

Advertising Survey

For each question below, write your response in full sentences. You should write at least 3 sentences for each question. Be prepared to share your responses with the class.

1. Do you collect any ads or advertising products? (e.g. Coca-Cola, Starbucks mugs)
2. Do you have any clothing with a visible designer name? (e.g. Old Navy) Give examples.
3. Do you have any clothing with a visible designer logo? (e.g. Nike) Give examples.
4. Have you ever bought any products based solely on advertising? Which and why?
5. Have you ever *not* bought products specifically based on advertising? Which and why?
6. List the places where you think you see advertising on a daily basis:

I found this advertising survey very fun to do, and I liked interviewing my Mom. You will find my answers in black, and then my Mom's in blue.

■ Me

I don't collect any products, but I definitely have brand loyalty to some things. I don't collect any products, but I do have some things from certain companies that I have a number of. I do have clothing with a brand name, and I do have some pieces that have a brand name and logo, or the brand name is part of the logo. The clothing pieces with a brand name that I can think of is my Levi's shirt and my Vans shirt. I do have some pieces of clothing that have a brand logo on them, but they are all very subtle. I have a pair of rain pants from MEC, and a jacket from North Face. I do have some clothing with a brand logo on it. I actually have a lot of things. I have a Adidas shirt, Nike shoes, Vans shoes, Adidas shoes, like I said above a Levi's shirt and a Vans shirt, and two Fjall Raven Kanken backpacks. I do have clothing with a brand logo on it, but most of it is similar to the brand name. The closest thing I can think of is a Reebok shirt. Yes, I have bought products solely based on ads. I have bought stuff based more on ads that I see online, such as Instagram ads or clothing store ads. I have also seen ads in a store window and bought that thing because of the ad. I have bought products solely because of ads. I often buy things that I see in a flyer that came with a newspaper or magazine. If something is on sale, then I will most likely purchase it. I have also not purchased products specifically because of the ads. One of my pet peeves is when things are very very very unnecessarily gendered, and if I EVER see a product that is being advertised as "Just for Her" or something like that, I will never buy that product and probably never buy anything from that company again. I have not not bought a product solely based on ads. I have definitely seen ads that I didn't like, but they were for companies that I wouldn't normally buy from anyways. I see ads in a lot of places like the bus stop, Instagram, newspapers, store signs, and so many more. I see ads in a lot of places such as online, Facebook, magazines, billboards, street/store signs, and most recently, lots of election signs.

■ Mother

1. No, I do not collect any ads or advertising products. I do have some clothing or stationery that is from the same brand, but I can't say that I collect it.
2. I sort of have any clothing that has a brand name on it. I do have a couple of pieces that have a logo with a name, and one Levi's shirt, that it technically a logo and a name.
3. Yes, I do have clothing with a visible designer logo. I have a Adidas shirt, like I mentioned above a Levi's shirt, a Vans shirt, and two of those Fjall Raven Kanken backpacks.
4. Yes, I have bought products solely on advertising, but like the Generation Like video said, the ads were mostly Instagram ads or just from seeing people who have a sponsorship with that company. I bought some stuff from seeing ads in a store window, like bath bombs from Lush.
5. Yes, I have not bought products solely based on ads. It always bugs me when companies make ads that discriminate people. I have seen ads for Bic "Just for Her" pens, and it completely does the opposite of the point of advertising.
6. Here are the places that I see ads: Bus Stops, Newspapers, Instagram, YouTube, internet, buses, vehicles that are from a certain company, an so many more.

1. No, I do not.
2. Yes, I do. All very subtle. They might just be logos, such as MEC pants, or a North Face jacket.
3. Yes, I do, but most of them are the same as the logos.
4. I can't specifically recall, but I often buy things I see on sale in flyers.
5. No, I haven't. There have been ads that I didn't like, but they were not from companies that I would never buy from anyways.
6. The places that I see ads are: online, newspaper, facebook, magazines, billboards, street/store signs, election signs.

When I was doing this project, I noticed some things. Some of the things that my mom and I said were similar, while others were different. There were some patterns. When asked the question, "do you collect any ads or advertising products" my mom and I both had similar answers. We both have brand loyalty for some things, but neither of us collect a certain thing. For the second question, which was, "Do you have any clothing with a visible designer name?", my mom and I had answers that were a bit different but had some things in common. We both said that we had clothing that had a brand name and logo on it, but nothing that just had a name. The third question was, Do you have any clothing with a visible designer logo? We both had a similar answer, and both of our answers were pretty much identical to the answers from the previous question. I do notice that I have more branded things that she does, and I do think that that is part of the generation. My generation cares more about brands. Have you ever bought any products based solely on advertising? I have for sure, and my mom has to. I did notice that the ads that I mentioned were online and store window type ads. My mom's ads were mainly from flyers and the newspaper. Have you ever not bought products specifically based on advertising? I have, but my mom not so much. One of my pet peeves is when ads are discriminatory or are advertising to a certain demographic that is unnecessarily based on gender, race, or sexuality. If I see a company doing that, I will probably never buy from that company again. My mom has seen ads that she doesn't like, but she said that those ads are from companies that she wouldn't buy from anyways. For number 6, list all of the places that you have recently seen ads, my mom and I had pretty similar responses. We both said bus stops and street/store signs. Again, many of the ads that I mentioned were online and hers were not. She also said election signs, which I don't pay attention to. Overall, I noticed some differences, mainly in the online vs. real-life side. I found it very fun to do this assignment, and I thought it was cool to see all of the differences.