Introduction:

Ubiquitous/everywhere -> changes over the pat decades from billboards and TV commercials to digital means of advertising

Young people use social media frequently and have more money avalable

BP1:

Mostly online -> reach a wider audience

Personalized -> higher conversion rate/success rate

People are more literly to order goods online a compared to going to the shop

BP2:

Ads create desire + address our emotions

Promise to make our lives easier or better

* Makes it difficult for potential customers to not be affected

BP3:

School needs funding, but may distract students from education

May heavily influence you as you are exposed to it for several hours a day

Differentiate btw. Ads for companies that might be important for your career and ads for consumer items

Posters designed to inform students or warn them of dangers

e.g.: not to waly kalong the train tracks