

# Admajors Conversations 2016-2017

Conversation 1	Conversation 2
<b>Society</b>	<b>(Self-) Regulation</b>
<ol style="list-style-type: none"> <li>1. Enter the DRAGONS</li> <li>2. Sao Paulo</li> <li>3. <i>Dadvertising: How realistic images of men took over TV ads</i></li> <li>4. <i>Think millennials have it tough?</i></li> <li>5. The ultimate missed social-media opportunity for brands: climate change</li> </ol>	<ol style="list-style-type: none"> <li>1. Marlboro in the Middle Kingdom</li> <li>2. <i>How Yelp plans to clean up (...)</i></li> <li>3. <i>From today cigarette packs will never look the same again</i></li> <li>4. In the Paris metro</li> <li>5. Marlboro marketing campaign aimed at young people</li> </ol>
<b>Marketing</b>	<b>Marketing communication</b>
<ol style="list-style-type: none"> <li>1. <i>Why brands like Heineken...</i></li> <li>2. Elite marketing</li> <li>3. Profit and the poor</li> <li>4. See me, feel me, touch me</li> <li>5. Nobody really cares about your brand</li> </ol>	<ol style="list-style-type: none"> <li>1. Want to save some money?</li> <li>2. <i>It's not the marketing message that counts</i></li> <li>3. True brand differentiation: not new or improved</li> <li>4. <i>How brands should use celebrities for endorsement</i></li> <li>5. The DNA of viral content</li> </ol>
<b>Consumption</b>	<b>Targets/targeting</b>
<ol style="list-style-type: none"> <li>1. <i>Shareable cities</i></li> <li>2. <i>You know you're consuming too much</i></li> <li>3. <i>Can brands make us happy?</i></li> <li>4. <i>Who's holding the handbag?</i></li> <li>5. Can a Victoria's secret bag (...)</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Why small data is the next big data?</i></li> <li>2. What brands should know about the new woman consumer</li> <li>3. <i>Five traits of Gen Z</i></li> <li>4. <i>Three marketing lessons I learned from my digital native kids</i></li> <li>5. <i>The ad that could change America's opinion</i></li> </ol>
<b>Technology</b>	<b>Issues</b>
<ol style="list-style-type: none"> <li>1. <i>How to advertise on Apple Watch?</i></li> <li>2. <i>Is AI the next step?</i></li> <li>3. <i>Could VR and AR ads be used to indoctrinate us?</i></li> <li>4. <i>A whole new world: the changing landscape of VR</i></li> <li>5. The fourth screen: how smartwatches could be used for ads</li> </ol>	<ol style="list-style-type: none"> <li>1. Selling secrets of phone users to advertisers</li> <li>2. A tax on advertising</li> <li>3. <i>Advertising itself is not evil</i></li> <li>4. Alcohol ads increased 400 %</li> <li>5. How much should people worry?</li> </ol>
<b>Advertising 1</b>	<b>Advertising 1</b>
<ol style="list-style-type: none"> <li>1. <i>Women in advertising</i></li> <li>2. <i>Should brands personalize their products?</i></li> <li>3. Femvertising</li> <li>4. Sensory marketing</li> <li>5. <i>Marketing to the shrinking attention span...</i></li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Pop music is more about advertising now than before</i></li> <li>2. <i>The truth about how food packaging influences taste perception</i></li> <li>3. Marketing that also solves a real-life problem</li> <li>4. <i>Four mindset shifts</i></li> <li>5. Old videos, new ads: advertising's shocking next frontier</li> </ol>
<b>Advertising 2</b>	<b>Advertising 2</b>
<ol style="list-style-type: none"> <li>1. The dogma of advertising and consumerism</li> <li>2. <i>The tricky business of advertising to children</i></li> <li>3. <i>Does your business need audio branding?</i></li> <li>4. <i>Target's shoppable video</i></li> <li>5. TV ads' new digital role</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>(TV) audiences down</i></li> <li>2. <i>Consumers shape new world of search advertising</i></li> <li>3. <i>These creepy sounding billboards</i></li> <li>4. Location, location, location</li> <li>5. Commercials make us like TV more</li> </ol>
<b>Youth</b>	<b>Cause marketing</b>
<ol style="list-style-type: none"> <li>1. Young people wary about the downsides of technology</li> <li>2. Me eat vegetables</li> <li>3. <i>Social media harming the mental health of teenagers</i></li> <li>4. Media-proof kids</li> <li>5. The next great American consumer</li> </ol>	<ol style="list-style-type: none"> <li>1. Selling products by selling shared values</li> <li>2. <i>Have charity shock ads lost their power?</i></li> <li>3. <i>The IS's propaganda war</i></li> <li>4. <i>Non profit ads tap Games of Thrones</i></li> <li>5. <i>Adblock found some ads it actually liked</i></li> </ol>
<b>Communication media</b>	<b>Entertainment</b>
<ol style="list-style-type: none"> <li>1. 9 reasons to be thankful for native advertising</li> <li>2. TV + newspaper brands equal winning combination (...)</li> <li>3. <i>A surprising reason (...)</i></li> <li>4. Why FB fans are useless</li> <li>5. <i>Outdoor advertising's digital transformation</i></li> </ol>	<ol style="list-style-type: none"> <li>1. The Rolling Stones changed everything back in 1981</li> <li>2. What brands can learn from Wren</li> <li>3. How binge-watching has changed TV forever</li> <li>4. <i>How emotion can lead to successful video advertising's</i></li> <li>5. <i>Social media take TV back in time</i></li> </ol>
<b>Business ethics</b>	<b>Fringe marketing</b>
<ol style="list-style-type: none"> <li>1. Let's take on the ads</li> <li>2. The power of advertising: a threat to our way of life + The product is nothing</li> <li>3. <i>Stop advertising alcohol on public transport</i></li> <li>4. Why are they trying to sell me something during the test?</li> <li>5. Real time advertising could play role in sustainable behaviour</li> </ol>	<ol style="list-style-type: none"> <li>1. Getting the on-pack message right</li> <li>2. Does subliminal advertising work?</li> <li>3. <i>Don't discount the power of coupons</i></li> <li>4. Something in the air</li> <li>5. 10 weird sensory marketing tricks</li> </ol>
<b>Brands &amp; branding</b>	<b>Portrayal</b>
<ol style="list-style-type: none"> <li>1. Brand blink</li> <li>2. Six marketing lessons from Red Bull Strato</li> <li>3. <i>Coke could lead the way (...)</i></li> <li>4. Absolut celebrates</li> <li>5. <i>Emotional branding</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Sorry, Dove: I'm not buying your brand of female empowerment</li> <li>2. Norway considers disclaimers on retouched ads</li> <li>3. <i>Gender stereotyping</i></li> <li>4. <i>The real reason (...)</i></li> <li>5. Yes, you can crush clichés</li> </ol>

<b>Targeting</b>	<b>Research</b>
<ol style="list-style-type: none"> <li>1. Advertising's untapped market: single women</li> <li>2. <i>For what it's worth: personal pricing</i></li> <li>3. Ad nausea hits the grey market</li> <li>4. <i>The UK's dystopian new advertising eyes</i></li> <li>5. <i>Facebook's ethnic affinity targeting</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Eating popcorn</li> <li>2. <i>The marketing industry (...)</i> (neuromarketing)</li> <li>3. Serious games deliver marketing + Eat popcorn, be immune to advertising</li> <li>4. Do commercials make you happier?</li> <li>5. Why agencies must focus on consumer behaviour as well as sentiment</li> </ol>
<b>Mobile</b>	<b>Digital communication</b>
<ol style="list-style-type: none"> <li>1. Sensory marketing is the next frontier in mobile</li> <li>2. The mobile optimization strategy</li> <li>3. <i>Marketing in the moments</i></li> <li>4. <i>Putting mobile adblockers to the test</i></li> <li>5. <i>The next big thing in smartphones is uncertainty</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Publishers and adblockers are in a battle</li> <li>2. The web cookie is dying</li> <li>3. <i>Future of digital advertising</i></li> <li>4. Photos become ads with new technology</li> <li>5. <i>Free tools to keep those creepy online ads from watching you</i></li> </ol>
<b>Social Media</b>	<b>Social media</b>
<ol style="list-style-type: none"> <li>1. SocMed can help achieve sustainable change</li> <li>2. Study reveals how Twitter grabs your attention</li> <li>3. <i>Why social media education is needed</i></li> <li>4. <i>Top luxury brands on social media + Luxury wars on s. m.</i></li> <li>5. Social media and storytelling</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Getting Youtube stars (...)</i></li> <li>2. Girls rising documentary</li> <li>3. Do men use facebook differently than women?</li> <li>4. <i>The four most powerful social commerce trends</i></li> <li>5. How social media ruined marketing</li> </ol>
<b>Retail / Shopping</b>	<b>Political advertising</b>
<ol style="list-style-type: none"> <li>1. A look at the retail model for the future</li> <li>2. <i>Think retail + Transforming into phygital</i></li> <li>3. Online shopping sees increase...</li> <li>5. How brands can bring their products to everyone: Future of retail</li> <li>6. 14 retail experts</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Forget TV (political advertising)</i></li> <li>2. <i>Mexico's governing party</i></li> <li>3. More attack ads, please</li> <li>4. Truth in advertising ?</li> <li>5. Facebook, phones now part of election decisions</li> </ol>