

Look up the phrase "Gruen transfer" on the Internet. Were you aware of this angle of marketing practice? Does it change the way you think about how products are sold to you? Explain.

In order to stay in business, marketers have had to rethink how they sell products to the youth market. How have they changed to keep pace with the youth market? Explain.

In his conclusion, Rushkoff predicts that even media-savvy kids will still "lose" the game. Why will they fail? Explain.

WRITING ABOUT THE ISSUES

Rushkoff notes in paragraph 11 that the youth generation "constitutes a new psychographic." First, define what you think "psychographic" means in the advertising industry. What makes this generation different from previous generations of consumers? If you are part of this generation (ages 15–24), explain why you do or don't think you indeed represent a new "psychographic." If you are older than this group, answer the same question based on your own experience and observation of younger consumers.

Teens and young adults covet certain brand-name clothing because they believe it promotes a particular image. What defines brand image? Is it something created by the company, or by the people who use the product? How does advertising influence the social view we hold of ourselves and the brands we use? Write an essay on the connection between advertising, image, and cultural values of what is "in" or popular and what is not.

Did marketing techniques such as the one described by Rushkoff for the Pokemon trading cards and games influence your consumer habits as a child or teen? Were you aware of such techniques? Write an essay exploring the way advertising targets specific age groups. Support your essay with information from the article and your own experience. You may wish to identify particular products that use specific marketing techniques to target young consumers.

Black Friday . . . Gray Thursday

Benjamin R. Barber

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