

Admajors Conversations 2017-2018 (version finale)

Conversation 1 week 19 (team 1 to 3) or 20 (teams 4 to 6)	Conversation 2 week 23 (team 1 to 3) or 24 (teams 4 to 6)
Society	(Self-) Regulation
<ol style="list-style-type: none"> 1. <i>The Spirit Level</i> authors: why society is more unequal than ever 2. Sao Paulo 3. Dadvertising: How realistic images of men took over TV ads 4. <i>Five traits of Gen Z</i> 5. <i>As poverty rises, the affluent won't be able to escape its effects</i> 	<ol style="list-style-type: none"> 1. Marlboro in the Middle Kingdom 2. <i>Policing influencer marketing is like a game of what-a-mole</i> 3. From today cigarette packs will never look the same again 4. In the Paris metro 5. Marlboro marketing campaign aimed at young people
Marketing	Marketing communication
<ol style="list-style-type: none"> 1. <i>Make packaging visible, visceral and memorable</i> 2. The ultimate missed social-media opportunity: climate change 3. Profit and the poor 4. <i>Visa engages the senses with sonic branding</i> 5. <i>Red Bull stomps all over global marketing</i> 	<ol style="list-style-type: none"> 1. Want to save some money? 2. It's not the marketing message that counts 3. True brand differentiation: not new or improved 4. <i>When sensory marketing works and when it backfires</i> 5. The DNA of viral content
Consumption	Targets/targeting
<ol style="list-style-type: none"> 1. Shareable cities 2. You know you're consuming too much 3. Can brands make us happy? 4. Who's holding the handbag? 5. <i>Why brands like Heineken and Innocent are putting more budget behind experiential</i> 	<ol style="list-style-type: none"> 1. Why small data is the next big data? 2. <i>The pink yuan: how Chinese business is embracing the LGBT market</i> 3. What comes after Generation Z? 4. <i>4 things to consider when marketing to the LGBT community (short text)</i> 5. The ad that could change America's opinion
Technology	Issues
<ol style="list-style-type: none"> 1. How to advertise on Apple Watch? 2. Is AI the next step? 3. Could VR and AR ads be used to indoctrinate us? 4. <i>Why millennial parents will drive marketing for the IoT</i> 5. <i>The ethics of using AI in advertising</i> 	<ol style="list-style-type: none"> 1. <i>Google ad controversy: what the row is all about</i> 2. A tax on advertising 3. Advertising itself is not evil 4. Alcohol ads increased 400 % 5. How much should people worry?
Advertising 1	Advertising 1
<ol style="list-style-type: none"> 1. Women in advertising 2. Should brands personalize their products? 3. <i>Dismissing our personal politics is wrong for advertising</i> 4. Sensory marketing 5. Marketing to the shrinking attention span... 	<ol style="list-style-type: none"> 1. Pop music is more about advertising now than before + The truth about how food packaging influences taste perception 2. <i>What's Madison Avenue Pitching Now?</i> 3. Marketing that also solves a real-life problem 4. Four mindset shifts 5. Old videos, new ads: advertising's shocking next frontier
Advertising 2	Advertising 2
<ol style="list-style-type: none"> 1. The dogma of advertising and consumerism 2. <i>Reach is the new black: advertising's mass reawakening</i> 3. Does your business need audio branding? 4. <i>Why Shoppable Ads Could Be the Next Big Thing in Influencer Marketing</i> 5. TV ads' new digital role 	<ol style="list-style-type: none"> 1. <i>Native advertising</i> 2. Consumers shape new world of search advertising 3. <i>B2B Native Advertising: Tips & Best Practices</i> 4. Location, location, location 5. Commercials make us like TV more
Youth	Cause marketing
<ol style="list-style-type: none"> 1. Young people wary about the downsides of technology 2. Me eat vegetables 3. Social media harming the mental health of teenagers 4. <i>Millennials are embracing corporate social responsibility campaigns</i> 5. The next great American consumer: infants to 3-year-olds 	<ol style="list-style-type: none"> 1. Selling products by selling shared values 2. Have charity shock ads lost their power? 3. The IS's propaganda war 4. <i>The ultimate missed social-media opportunity for brands: climate change</i> 5. <i>The World Deserves Better Nonprofit Ad Campaigns</i>
Communication media	Creativity
<ol style="list-style-type: none"> 1. 9 reasons to be thankful for native advertising 2. <i>Can advertising support a free internet?</i> 3. <i>Why audio advertising could be your campaign's secret weapon</i> 4. <i>Digital TV: What It Means For Advertisers</i> 5. Outdoor advertising's digital transformation 	<ol style="list-style-type: none"> 1. <i>Why are perfume adverts always so terrible</i> 2. <i>Emotive charity advertising - has the public had enough?</i> 3. <i>Why charities should abandon shock advertising</i> 4. <i>The future of digital advertising creativity and how to get ready</i> 5. <i>The power of brand narratives: 6 ways to create it</i>

<p>Business ethics</p> <ol style="list-style-type: none"> 1. Let's take on the ads 2. The power of advertising: a threat to our way of life + The product is nothing 3. <i>Public health experts call for ban on alcohol advertising in UK</i> 4. Why are they trying to sell me something during the test? 5. Real time advertising could play role in sustainable behavior 	<p>Fringe marketing</p> <ol style="list-style-type: none"> 1. Getting the on-pack message right 2. Does subliminal advertising work? 3. Don't discount the power of coupons 4. <i>Planned parenthood turns to Tumblr to reach a younger audience</i> 5. 10 weird sensory marketing tricks
<p>Brands & branding</p> <ol style="list-style-type: none"> 1. Brand blink 2. Six marketing lessons from Red Bull Stratos 3. Coke could lead the way (...) 4. <i>Sex doesn't sell any more, activism does</i> 5. Emotional branding 	<p>Portrayal</p> <ol style="list-style-type: none"> 1. Sorry, Dove: I'm not buying your brand of female empowerment + <i>France Is Fighting Photoshopped Fashion. Sort Of.</i> 2. <i>Ikea strategy ditches the dream home for the daily grind</i> 3. <i>Gender stereotyping</i> 4. <i>France Just Passed Strict Laws Against Retouched Ads and Too-Thin Models</i> 5. Yes, you can crush clichés + France just Passed Strict Laws Against Retouched Ads and Too-Thin Models
<p>Targeting</p> <ol style="list-style-type: none"> 1. Advertising's untapped market: single women 2. <i>Does big data really matter for agencies?</i> 3. Ad nausea hits the grey market 4. <i>For marketers, TV sets are an invaluable pair of eyes</i> 5. <i>How Retailers Use Personalized Prices to Test What You're Willing to Pay</i> 	<p>Research</p> <ol style="list-style-type: none"> 1. Eating popcorn 2. The marketing industry (...) (neuromarketing) 3. <i>Alcohol advertising is aggressive and linked to youth drinking + Eating popcorn in the cinema</i> 4. Do commercials make you happier? 5. Why agencies must focus on consumer behaviour as well as sentiment
<p>Mobile</p> <ol style="list-style-type: none"> 1. Sensory marketing is the next frontier in mobile 2. <i>The state of mobile ad blocking</i> 3. Marketing in the moments 4. <i>Neuromarketing in the Age of iPhones</i> 5. <i>Why mobile marketing is harder than ever</i> 	<p>Digital communication</p> <ol style="list-style-type: none"> 1. Publishers and adblockers are in a battle 2. The web cookie is dying 3. <i>YouTube controversy shakes up digital advertising</i> 4. <i>I can't trust YouTube any more</i> 5. Free tools to keep those creepy online ads from watching you
<p>Social Media</p> <ol style="list-style-type: none"> 1. SocMed can help achieve sustainable change 2. Study reveals how Twitter grabs your attention 3. <i>Seven influencer marketing strategies that work</i> 4. Top luxury brands on social media + Luxury wars on s. m. 5. <i>Instagram advertisers switch from celebs to microinfluencers</i> 	<p>Video</p> <ol style="list-style-type: none"> 1. <i>5 tips on how to explain a business to the masses with video</i> 2. <i>The 6-second impact: bumper ads explained</i> 3. <i>The bold new world of micro-video</i> 4. <i>What success really looks like in video advertising</i> 5. <i>What women watch: Trends toward entrepreneurship, education, and empowerment</i>
<p>Retail / Shopping</p> <ol style="list-style-type: none"> 1. A look at the retail model for the future 2. <i>Zara's recipe for success: more data, fewer bosses</i> 3. Online shopping sees 30% rise... 5. How brands can bring their products to everyone: Future of retail 6. <i>Retail as marketing: redefining the retail experience</i> 	<p>Politics vs advertising</p> <ol style="list-style-type: none"> 1. Forget TV (political advertising) 2. <i>How to include politics in your marketing without turning anyone off</i> 3. More attack ads, please 4. Truth in advertising ? 5. <i>How artificial intelligence conquered democracy</i>