# “What We Are to Advertisers”

Name

Institution

Date

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According to the essay of Twitchell the author tries to explain the mass production of different products by the different companies. the author also clearly explains the various methods of carrying out the mass marketing and one way of doing this is by creating mass stereotypes. According to James Twitchell there are eight main stereotypes that exist in the market. These stereotypes are mainly based on a *“values and lifestyle system.”.* This mainly helps to identify the different preferences of the different consumers. Also according to Twitchell essay there is a small group of people who are known as the believers. These people are the ones who supports the traditional cultures and the codes of a given family and the entire community. These people as described as being predictable because they recognize the most common brand name. This group is also willing to buy different brands as long as it is a prestigious brand. The other group of the people are the actualizes and this people are at the top of the pyramid. The third group of people are the mature and this are the people who are satisfied by a certain brand. The other group of people are the strivers and these group of people are the ones who are waiting to be branded. They lack money for investment yet money is the beginning of success (Solja et al., 2018).

After reading the different systems in the essay found that I fall in the group of the “Experiencer”. This is because at the end of the essay Twitchell says that people between the age of 19-24 fall in this category. In our present society creation of the stereotypes has become one of the main methods of advertising their products and this has helped them to make more profits. In our present society young people fall most of them fall in the experiencer categories while older people fall into three categories namely: *actualizers, fulfilled and the struggling groups (*Grohmann et al., 2015*)*.

References

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