



StudyHelp Bewerberaufgabe (Englisch)

Task: Summarize what Ferrier says about young people as consumers.

Young are not marketing savvy: they're suckers (2004)

The industry may kid itself that young people understand the finer points of marketing, but it's simply not the case. While many young people believe they're not prone to marketing hype or taken in by ads, they have no idea why they buy products – and marketing does, in fact, play a big role.

- 5 Consumers are not marketing savvy. Hell, most people who work in agencies aren't even marketing savvy. And most especially, young people are not marketing savvy. [...] Consumers, and especially young people, are suckers for marketing. They love it and – this is my point – they don't know why.

- 10 When was the last time you asked a kid why they bought those sneakers and he or she replied, "Well I loved the way they embody Tiger Woods² values of overcoming adversity and the Nike swoosh³ on the side has over the years been cleverly associated with success, thereby ensuring I will be the envy of those poor kids who can't afford a pair ... and the advertising did a terrific job of associating the shoe with freedom, fun and fame ... and finally the fact that they're limited release means I belong to an exclusive club of young up and comers".

15 If a kid answers that, then I'll believe he or she is marketing savvy (and a little demented!). More likely he or she will say, "Oh man these are the most comfortable shoes I've ever owned". [...] He or she has no idea why they bought those shoes. They won't be wearing them next season, let alone next year.

¹ Adam Ferrier – Australian consumer psychologist and partner at the media agency "Naked"

² Tiger Woods – a famous African-American professional golfer

³ Nike swoosh – the logo of Nike, a manufacturer of sportswear

- 20 Try it around the office. Ask people why they bought that item of clothing they're wearing and they'll tell you, "It was cheap", or "It's so comfortable", or "It's lasted so well", or even "I liked the look of it". People honestly believe they purchase goods and services for their functional attributes. They believe they are not suckers for marketing, that they can see above the glitz and the glam, that "the ads don't work on me", and young people are no exception. [...]

- 25 They spend proportionately more of their disposable income on consumer goods than any other segment of the population. Why? Because they believe the marketing promises. They believe that purchasing branded goods will make them feel sexy, popular, in control and cool.

- 30 They are willing to spend \$400 on a pair of jeans that are from the right brand, rather than a \$60 pair from a different, 'uncool' brand. Are they willing to do this because they are marketing savvy? No, they are doing this because they don't understand the process, or the underlying reasons motivating their purchase decisions. They do not understand that they buy on the emotional promise of a brand (its values and associations). They believe they are buying for functional reasons. At best they may say they are purchasing "because it looks good", but because brands are now so strong, they distort our ability to judge aesthetics independent of the brand (for example: Will an identical pair of jeans look sexier if one has a Sass & Bide⁴ logo on it? You bet they will). [...]

- 35 Young people are into marketing and love it, but that does not mean they understand the process. People are also into crime, they love crime books, but that does not mean they are crime savvy – they don't understand how crime works or why people commit crime. Being interested in a topic doesn't make you an expert in it. Marketing is no exception.
- 40

581 words

Adam Ferrier: *Young are not marketing savvy: they're suckers*. Sydney: B&T Weekly; 22 October 2004
Copyright © 2004 B&T Weekly. Used by permission of B&T Weekly.



Hinweis: Die Beantwortung sollte selbstverständlich stichpunktartig dargestellt und im Verlauf des Videos hauptsächlich mündlich erklärt werden. Die Dauer von 30 Minuten (+/- 5 Minuten) sollte nicht überschritten werden. Viel Erfolg!