PBS Frontline:  “The Persuaders”        Name(s) -

I - "The Persuaders" begins by questioning the increase in the amount of advertising we typically encounter in our daily lives.

1. A. How would you assess the amount of advertising you see? Too much? Too little? Just right?

 B. In your view, what difference does it make to know that people today see much more advertising in their daily lives than people 20 or 30 years ago?

2.  What surprised you in the descriptions of how much demographic information marketers have about potential customers?

3. A. What kinds of information would you be willing to share about yourself or your family in order to: enter a contest?   Get a discount?  Get online?  Use a credit card?  Get a cell phone?
- Would you be willing to reveal your name, address and phone number?
- What music you listen to or your favorite snacks?
- The grades on your last report card?
- How much your parents earn?
- What medications people in your family take?

 B. What kinds of information would you want to keep private and why?

II - In "The Persuaders," marketer Kevin Roberts uses the term "*lovemarks*" to identify brands to which people are loyal even when devotion is not logical.

4.  Are there brands (or music) to which you are devoted?

5. When you stop to think about it, is your loyalty to any particular brand logical or a "*lovemark*"?

6. If purchasing a particular brand isn't logical, why would you (or other people) do it?

III - Advertising executive Douglas Atkins argues that purchasing branded merchandise now provides that same sense of belonging that was once provided by community institutions like schools, churches, civic groups, etc.

7. A. What are some products that fit this description today?

 B. What provides you with a sense of belonging or identity?

 C. What role, if any, does marketing play in what you identify with or where you hang out the most?

GENERAL

8.  What in "The Persuaders" surprised you?

9. Name one new thing you learned about marketing or politics from watching the film.

10. Name one new thing you learned about yourself from watching the film.