

# Marketing 1

***The new consumer group formerly called children:  
Brain-wiring and the marketing that goes right by the adults***

## **Quiz Answers**

1. What does FUD stand for? ***Fear, uncertainty, and doubt, which are the basis of advertising to children, send the message that you will not be okay if you don't have this product.***  
MFEF? ***More, fast, easy and fun is the other side of the marketing pitch.***
2. What is the connection between six billion, six hundred billion, and children? ***Six billion is the amount spent in one year marketing to children ages 18 months to 8 years. Six hundred billion is the amount of family spending influenced by children.***
3. What year was advertising on children's television deregulated? ***1984 during the Reagan administration.***
4. What were the marketing regulations before that time? ***CARU, the Children's Advertising Review Unit, required, among other things, that all child-directed ads were also required to refrain from suggesting that a child needs the product to be accepted by peers or that ownership of the product confers superiority.***
5. At what age does targeted marketing to children start? ***Birth. Nickelodeon tells its advertisers it "owns kids aged 2-12."***
6. What are cart charts? ***Ads on the front of shopping carts that are beamed at the toddler in the cart seat.***
7. At what age can children start to understand the concept of passive intent – that every aspect of an ad is selected to make a product appealing and convince people to buy it? ***Age eight. Many still want the product anyway.***
8. What does embedding product ads mean? ***The ad or the product is embedded in a TV, video story or movie.***
9. What is guerilla marketing? ***Direct, aggressive marketing using ads and posters plastered on buildings and bus stops.***
10. What is viral marketing? ***A marketer invades a teen Internet chat room and poses as an ordinary kid to promote a product. Also having "cool kids" hand out free sample products like CDs.***
11. What is advergaming? ***A game in which a product is used directly in playing the game. The game may involve several levels, necessitating a return to the store for more products in order to play the next level.***

## 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

## Kids Who Have Too Much

1. What is the level of **childhood overindulgence** in your district?
2. Why has overindulging by parents become so **common**?
3. What is the **impact** of overindulgence on your schools?
4. How can your policies help **resist** overindulgence by your schools?
5. How can your policies **discourage** helicopter parenting?

## **The Three Ways of Overindulging**

### **Identified in the Overindulgence Research Study**

When I was growing up,

- my parents gave me lots of toys.
- I was allowed to have any clothes I wanted.
- my parents overscheduled me for activities, lessons, sports, camps.

When I was growing up,

- my parents did things for me that I should or could do for myself.
- my parents were over-loving and gave me too much attention.
- I was allowed lots of privileges.
- my parents made sure I was entertained.

When I was growing up,

- my parents did not expect me to do chores.
- I was not expected to learn the same skills as other children.
- my parents didn't have rules or make me follow them.
- my parents allowed me to take the lead or dominate the family
- my parents gave me too much freedom.

From: *How Much is Enough? Everything You Need to Know to Steer Clear of Overindulgence and Raise Likeable, Responsible, and Respectful Children*,  
by Jean Clarke, Connie Dawson & David Bredehoff, De Capo Press, 2004.

## **Overindulgence Risk Factors**

- Not knowing how much is enough
- Disrespect of things and other people
- Expecting immediate gratification
- Believing one is the center of the universe

- Not knowing how much is enough
- Trained helplessness
- Confusing needs and wants
- Poor self-control
- Overblown sense of entitlement
- Expecting immediate gratification
- Believing one is the center of the universe

- Not knowing how much is enough
- Having lax boundaries
- Trained irresponsibility
- Uneven competencies
- Lack of gratitude
- Overblown sense of entitlement
- Believing one is the center of the universe

**Risk Factors: Distorted sense of self**