

Seminar Tasks MECS3016 (Week 6) Digital Advertising

Extract from Brassington, F. and Pettitt, S. (2013) *Essentials of Marketing*. Harlow: Pearson

Questions/points for discussion:-

1. Brassington and Pettitt (2016: 416) note that ‘...one in four of us buys a product simply because of the celebrity associated with it and 66 per cent of us believes that it makes the product stand out.’ Have you purchased something because of celebrity associations or advertising? Why/Why not? What are you buying into through such purchases?

2. What might be the advantages/disadvantages of using celebrities in advertising campaigns?

3. The reading mentions reference group theory – Look up this term in relation to marketing. What reference groups might exist in social media?

4. What examples of advertising on social media, are examples that of advertising that use the following (and describe which is more/less successful and appealing. Are either of these appropriate for your social media campaign? Why/why not?
 - A rational appeal

 - A fear appeal

5. How might an advertising campaign on social media link to advertising on traditional media?

6. What examples can you think of in relation to good and bad celebrity advertising campaigns/ Discuss why you think they are good or bad?