## Advertising and New Media

Christina Spurgeon



## Contents

	Acknowledgements	vi
1	Advertising and the new media of mass conversation	1
2	From the 'Long Tail' to 'Madison and Vine': trends in advertising and new media	24
3	Integrating interactivity: globalization and the gendering of creative advertising	46
4	Mobilizing the local: advertising and cell phone industries in China	64
5	From conversation to registration: regulating advertising and new media	84
6	The future of advertising-funded media	102
	Notes	115
	References	118
	Interviews	130
	Index	131

## Index

```
advergaming 43-4, 110
                                                Amazon.com 8, 11, 14, 16, 44, 89, 92
advertisements: female-targeted 52; male-
                                                anti-spam laws 96; see also spam
   targeted 48, 52
advertisers: interests of 64, 103; national
   3-9, 12, 19, 27, 36, 41, 65, 73, 75,
                                                Apple 42
   78-9, 86; small 25-7, 33, 36, 38, 45;
   transnational 27, 65, 69-71
                                                  118
advertising appeals: emotional 18; global
   77–8; persuasive 57; rational 57
advertising: effectiveness of 12, 28–9, 92,
   96, 105; expenditures 25, 32, 38, 68,
   73; industries 1, 12-13, 44, 59, 68,
   70–1, 76, 91, 120, 122, 126;
   internationalization of 47, 60, 65; local
   36, 38, 71; practices 19, 20, 24, 109;
  revenues 23, 28-9, 43, 103, 107, 114;
   services 13, 25, 31-2, 36, 60, 71, 91,
   109, 120; techniques 18, 21, 23-5, 38,
   57; see also advertorials; banner
   advertising; classified advertising;
   creative advertising; direct response;
  infomercials; informational advertising;
  online advertising; Web advertising;
  women
advertising agencies 3, 10, 39, 40, 56, 60,
  66-7, 70-2, 76
advertising avoidance 29, 38
advertising-funded media 10, 20-1, 31-2,
  82, 90, 102–14, 117
advertising history 1, 15, 19-20, 29, 33,
   39, 57–8, 61, 73, 89, 104
advertising media 22, 87, 102–3
advertorials 23, 27
adware 91, 120
AdWords 36-8
allocution 5, 6, 8, 9, 88, 91
```

```
AOL 28, 34, 37, 98, 113-14; see also Time
   Warner
Arvidsson, Adam 2, 9, 17, 35, 44, 50, 105,
Asia 65, 67, 105, 109, 122-3, 127
audiences: active 2-5, 8, 10, 18, 24-5, 27,
   38, 45, 59, 118; niche 18, 27; see also
   consumers
Australia 26, 32, 41–2, 49, 96–7, 109,
   115, 120, 126, 129
authentication 98-9, 119
Axe/Lynx 48-53, 57, 61, 116; BBH
   strategy for 50-1
Banks, John 17, 110-11, 118
banner advertising 12, 25, 29
Battelle, John 20, 25–8, 30, 118
BBH 50-1, 53, 61
Belk, Russell 73, 76–7, 128
Berry, Mike 17, 86, 95, 100-1, 119
Bird see Ningbo Bird
BMW Films 40-1
Bordewijk, Jan 4-7, 9, 22, 88, 119
Boslet, Mark 32, 119
brand communities 41–3
branded content 21, 23, 27-8, 39, 44-5,
   105, 110–11, 113
branded entertainment 39–42
brands 1, 3, 13, 19, 38, 41–2, 44, 49–54,
  61, 73, 75, 77–9, 110, 118; global 12,
  27, 39, 49, 65, 70, 73, 75–7, 79, 81,
  119; international 73–4, 76–7, 79; local
  70, 73-4, 76; see also Chinese brands
```

brand management 10, 50, 53-4, 105 broadcast media 5, 57-8, 80, 107 Bruno, Lee 96-7, 119 Burnett, Robert 4, 7-9, 11, 119 Campaign for Real Beauty 52-4, 57, 89 Cappo, Joe 13, 17, 19, 60, 97, 100, 104-5, 108, 119 cell phones 2, 5, 6, 9; adoption of 22, 64, 66, 72, 80-1, 83-4, 106-7; and advertising 22; and content 79-81, 83-5, 87, 99-100, 102; in China 66, 73, China 22, 64-72, 74, 76-82, 116, 120-3, 125, 128; advertising law in 71-2 Chinese advertising expenditure 69 Chinese advertising industry 70-1, 76, 79; role of 65, 68, 71, 82 Chinese brands 65, 73, 77 Chinese consumers 64-5, 68, 70, 72-4, 77, 80 Chinese media 64, 67–9, 72, 119 Chinese national advertisers 65, 73, 75, citizen consumers 16-17, 25, 38, 87 classified advertising 21, 26, 35-6 click fraud 31-2, 118, 122, 125 Cluetrain Manifesto 13-14, 16 co-adaptation 3, 4, 17-18, 20, 45, 47, 79, 85, 91; see also advertising history Coca-Cola 1-3, 8, 10, 13, 16, 21, 25, 41-2,115Coke see Coca-Cola commercial media 2, 4, 11, 15-16, 20, 22, 25, 28, 43-4, 51, 67, 88-9, 102-4, 108, 112-14; social relations of 17, 114 commissions 16, 32, 35, 44, 103; see also remuneration communication: ecologies 8, 13, 36, 80; services 2, 5, 6, 28-9, 81, 90, 100-1, 103, 106; systems 2, 4-7, 9, 94; technologies 2, 18, 33, 107; tools 4, 9, 21, 42, 90, 93 computer games 17, 110, 112, 122; development process 111 consultation 5-6, 8-9, 16, 88, 91, 107 consumer: as advertiser 110; culture 7, 9, 23, 52, 61, 64-6, 121, 125; demand 16, 76, 106–7, 124; discontent 85;

expectations 116; fraud 85; generated

media 94; markets 2, 59, 69, 72, 74-5, 103, 107, 112; misbehaviour 10, 42, 53; movement 19; perceptions 32; productivity 1-2, 7-8, 16-17, 44, 50, 90, 105, 107; society 17, 23; see also women consumerism 68, 72-3, 81 consumption 10, 15, 17-18, 24, 48, 68, 82, 92; see also identity content creators 4, 111-12 content regulation 72 convergence 27-8, 40, 81, 104, 128 conversation 3, 5-10, 13, 21-2, 52, 54, 62, 84-101, 107-8, 117, 126; see also gossip; mass conversation conversational interaction 2-3, 6-8, 21, 25, 66, 88, 92, 99, 107, 112–13 conversational media 2-4, 7-11, 14-16, 20-3, 46-7, 54, 62, 81, 106-8, 113; commercial 20; contexts of 16, 25; implications of 14, 47; modes of 7, 18; technologies of 10 copyright 56, 111-12; see also intellectual property Crazy Frog 84-5, 102, 117 creative advertising 13, 32, 44, 47-8, 50-1, 54-7, 59, 61-2 Creative Commons 111-12 creative industries 56 creativity: elite definitions of 55; gendering of 21, 46–7, 49, 54–5, 61–2 Cronin, Anne 20, 47–8, 52, 120 CTN 91, 120 cultural studies 7, 8, 15, 20, 48, 55, 58 customized media 108; see also personalized media Cunningham, Stuart 15, 120 databases 86, 99–101 data harvesting 22, 90 datamatching 91-2 datamining 6, 92 Davidson, Martin 20, 82, 120 Davis, Howard 13, 18, 21, 56, 120 DeMarco, David 91–2, 120 digital media 6, 7, 27, 88, 101, 107, 112 114 digitization 29, 38, 104, 111 direct marketing 6, 12, 22, 59, 85-8, 95-6, 99-101, 104, 125

direct mail 95, 100 direct response 22, 84–6, 88, 91, 99–100, 103 directories 25, 32, 34, 126 disintermediation 35 DIY media 17, 62, 108 Donald, Stephanie 64, 80–2, 120 Donaton, Scott 28, 40–1, 120 Dove 48–9, 52–4, 89, 116

e-commerce 3, 11, 28, 34, 43, 89, 95, 98, 106–7, 108, 112–13; see also marketing EepyBird 1, 115 email 3, 28, 37, 95–7, 99; unsolicited 88, 95–7; see also spam end-users 22, 26, 30, 38, 42, 45, 87–8, 90–3, 95–6, 98, 107–8; productivity 6–7, 107 entertainment industries and media 3, 23, 27–8, 104–6, 111–12, 114 EULAs 93

Flew, Terry 12, 35, 104, 120 Fox, Stephen 19, 58, 60, 121 Fox Interactive Media 109 FTC 95–7, 120

gender 47, 49, 54, 62, 100, 121, 125 Gerth, Ken 68, 121 globalization 14, 17, 36, 46, 56–7, 59–60, 67, 104–5, 107, 116; influence of 47; philosophy of 59 global media 3, 102, 105–6, 111, 122 Goggin, Gerard 5, 9, 64, 80, 86, 102, 121, 127 Google 11, 14, 16, 21, 26, 30–2, 34–8, 105–6, 109–10, 113–14, 118, 121, 126–7; see also search media gossip 21, 25, 120; see also conversation guangxi 69

Habbo Hotels 43, 115 Hartley, John 17, 108, 122 Hong Kong 65, 75 Hood, Stuart 19, 23 Humphreys, Sal 17, 90, 93, 110–11, 122

IAB UK 25–6 identity 57–8 Illich, Ivan 9, 16, 122 indiscrete cultural commodities 110-13 infomercials 23, 27, 39, 100, 120 information: advertiser-funded 81; consumer-generated 88; see also authentication; datamining; registration informational advertising 20-1, 24-6, 28, 38, 43, 45, 57–9, 89 innovation 18, 20, 31-2, 52, 74, 76, 82, 97, 106, 111 innovation communities 111-13 Integrated Marketing Communication 17–18, 23, 50, 88, 101, 104–6, 114, 126 intellectual property 3, 111-13, 122; see also copyright, Creative Commons interactivity 4-10, 22, 81, 123-4; diversification of 91; see also allocution; consultation; conversation; social participation intercreativity 8, 10, 48, 107, 111 internet 2-6, 9, 28, 62, 81, 87, 107, 111; commercialization of 11–13, 28, 86–7, 95, 98, 106, 108, 113; mobile 22; see also online advertising intertextual commodities 105, 110-11 IPA 54, 122

Jaguar 40 Jamster 84–5, 87, 89, 97, 99–103, 117 Japan 65 Jenkins, Henry 4, 7, 10, 17–18, 110–1 Ĩ, 123 Jhally, Sut 24, 49, 123

Keane, Michael 64–5, 69, 71, 82, 120, 123 keyword auction 30–1 Kline, Stephen 110, 123 Korea 65, 73

Leiss, William 19, 57, 59, 123
Leo Burnett 47–8, 123
Lessig, Lawrence 86–7, 89, 90, 93–5, 98, 111, 123
Lininger, Rachael 90–1, 95, 124
Linux 111
localization 73–4
Locke, Christopher 13, 124, 126, 128
London 50, 118–28
Long Tail 14, 24–9, 31, 33, 35, 37–9, 41, 43, 45, 108, 115, 118
Lynx see Axe

McAllister, Matthew 17, 19, 64, 124 McCracken, Grant 57-8, 124 McMillan, Sally 7, 120, 124 Madison and Vine 24-45, 115, 120 Malefyt, Timothy de Waal 18, 124 markets: advertising 23, 68-9, 118; cell phone 64-5, 74, 106; developing 76, 86: domestic 75-8; export 65, 77; female 52-3, 57; global 87, 94; international 78, 80; local 41, 50, 69; national 65-6, 80; self-selecting 31; target 49-52; see also direct marketing; Integrated Marketing Communication; marketing, niche; telemarketing market research 57-8, 74, 76 market segmentation 2, 45, 74, 76, 92, 94 marketing: affiliate 31; mobile 18, 22, 80, 87, 103; niche 40-1, 45, 108; permission-based 87; touchpoint 18; word-of-mouth 21, 40; see also direct marketing Marshall, P. David 4, 7-11, 17, 21, 105, 110, 114, 119, 124, 127 mass communication, social relations 15, 18 mass conversation 1-23, 106, 115; see also conversation; conversational interaction; conversational media; gossip mass media 2-4, 9, 10, 13, 18, 23, 25, 27-9, 39, 45, 50, 53, 86-7, 106, 108, 114; social organization of 8, 107 Mattelart, Armand 19, 20, 24, 39, 47, 60, 69, 99, 124 media: anthropology 20, 123; audiences 4, 16, 24; businesses 22, 103, 113, 125; business models 17, 19, 30, 35, 93, 102-3, 112-13, 125; citizenship 15; consumption 2, 106; fragmentation 23-4, 46, 48, 105; integration 105; markets 10, 16, 23, 28, 80-1, 109, 113; platforms 106-9; sales 19, 30-1, 106; services 16, 25, 37, 82, 85, 94, 108; studies 15-6, 20-1; see also advertisingfunded media; broadcast media; commercial media; digital media; direct response; DIY media; global media; niche media; online media; personalized media; search media Meikle, Graham 7, 8, 124 Mentos 1, 10, 13, 16, 115; experiments

Minitel 33 mobile phones see cell phones Mort, Frank 20, 47, 50, 55, 61, 124 Motorola 65, 73-4, 76-7, 79 Myers, Kathy 15, 24, 125 MySpace 90, 105, 109-10, 112, 127; and News Corporation 110, 112-13 networks 2, 4-6, 13, 41, 50, 60, 87, 94, 99, 105-6, 108, 112, 119; architecture of 94, 114; see also private networks new media: selling power of 88, 94; social relations of 8, 87; see also digital media; online media News Corporation 23, 26, 102-3, 105, 109–10, 112–13, 125 newspapers 4, 5, 19, 28, 35-6, 45, 68, 124-5, 127niche media 2, 3, 12, 16, 23, 39, 45, 50, 61, 84, 86, 106, 108 Nike 42, 45, 115 Ningbo Bird 65, 74-9 Nixon, Sean 18, 47, 54-6, 125 Nokia 65, 73-4, 76 **NSF 11** Ogilvy, David 19, 24, 53, 57, 64, 70, 125

1-3, 10, 19, 112, 115

Ogilvy, David 19, 24, 53, 57, 64, 70, 125 O&M 49, 52–3 online advertising 25–6, 29, 34–6, 38, 106, 109; see also advertising; spam online directories 25–6, 33 online media 26, 29, 36–7, 43–4, 106, 112–13 O'Reilly, Tim 14, 112, 125

PETs 98–9
personalized media 22, 40, 84, 91–2, 94
phishing 90, 119–20, 124
premium rate services 30, 84, 87, 89, 90, 102–3
privacy 88, 93, 98–101, 108
private networks 11, 33
product placement 21, 23, 27, 39–40, 44, 75, 77

Rao, Madanmohan 85, 126 registration 6, 8, 16, 22, 84—101, 107—8, 117; as conversation 89; functionality 28, 94; systems 88, 91, 98; technologies 89–91, 98–100
regulation 19, 71–2, 85, 87–8, 94, 100, 108
Reid, Robert 11–12, 126
remote monitoring 6, 22, 88, 90–4, 99, 107; see also registration remuneration 19, 35–6, 44, 56, 103; costper-click 32; fees 29, 44; transaction-based 32, 103; see also commissions
Revver 1, 3, 16, 115
RFID 42
ringtones 80, 84–5, 102

Saatchi & Saatchi 59-61 Sagem 74-5 Sainsbury, Michael 32, 34, 126 Schulz, Don 17, 126 search culture 20, 25-7, 39, 43 search engines 12, 20, 25, 34 search interfaces 27, 38, 40 search media 12, 20-1, 25-8, 30-2, 36-8, 45, 89, 105–6 Searles, Doc 21, 124, 126, 128 Sensis 26, 32, 34, 36, 39 service industries 66-8, 74, 104 sex 47-50; see also gender Shanghai 66-7, 70, 74, 122, 129 Sinclair, John 16, 18, 36, 82, 103-4, 126 Singapore 65 social networks 3, 7, 21, 26, 28-9, 50, 69, 90, 105, 110, 113–14, 124 social participation 2-4, 6-7, 10, 17, 25, 88, 93–5, 98–100, 107, 110 social sorting 100-1, 124-5, 128 SMS 53, 80, 84 spam 88, 90, 94–100, 118–20, 123, 128; sources of 95-6 Spamhaus Project 96-7, 127 Spurgeon, Christina 5, 9, 36, 64, 69, 71, 80, 86, 102, 121, 123, 127 spyware 91, 109, 118, 120, 122, 128 Steinem, Gloria 51, 127 stickiness 22, 90, 93-4

subjectivity 57; see also citizen consumers; surveillance 88, 100, 124-5, 128 technology/society relation 9, 107 telecommunications 6, 32-3, 66, 90, 107, telemarketing 99, 100 television 9, 27, 32, 41, 51, 58, 99, 106 Telstra 32, 34, 127 Time Warner 30, 105, 113-14 transmission 3, 8-10, 13-14, 16, 39, 106 - 7Turner, E.S 24, 64, 127 Turner, Graeme 21, 127 UK 25-6, 42, 49-52, 55, 97, 109, 115-16 Unilever 49, 51, 53-4, 116; see also Dove USA 26, 33–4, 38–9, 49, 54, 60, 73, 77, 81, 96–7, 109 van Zoonen, Liesbet 21, 62, 128

van Zoonen, Liesbet 21, 62, 128 Varey, Richard 1, 9, 10, 128 viral distribution 1, 4, 43, 46, 51, 95, 115

Wang, Jing 67, 79, 128
Web 2.0 14–16, 27, 30, 112–13, 115
Web advertising 12, 14, 25–6, 29–38, 99
women 46–9, 51–5, 62–3, 116, 119,
124–5, 127; as consumers 47, 51, 62; as
creatives 54–5; participation in
advertising of 46–7, 54, 56–7
World Trade Organization 65–71
Wu Xiaobo 75–6, 117, 129

Yahoo! 16, 26, 28–32, 34, 36, 44, 98, 105, 113–14, 128`
Yang, Gilbert 69–70, 72, 118, 129
Yellow Pages 32, 34, 126
YouTube 1, 16, 26, 114–15, 121

ZenithOptimedia 25, 128 Zhao, Y 67–8, 82, 128 Zhou, Nan 73, 76–7, 128