

Is social media the way forward in advertising?

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Summary of Topic

This dissertation is a study to determine if social media is the way forward in advertising. I will be looking at a variety of ads through-out past decades to develop an understanding of how advertising evolves and then looking at how this has influenced modern advertising.

Introduction

With advertising transcending different forms of media, continents and cultures, it is indeed a powerful force, especially now that it can be carried in our pockets through mobile phones and used at will.

Most perceptions of interactivity are that it is an inherently good thing, that it will change marketing and advertising as we know it. However, though there are obvious and intuitive advantages to interactivity, it may pose a disadvantage for marketing and advertising in some conditions.

(Liu and Shrum, 2002)

When considering the question “Is social media the way forward in advertising?”, one must have a good understanding of advertising and its transition throughout the decades. David Ogilvy, who has been hailed as the “The Father of Modern Advertising” (Roman, 2009) stated: “I do not regard advertising as entertainment or an art form, but as a medium of information” (Ogilvy, 1963)

In this dissertation I will analyse how the Internet has evolved advertising, people and the world; how we deal with issues and how the Internet can influence key events surrounding these changes.

Changes over time in consumer demand, influenced by advertising, may not be accounted for in traditional, fixed parameter explanatory and forecasting models.

(Ward and Myers, 1979)

Consumers expect social media to evolve, however, they quickly become sceptical when these changes are drastic and especially when advertising influences these changes. Previously people have speculated the direction advertising would take and how it may affect the world in the future. Within my research I will focus on the effects social media advertising has on the user. Therefore in Chapter 1 I will examine how advertising transitioned into television and how this increased the number of celebrity endorsements. In Chapter 2 I will look at how the Internet came to be and what this meant for the world. In Chapter 3 I will consider how social media has changed the world as a whole and what this has done for modern advertising.

Chapter 1 - Era Before the Internet

Introduction

Advertising from the mid-20th century was direct and focused on the product. Print advertisements were simple spreads, laid out with the product on clear display, a small description of what it was/what it could do, and the brand in clear view. This was a very interesting time for advertising. More people were willing to purchase products as a result of the war ending giving the opportunity to live a full and comfortable lifestyle. Mid to late 20th-century advertising changed how modern advertising would be perceived and these foundations created a platform for many techniques that are still used today.

Think Small

Bill Bernbach, was a creative who rose to success in the advertising world of the 1950s, Doris Willens in the 2009 biography about William Bernbach says he was “- the single most influential advertising man -” (Willens, 2009). Bernbach had been tasked to design an ad for *Volkswagen* to increase the sales of *Beetles*. Due to the proximity of the end of the war, people’s views of the German brand having ties with Nazi Germany deterred *Volkswagens* sales. *Volkswagen* wanted an entire image shift, they wanted people to see them as a better alternative to some of the other American made cars.

However, people’s reaction to the end of the war had changed their lifestyle perceptions and this was aided by a surplus of income. This created a strong

post-war economy. The American economy thrived: “The nation's gross national product rose from about \$200,000 million in 1940 to \$300,000 million in 1950 and more than \$500,000 million in 1960.” (Thoughtco, 2019). This was incredible for America, to do so well after the war and enjoy an ever-growing economy for its country. As a result of this people began spending money on large American made cars such as the *Chevrolet*, *Pontiac* and *Studebaker*. More people were buying houses and people felt free of worries. This created a “Baby Boom” (LIFE, 1941) meaning more people had children and in turn, this caused a knock-on effect of buying bigger family cars and larger houses to accommodate the growing family unit. *Volkswagen* saw this as an opportunity, although they were concerned with how to market a small German car to a large American audience.



Figure 1. Bernbach, W. (1959). *Think small*

In response, Bernbach created the advertising campaign, “*Think Small*”. The advert was minimal in design and depicted a *Volkswagen Beetle* surrounded by negative space. This was to draw in the viewer’s attention because at this time advertising in a broadsheet newspaper was expensive and to leave over half of the advertisement blank seemed a break from the traditional format. The ad focused more on the copy than imagery, opening with “Our little car isn’t so much of a novelty any more”, acknowledging its previous association with diminutive size and changing this to a positive view. The advertisement used glittering generalities, a form of propaganda that uses emotional appeal and connecting to an audience with glossy statements.

The advert points out features that the car had, such as its size, shape and inexpensive aspects. These points seem unexpected to be highlighted, but towards the end of the advert, it reads: “- once you get used to some of our economies, you don’t even think about them any more”. This infers that the best parts about the *Volkswagen Beetle* are size, meaning it is easier to park, smaller repair bills and cheaper insurance. Below the last line of text, the advertisement says “Think it over” tying it back in with the word “Think” to subliminally make the reader consider how the car can fit into their lifestyle.

Furthermore, Bernbach created a follow-up advert which highlighted the rawness of the brand but also referred to a lifestyle. This advertisement, “Lemon” described the shape and colour of the *Volkswagen Beetle* and drew comparisons with the curvature of the fruit. The previous negative connotations associated with the word lemon were developed into a positive aspect. This campaign was so well received that it ushered in a creative

revolution in advertising. Global agencies like *Saatchi & Saatchi* copied Bernbach's formula, to use a mix of emotion and minimal imagery so people could relate the product directly to their lifestyle.



Figure 2. Saatchi & Saatchi (1984). *Silk Cut*

The 1950s to 1960s was the turning point of advertising as people began to see successful ad campaigns as works of art. Brands were beginning to invest more time and money to create an advertising campaign after seeing the success and draw they can have. Ads now had wider media coverage, print was no longer the sole platform as advertising could be viewed on television, which changed things dramatically.

TV advertising was a success, “In 1949, TV spending was \$12.3 million; within two years, it had grown to \$128 million. By 1954, TV had become the leading medium for advertising” (Adage, 2003). This method had overtaken print

advertising and had a further impact on people buying more lavish products. Television sales went from 14% in 1952 to 31% per household in 1954 within the United Kingdom. This was the age of television advertising.

Agencies such as *DDB*, *Ogilvy* and *BBH* embraced this in the late '70s to the '80s and began creating television advertising campaigns for massive brands such as Levis with BBH's ad *Laundrette* (1985), a full-colour ad which enticed audiences with the raunchy nature of the commercial. Brands began taking risks with their ads because they could afford to as they knew their ad would reach a wider audience, The American Association of Advertising Agencies (AAAA) referred to this era of advertising as the *Golden Age of Advertising*.

Celebrity Endorsements

In the mid-1980s brands began to use celebrity sponsors. One of the most successful celebrity endorsement campaigns was *Nike's* 1984 decision to sign *Chicago Bulls* player Michael Jordan.

Michael Jordan had just transitioned to professional basketball. *Nike* took a big risk when they signed a deal with Jordan that would mean he received 5% of every sale of *Air Jordan's*, the outcome of this was *Nike's* sales went up. In a statistics analysis from 2008 (Daily, 2018), it states that *Nike's* revenue was \$269,775 in 1980, 16 years after the brand launched. After the release of the *Air Jordan* sales went to \$946,371 in the first year. *Nike* had tapped into a new market of basketball followers due to this athletic endorsement. They were able to create a fear of missing out surrounding the brand by limiting the stock

of the shoes. This created a loyal fan base that would wait for the release of these shoes so they would not miss out.

Michael Jordan's endorsement of the products also went as far as where he would receive fines from the *NBA* for wearing the shoes when he was on the court. This was an incredible and alternative way of advertising how good the shoe was, as it was incredibly advantageous for *Nike's* advertising campaign to pay the \$5,000 fine every time he stepped on the court with the footwear.

Another brand that was successful around this time and one that was also utilising celebrity testimonials was *Pepsi*. *Pepsi* had created an array of advertising campaigns in the past, one of the most successful being *Lipsmacking Pepsi* from the 1970s. Following this *Pepsi* utilised celebrities of the time such as Cindy Crawford, Madonna and Michael Jackson. With these adverts, *Pepsi* was not only selling the product, but also the lifestyle and fantasy glamour that these celebrities enjoyed, along with a can of *Pepsi* on show.



Figure 3. Pepsi. (1992) *Cindy Crawford Pepsi*

This advert played on the mantra of sex sells, using Crawford to simply drink a can of *Pepsi*. However, the way the young boys react to this in the commercial and how, when Crawford is in frame, it is presented in slow motion to give it an overly sexualised feeling that you want to achieve when drinking this beverage. Adverts sometimes use the construct that sex sells the products, especially in this example by using one of the perceived sexiest people from the early 90s and showing this advert during the 1992 *Super Bowl XXVI*. As Leonard Pearlman, a sociologist stated in 1952 “- all reinforce the impression that a prosperous and secure America depends on the advertising.” This is why *Ad Time* is such a prime market during the *Super Bowl*. In 2018, 86 commercials were shown during the Super Bowl broadcast, amounting to a total ad time of 51 minutes and 20 seconds (Guttmann, 2019).

Many other brands adopted this technique of using testimonial propaganda and this would become one of the main ways of advertising, especially on television, using a celebrity to sell a product by targeting their audience either with looks, fashion, character traits or nostalgia.

Chapter 2 - World Wide Web

Introduction

The Internet was invented in 1983, however, this was a very basic form. A more user-friendly interface was developed in 1989 when Tim Berners-Lee, a Queens College Oxford graduate, would create the World Wide Web (Berners-Lee, 2000). In this form, the Internet was not easy to use and only contained basic information and content. The Internet was not overly successful until 1994 when *Netscape* created the first successful Internet browser which revolutionised how people were able to use the Internet and what they were able to use it for. According to the article *The Evolution of Digital Marketing: 30 Years in the Past and Future*, the number of people using the Internet went from 16 million to 70 million over the span of 2 years (O'Brien, 2019). Due to computers being easier to produce and with more companies doing so, more people could afford them, which in turn made it evolve into something much more complex. This technological development was supported by US Senator Al Gore. Gore created and set in place a legislation that would move the Internet from being a host-to-host service known as *The Advanced Research Projects Agency Network* (ARPANET) that was only available for use within certain academia and colleges. This legislation allowed it to become commercialised and available for everyone to use, Gore then went on to describe the Internet in the early 1990s as the "information superhighway" (1991) once everyone saw its potential.

Advertising Online

As the Internet began to grow exponentially, companies and businesses saw this vast digital platform that was in everyone's home as a virtual market.

The first online ad was on the *HotWired* website in 1994. This was a tech support website which already had high traffic flow. *AT&T* had paid *HotWired* \$30,000 to display their banner ad along the top of the website for a total of 3 months.



Figure 4. AT&T. (1994) *Have you ever clicked your mouse right here?*

This ad was very effective because it played on people's cognitive behaviour of not wanting to miss out and by presuming that they will behave in this way. This technique is known as *Risk Aversion*. People may be unsure about clicking this link, however, worrying that if they do not click they will miss out on a reward. In this case, it was to show the capabilities of the Internet. This worked due to the advertisement having a 44% click-through rate, in comparison to modern banner ads which only have a .05% click-through rate (Chaffey, 2019).

In 1997 more brands began to advertise online. Shortly after *AT&T*, *Saturn* also purchased banner ad space on media and news websites.

With the Internet, brands were now able to see, via analytics, how many people were exposed to their adverts, audience data regarding the purchase of goods, and where they were located. Prior to this, statistics were taken from television. However, the statistics obtained were only from the audiences who had been viewing the programme, not a reflection of whether they had seen the advertisement.

One company that was crucial in the advent of data analysis was a company called *DoubleClick*. They were set up in 1996 and allowed companies to monitor who had seen their adverts and any other pieces of data they needed access to. This would help companies decide if paying for their ad to be displayed was cost-effective and also if they could place it somewhere else that was more suited to their needs.



Figure 5. MacroTrends (2019) *AT&T 35 Year Stock Price History*

Above is a line graph depicting AT&T's stock prices between 1986 to 2000. The graph is on a steady increase and when it reached 1995 it took a sharp jump. This was around the time of their first banner advertisement. Also, this graph takes a further dramatic increase around 1998 which correlates with the rise of the dot-com bubble.

The dot-com bubble was the time when stock equity rapidly rose in American technology/Internet-based companies in the late 1990s. This boom showed that the Internet was a very lucrative opportunity and businesses began to recognise this as more money was funnelled into digital and technology. It was referred to as a bubble because many people bought into it but it could not self-sustain and inevitably burst shortly after the early 2000s. Even with the burst it still meant more people than ever were going digital which helped it flourish more than ever before (Rexaline, 2017).

The Internet was becoming so vast, with the creation of online forums, chat rooms, games and shopping, companies saw more platforms to advertise on and reach their target audience with a the growing variety of webpages.

Recent years have seen a large increase in advertising on the Internet with some webpages sole income coming from banner, sidebar and pop up advertising (Hanekom and Scriven, 2007). Sally Chew from the *New York* magazine states that “[s]ometimes, surfing along on the World Wide Web, you can cross the line from content to advertisement without even knowing it” (Chew, 1996). This was fitting for its time although this has become even more visible in recent years, especially with the creation of social media.

Social Media

The first social media site was called *SixDegrees* and was created in 1997. However, the first social media that was widely adopted was *MySpace* in 2003 and was soon followed by *Facebook* in 2004. In its early days, *Facebook* was seen as an elitists' platform due to it only being accessible to a finite number of people studying at North American Universities. These two social media platforms competitors were constantly vying for precedence. Initially, *MySpace* was more popular but in 2008 *Facebook* surpassed *MySpace* and became the leading social media platform adopted by millions. It is thought that one of the reasons why this happened was due to *Facebook* profiles reflecting people's real identities and feeling more organic (Hartung, 2011). In Facebook's first year it had one million monthly users, 10 years later in 2014 Facebook had accumulated 890 million users worldwide.

Between 2009 and 2010, social media began to gain traction, especially with the 12-18 demographic. This was largely due to the increased popularity of smartphones and the applications available, including the creation of *Instagram* in 2010 and as a reaction, social media usage increased. One way social media gains traction is by playing on people's psyche. Psyche creates a mentality, whereby people need to feel a sense of belonging which draws them into a platform where they can feel accepted and not isolated. To support this Jonathan Culler stated "without society or some other "oppositional" entity, could the self exist?" (Culler, 1986).

With social media having such a firm hold on peoples psyche and being able to monitor their habits, it appears to be a perfect place to advertise. An increasing number of companies are now investing more in online marketing and advertising than traditional media due to social media and digital advertising being more cost-effective and targeting more accurately. Marketing data is between 10% and 20% accurate in the case of internet data, mobile data and mailing lists. However, social media marketing is incredibly accurate and targets the exact user due to the data they apply to themselves (ReachForce, 2019). Social media advertising has a larger number of benefits from a business standpoint, for instance being able to reach specific target audiences, price, and time reductions in the production of adverts.

Chapter 3 - The Ethics

Introduction

Social media is ingrained into our contemporary culture. According to the *Smart Insights*, a study from January 2019, there are 5.1 billion unique mobile users and 3.2 billion mobile social media users, accounting for nearly half of the global population (Chaffey, 2019). As the Internet has been around for nearly forty years there are now more opportunities to study and monitor the effects the Internet and social media has on the individual.

Due to the vast virtual landscape of the Internet, it is difficult to identify when some applications and sites overstep personal boundaries. Many modern applications require access to your camera, storage and location, and this has created a major issue with data protection, in what businesses are allowed to use and what they have to keep as private, as supported by Schwartz and Halegoua.

As a growing number of social media platforms now include location information from their users, researchers are confronted with new online representations of individuals, social networks, and the places they inhabit

(Schwartz and Halegoua, 2014).

To coincide with this, the Data Protection Act was implemented by the General Data Protection Regulation (GDPR). This is designed to protect any, and all, data that is either on the Internet, computers or business filing systems. When using apps or social media, companies can track your data and tailor advertisements towards you by tracking and matching your online behaviour.

In April 2018, Mark Zuckerberg had to deliver a public apology as well as attending a two-day congressional inquisition regarding a substantial privacy scandal. This was due to *Facebook* collating data from its users and allowing *Cambridge Analytica*, a data-mining company, to use it inappropriately.

Cambridge Analytica had collected 87 million *Facebook* user's information and was using a targeted advertising strategy to influence the United States 2016 electoral vote for the Republican Party (Rathi, 2019). *Facebook* had placed an application on its platform that was called *Your Digital Life*. With this, people would answer questions about themselves and then the data would be used to direct the campaign advertisement towards the user. This scandal had caused a lot of controversy due to *Facebook* being aware that *Cambridge Analytica* had been collating data for years. *Facebook* knew that they had data, however, expected them to erase this information. During the trial, Mark Zuckerberg, CEO of *Facebook* said, "That we're not just building tools, but that we need to take full responsibility for the outcomes of how people use those tools as well". As a response people became suspicious of social media. An article by Campaign stated that,

In a poll of more than 2,000 people, 63% said they had lost trust in social media platforms. As a result, 22% said they use social media less - 61% of users said they were now more careful about the privacy of their posts

(Spary, 2019).

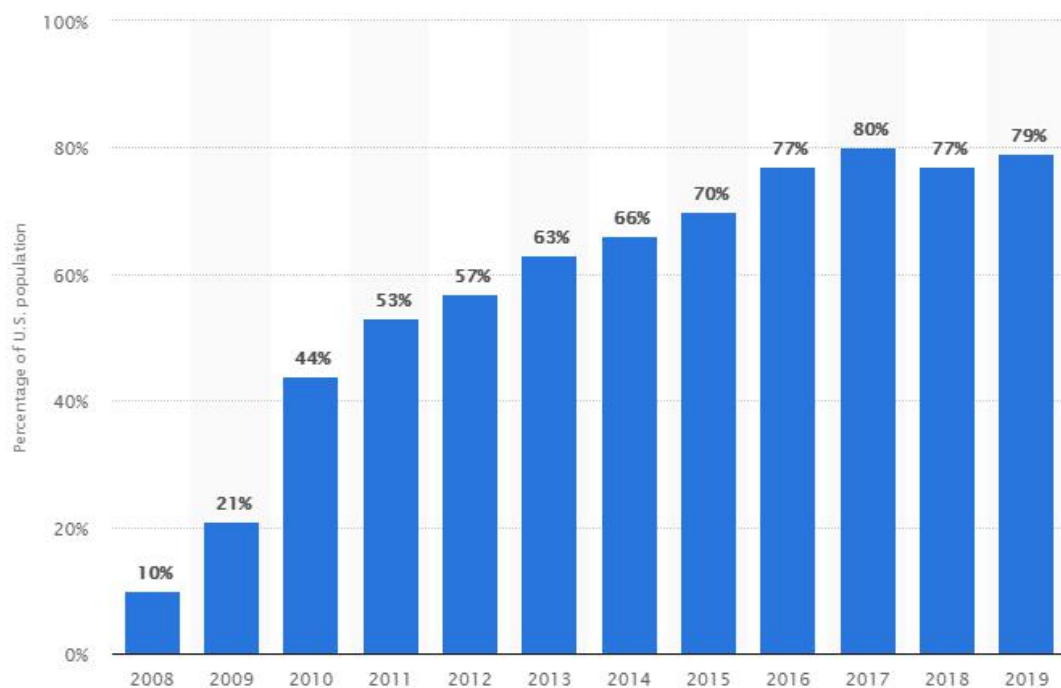


Figure 6. Statista. (2019) *Percentage of U.S. population with a social media profile from 2008 to 2019*

The shift had been due to people's reaction of a breach of privacy and working in opposition to the Data Protection Act, as seen in Figure 6 the number of users from 2017-2018 dropped as a result of peoples mistrust.

Mental Health

People are also beginning to disengage due to the psychological effects social media is having on their mental health. A study carried out by students from the University of Pennsylvania wanted to monitor how people functioned after withdrawal from social media interaction. Prior to the investigation, they asked participants to fill out a form to assess their current state of wellbeing, with the result being that many people admitted to suffering from depression, anxiety, loneliness and the fear of missing out (FOMO). After 3 weeks, the people

limited to just 30 minutes per day of social media interaction had all seen a drop in these mental health issues, furthermore, they found they had increased self-monitoring skills. Due to social media's addictive structure, it is important for the user to limit their usage. " - because these tools are here to stay, it's incumbent on society to figure out how to use them in a way that limits damaging effects." (Hunt, et al, 2018). With social media and technology being such a part of people's lives, it has become a staple in modern culture.

John Suler referred to the study of human behaviour and the mind when engaging with any form of electronical communication system as "Cyberpsychology" (Suler, 2004). This is the study of personality development within an online environment and their relationship with the Internet, technology addictions and cyberbullying amongst others (Soare, 2019). Cyberpsychology also looks at how people idolise those on social media and want to lead unattainable lives.

Influencers

Over the past decade, brands have chosen to use influencers in their advertisements with there being an influx of them, from *YouTube* creators to *Instagram* influencers. Most brands use these people to target advertisements to a younger audience owing to the personal connection the viewer has with their favourite creator. As a reaction to this, the *Advertising Standards Authority* (ASA) and the *Committee of Advertising Practice* (CAP) have released a new guideline to coincide with the influx of new wave of advertising. As of September 2018, CAP put in place influencer guidance to make sure any

viewer of the content knows that it is a paid advertisement so they can treat it accordingly.

With social media being so dominant, it has become easier and more cost-effective to market a product or service to a direct audience via an influencer, as the creator has already established a loyal following. This allows the brand/businesses to use this as “social proof” (Cialdini, 1984), a way that businesses can persuade people to follow the masses in a herd mentality. Brands began to see influencer marketing as a more viable source of advertising in 2014, with social media being still in its infancy it allowed it to be seen by the masses.



Figure 7. Clayton, R. (2019). *Shiny happy people*

This is an *Instagram* post created by Rosie Clayton on *Instagram* as @rclayton. She is a social media influencer who has turned this form of online marketing into a full-time job, her social media page is bright and colourful and creates a theme with every post. The social media content relies on sweet imagery that can appeal to the target audience but isn't blatantly a sponsored post. Then

the caption states that it is an advertisement and where to purchase this discounted product. This advertisement does not go against anything the ASA states and allows this creator to produce brand-friendly content to promote products. *YouTube* and other streaming sites using the creators to advertise a product, the most popular and renowned influencers are the Kardashians and Jenner's. Due to their reputation from *Keeping up with the Kardashians* they became very popular on social media, reaching over 100 million followers per family member and an average of 3 million interactions with every post. This makes them perfect targets for being social media marketers and each has a similar target demographic.

Always, #Likeagirl (2015)

Advertising in recent years has developed a personal approach with the company sympathising with the individual and helping combat real-world problems to create a better brand ethos. Within a contemporary context consumers are socially and ethically conscious, it is crucial that businesses align with this. One brand in recent years that appeals to ethics and promises to help prevent world issues is *Always*. *Always* is a brand that specialises in menstrual hygiene products and produced by *Procter & Gamble (P&G)*. *Always* was founded in 1983 and strives towards making young girls and women's future brighter. Women across the world continue to fight equal rights and even in some societies are deemed as lower than men, "Women continue to earn considerably less than men on average" (Blau and Kahn, 2007).

In 2015, *Always* released a new campaign called *#likeagirl*. This campaign was designed to help bring an end to female stereotypes and create positive connotations from the existing sexist ideologies. The target demographic for *Always*' for this campaign are women between the ages of 13 to 34 and also active on social media.

This campaign was designed for television and print, but the primary form was social media to create a worldwide trend.



Figure 8. Always (2015). *#Likeagirl*.

The advert debuted during the 2015 *Super Bowl XLIX*. It opens with a studio and people being asked “What does it mean to do something *like a girl*”, they complete actions in ways they feel is like a girl. When the first group of people were brought in they were asked to run, throw and fight. In response, they completed this task with limp wrists, giggling and portraying women as feeble. Partway through the advert, they then asked young girls to complete these same actions, however, when they approach these tasks with their utmost determination, instinct and lack of pretence as to what a stereotype of a girl/woman would be. During the advertisement *Always* prompt the question “when did doing something *like a girl* become an insult?” When they ask this

the participants realise that what they have acted as is a false depiction of female stereotype. On reflection of their actions, this seems shameful of their actions towards an entire gender.

Always has consistently promoted a positive outlook of women, they sponsor over 60 charities and help fund impoverished countries and educate young girls in third world countries. These are not actions usually associated with a female product brand, however, the company demonstrates it as their duty to help improve the quality of life of those young women around the world and make a difference. Ban Ki-Moon, a politician and diplomat from South Korea who speaks openly about gender equality and has helped develop many foundations for women within from the UN and online to spread awareness, states that, "Gender equality remains the greatest human rights challenge of our time" (Moon, 2016). As a result of this Moon has created *UN Women*, an organisation which focuses on women's equality. This charity has a massive online focus and has become very popular and well known on social media, generating over 1 million followers on *Instagram*. In an article published by *Teads* (2019), which discusses brands and advertising in 2019 and how companies have implemented changes to gain a social following and appear more brand-friendly, it states that:

They're the ones that consumers will flock to, and the ones that brands should align themselves with in order to see tangible results by connecting with consumers in safe, quality environments.

(Cocallemen, 2019)

There is an ever-growing number of brands that are changing their image to become more environmentally friendly and casual, especially on social media. As a result of this businesses are able to communicate more effectively with customers and have to address issues raised due to people now having a platform to speaking out against brands if they feel the companies are disregarding the view of the masses.

Kendall Jenner, Pepsi Advertisement

On the 4th April 2017, *Pepsi* launched their campaign *Live for Now*. This was a short film commercial for social media. The advertisement depicts a range of people from all walks of life all creating forms of art, it shows a man playing an instrument, a young girl taking photographs and the social influencer Kendall Jenner modelling.

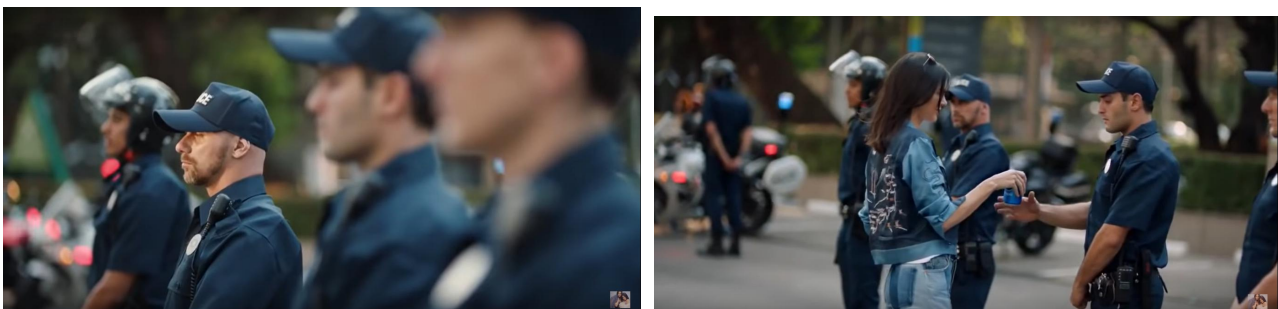


Figure 9. Pepsi. (2017). *Live for Now*

Kendall Jenner is a model and actress and has in the past been sponsored by other campaigns for brands such as Calvin Klein. This advertisement was to promote *Pepsi's* new idea *Live for Now*, this was to create a more down to

earth feeling for the brand. This advert is very reminiscent of the Cindy Crawford *Pepsi* campaign (1992), in the use of a female icon to portray perfection through looks and persona and how celebrities blend into normal life. Also, when Kendall Jenner is in frame the advertisement is in slow motion to sexualise Jenner and create a feeling of quality surrounding the product. The commercial ends with Jenner walking over to a line of police officers and handing one a can of *Pepsi*, there is a moment of tension and once the officer opens the can everyone rejoices and comes together in harmony.

This campaign was an oversight on *Pepsi's* behalf. Once this advertisement had been released it was not long before people took to social media to complain about this commercial, with *Pepsi* receiving a 21,000%+ increase in negative social media mentions over the space of 2 days (Joyce, 2017). People found issue with this advertisement because of the way Kendall Jenner approaches the police. This was reminiscent of how Ieshia Evans approached officers at a Black Lives Matter protest in Baton Rouge for Alton Sterling, a black male who was shot by a police officer in 2016.



Figure 10. Bachman, J. (2016). *Taking a Stand in Baton Rouge*

People felt as if *Pepsi* were being insensitive and trivialising this massive issue that continues in America to date, just to sell a product. The general public began to speak out, even a tweet from Bernice King, Martin Luther King. Jr's daughter, who said, "If only Daddy would have known about the power of #Pepsi." (King, 2017). This tweet alone had half a million likes and allowed more awareness to be spread to the original issue. This would cause *Pepsi* to release a formal apology and withdraw the advertisement, stating that "*Pepsi* was trying to project a global message of unity, peace and understanding". It was a complete lapse of judgement by *Pepsi*, especially as the release of this very controversial campaign coincided with the 49th anniversary of Martin Luther King's assassination. What this advertisement's intentions were, was in stark contrast to what they released, with very differing outcomes. Even though this advertisement did not generate the response *Pepsi* had hoped, it gave people the opportunity to contact the company, to speak to them on a personal level and be heard. This is something that previous forms of advertising were

unable to achieve and allowed people to feel that their voice was just as important as big corporations.

Conclusion

As Ogilvy once stated, "I assumed that advertising would undergo several major changes before I retired" (Ogilvy, 1963). Advertising is an ever-changing landscape and people are constantly trying to create an outstanding piece of work to outdo one another, especially around Christmas time where companies and agencies produce heartfelt adverts for the audience to get into the spirit of giving and caring.

Pre-empting the direction advertising will take is unclear and impossible to predict. With advertising varying from agency to agency to have a definitive answer would be bold to say the least. However, there are definitely cases which elude to the fact that social media or influencers may not be the way forward. Advertising will stand the test of time and always be visible, however, with the advent of *Twitter* removing political based advertising and *Instagram* removing the feature where people can see their 'likes', big brands need to appreciate how social media is affecting peoples mental health and should be looking at providing a way that they can help combat this.

Social media advertising definitely has its place in our society and brands have begun to listen to their consumers, especially with people now having direct contact with companies to give criticism over issues they feel have either been

overlooked or where they feel they have been misled: “Some criticisms of advertising are much more valid than others” (Sheehan, 2003).

With Generation Alpha, also known as the I-Generation, now approaching 10 years of age they will become more susceptible to advertising in a technology-filled world. This new generation is likely more than most to be targeted via the Internet and social media so it does raise the question of what role will social media play in the future of advertising?

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