

## Marketing To Young People: Branding And Advertising

### Possible answers and solutions

Die Lösungen sind nur Beispiele, die mögliche Lösungsansätze repräsentieren. Sie sollen Anregungen im Hinblick auf sprachliche Ausdrucksmöglichkeiten geben und inhaltliche Ansätze darstellen. Sie repräsentieren ein relativ gutes Leistungsniveau und erheben weder den Anspruch auf Vollständigkeit, noch sind sie ausschließlich und alleingültig.

### Comprehension

#### 1. Describe the function and work of teenage trendspotters.

Basically the teen trendspotters form a link between the companies and their young customers, they are even the "secret weapon" of the magazines, resp. the companies. They have the function to make the companies' messages more credible.

These teens actually work hard, e.g. they provide "copy, advertising leads" and work as "models". The trendspotters can be called the main key to the customers, as "an entire trade advertising campaign" relies on them. A person working in marketing a brand represents "his" brand all the time, no matter where or when. She or he must be ready to identify her-/himself with the brand and to be personally identified with it.

All in all they have to act in a very professional way, i.e. they have to convey knowledge and a certain unshakable attitude towards fashion and brands, as the example of Josie reveals.

### Analysis

#### 2. Analyse the motivation of companies to employ teens and the teens' motivation to take part in the marketing process.

The companies make use of teenagers for one very obvious reason: They want to appear more credible in front of the huge teen market. Furthermore these young people are easy to influence and to handle as "workers" for the companies, because they generally tend to be as motivated and enthusiastic as Josie is described.

As a matter of fact teens are the group that is most interested in "celebrities" and thus utmost prone to the "dynamic of celebrity" which means making a "connection between star and brand".

In order to illustrate the motivation of teens to take part in the marketing process the author provides many examples. First of all companies show that they need special young people, which appeals a lot to these people: Who does not want to feel special and needed! This is one of the strongest motivations to do anything. The second reason may be that teens expect to get some kind of reward such as "the friendship of the adult employees" or being part of the "ultimate in-crowd".

In contrast to those who are first class and therefore do not have to adapt themselves to any brand culture according to a young girl the author quotes, some of the ones who are second class have to rely on being "fashionista", i.e. these teens have the feeling they simply have to wear, do or express anything special in order to be somebody and in order to belong. Last but not least cultivating skills like "garb and conversation" may motivate teens to take part in marketing, because they have the feeling to learn and to develop themselves.

3. Examine the author's means of conveying her opinion about marketing to and by teens.

First of all the author quotes a female editor who openly says that teen trendspotters are their "secret weapon". This reveals right from the beginning that the author holds a critical on this issue: we connect "weapon" to war and "secret" usually stands for something unknown and threatening, which is a contrast to genuine advertising and media, normally connected to openness.

Josie is obviously not always "taken seriously", and so she stands those young people who do marketing because they have certain personal shortcomings. She apparently serves to underline the author's negative opinion about teen trendspotters; for Quart clearly points out most of the trendspotters she has met have some kind of deficiency such as being "overweight". She even exploits the old cliché that "a psychiatrist's daughter" must have some mental shortcomings.

To make her text sound reliable and scientific, Quart makes use of an expert and his book. Furthermore she insinuates that she has gained experience of the issue by talking directly to the young people involved in marketing.

The choice of words is very sophisticated and by no means taken from teenage language: e.g. "private school's annotated social ecology."

Almost everything in this text reveals that Quart has a very negative opinion about teenage marketing. But this is even more revealed by what she does not say: she never mentions any teenager who has stayed happy and normal through or in spite of marketing.

## Comment

- 4.1. Comment on the fact of making use of teens for marketing brands from a company's and from an educational point of view.

Eine Erörterung der Tatsache, dass Teenager für Marketing benutzt werden, muss entsprechend der Aufgabenstellung mindestens die folgenden Überlegungen enthalten:

1. mögliche Vorteile für die Firmen
2. mögliche positive und negative Einflüsse auf die Erziehung/Entwicklung Jugendlicher.
3. Abschließende persönliche Meinung auf das Obige eingehend.

Der gesamte *comment* sollte Bezüge zum Text enthalten und wo immer möglich, auch persönliche Erfahrungen mit einbeziehen.

## Creative Writing

- 4.2. Write a dialog taking place between Josie's parents, representing two opposite opinions about the potential effects the marketing job may have on Josie.

Entsprechend der Aufgabenstellung muss der Dialog zwischen Mutter und Vater kontrovers geführt werden. Er muss der im Text dargestellten Situation gerecht werden, d.h. das Register (Sprachniveau) muss den Angaben entsprechen. Der Beruf des Vaters sollte deutlich werden, wobei er nicht unbedingt dagegen sein muss. Beide sollten ihre Meinung begründen und es sollte sich um ein fließendes Gespräch handeln.