

Marketing 2

12. What is neuromarketing? *Presenting marketing schemes or products to potential buyers (called targets) who are paid to have MRI brain scans to see which scheme would be most effective at bypassing rational consideration and going directly to the emotional level.*
13. What is brand coupling? *Marketing two products or services at the same time – get this brand name toy or CD with your meal at this restaurant.*
14. What's new about trendsetter kids? *In some cities popular kids are paid to promote new products to their peers without letting their peers know they are part of a marketing program.*
15. What are teen teams? *Teams of teens paid to roam malls to collect ideas about trends from other teens.*
16. Who are "Captive Kids"? *Kids who are required to watch Channel I during class time because the marketer pays the school to show TV Channel I daily. Usually eight minutes of "news" and two minutes of ads, often for fast foods. It is estimated that a quarter of American school children watch Ch I 90% of their school days.*
17. What is the estimated number of hours per day that children are exposed to advertising in one form or another? *3 to 8. Think beyond direct TV and radio ads to logos and pictures on children's' clothing.*
18. According to a poll by The Center for a New American Dream, what percentage of children define their self-worth in terms of what they own? *63%*
19. What is a Cult Brand? *A brand that markets the idea that they do not advertise their products in order to create brand loyalty with kids who are "too cool to fall for marketing."*
20. What is a virtual ad? *An ad that is inserted locally, for example by covering the billboard ads that are in the sports venue with a local ad.*
21. What is teen buzz? *A cell phone ring that teen ears can hear but adults do not hear. Allows text messaging in class without the teacher knowing.*
22. What is an educational halo? *In marketing to very young children, if you can get educational credit, you can "pretty much get away with anything."*
23. What is KGOY? *Kids Getting Older Younger capitalizes on children's perennial yearning to be older than they are.*

SOURCES: Susan Linn, Nathan Durgan, J. B. Schor, David Walsh, Mediawatch