch does not conduct a study, but offers his propositions as a starting point for future research.

Many of Rindfleisch's propositions seem to hold true in other research studies contrasting Boomers and Xers. Roberts/Manolis (2000) confirmed most of his propositions including that of dysfunctional behavior. He also discusses at length the problems with the terms "generation" and "cohort" and that of how to define the Boomer and Xer generations, which Markert (2004) later attempts to clarify.

Ritchie, K. (1995). Sophisticated, cynical, and 'surfing.' *Marketing Tools*, 2(3)

Roberts, J., Manolis, C. (2000). Baby boomers and busters: an exploratory investigation of attitudes toward marketing, advertising and consumerism. *Journal of Consumer Marketing*, 17(6), 481-499

Roberts and Manolis conducted a survey-based mall interception study to examine differences in consumer attitudes toward advertising among Gen Xers (baby busters) and Boomers. Although the sample sizes were not equivalent (437 Boomers, 956 Xers), the researchers felt that the Boomer data set was sufficiently large enough to draw generalizations and compare them with that of the Xers. They discovered that while Boomers regard marketing with a highly critical eye, Xers in general believe marketing is a necessary component of modern society and are less judgmental of marketing and advertising than the previous generation. While Boomers were highly skeptical and more easily offended by advertising, Xers were more accepting of the omnipresent nature of marketing and, while still skeptical, reflected less cynicism toward marketing efforts as did Boomers.

When contrasted with other studies on Boomers and Xers as adolescents, this study indicates that as these generations age, their attitudes about advertising and marketing di-

verge; Boomers' skepticism turns to cynicism, while Xers' skepticism becomes ambivalence. Xers, having been raised in a world effervescent with media, accept its presence and choose to engage with it as it suits them.

Robertson, T., Ward, S., Gatignon, H., Klees, D. (1989). Advertising and children: A cross-cultural study. *Communication Research*, 16(4), 459–485

The authors of this study set out to compare the influences of television advertising on US and UK children with those on Japanese children. The results, published in 1989, segmented the sample into three age groups: 3–4, 5–7 and 8–10, all of which fall into Generation X. 84 American, 65 English and 118 Japanese families with two to four children were included in this study. The researchers hypothesized that due to various cultural differences, Japanese and English parents would have more rules for their kids than American parents (and they did), Japanese children would be less demanding than US/UK children (compared to UK kids, they were, but not compared to US kids), independence of all children would be negatively correlated to rules (supported) yet positively correlated with age (not supported), and the extent to which children are demanding and communicative will be negatively correlated with age (demanding was not, but communication was).

The study basically predicted greater gulfs between western and eastern cultures than was shown by the data, and what the results show indicates that Gen X children in the US, the UK or Japan are affected in very similar ways to television advertising. While Japanese kids watch less TV and are less independent than US or UK kids, they are less demanding and their families report less parent/child conflict over purchase requests. Conversely, US and UK children watch more television and are more independent—especially American kids—and watch more television, which correlates to increased conflict.

Ruane, J. (2005). *Essentials of research methods: a guide to social science research*. Oxford: Blackwell Publishing.

Schneider, S., Kerwin, J., Frechtling, J., Vivari, B. (2002). Characteristics of the discussion in online and face-to-face focus groups. *Social Science Computer Review*, 20(1), 31–42

Silverman, D. (2005) *Doing qualitative research*. London: Sage Publications.

Silvers, C. (1997). Smashing old stereotypes of 50-plus America. *Journal of Consumer Marketing*, 14(4), 303–309

Silvers' 1997 article offers a challenge to advertisers, many of whom are younger than 40, to rethink their opinions of 50+ consumers. He does this by citing a *Modern Maturity* survey which asked 2,000 American adults what major life-changing events they'd experienced at what ages. He then charted these events, distributing them among four lifestages: Childhood (birth-17), Early Adulthood (18-34), Middle Adulthood (35-49) and Later Adulthood (50+). More major life-altering events, what Silvers calls "shift points," oc-

curred between the ages of 50-59 than at any other decade in life, of those surveyed. This means that this age group—the Boomers—are being forced to reinvent and redefine their roles in life far more often than younger or older people, and as such, they are open to far more marketing opportunities than any other cohort.

The value in Silvers' article extends well beyond looking at shift points of 50-59 year old consumers. He outlines shift points with marketing implications common to all age groups, such as first marriage, first child born, major career change, becoming a grandparent, first child moved out, menopause, loss of parent and so on. He then offers seven distinct profiles of "life-experienced" groups, categorized by their shift points and likely consumer attitudes and habits based on these (with more precise language than Moschis (2003)). Three of the seven had median ages over 50. This is in large part due to the simple volume of the baby boom, but it is an eye-opening number to marketers who routinely ignore the 50+ demographic. Silvers' seven profiles offer a fascinating perspective on the motivations and mindsets of Boomers, Xers and Ys, giving marketers a glimpse into their resultant (likely) consumer behaviors and attitudes.

Sherry, J., Greenberg, B., Tokinoya, H. (1999). Orientations to TV advertising among adolescents & children in the US & Japan. *International Journal of Advertising*, 18, 233–250

The authors of this 1999 piece studied cross-cultural differences among adolescents in the US and Japan, looking specifically at attitudes towards advertising, parental mediation and viewing habits. Sampling 12- and 16-year olds (Late Xers, Early Ys), groups of children from both countries were surveyed. Results indicated attitudes toward advertising deteriorate as adolescents age, suggesting a change in awareness and/or expectations from advertising to be more informative and less entertaining. Both cultures' teens watched roughly the same amounts of television, although the 12-year old US kids watched more than the 16-year olds; in Japan it was the reverse. Japanese teenagers who felt they had more direct influence on family purchases—this influence also lessens as they age, the study found—also tended to hold advertising in higher regard. Ultimately, teenagers in both cultures shared predominantly negative attitudes towards advertising that grew worse over time.

This research indicates that skepticism of advertising among Gen X/Y, even at a young age, is not localized to the United States, but is endemic to Japan as well and possibly other eastern cultures. Just as the post-WWII baby boom was not a phenomenon contained in the United States, perhaps the effects of Gen X/Y skepticism and increased media sophistication aren't either. This study provides evidence that they are not.

Stepp, C. (1996). The X-Factor. *American Journalism Review*, 18(9), 34–38

Sweet, C. (2001). Designing and conducting virtual focus groups. *Qualitative Market Research: An International Journal*, 4(3), 130–135

Syrett, M. & Lammiman, J. (2004). Advertising and millennials. *Young Consumers*, 5(4), 62-73.

Wolburg, J. & Pokrywczynski, J. (2001). A psychographic analysis of generation Y college students. *Journal of Advertising Research*, (September/October), 33-52.

These authors conducted a study of 368 randomly-selected college students regarding attitudes on media, advertising and self-identity. Their findings indicate the influence of a number of factors on Gen Y students, including introversion/extroversion, gender, and identification with positive and negative Gen X labels. Major media vehicles (television, magazine, newspaper, radio, direct mail, Web, outdoor and posters) were ranked by participants according to their perceived informative value and the degree to which viewers relate to depictions of their own generation. They also discuss numerous problems with the very labels of Gen X/Gen Y, definitions of applicable age ranges (and the inconsistencies of same among other researchers) and points of divergence from previous generations. The authors are exceptionally thorough, providing numerous charts, background material and 69 references. As with the Maciejewski study, their research was confined to college students, predominantly Caucasian in this case.

Wolburg and Pokrywczynski's work forms the foundation for many definitions and assumptions of Gen X/Y communications studies in research and literature produced since 2001.