

## LEADING MARKETING ARTICLES

NOVEMBER/DECEMBER 2005

### **Understanding Generation X – Boom or Bust**

Mitchell, M.A., McLean, P. and Turner, G.B. (2005) *Business Forum*, Vol 27(1) 2005

The central tenet of marketing is the exchange relationship. Simply put, marketers provide benefits, outcomes, or solutions sought by consumers. In the interest of a targeted marketing effort, marketers attempt to profile each segment. The diversity of the American marketplace continues to undergo great change. As such, the process of profiling these individual groups of consumers is becoming increasingly important and, at the same time, increasingly difficult.

### **Branding nations**

Anholt, S. (2005) *Brand Strategy*, Issue 196

Countries have always been brands, in the truest sense of the word. Their ability to compete against each other for tourists, foreign investment, consumers, the attention and respect of the media, is significantly determined by the power of their brand image. National leaders have been branding their countries for centuries, even if they've only recently adopted the vocabulary and the techniques of commercial marketing to do it. The notion of brand management for countries has become established as one of the key tools for competitiveness. Most rich countries have branding or public diplomacy initiatives, and an increasing number of developing countries are working on strategies.

### **Advertising to children and social responsibility**

Preston, C. (2005) *Young Consumers*, Vol 6(4)

There is an economic perspective to the paradigm of social responsibility relating to the need for children to be socialised into consumers in order to maintain the cycle of consumer expenditure upon which economic health relies. It can be argued that an activity that sustains consumer expenditure is socially responsible. Advertising is part of the economic socialisation process, as it educates children as to the meanings associated with consumption. There is, however, a strong social concern about the effects of advertising upon children, yet there is confusion about exactly what it is that constitutes the problem. This article discusses the issues concerning social responsibility and advertising to children, and concludes that while younger children do appear to be vulnerable to advertising messages, the thrust of anti-advertising criticism is bound to a mistaken view that advertising *is* marketing, and an anti-materialist perspective bound to the economic demands of children upon their parents. There is also the issue of advertising that has seemingly not been overtly targeted at children, yet which is received by them.