ADVERTISING IN OUR CULTURE

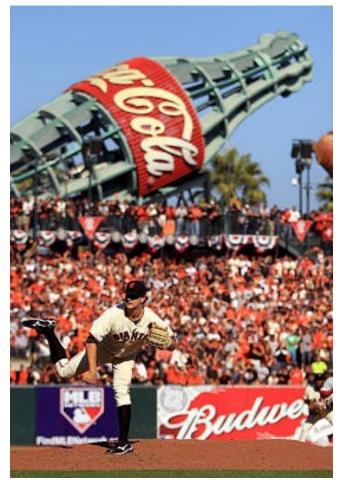


Sporting events are a great example of Jhaley's point about how advertising is constantly colonizing more and more spaces. Jhaley mentions baseball games and the placement of ads behind home plate taking advantage of the most watched area during a game. Every inch of every stadium is almost covered by ads these days. If you watch games on television every second is now being utilized to promote products. The time during quick changes or timeouts have turned from game recaps to new ways to showcase sponsors. Super bowls are now consumed by a larger audience than ever because of the growing attraction of seeing the premiere

"If it doesn't sell, it isn't creative." - David Ogilvy of new commercials. We are now so accepting of advertising that we barely notice how sporting events are absorbing any and all available space to sell items and services. As a society we barely set limits to product placement. It is so engrained in us that we have to accept the constant selling of products and continue to buy the idea of becoming autonomous individual.

Society seems to be so accepting of advertisements most likely because it allows for free consumption of entertainment. It does come at a cost though. Commercials weather we like to admit it or not settles into our subconscious which is why *Killing Us Softly* is an important film.





"Creative without strategy is called art, creative with strategy is called advertising" - Prof. Jef I. Richards



Magazines are fun to read but every other page is an ad. It is as though the how to articles



are reenforced by unachievable body images through the fashion ads. The constant and continual plot line of advertisements is you're not good enough and as technology makes these images more and more realistic and believable it becomes harder to discern real from fake. This misguided connection of self worth told through ads is one reason why advertisements are

harmful to our society but the

incredibly important point to also

note is the amount of

advertisement a person consumes

a day. There seems to be a debate

about the estimate on approximately how many marketing messages we receive a day. The

estimates from different sources report a person's daily intake of marketing messages to be from

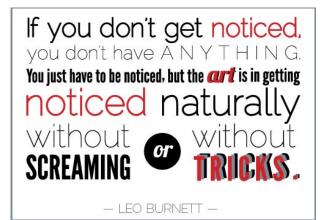
3,000 to 20,000. No matter the exact number of daily

marketing messages the number is in the thousands.

We are constantly being hit with the idea that we are

what a brand says we are and if we don't have

something we need it.



STYLE FOREVER

THE AGE OF BEAUTY

To get a snapshot of makeup preferences at different life stages, we asked stylish women to share their faves





Fashion at work



These days her accolades is 2010 debut, the site has camed its 2010 debut, the site has camed tella major propos, which include working with Acluis Witton. Mulberry, and Kate Spade New York, in Addition to nabhing a much-coveted finalist's spot as Fashion Blogger of the Year at the Fashion Monitor

Crap Eyer

Journalism Awards 2013. Looking back at her younger self, she would ve never guessed that style blogging would be a career option. As a preteen in boarding school, the London native was a self-proclaimed tomboy with no fashion sense was all. "I had a boyish haircut, and I liked planting trees and riding points," Ella recalls. But in 2005, when she was 12 and tooka trip to Rome with her family—her **Uproducer father** was working on a program there called *Easthion*

ALL STATE

-

CHANEL

VALENTINO

A K

XC

genuinely feel po 3. Don't expect Be prepared to sacrifice your po House—she found her ultimate passion." I was running around with my mom, tryine on clothes in

ELLA'S TIPS

running around with my mom, trying on clothes in Doice & Gabbana, "Ella remembers. "Now my wardrobe is every minimalist's worst mightmare—I am a suckor for anything sparkly, printed, and colorful."

for anything sparkly, printed, and colorful. Following that internship in Paris (for a small, now defunct label), the part-time model returned to London to intern for Alexander McQueen and fashion stylist Iman Pasha. Shortly after, she enrolled at the British capital's iconic Contral Saint Martins. Ella graduated last July with not only a degree in fashion history and theory but also a

Intern for Aukander meduen aut observent. Pasha Shorthy after, she enrolled at the British capital's iconic Central Saint Marrins. Ella graduated last July with hot only a degree in fashion history and theory but also a popular website already under her belt. "It is a hard pib to describe because there are no set rules," she says of her role as a blogger. "Most of my time is spent producing new content and cultivating the brand." Ella also finds it difficult to believe that what started as a place for her to document her style has led to traveling the world to meet with designers and that more than 27,000 on Instagram and 11,000-plus on Twitter follow her every move. "Teef incerdibly lucky that I've managed to create a (b) Jam passionate about," she says. Sometimes listening to Mom pays off – JESECA MINKOP



42 MAY 2015