

# Media Mapping—Marketing

1. Circle the product you are mapping:
2. Fill in the table below. (Use the back if necessary.) COLLECT EXAMPLES OF MESSAGES.
3. Use the Glamorization Appeals handout to assess the appeals used in each message.

ALCOHOL

TOBACCO

MESSAGE MEDIUM	LOCATION	MESSAGE	GLAM CODES
Billboard	Corner of 5th & Elm	Group of attractive men and women smoking at a dance club	SUC, POP, ROM, HAP



GLAM CODES	
Successful= SUC	Independent= IND
Happy= HAP	Healthy= HLTH
Romantic= ROM	Funny= FUN
Popular= POP	

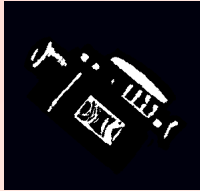
MESSAGE FORMATS		
Magazine Ads	Coupons/Direct Mail	Flyers
TV/Radio Ads	Contests	Posters
Sports Event	Billboards	Banners
In-Store Displays	Bus Stop Ads	Community Events

## Selling to Youth

The following are what teenagers have told marketers are the best ways to reach them.<sup>32</sup>

How does your thinking compare with these teenagers?  
Do you agree or disagree? What would you replace or add to the list?

### How to Market to Youth



- Use humor/be funny
- Be honest
- Be clear with message
- Be original
- Don't try too hard to be "cool"

- Don't use sex to sell
- Use great music that fits
- Grab attention right away
- Show/demonstrate product
- Don't preach
- Don't talk down to teens



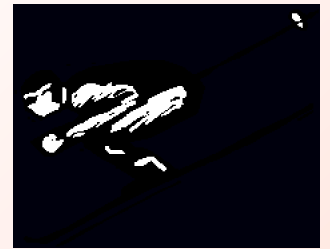
### Popular Trends to Use in Marketing to Youth



- Alternative music
- Rap
- Dance music
- Baggy clothes
- Baseball caps
- Flannel shirts
- College clothing/sports
- Dating
- Caring about the environment
- Going to the beach
- Going to the movies
- Hiking/camping
- Homecomings
- In-line skating
- Fast cars



- Eating healthy
- MTV sports
- Professional sports
- College sports
- Music videos
- Partying
- Renting videos
- Shopping
- Straight hair
- Short hair on girls
- Short hair on guys
- Taking photos
- Volunteering
- Proms
- Studying



### Settings Preferred by Youth

- Beaches
- American cities

- Forests
- Rugged mountains



## Sports and Performance Facts

### Tobacco

Smoking increases airway resistance. For oxygen to reach the working skeletal muscles, the respiratory muscles have to work harder and thus consume more oxygen. The amount of oxygen available to the skeletal muscles is reduced—and so is athletic performance.

Smoking depletes the amount of oxygen carried by the blood. In addition, the increased presence of carbon monoxide makes it more difficult for the blood to release the oxygen it is carrying.

Smoking causes the heart to beat faster and pump less blood with every beat, thereby decreasing the efficiency of the cardiovascular system—and hampering performance.

Studies show that nonsmokers perform significantly better than smokers in the one-mile run and dodge-and-jump tests.



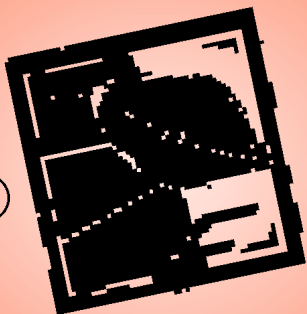
### Alcohol

Alcohol is a concentrated source of calories, yet it provides very little energy. Because the liver must first metabolize it, alcohol cannot be used directly by the muscles. This extra step makes alcohol an inefficient source of fuel. Athletes, especially, should avoid it.

Even at low or moderate doses, alcohol causes blood vessels within muscles to constrict and those at the surface of the skin to dilate. If blood cannot reach the muscles where it is needed, performance diminishes.

In the presence of alcohol, the pancreas secretes excess doses of insulin. This can result in temporary hypoglycemia (low blood sugar) and general fatigue. Alcohol inhibits the release of ADH from the pituitary gland. ADH is a hormone that regulates the amount of water retained by the kidneys. Hindering it can cause dehydration, which is marked by extreme thirst and physical weakness.

Even a small amount of alcohol can impair reaction time, hand-eye coordination, accuracy, balance, and gross motor skills. At higher levels of alcohol intake, voluntary motor actions become perceptibly clumsy.



# Sports Track

1. List the types of sports events you are tracking.

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2. Who are the sponsors of the event?

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3. Who are the major advertisers?

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4. How many times did alcohol and/or tobacco use messages appear during the broadcast?

- a. Commercials \_\_\_\_\_
- b. Stadium billboards/signs \_\_\_\_\_
- c. Decals/logos on uniforms or equipment \_\_\_\_\_
- d. TV or radio announcer mention \_\_\_\_\_
- e. Most Valued Player (MVP) awards sponsors \_\_\_\_\_
- f. People smoking/drinking while attending the event \_\_\_\_\_
- g. T-shirts, hats, giveaway items \_\_\_\_\_
- h. Other tobacco and alcohol messages \_\_\_\_\_

Describe these below.

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## Creating a Brand Identity

First you have to choose the **type of ad and medium**.

- \_\_\_\_\_ Print (newspaper, magazine)
- \_\_\_\_\_ Radio
- \_\_\_\_\_ TV
- \_\_\_\_\_ Billboard



Then you have to know what you want the ad to be about. This is called the **message**.

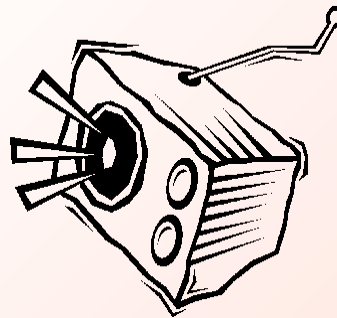
An example would be  
 “Teens Who Smoke  
 Look Like Geeks.”

Finally, you must create the **advertisement**.

**For Print**, you must have words and pictures.



**For Radio**, you need to write a script.



**For TV**, you will need to create a storyboard (pictures with words that match each picture).

