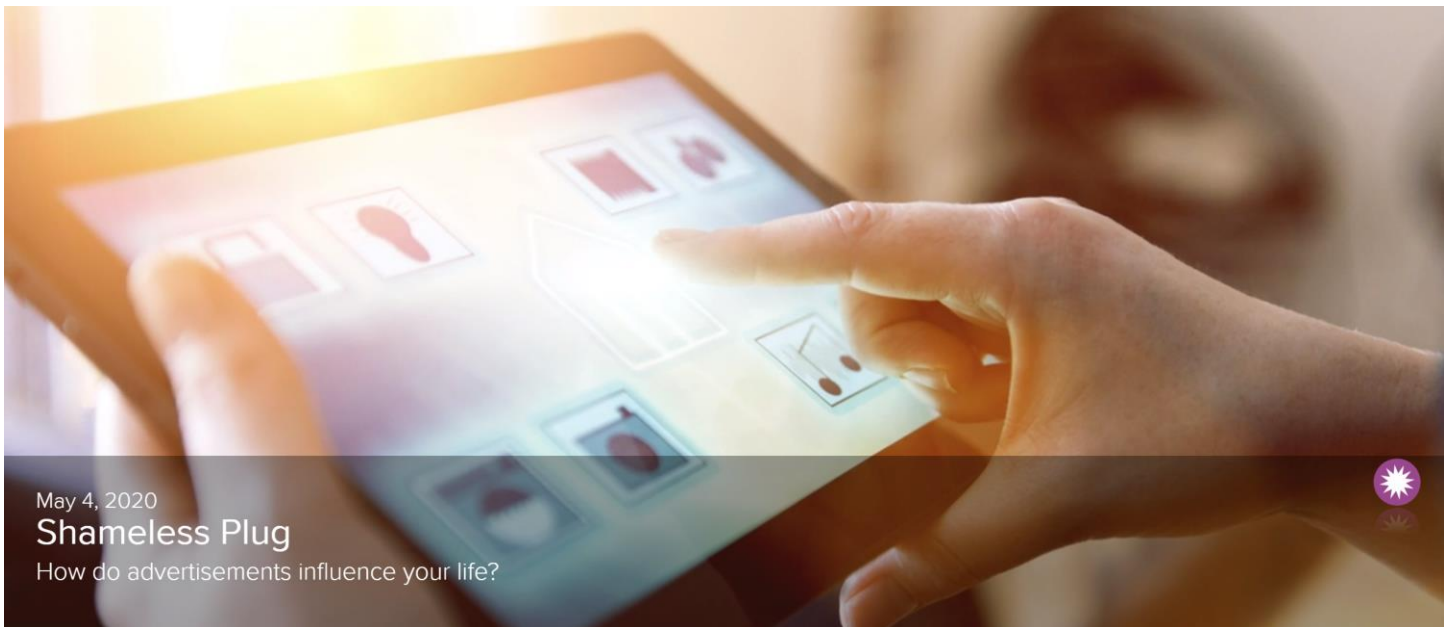


## WEEK 4 BLAST ASSIGNMENT



## StudySync Blast Info

### READ BACKGROUND FIRST:

- 1 Open up a social media account, see an ad. Turn on the TV, watch a commercial. Drive down the highway and see a billboard. Encountering advertisements is a fact of life. Advertising often reflects its contemporary culture. In early 2020, that means advertisers have a tricky task. They want to sell customers a product while striking an emotional chord with those whose lives have been turned upside down by the coronavirus outbreak.
- 2 More people are staying home and changing their spending habits during the outbreak. So, advertising companies are trying to figure out the right approach for ads. According to the trade group IAB, overall spending for the months of March and April is down 38 percent on digital ads and 41 percent on TV. Companies are trying to find a sensitive approach to customers in a sensitive time, according to said Michael Epstein, an executive at the marketing company Dentsu Aegis Network. "A lot of clients are shifting their messaging to what they think is going to be most useful to customers, to how they can help," Epstein told The New York Times.
- 3 Advertisements are audio or visual forms of marketing. Companies use ads to sell a product or service. However, advertisers are having a hard time targeting Generation Z. Generation Z represents people born between 1995 and the mid-2000s. This is partially because Gen Z is more capable to block digital ads than older generations, according to a 2016 study. The study found that 51 percent of Gen Z uses online ad blockers. Sixty-nine percent of Gen Z actively avoids advertisements. Therefore, in order to reach these teenage customers, marketers have to get creative.

4 To influence Gen Z, advertisers are using the things teenagers value. For example, they are purchasing ads on social networks that teens spend time on, according to Time magazine. These networks include YouTube and Snapchat.

5 Some advertisers are finding success with short, efficient advertising. Ads under 10 seconds in length are more successful with teens than with older generations. Entertaining ads are also more likely to lead to positive responses from teenagers, the study found. For instance, in July 2017, shoe brand Converse launched a “First Day Feels” back-to-school ad campaign. This featured Millie Bobby Brown from the television show “Stranger Things.” The campaign created 32 reaction GIFs. The GIFs showed Brown’s many emotions about going back to school. The company shared the GIFs on media outlets with teenage audiences. These outlets included BuzzFeed and Teen Vogue. People were able to use these GIFs on their own social media channels as well.

6 Advertisers have also managed to reach Gen Z through ads that blend into existing social media content. Danielle Wiley is the CEO of marketing agency Sway Group. Wiley says social media influencers, for example, often post sponsored videos or photos. “That phone is the focus of their life, and they don’t want the brand interfering with that,” Wiley said. Brands pay influencers to share their opinions on different products. The ads may have higher success rates with teens who think the influencer’s opinions are authentic. “They’ll say ‘I’m being paid to do this,’ but I’ll want to listen to what their opinion is,” high school junior Kaci Owens told Time magazine. Owens says young people are more interested in influencer-based ads. She thinks this is because the ads are interactive. “I think it’s pretty clever,” Owens says. “I know my friends will send [those ads] back and forth.”

7 What do you think? Which kinds of ads catch your attention? How much do influencers on social media affect what you want to buy? How do advertisements influence your life?

## Number Crunch

# 12 billion

Advertisers spend over \$12 billion a year to reach the youth market, according to the American Psychological Association.

## Answer the StudySync QuikPoll

Which kind of advertising influences you the most?

- ☐ Traditional advertising, such as banner ads on websites.
- ☐ Video advertising, like ads that play before YouTube videos.
- ☐ Casual advertising, such as sponsored posts by social media influencers.
- ☐ Physical advertising, like billboards.
- ☐ I'm not drawn to any kind of advertising.

## ADDITIONAL RESEARCH: *(Article)*

# What a Teen Wants: Young People Worldwide Skip Online Ads

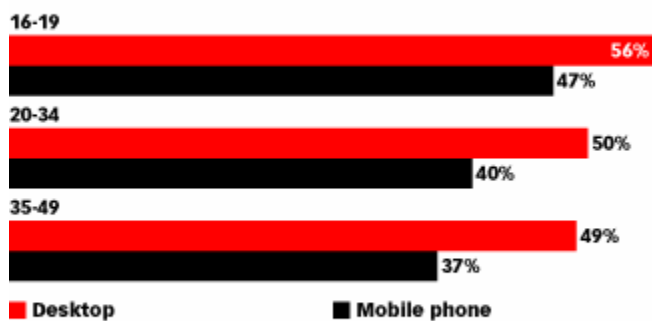
Feb 2, 2017

## They also like interactive ads more than older people

Teens worldwide have much in common when it comes to how they feel about viewing advertising online. Most would rather not.

### Internet Users Worldwide Who Skip Ads on Desktop vs. Mobile Phone, by Age, Oct 2016

% of respondents in each group



Note: skip ads "whenever I can"

Source: Kantar Millward Brown, "AdReaction: Engaging Gen X, Y, Z," Jan 10, 2017

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www.eMarketer.com

An October 2016 study of internet users from [Kantar Millward Brown](#) conducted in 39 countries across Africa and the Middle East, Asia-Pacific, Europe, Latin America and North America looked at how teens compare with older audiences in how they consume and respond to advertising.

The study found that, in general, these younger individuals tend to be more discerning than older ones when it comes to how brands advertise—especially online.

### Internet Users Worldwide Who Feel Positively Toward Ads with Select Features, by Age, Oct 2016

% of respondents in each group

	16-19	20-34	35-49
Skip	69%	60%	56%
Close	48%	41%	34%
Vote for something to happen	31%	25%	25%
Choose your favorite among several options	28%	25%	25%
Take decisions	27%	22%	17%
Interact via an assignment	17%	16%	12%

Note: responses of "somewhat" or "very positive"

Source: Kantar Millward Brown, "AdReaction: Engaging Gen X, Y, Z," Jan 10, 2017

222574

www.eMarketer.com

According to Kantar, teens were more likely than older respondents to have less patience with invasive digital advertising formats such as online display ads, video ads, autoplay ads on social channels and in-banner ads, non-skippable pre-roll ads and mobile app pop-up ads.

STUDENT NAME: \_\_\_\_\_ TEACHER/ PERIOD: \_\_\_\_\_

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Teens worldwide are also significantly more likely to skip ads than older people. Approximately 56% of 16- to 19-year-olds said they skipped ads “whenever they can” on a desktop computer, while around half of 20- to 34-year-olds and 35- to 49-year-olds said the same. Additionally, 47% of teens skipped ads “whenever they can” on a mobile device, compared with about 40% of 20- to 34-year-olds and 35- to 49-year-olds.

Despite the higher standards that teens have for digital advertising, there are certain things advertisers can do to appeal to these young audiences. Kantar’s study showed that a substantial proportion of teens feel good about ads that at least have the option to be skipped or closed. Teens also had a greater tendency than older people to enjoy ads they can interact with.

**Daypart During Which Internet Users Worldwide Are Most Receptive to Ads, by Age, Oct 2016**

% of respondents in each group

	16-19	20-34	35-49
12am-6am	10%	7%	8%
6am-9am	12%	11%	10%
9am-12pm	16%	16%	15%
12pm-3pm	21%	17%	15%
3pm-6pm	24%	18%	16%
6pm-9pm	27%	30%	29%
9pm-12am	21%	24%	24%

Source: Kantar Millward Brown, “AdReaction: Engaging Gen X, Y, Z,” Jan 10, 2017

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www.eMarketer.com

The time of day when a viewer sees an ad can also positively influence ad perception. Kantar’s research found that reception among teens was highest between 6pm and 9pm, though they were less receptive than older audiences during this time of day. Teens tended to be more receptive to ads than other generations between 12pm and 6pm—the time when older adults are more likely to be at work.

Kantar found that shorter ads—or those less than 10 seconds—also did slightly better with teens than older individuals, though teens also wanted ads that can entertain them through humor, music and good design. This means that in order to engage this highly discernable group of consumers, advertisers need to work extra hard to tell a compelling story in a limited amount of time.

—Alison McCarthy

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## ASSIGNMENT: Create Your Blast: (3 Compete Sentences or More)

### How do advertisements influence your life?

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**STUDENT NAME:** \_\_\_\_\_ **TEACHER/ PERIOD:** \_\_\_\_\_

## ELD 7TH