

Advertise me !

art and power : Is adverting a powerful art or an artistic power?

DST : texte sur WWF et the power of advertising

1a- history of Brands :

<https://www.youtube.com/watch?v=Pq4hiF9K6tI>

groupe work : A regarde, B prend des notes puis recap ensemble // evolution des technologies et de la publicité
reason for this ?

1b- vidéo Hit the Road, 17 : A New Art Form for a booming country

B regarde, A prend des notes puis recap de nouveau ensemble => what is the definition of Art and Ads ?

Annexe: <https://www.ranker.com/list/the-most-memorable-advertising-mascots-of-all-time/analyse.dubner>

2- => getting to identify to a brand : how to design an effectiv Ad (doc 3, Full Impact Terminale) => prise de connaissance des éléments clés pour une bonne publicité (sera réutilisé pour la TF) : recap en classe, puis mise en pratique : choix et présentation d'une publicité : // avec les conseils => verdict : bonne ou mauvaise pub ?

Proposition d'amélioration

lien : [https://www.boredpanda.com/creative-print-ads/?](https://www.boredpanda.com/creative-print-ads/?utm_source=google&utm_medium=organic&utm_campaign=organic)

[utm_source=google&utm_medium=organic&utm_campaign=organic](https://www.boredpanda.com/creative-print-ads/?utm_source=google&utm_medium=organic&utm_campaign=organic)

3- Art and brands

3a- Andy Warhol, *Campbell Soup Cans*, 1962

3b- *End Marmite Neglect* (2013) <https://www.youtube.com/watch?v=RG14sDcaJM0>

3c- Campaign for Surf riders Foundation Australia

montrer les 3 documents et faire faire écrire une question soulevée par ces 3 documents sur une bande de papier.
Group work de 3 : un journaliste et deux personnes pour débattre.

Le journaliste pioche une question au hasard puis mène son débat (possibilité de noter la prestation :

tenue du rôle – cohérence – réactivité – approfondissement de la réponse / questions bien menée - anglais

4- ultimate branding:

4a- self branding : King if the Super Brand, Naomi Klein, *No logo*, 2000: texte p 120 XL Terminale => best advertisement is to have it promoted by their clients

4b- Self branding

4c- Best Swoosh tattoos

distribuer les documents au hasard. Faire mettre les élèves par deux pour s'approprier les documents.

Puis pair work : groupe A parle au groupe B qui écoute , puis on inverse.

Ramasser les documents et faire faire un CR à 3 avec 3 élèves de sorte à ce que chaque groupe ait les 3 documents.

Conclure en donnant son avis (possibilité de faire un travail ramassé, noté)

5- the Evolution of brands :

5a- Van Heusen Ad, 1940

5b- Van Heusen ad by Eli Rezkallah, 2018

pair work A / B: une personne dessine, une personne décrit.

Puis on échange les groupes A et B et on compare ce qu'on avait sous les yeux: conclusion l'une était l'originale de l'année 1940 et une spoof ad de 2018

faire travailler sur une ad de son choix:

5c- <https://www.businessinsider.com/vintage-sexist-and-racist-ads-2011-6?r=US&IR=T#chase-and-sanborn-1950s-11>

description de son image puis la montrer au tableau : retour sur la précision de la description (very accurate / accurate / quite accurate / not accurate)

puis proposition de ce que l'on en fait pour la moderniser.

6- What next?

6a- Banksy Shreds 'Girl with Balloon' Painting after Sotheby's Auction vidéo
rédaction d'un article de presse / interview / témoignage d'une personne sur place

6b Play it as banksy : twisting art into advertising : (doc 10)

<https://streep.fr/2018/12/29/when-brands-play-it-as-banksy-clever-advertising-diversion/>

reference to Banksy destroying his girl with a ballon :

<https://www.youtube.com/watch?v=BZ9PAoKvqX8>

6c- art that was twisted into advertisement: jeu autour des tableaux – possibilité de s'inspirer des originaux.
Le but = de ne pas faire deviner son tableau tt de suite, en 4 phrases max.

<https://www.designer-daily.com/advertising-inspired-by-famous-painters-19619>

mettre les images au tableau avec un lettre ou un chiffre pour les identifier.

Mettre les élèves en équipe (ou laisser chacun jouer pour soi)

description d'un image au choix, en 3 phrases : but pour le groupe / la personne qui les décrit: gagner un maximum de point (1 pt pour chaque phrase donnée sans que la pub ne soit découverte, un point en plus si l'équipe ou la personne au tableau réussi à ne pas faire deviner son tableau en 3 phrases, finir avec la 4ème phrase. Si les phrases étaient trop éloignée du tableau de base, l'équipe ou la personne perd un point.

Annexe:

<https://www.tiqets.com/blog/famous-art-in-advertisements/>

7- What next ?

have we lost the battle of advertising ?, abridged from: No Logo at 20: have we lost the battle against the total branding of our lives?, *The Guardian*, Dan Hancox, Wed 1 Jul 2020

<https://www.theguardian.com/books/2019/aug/11/no-logo-naomi-klein-20-years-on-interview>

8- standing up for a cause p80 manuel : campaign for marine conservation charity Surfers against Sewage 2017 and Campaign for Surfriders Foundation Australia (doc 11a et 11b)

annexe :

<https://www.creativebloq.com/news/tech-spoof-ads>

1- full impact p 102

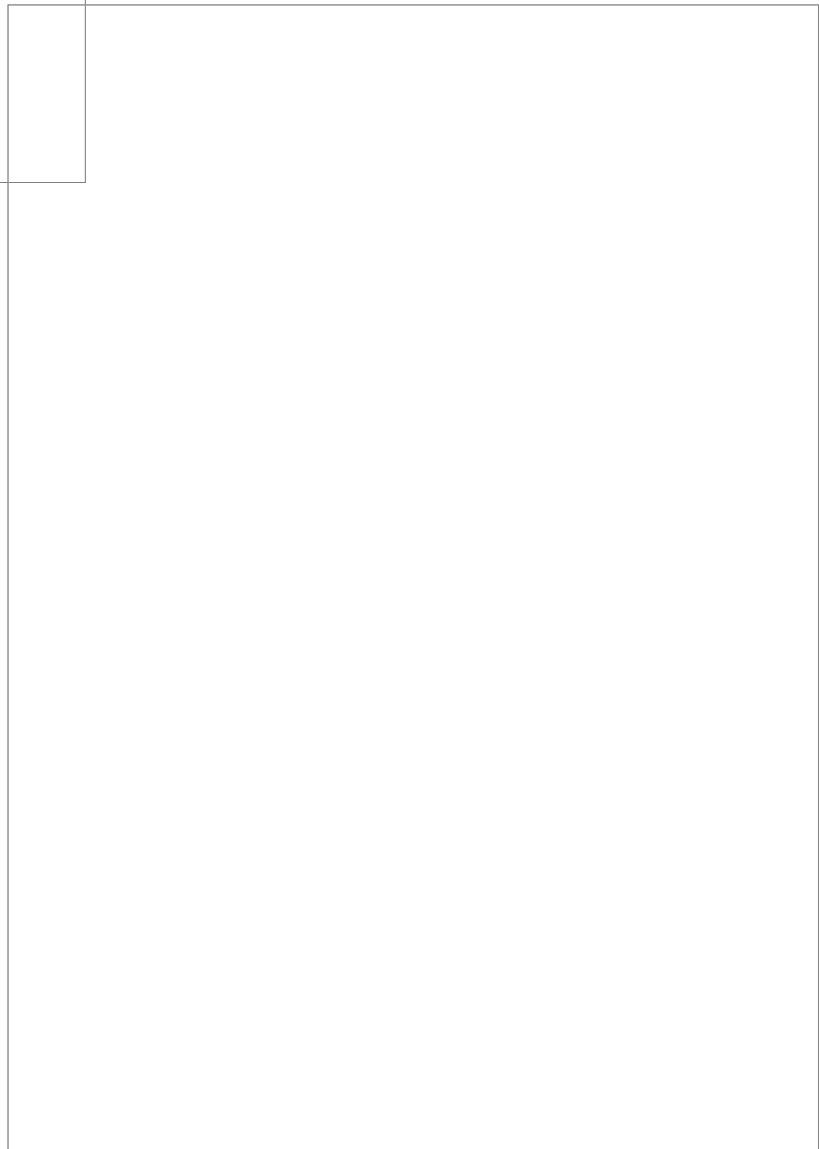
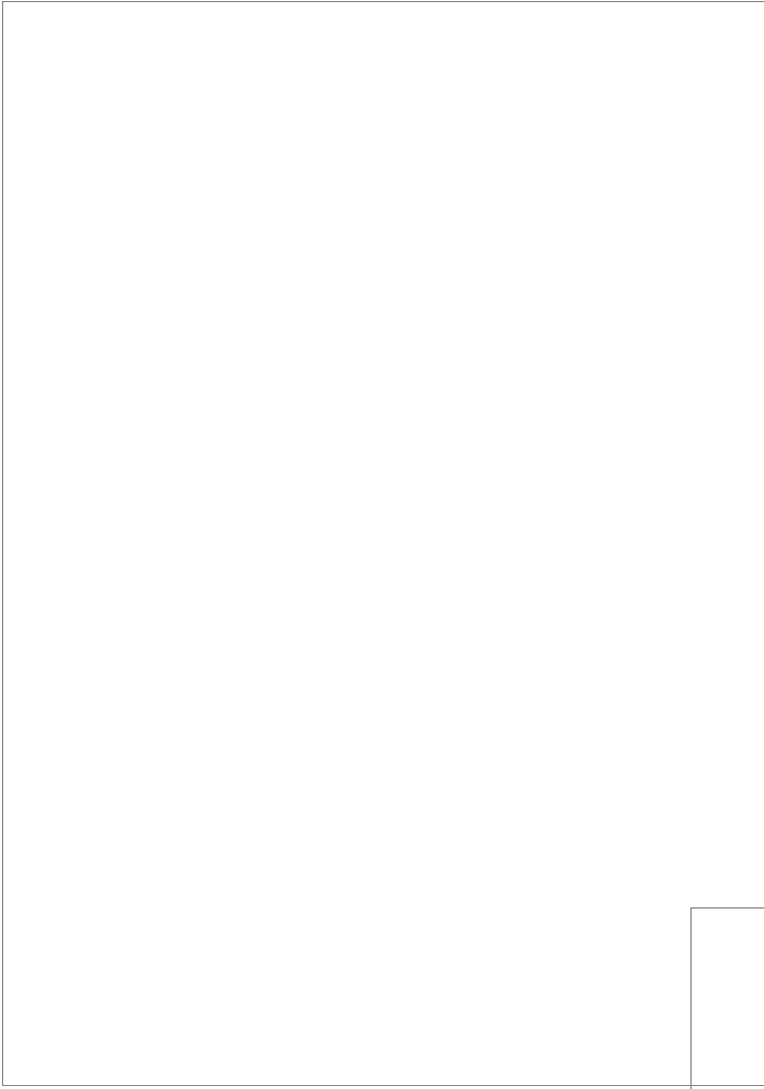
p 100

p 96 pour la tâche finale

XL terminale p 120

+ manuel p 72

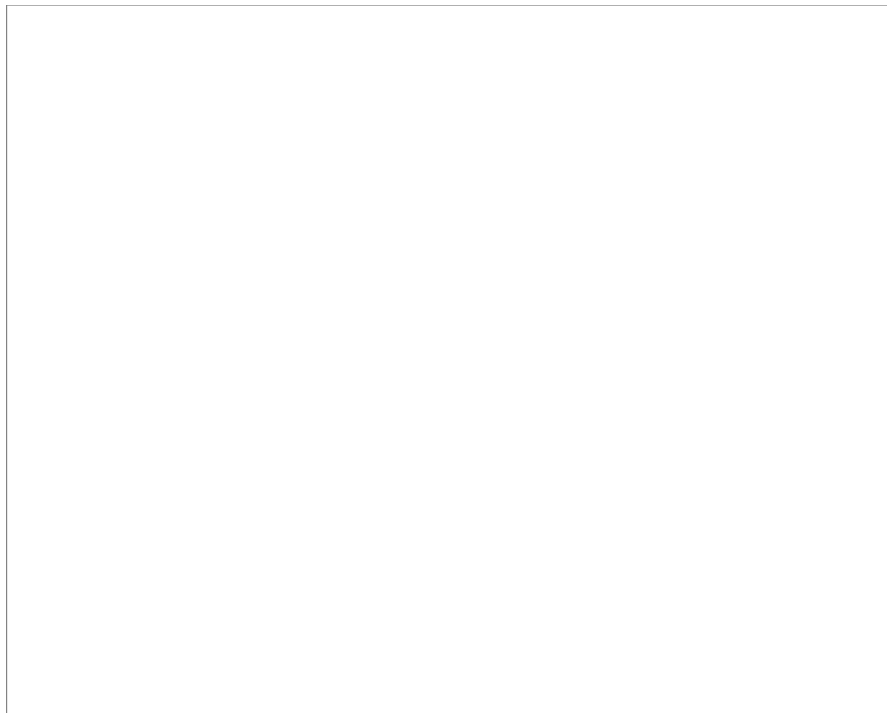
Doc 3 : (Full Impact Terminale p 96-97



doc 4



Doc 6 :
Annexe (DST?)



Doc 7 :

No Logo at 20: have we lost the battle against the total branding of our lives?

Dan Hancox, Wed 1 Jul 2020

In 1999, Naomi Klein wrote a book to forwarn people about brands and advertising and their crawling way into people's life. 20 years later, Dan Hancox reacts to it.

What strikes me, rereading the book now, is not that Klein was wrong in her diagnosis, but that the changes she was documenting are so much worse than we could have ever predicted – what with PepsiCo exploring the idea of broadcasting its logos into space. We have reached an audio-visual climax of total brand dominance, as if Piccadilly Circus or Times Square were simply laboratories for how our world would look in the 21st century. (...)

The critical moment for the global justice movement, when it was perhaps still to reach its full potential, arrived with the 9/11 attacks in the US and the wholesale change in the political conversation that quickly ensued. While our minds were elsewhere, the superbrands ramped up their cannibalisation of every aspect of our cultural lives. Logos hover everywhere we look, like spots in our peripheral vision. Where once we might have seen Jerry Seinfeld ostentatiously drinking Pepsi and wearing Nike trainers in an episode of his sitcom, we now have Pepsi Max TV and Nike TV channels on YouTube, producing their own content: not just adverts, but short documentaries, featurettes, competitions and interviews, with viewcounts often in the millions. (...)

“The biggest change since *No Logo* came out is that social media has given us the tools to market ourselves non-stop.” It is functionally harder to live life away from 2019’s insatiable tech super-corporations, and some of the superbrands Klein covered in 1999 seem almost quaint in their aspirations to be part of our lives. It is certainly much easier not to buy a fizzy drink or eat at McDonald’s than it is to function day to day without helping generate profits for one or all of Google, [Facebook](#), Amazon, Apple or Microsoft. Proud of yourself for not buying books or gifts from Amazon? Fair enough, but it is also the largest cloud service provider, with a 32% market share; your favourite activist website is probably using Amazon Web Services. (...)

There is, however, one small part of our relationship with brands that the internet and social media have perhaps democratised – the ability to control the memes of production. “In *No Logo*, in the ‘adbusting’ chapter, I was

writing about a few daring guys with ladders, defacing billboards,” she laughs, “and now you have millions of people able to do parody ads and share them with everyone, instantaneously.”(...)

Perhaps it is a function of age, but recalling the world *No Logo* described when I was 18 does feel like harking back to a more innocent time. It would be easy for me to get a Uber to a WeWork office, order some Deliveroo and finish this article on [Google Docs](#), while I stream Spotify, taking a break to browse Facebook and Instagram on my Android phone, finesse my personal brand on Twitter and wonder where the *No Logo* revolution all went wrong. (...) The stakes are higher now than they were in the 1990s and this time, thanks to books such as *No Logo*, we can't say that we didn't know.

Advertising Me!	
<i>Art and power</i> : since forever, brands have used advertising to promote themselves.	
UNIT 5	Is Advertising a powerful art or an artistic power?
At the end of the Unit, I will	<ul style="list-style-type: none"> - know about the evolution of advertising - see how people are urged by advertisements into buying - see the purpose of a spoof ads - understand how advertising can be used to useful purpose
What vocabulary will I need ?	<ul style="list-style-type: none"> - opinion - obligation - worship - marketing
What grammatical structure will I need ?	<ul style="list-style-type: none"> - constraint - expressing my opinion
What documents will be used ?	<p>1- The history of Brands : 1a- The history of Brands (vidéo) 1b- A New Art Form for a booming country (vidéo 17 Hit the Road, Terminale) :</p> <p>2-How to design an effective Ad 2a- Full Impact Terminale 2b- 33 Most Creative print-Ads</p> <p>3- The Art of brands 3a- Andy Warhol, <i>Campbell Soup Cans</i>, 1962 3b- <i>End Marmite Neglect</i> (2013) https://www.youtube.com/watch?v=RG14sDcaJM0 3c- Campaign for Surf riders Foundation Australia</p> <p>4- ultimate branding: 4a- The King of the Super Brand, Naomi Klein, <i>No logo</i>, 2000 4b- Branding 4c- Best Swoosh tattoos</p> <p>5- the Evolution of brands : 5a- Van Heusen Ad, 1940</p>

	<p>5b- Van Heusen ad by Eli Rezkallah, 2018 5c- Vintage and Sexist Ads that would be forbident today</p> <p>6- Art nd Brands 6a- Banksy Shreds 'Girl with Balloon' Painting after Sotheby's Auction vidéo 6b- Play it as banksy : twisting art into advertising 6c- advertising inspired by famous painters</p> <p>7- What next? Have we lost the battle of advertising ? abridged from: No Logo at 20: have we lost the battle against the total branding of our lives?, <i>The Guardian</i>, Dan Hancox, Wed 1 Jul 2020</p>
<p>What will I learn about ?</p>	<ul style="list-style-type: none"> - the evolution of advertising over the years - the purpose of advertising - how advertising is art and art advertising
<p>Final Task</p>	<p>You will produce your own piece of advertisement. You may turn it into a spoof ad if you wish to.</p>

Instructions for you Final Task :

- 1) you may use what ever shape you wish to : audio, video, billboard, magazine...
- 2) You may work by pairs or in groups (audio or video only, no paper ads if so)
- 3) You will need to focus on document 3 advices.
- 4) Don't forget to choose what you are advertising for
- 5) Whip it into something creative whether you want to make it a real ad, a piece of art or a spoof.

Annexe: <https://www.ranker.com/list/the-most-memorable-advertising-mascots-of-all-time/analise.dubner>