

21F.036/CMS.356J/CMS.888 Advertising and Media: Comparative Perspectives
Spring 2017

Instructor: Professor Jing Wang (jing@mit.edu)
Time: MW 7:00 – 8:30
Classroom 14N-313
Stellar: <http://stellar.mit.edu/S/course/21G/sp17/21G.036/>
Office: 14N-311
Hours: By appointment

Required Texts

David Brooks, Bobos in Paradise. A Touchstone Book, 2000.
Tom Doctoroff, What Chinese Want? Palgrave, 2012.
Al Reis and Jack Trout, Positioning. McGraw-Hill, 2001.
Jing Wang, Brand New China: Advertising, Media, and Commercial Culture. Harvard University Press, 2008.

Other reading materials on e-reserves can be found on the Stellar course site.

Course Description

This subject introduces the fascinating world of modern and contemporary advertising culture in China and USA, with a focus on the relationship between branding and media consumption. The subject is comparative not only in terms of the advertising media (e.g., the electronic vs. digital vs. social) but also in terms of the countries of practice. The first half of the class focuses on branding in the old media environment; the second half introduces the changing practice of advertising in the new media environment in both markets. Topics include positioning, strategic planning, social media campaigns, social cause marketing, measurement and viewability, media planning and buying, creativity and new media, millennials and global youth culture. Hands-on sessions in branding a team product for the US and China market. Students will watch award-winning American and Asian TV ad campaigns and study successful global marketing campaigns.

Course Requirements: bi-weekly essay questions based on assigned readings; 1 paper, individual presentation, and a final team-written paper & presentation

1. Submit *2 essay questions* every Monday and Wednesday by **12 p.m.** *One of your two questions have to address the first reading* assignment. Position yourself critically to the readings assigned. Factual questions are not accepted. **Your questions will be graded.** Questions should demonstrate that (i) you have processed assigned reading materials in a thoughtful manner; (ii) indicate your questions came from in the context of assigned readings.

2. Attendance. You will be graded according to *the level of activeness* of your participation in class discussions. Please inform the instructor if you have to miss a class.

3. One paper: Maximum 4 pages; font 12; double spaced; electronic submissions; due March 22.

Please discuss two successful cases of the application of Web 2.0 concepts to a campaign or an organization, **at least one of which has to be an NGO**, at least one of them has to come from a country other than the USA. Please also incorporate into the paper a discussion of how each example may or may not work in a different market environment (for instance, U.S., India, China,

Korea, or any country of your choice). You should **not** write about Wikipedia, Digg, Facebook, Twitter, Foursquare, YouTube, Kiva, 1 Kilo Gram, Scratch, FreeRice.com, Instagram, SnapChat, Tumblr, and all the other popular Web 2.0 platforms that I already knew about. Please submit a bibliography for this paper and list all the sources from which you obtain materials for your two case studies.

Note: You cannot copy paragraphs verbatim from your sources. If you do so, you will be committing plagiarism.

4. Participate in class discussions ACTIVELY.

5. Collaborative final paper+ PPT: 15 pages minimum & double-spaced, written collectively with your teammates.

This is a collaborative project based on a semester-long team work. Teamwork will involve launching an existing US brand in China, or repositioning an aging brand in the US market. Each team will make a final presentation at the end of the term. If you do both assignments, your team will get a bonus grade. The term paper and PPT is based on team presentations made throughout the semester. **Due on May 18th.**

Requirement for Graduate Students

The term project will include a single-authored research paper of longer than 22 pages, complete with bibliography, addressing a research topic in consultation with the professor.

Requirements for Chinese Minors

1. Translation Exercise

2. Design and conduct an online focus group survey targeting mainland Chinese targets. The survey results will be integrated into the final team project.

Grade Distribution

Attendance	15%
Discussion participation & e-mail essay questions	30%
Paper	10%
Class presentations	15%
Final Paper & team presentation	30%

Cell Phone Policy: You are required to turn off your cell phones in class (except for team exercises). Laptops and ipads are allowed.

SYLLABUS

Brand and Branding

- 2/8 W Topic: Basic Concepts, Keywords**
“Ad Age’s 2017 Agency A-List/Special”
- 2/13 M Topic: Positioning**
1. Ries & Trout, Positioning, 1-69 (required textbook)
2. James Twitchell, “The Hathaway Man: David Ogilvy and the Branding of Branding,” 20 Ads That Shook the World (Crown Publishers, 2000), 136-145. (e-reserve)
3. Watch Apple’s “1984”, a commercial. Be ready to discuss the positioning of Apple as seen in that commercial <https://www.youtube.com/watch?v=R706isyDrqI>
- 2/15 W Topic: C&B/Kotex repositioning campaign**
Wang, Jing, Chapter 2 “Positioning the New Modern Girl,” Brand New China
- 2/20 M No Class**
- 2/21 T Topic: Product Categories and Spending Forecast for 2017**
1. 2016 Retail and Consumer Products Trends,” PwC’s Strategy& <http://www.strategyand.pwc.com/trends/2016-retail-and-consumer-products-trends>
2. China Consumer Spending: Forecast 2016-2020, <http://www.tradingeconomics.com/china/consumer-spending/forecast>
3. “The Modernization of Chinese Consumer,” McKinsey & Company, http://www.mckinseychina.com/wp-content/uploads/2016/03/The-Modernization-of-the-Chinese-Consumer_EN.pdf?d0700c
In Class (1) Teamwork on the product category; (2) teamwork on choosing a brand
- 2/22 W Topic: Coke Social + China Beat**
1. 21st Century Ad Campaigns, <http://adage.com/lp/top15/#intro>
2. Creativity Innovators: The Standouts, http://adage.com/article/special-report-agency-alist-2016/creativity-innovators-standout/302281/?utm_source=digital_email&utm_medium=newsletter&utm_campaign=adage&ttl=1485889270?utm_visit=516724
3. Show and Tell
- In Class Team Presentation: Talk about (1) your product category; (2) your brand; (3) list research questions that led to your decisions on your choice of (1) and (2); (4) Choose one question to discuss in depth (please see team project description, “what to do”).
- 2/27 M Topic: Brand Architecture**
1. David Aaker (2000), “The Brand Relationship Spectrum,” 97-128, Brand

Leadership (e-reserve)

2. Team Presentation continued

3/1 W Topic: Cause Marketing

1. Chipotle:

<http://www.findandconvert.com/2014/01/chipotle-cause-marketing-works>

2. Doritos Love Story,

<http://creativity-online.com/work/the-sum-of-us-a-cheesy-love-story--the-ad-doritos-dont-want-you-to-see/38526>

3. As More Marketers Go Green, Fewer Consumers Willing to Pay For It

<http://adage.com/article/news/marketers-green-fewer-consumers-pay/237377/>

In Class: Show and Tell your brand's previous cause marketing campaign(s)

3/6 M Topic: Millennials as Targets

1. "Stat of the Day: How Three Generations Spent in their 20s"

http://adage.com/article/adagestat/stat-day-generations-spent-20s/233684/?utm_source=stat_email&utm_medium=newsletter&utm_campaign=adage

2. The Always On Generation

http://www.elon.edu/e-web/predictions/expertsurveys/2012survey/future_generation_AO_2020.xhtml

4. Trillion-Dollar Demographic: 10 Brands That Got Millennial Marketing Right

<https://www.searchenginejournal.com/trillion-dollar-demographic-10-brands-got-millennial-marketing-right/135969/>.

Advertising in China

3/8 W Chinese Millennials: The Want Generation (e-reserve)

Team presentations: Your chosen brand's current positioning

3/13 M 1. Jing Wang, Chapter 6 "Hello Moto," Brand New China

2. How Brands Can Tap China's Unique Social Media Culture,

http://adage.com/article/digitalnext/brands-tap-china-s-unique-social-media-culture/294647/?utm_source=digital_email

3/15 W 1. Wang, Chapter 2, "Local Content"

2. Video: Gifting in China

<http://www.amara.org/en/videos/KcdZcpouRcCi/info/gao-xiao-dong-hua-shen-zuo-san-fen-zhong-k-an-dong-zhong-guo-ren-song-li-qian-gui-ze/>

3. Thoughtful: Five Things Marketers Get Wrong About China

<https://www.youtube.com/watch?v=MR2paaSHEAQ>

3/20 M 1. Tom Doctoroff, What Chinese Want, Part 1 (pp. 3-74)

2. Five Lessons From Alibaba's Record-Crushing \$14.3 Billion E-Commerce Sale

http://adage.com/article/garfield-the-blog/lessons-alibaba-s-record-crushing-14-3-billion-e-commerce-sale/301307/?utm_source=digital_email&utm_medium=newsletter&utm_campaign=adage&ttl=1447952849

3. The Chinese Dream: Stability, Security and Wealth Trump Personal Freedom (*Thoughtful China*) <https://www.youtube.com/watch?v=SxX4SC-ATAo>

4. The Rise of China's New Consumer Class, Goldman Sachs,
http://www.goldmansachs.com/our-thinking/macroeconomic-insights/growth-of-china/chinese-consumer/index.html?cid=PS_01_50_07_00_01_15_01&mkwid=VZB8PjCg

3/22 W Topoc: Brand Audits
“25 Blogs Chinese Advertisers Should Read” (AdAge China) (e-reserve)
Class presentation on insights gained from those blogs

In Class: Brand Audit Exercises: **Start identifying your focus groups**

3.27-3.29 Spring Break

4/3 M
1. Doctoroff, Part 6 (pp. 231-251)
2. Jing Wang, Chapter 5 “Bourgeois Bohemians in China?”
3. Start reading David Brooks

4/5 W
1. David Brooks, Bobos in Paradise, 13-139
2. Chinese visitor presentations

4/10 M Topic: E-Commerce, China
0. “Alibaba's Huge E-Commerce Fest Has Changed the Game For Agencies in China,”
http://adage.com/article/digital/alibaba-s-huge-e-commerce-fest-changed-game-agencies-china/306658/?utm_source=digital_email&utm_medium=newsletter&utm_campaign=adage&ttl=1479231584?utm_visit=516724
1. “Who’s Winning China’s E-Commerce Race?”
<http://show.thoughtfulchina.com/en/whos-winning-chinas-e-commerce-race-ch.html>
2. "Beyond Online Sales: Making E-commerce Social"
<https://www.youtube.com/watch?v=TV3xqhH-DyA>
3. China’s E-Tail Revolution, McKinsey,
<http://www.mckinsey.com/global-themes/asia-pacific/china-e-tailing>
4. Guest Speaker

New Media and Advertising

4/12 W Topic: Paid Media
1. Wang, Chapter 7 “Advertising Media”
2. “The State of Media, 2017,” (e-reserve)
3. “Five Keys to Connecting with China’s Wired Consumers,” McKinsey Report,
<http://www.mckinsey.com/industries/retail/our-insights/five-keys-to-connecting-with-chinas-wired-consumers>

4/17 M Patriots Day, no class

4/19 W Paid Media & Viewability Debate
1. “Understanding the Media Buying Process Step-by-Step,”
<http://marketing.about.com/od/plantutorialsandsamples/a/mediabuying.htm>
2. “The Future of ‘Viewability’” <http://www.360i.com/reports/future-viewability/>

4/24 M Topic: Mobility marketing /WeChat

1. Marketers Are Failing to Create Trust, Value in Mobile Marketing
http://adage.com/article/digital/marketers-failing-create-trust-mobile/302780/?utm_source=digital_email&utm_medium=newsletter&utm_campaign=adage&ttl=1456765924
2. “Is Mobile First Approach Really the Best?”
http://adage.com/article/digital/a-mobile-approach/302774/?utm_source=digital_email&utm_medium=newsletter&utm_campaign=adage&ttl=1456765924
3. MRC: 2016 Will Be the Year of Mobile (Viewability),
https://adexchanger.com/ad-exchange-news/mrc-2016-will-year-mobile-viewability/?mkt_tok=3RkMMJWWfF9wsRovvqzBZKXonjHpfsX64%2BopWa60lMI%2F0ER3fOvrPUfGjI4HTsRqI%2BSLDwEYGIv6SgFTLHAMbdi27gNUxY%3D&utm_source=The+Mobile+Majority&utm_campaign=797f71bfe6-MOGO_41_1_22_20161_21_2016&utm_medium=email&utm_term=0_104275ca86-797f71bfe6-128490369
4. “WeChat Moments Advertising” <https://walkthechat.com/advertising-on-wechat-moment/>

4/26 W Positioning Presentations

5/1 M Earned Media: Nielson Twitter TV Ratings

1. The social graph won’t save us from what’s wrong with online reviews
<https://theconversation.com/the-social-graph-wont-save-us-from-whats-wrong-with-online-reviews-40743>
2. Next Generation Word-Of-Mouth Measurement Metric?
<http://www.mediapost.com/publications/article/212170/next-generation-word-of-mouth-measurement-metric.html>
3. McKinsey, “Understanding Social Media in China”,
http://www.mckinsey.com/insights/marketing_sales/understanding_social_media_in_china
4. How Uniqlo More Than Doubled Its WeChat Followers in China,
<http://adage.com/article/special-report-women-to-watch-china-2015/uniqlo-doubled-wechat-followers-china/300039/>
5. Who Pulled off the Most Awesome Viral Stunt of the Year?
http://adage.com/article/digital/pulled-awesome-viral-stunt-year/292122/?utm_source=digital_email&utm_medium=newsletter&utm_campaign=adage&ttl=1395242411

Student Reports

Arcade Fire: Sprawl II” <http://creativity-online.com/work/arcade-fire-sprawl-ii/25620>
Mercedes-Benz: Escape the Map <http://digital.151awards.com/awards/escapethemap/digital/>

5/3 W Topic: Mobile and Native Advertising

1. Native Advertising: media savior or just the new custom campaign?
<http://adage.com/article/digital/native-advertising-media-savior-custom-campaign/238010/>
2. How the New York Times Took Native Advertising Global
<https://contently.com/strategist/2016/11/16/new-york-times-native-advertising/>
3. Five New Ways to Look at Mobile Ad Targeting,
<http://performancein.com/news/2016/11/01/five-new-ways-look-mobile-ad-targeting/>
4. Six Creative Display Ad Ideas that Work
<http://www.business2community.com/marketing/6-creative-display-ad-ideas-work-01697419#8m5Y4eta8TfQ3etc.97>

5/8 M Topic: New Media Trends

1. Chinese Marketers Shift Ad Budgets from Media to Content, *Ad Age*,
<http://adage.com/article/special-report-women-to-watch-china-2015/chinese-marketers-shift-ad-budgets-media-content/299984/>
2. “Smart Home Devices Are Giving Brands a Whole New Way to Advertise,” *Ad Week*, <http://www.adweek.com/news/technology/smart-home-devices-are-giving-brands-whole-new-way-advertising-174569>

3. “Top Neuromarketing trends to Watch in 2017,” *Ad Age*,
http://adage.com/article/digitalnext/top-neuromarketing-trends-watch-2017/307063/?utm_source=digital_email&utm_medium=newsletter&utm_campaign=adage&ttl=1481919827?utm_visit=516724.
4. “The Adorable Ads That Are About to Invade Your Text Messages,” *The New Yorker*, <http://www.newyorker.com/business/currency/the-adorable-ads-that-are-about-to-invade-your-text-messages>.

- 5/10 W Marketing's Biggest Social-Media Blunders of 2011,**
http://adage.com/abstract?article_id=231503
- 5/15 M Team Project Presentation (3)**
- 5/17 W Team Project Presentation (3)**