

# [Advertizement](https://assignbuster.com/advertizement/)

Advertising has had a powerful impact on today's children. From songs, to logos,   
to characters, advertisers keep in mind their audiences. Competition is the force which   
causes advertisers to target children. Children are targeted through the catch phrases,   
animated characters, and toys in these competitive advertisements.

The textbook used in class (Huffman, 2002) describes that " advertising has numerous"   
methods to hook the individual into " buying their products and services." The advertising   
company surrounds a particular candidate such as a child and immediately sinks their teeth into   
the child's mind to manipulate the child into desiring their products. Through TV, cartoons and   
magazine ads, child are hit by one subliminal message after another. They are shown how this   
product will either improve their status by making them they envy of all their friends. Whether it   
be a food, a particular catch phrase, a child can be the easiest for advertisers to prey on.

Many types of foods targeted towards children have a catch phrase associated   
towards them. Commercials use these catch phrases to implant their product into the   
children's memory. One example, are the goldfish crackers. " I love the fishes cause their   
so delicious" This is the theme to a well-known commercial, which advertises   
Pepperidge Farm goldfish crackers. Children sing the catch phrase over and over   
throughout the entirety of the commercial. By the time the commercial ends the line and   
products are inevitably stuck in a child's mind. The commercial says" and my mom says   
that's okay," which implies to children that their parents will allow them to eat this snack.   
Another example of a product with an addicting catch phrase is Oscar Meyer bologna.   
" My bologna has a first name its O-S-C-A-R" Instead of this song selling the product   
itself, its aim is to sell the brand. The Oscar Meyer Company has auditions for the next   
Oscar Meyer child. Again, their goal is to sell their brand. The company also has another   
product with another catchy song, Oscar Meyer hotdogs. " I wish I were an Oscar Meyer   
wiener" The stress of this phrase is also the brand. Oscar Meyer commercials use   
children to sing these songs and like the gold fish commercial, the song has been   
imprinted into a child's memory by the ends of the commercial. Both companies goals is   
to sell their product. By targeting children, whole families are then targeted. Competition   
between companies with similar products, is the reason catch phrases are used. If one   
company can create a catch phrase that everyone will know and remember, they are one   
step closer to winning the race.

Animated characters are also a medium for ensnaring children. Animation has been the   
way which companies from Disney to the Cartoon Network, capture the attention of children   
everywhere. Tony the Tiger is the spokesman for Kellogg's frosted flakes. The image of this   
tiger appears in all the commercials and on the boxes of cereal. " Their grrrreat!," is a catch   
phrase used along with the animated character. Together these mediums imprint themselves into   
a child's memory. When a child sees these commercials on television, the get placed in their   
memory book. When a child goes shopping with their parents and sees the product on the shelf,   
the memory resurfaces and the child asks for the product. Other animated characters associated   
with food products, are the Trix Rabbit, the Flintstones, the leprechaun for Lucky Charms, and   
the Quick Rabbit. The Flintstones is a well-known cartoon. Using these characters to advertise a   
product takes something that children already love and gives it more meaning. Again, these   
commercials get put into a child's memory bank, and the companies hope that the child will one   
day ask for the product.   
Toys are another way in which children are targeted. What kind of child does not like   
toys? None. This is the answer that some companies keep in mind when advertising their   
product. Cracker Jacks is just an average caramel popcorn snack until a toy is out inside the box   
and advertised. The hope here is that the child will remember a particular brand has a toy in it   
and will therefore ask for that particular product. Cereal companies are also famous for this type   
of advertisement. The huge competition between the companies has caused a need for them to   
somehow sell their products better. If they put toys in the boxes of cereal, children are more   
likely to want the box with a toy in it. Fast food restraints also advertise to children. For   
example, McDonald's has the Happy Meal, Burger King has the Kid's Club and Wendy's has   
the Kids Meal. The only difference between these, is the toy that comes accompanies each meal.   
These companies hope that when a child is asked where they want to eat, the child will answer   
with their restaurant.

When I was a kid, I was constantly rewarded for getting an " A" or being well behaved in   
church by going to McDonald's and getting a Happy Meal. I don't remember what kind of food   
came inside the Happy Meal but I do remember the toys. They were collector's items and I knew   
I had to have them all. Every couple of weeks they switched gears and came out with a new set   
of collector's items. I felt rushed into collecting all four before the next batch of items were   
available. The most disappoint occurrence was when I received a toy that I had already owned   
and I would throw fits until I was able to go back to McDonald's and try again. I also remember   
the Happy Meal box itself was another toy. It had games, puzzles, riddles and my favorite   
cartoon characters on it. The best part was when I collected all four items and was the   
first of my friends to do so. I felt like I was queen of the world. I had accomplished a great feat   
that no one else had achieved.   
Children, by nature, are very competitive. They strive to get something that no one else   
has. A child loves to be the first one on their block to have the new toy, to try the new cereal, or   
to own the new outfit. Advertisers know this and try to use it to their advantage. With all the   
similar food in the world, there is competition to sell a certain brand. If an advertiser can suggest   
to children that their product is better and more popular, then by their competitive nature the   
child will have a need to have the product. This need comes from the fact that a child loves to be   
the first to have something. If a cereal company uses the hottest cartoon character as their   
spokesman a child will want that product because it is cool and they want to be the first one to   
have it. If a child owns this product, in their mind, they too will be cool. There is also a   
competition to sell name brands over generic brands. While generic brands are cheaper, they do   
not appeal to children as much. Usually, these products are not accompanied by catch phrases,   
cartoon characters, or toys. This takes all the fun out of the product.; making the product less   
popular. A decrease in popularity will cause less competition between children and therefore the   
product will not sell as well. Children want to be popular; to be popular, children want to have   
the best of everything.

In the article entitled Protecting Children from Advertising, Dittman states that " the   
advertising industry spends about $12 billion per year on ads targeted towards children"   
(Dittman, 2004). That's too much money spent on trying to brainwash our youth to buy their   
products. Dittman also stated that " the average child is bombarded with more than 40, 000 TV   
commercials a year" (Dittman, 2004). The campaigns shown on TV persuade children feel that   
they desperately need the product and that they have to nag their parents into buying the   
product for them or they will be left out of the cool crowd.   
The findings in Dittman's article fully support my findings as well as my own personal   
beliefs that advertising to children is unethical because a lot of the children watching the TV are   
doing so without adult supervision. A lot of children watching TV are 8 or younger and they do   
not fully comprehend the importance of the subliminal messages that the companies are sending   
out by using their cartoons and catchy songs to hook the child into buying their products. I   
believe that advertising is a modern example of brainwashing and that with no parental   
supervision or no parental limits, our nation's youth will be so caught up in the power of   
advertising, that their youth and innocence will end much faster than the generation before.   
Advertising is using the power of suggestion to sell a product. In the case of children, a   
company's advertisement hopes to suggest that their product is best. Many food companies target   
children with the hopes that they can influence their parents choices when it comes to buying a   
product. Animated characters, catch phrases, and toys are used to lure a child to the product.

WORKS CITED   
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