

## List of Films on Marketing

Keep a list of movies and TV shows that have emotion marketing, and you can see the tools in action on the screen:

### 1. The film "Jones Family".

The film is about an exemplary family, whose members are not relatives at all, but employees of a marketing company who create the illusion of a happy family life, and at the same time advertise expensive products. It's about community power

### 2. The series "Mad Men" (Mad Man).

A whole series about the world of advertising in the 60s of the last century in New York, and it is not at all what it might seem at first glance

### 3. The film "Psycho".

The main character of the film is a successful author of advertising slogans. But one day he is tired of deceiving people and he begins to create slogans in which he writes only the truth. Oddly enough, sales from this are only growing.

### 4. Documentary mini-series "Age of Personality".

"We must turn the American culture of needs into a culture of desires. "We need to make people want, want new things before the old ones become worthless ... The desires of people should become more important than their needs." The series will tell you why there is so much sex in ads. And why does she always play on our hidden desires.

### 5. The film "No Logo. People vs. Brands".

This documentary tells about how the largest companies developed and how they influenced people. You will learn how advertising can influence the way people think.

### 6. The film "Image and Text"

The film is the answer to all the haters of advertising. He will talk about the creative side of the work of advertisers and help to find inspiration.

7. Almost already "classic" - the film "99 francs."

There is a world of advertising and PR. But it is shown from the inside, so cynical, but beautiful at the same time, that this film gives mixed feelings, but does not cancel its genius.

8. The film "Victor Vogel - the king of advertising."

The film is about a young and rather clumsy guy who was tasked with developing an advertising campaign for the new Opel model. From the film you can learn about the advertising budgets of large concerns, as well as the difference between advertising and art.

9. The series "Resident of lies / House of lies."

The American tragicomedy, in the center of which is Marty and his team, are the managers of a consulting firm that provides clients with marketing consultations. The main character is a successful sarcastic character who adores scams and knows how to crank up any business so as to always get a profit. Ethics and morality are not about Marty.

10. The series "Type of happiness."

Drama series about an elderly employee of an advertising agency Tome. He is conservative, it is difficult for him to adapt to constantly changing advertising methods and trends, it is difficult to "keep up" with younger colleagues, full of life and creative ideas.

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