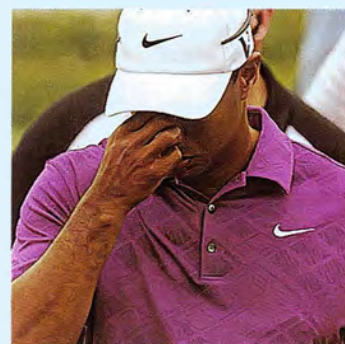




1 Would you believe that the average person sees nearly 3,000 ads every day? That seems unbelievable, but advertising has become so common that ads are **virtually** everywhere we look. Furthermore, most advertisements today don't seem like advertising. Newspapers and television are no longer the only way for companies to reach their target audience. Today, advertisers are far more **subtle** in their selling.

2 Take a look: your clothes may have a brand name or logo on them. Many designer brands like Gucci and Louis Vuitton display their logo **prominently** on their clothes and bags. Branding is also very important for big sports companies and professional sports teams. For example, Nike has spent hundreds of millions of dollars creating and promoting their instantly recognizable "swoosh" logo.



Tiger Woods wearing Nike clothes

3 Your favorite forms of entertainment are also filled with ads. Companies actively seek to sponsor concerts and TV shows: for example, the Coca-Cola Company sponsored *American Idol*, one of the most popular shows on American television, since its first season. Similarly, many sports tournaments would be impossible to hold if not for money given by sponsors, who want their ads clearly **visible** in stadiums. In movies, you'll see characters driving a particular brand of car, or eating a popular snack, because companies pay for their products to be there. In the James Bond film *Casino Royale*, car manufacturer Ford paid about \$22 million for James Bond to drive one of its cars—for only three minutes!

4 The problem for advertisers is that people have learned to **ignore** traditional advertising, such as TV ads and billboards. Advertisers must find new ways to get the public to notice them—and continue noticing them. The key word now is "engagement": companies are trying to create deeper, more **interactive** experiences, which could be anything from contests to parties to charity runs, and link the experience with the brand.

5 Companies have starting using the Internet to reach a wider audience. For example, brand websites can be **accessed** by anyone, anywhere. Advertisers are using social networking sites like Facebook to post videos and entertaining stories that feature the company's products. Their goal is for people to share these posts with their friends, and eventually reach millions of people. The energy drink company Red Bull has been very successful in creating online **content** that viewers respond to. By sponsoring and making short films focused on extreme sports like skateboarding and surfing, Red Bull has attracted more than hundreds of millions of views on its YouTube channel.

6 Advertisers are finding new and different ways to grab our attention. As a results, ads are getting more creative. Instead of telling us what is so special about a product, advertisers are making products part of our lives.