THE ROUTLEDGE COMPANION TO ADVERTISING AND PROMOTIONAL CULTURE

Edited by
Matthew P. McAllister
Emily West
# CONTENTS

List of Figures xi  
List of Tables xii  
Notes on Contributors xiii  
Acknowledgments xx  

1 Introduction  
EMILY WEST AND MATTHEW P. MCALLISTER 1  

SECTION I  
Historical Perspectives 9  

GARY CROSS  

3 “Sentimental ‘Greenbacks’ of Civilization”: Cartes de Visite and the Pre-History of Self-Branding 24  
ALISON HEARN  

4 The Fight against Critics and the Discovery of “Spin”: American Advertising in the 1930s and 1940s 39  
INGER L. STOLE  

5 Cultivating the Romance of Place: Marketing as Popular Geography 53  
RICHARD K. POPP  

SECTION II  
Political Economy 69  

6 Regulating Integrated Advertising 71  
CHRISTINA SPURGEON  

7 Cross-Media Promotion and Media Synergy: Practices, Problems, and Policy Responses 83  
JONATHAN HARDY  

8 Media Buying: The New Power of Advertising 99  
JOSEPH TUROW
CONTENTS

SECTION III
Globalization

9 The Advertising Industry in Latin America: A Regional Portrait
JOHN SINCLAIR 115

10 Globalization, Penetration, and Transformation: A Critical Analysis of Transnational Advertising Agencies in Asia
KWANGMI KO KIM AND HONG CHENG 131

11 The Ties That Bind: US Hispanic Advertising and the Tension between Global and Local Forces
CHRISTOPHER A. CHÁVEZ 146

12 The Transnational Promotional Class and the Circulation of Value(s)
MELISSA ARONCZYK 159

SECTION IV
Audiences as Labor, Consumers, Interpreters, Fans

13 Commodifying Free Labor Online: Social Media, Audiences, and Advertising
NICOLE S. COHEN 177

14 The Impact of Social Media on Imaginary Social Relationships with Media Figures/Celebrities Who Appear in Advertising
NEIL M. ALPERSTEIN 192

15 Health Literacy in DTCA 2.0: Digital and Social Media Frontiers
ASHLI QUESINBERRY STOKES 205

SECTION V
Identities

16 The New “Real Women” of Advertising: Subjects, Experts, and Producers in the Interactive Era
BROOKE ERIN DUFFY 223

17 “Brut Slaps . . . And Twins”: Hypercommercialized Sports Media and the Intensification of Gender Ideology
MATTHEW P. MCALLISTER AND CHENJERAI KUMANYIKA 237

18 The Ghosts of Mad Men: Race and Gender Inequality inside American Advertising Agencies
CHRISTOPHER BOULTON 252
CONTENTS

CHARLENE ELLIOTT 267

SECTION VI
Social Institutions 283

20 The New Refeudalization of the Public Sphere
JAMIE WARNER 285

21 Rate Your Knowledge: The Branded University
SARAH BANET-WEISER 298

22 Now Hear This: The State of Promotion and Popular Music
DEVON POWERS 313

23 Property Porn: An Analysis of Online Real Estate Advertising
JACQUELINE BOTTERILL 326

SECTION VII
Everyday Life 339

24 “Brand You!”: The Business of Personal Branding and Community in Anxious Times
CHRISTINE HAROLD 341

IAIN MACRURY 357

26 Cause Marketing and the Rise of Values-Based Brands: Exploiting Compassion in Pursuit of Profits
MARA EINSTEIN 373

27 From Advergames to Branded Worlds: The Commercialization of Digital Gaming
SARA M. GRIMES 386

SECTION VIII
The Environment 401

28 The “Crying Indian,” Corporations, and Environmentalism: A Half-Century of Struggle over Environmental Messaging
ROBIN ANDERSEN 403

29 Behind the Green Curtain: Constructing the Green Consumer with Contemporary Environmental Advertising
COLLEEN CONNOLLY-AHERN AND LEE AHERN 420
CONTENTS

30 The Paradox of Materiality: Fashion, Marketing, and the Planetary Ecology 435
JULIET B. SCHOR

Index 450
FIGURES

5.1 Frances Benjamin Johnston, “Pan-American Exposition, Buffalo, N.Y., 1901: Man in wheeled chair at souvenir shop with 4 other persons” 57
5.2 “Post-Tens” 61
5.3 “Huntington Beach Surf City, USA® Live,” Video wall exterior to Hollister Co. store, Fifth Avenue, New York City, November 2010 64
10.1 Global advertising expenditures by region (2000–09) 132
10.2 Fastest-growing advertising markets in the world (2012–13) 133
15.1 Screen shot from Increaseyourchances.org 211
18.1 Mad Men-themed holiday postcard, 2009 254
18.2 The 2011 CLIO Awards’ Mad Men theme 255
18.3 Ad Age “2008 A-list” illustration 257
19.1 Post New Marshmallow Pebbles cereal 270
19.2 Kellogg’s Froot Loops cereal 271
19.3 Earth’s Best Organic Smiley Snacks 274
19.4 Earth’s Best Organic Letter of the Day Cookies 275
| TABLES |
|-----------------|-----------------|
| 9.1  | Major advertising markets of Latin America, by estimates of key indicators, 2006 | 116 |
| 9.2  | The two-tiered structure of leading global groups and their major advertising agency networks | 119 |
| 9.3  | The biggest ten advertising agencies in Brazil, as ranked by 2008 billings | 120 |
| 9.4  | The ten largest advertisers in Brazil, ranked by expenditure, 2009 | 121 |
| 9.5  | The biggest ten advertising agencies in Mexico, by rank, 2006 | 123 |
| 9.6  | The ten largest advertisers in Mexico, ranked by expenditure, 2009 | 123 |
| 9.7  | The biggest ten advertising agencies in Argentina, by estimated rank, 2008 | 125 |
| 9.8  | The ten largest advertisers in Argentina, ranked by expenditure, 2009 | 126 |
| 10.1 | Top ten countries in the world by advertising spending (2008) | 132 |
| 10.2 | Top ten agency holding companies in the world and in the Asia-Pacific region (2009) | 136 |
| 10.3 | Number of TNAAs holding different types of ownership among the top 15 agencies in selected Asian countries/territories (2001) | 137 |
| 10.4 | Top ten advertising agencies in China by billings and by revenues (2010) | 138 |
| 10.5 | Best overall advertising agency in Asia based on percentage of respondents’ top three agency rankings (2010) | 139 |
| 30.1 | Consumer price indices (CPI) for durables and selected commodities | 441 |
| 30.2 | Increase in total import weight, US manufacturing, 1998–2007 | 442 |
| 30.3 | Unit volumes of imports, selected commodity groups | 443 |