

CPYU's AD FILTERING QUESTIONS

"The Simple Seven" By Walt Mueller

does marketing work?

While there are those who say they ignore commercials and that advertising is really just an exercise in futility, a look at our culture proves otherwise. For example, if advertising wasn't effective, why is the annual marketing budget in the United States close to exceeding \$300 billion annually? Or why does it cost marketers over \$7 million to purchase a 30-second segment of TV advertising during the Super Bowl? And why are there now almost 116,000 shopping centers in the United States, a 400 percent increase since 1970?

How many products or brands can you identify just by seeing their logos or hearing their jingles? Take for example the now famous Nike "swoosh." All people have to do is see the swoosh, and they know whose product is being peddled. How many men can identify the *Monday Night Football* brand just by hearing the first four notes of the theme song? Marketing is so effective that research now shows "kids can recognize logos by eighteen months, and before reaching their second birthday, they're asking for products for brand name." No doubt - advertising works.

Why not make your commercial viewing experience productive for you and your kids? Use it as an opportunity to teach how to apply their faith to the glut of marketing messages they face each and every day, by helping them think critically and Christianly about the commercials they encounter. At the very least, sit with your kids and filter ads through "The Simple Seven" questions we've included below. If you want to go deeper, use the additional ad filtering questions on the back.

Here's an additional suggestion just for all you youthworkers: Build next week's youth group meeting around commercials and advertising. Divide up into groups. Give each group one ad to process through "The Simple Seven" and the additional ad filtering questions. Come back together and have each group report on what they learned. It's a great way to get them to think consciously and critically about marketing, and to get them to see how God's Word applies to all of life!

(The Simple Seven)

1) What product is this ad selling?

2) What, besides the product, does this ad sell? (ideas, lifestyle, worldview, behaviors, etc.)

3) What's the bait, hook, and promise?

4) Complete this sentence: "This ad tells me, use _____ (the name of the product) and _____ (the result the ad promises).

5) Does the ad tell the truth? What? How?

6) Does the ad tell a lie(s)? What? How?

7) How does this ad and its messages agree or disagree with God's truth and what does that mean for me?



Walt Mueller is the President and Founder of the Center for Parent/Youth Understanding.



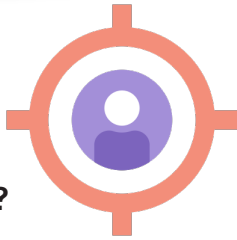
(Additional) Questions



Who made this ad?

Why was this ad made?

Who is this ad targeting?

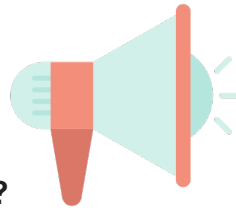


What do the makers of this ad want me to do?

What's the plot?

What are the ad's themes and assumptions?

What techniques are being used to sell the product?



What does the camera say is most important? How are lighting, angles, focus, close-ups, etc. used?

How is the camera used to manipulate my emotions and create moods?

How is music used to manipulate my emotions and create moods?

How are the camera and music used to manipulate and distort reality?



What longing/need does this product promise to fulfill?

How are people treated and portrayed? Men? Women? Children? Parents? Authority figures? Etc.

If you use this product, what does the ad explicitly or implicitly say your life will be like?

If you don't use this product, what does the ad explicitly or implicitly say your life will be like?

What inadequacies, anxieties, and aspirations does the ad exploit?

Who/what promises fulfillment or is the redeemer/messiah in this ad?

Is this ad exploitive or manipulative? How?

What role do you think this ad plays in shaping the lives of your peers?

Is this product necessary? Why? Why not?

How does this ad try to make me need the product?

