

# Jango Fett's Diary



**UNAUTHORIZED PERSONS, DO NOT VIEW THE CONFIDENTIAL DIARY OF JANGO FETT, OR HE WILL BE SLIGHTLY DISGRUNTLED.**

Wednesday, May 6

I went to the post office on Coruscant today. I go there regularly, to see the wanted posters, being a bounty hunter as I am. There was one that caught my eye. It was a wanted poster for information. Not just any information, but information about Advertising. Now immediately, when I say this, I sang a poem, which is included in the packet that contains this journal, because I was interested in the reasons behind all the ads. I've seen all kinds of huge billboards in the skies and on asteroids and even entire planets that have been turned into ads for sock companies. I've always wanted to know more about advertising, and now, I could get a sweet \$5,000 reward for it! So of course, I accepted.

Thursday, May 7

Now it's time to search for the answers to the questions that were on the wanted poster. So, I went to the Jedi Archives. If advertising did not exist in their records, it did not exist, so I was sure to find it there. I found some pretty good sources. The first one I found was A Study On The Influences of Advertisement on Consumer Buying Behavior. It was pretty cool, and I was able to see that certain factors, such as Entertainment, Familiarity, Social Imaging, and Spending. The next was Why Targeted Ads Are a Serious Threat to Your Privacy. Unfortunately, I could not continue my search at the Jedi Archives, because it was time for lunch. On my way to the Lunch Place, I saw a targeted ad! It's pretty freaky how they make billboards in the high-tech areas of the Galaxy that show different ads to different people based on their data on you. So, guess what I saw? It was an ad for an Advertising Course! It was on sale for just \$99, so I couldn't not buy it!

Saturday, May 10

Oh yeah, the advertising seminar course starts today via Holo-Zoom meetings! The course taught me a great many things about advertising, including it's long and great history. They showed a super cool article called "The Evolution of Advertising From the Beginning & How Personalization Improved Over Time." I can't believe they put an "&" in their title, but okay I guess. I think that in order to get the sweet \$5,000 reward, I will have to write a formal research paper documenting my findings, but I'll do that Thursday, May 14th at 11pm to make sure I am the most rushed when I do it. That way, I'll get it done faster.