

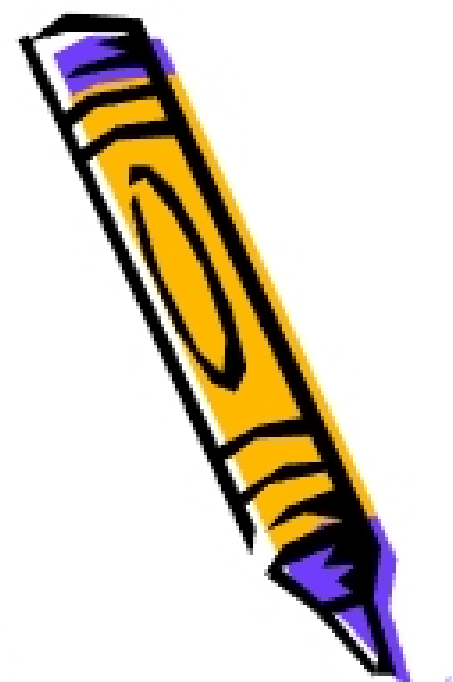


# Changing Marketplace

Advertising Strategy  
(Alstiel and Grow)

# Multi-cultural heritage

- Tiger Woods
- How will postmodern conceptions of identity influence the way you define and speak to your target audience?
- Does the ad industry embrace the diversity reflected in American culture?
- Maxwell House, Skechers, Toyota



# Discussion question

- African Americans make up 36% of the models in spots running during prime time. One could argue that because many are major sports figures, their celebrity transcends race. But consider this: Overall ad budgets targeting African Americans increased 67% from 1997 to 2002. What's really happening?

