

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.

How differently do I view advertisements from my mom? One key difference is that I am fine wearing logos or brand names if I like the company, whereas my mom seeks out clothing without logos. This shows that my mom and I have very different ideas of how comfortable we are advertising in public for free. She also sees ads in different places than me such as news articles and stores because she visits those places and websites more frequently than I do. We are also quite similar in the sense that we are not easily influenced by media, and we don't collect media. We both have different opinions on some things but other things I can tell I got from her.

Blue is me, red is my mom

1. Do you collect any ads or advertising products? (e.g. Coca-Cola, Starbucks mugs)

No.

No.

2. Do you have any clothing with a visible designer name? (e.g. Old Navy) Give examples.

I have shirts that say Vans, Troy Lee Designs and Quiksilver on the front.

Not really, I prefer to not have much branding on the clothing I wear.

3. Do you have any clothing with a visible designer logo? (e.g. Nike) Give examples.

I have pants that have the Adidas logo, and shoes that have the Nike logo.

Yes, some of my workout clothing has the Nike logo.

4. Have you ever bought any products based solely on advertising? Which and why?

I usually hear about it or find more about it instead of getting it because of the ad.

Not that I can think of. Usually I would do research if something looked appealing rather than just buying it off the ads.

5. Have you ever *not* bought products specifically based on advertising? Which and why?

I don't recall.

Not that I can think of.

6. List the places where you think you see advertising on a daily basis:

I see advertisements on bus stops, websites, before YouTube videos, in movies and shows, on peoples clothing, and on billboards.

Instagram, online news articles, movies, stores.