

NEWER TRENDS IN ADVERTISING

SHOCKVERTISING

The use of shocking images and/or scenes to advertise something.

Often contains graphic imagery or blunt slogans.



Why
choose
if you can
combine?

Go study at HUB.
The first college and university in one.

Pass by on our infodays. More info at www.hubrusseel.be



part of
Hogeschool Brussel

**IF YOU SEE A CHILD
AS ANYTHING
MORE THAN IT'S
WRONG.**



**IF YOU'RE OVER 18 AND HAVING SEX WITH AN UNDERAGE GIRL,
IT'S STATUTORY RAPE.**

© The Meth Project

MONTANA METH PROJECT

1-888-366-6384

YOU'LL NEVER WORRY ABOUT
LIPSTICK ON YOUR TEETH AGAIN.

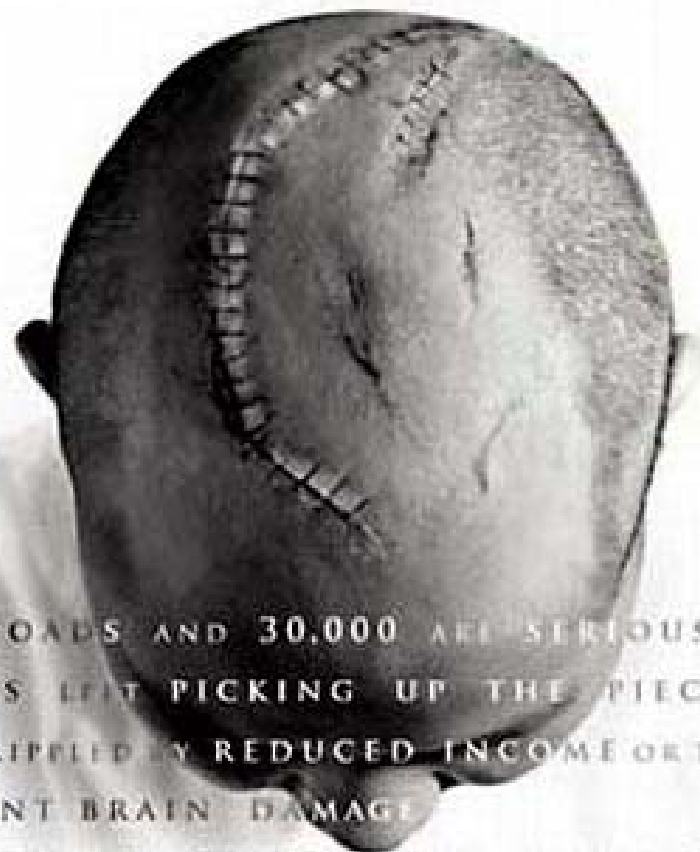
METH
NOT EVEN ONCE.

NotEvenOnce.com

"I DON'T LIKE WEARING A **HELMET**

(ESPECIALLY - NEURO SURGERY PATIENTS)

IT RUINS MY HAIR"



EVERY YEAR OVER 11,000 PEOPLE DIE ON OUR ROADS AND 30,000 ARE SERIOUSLY INJURED. THAT MEANS THOUSANDS OF FAMILIES LEFT PICKING UP THE PIECES. FAMILIES TORTURED BY THE LOSS OF A LOVED ONE, CRIPPLED BY REDUCED INCOME OR THE SUDDEN NEED TO CARE FOR A RELATIVE WITH PERMANENT BRAIN DAMAGE. THE SAD TRUTH IS THAT 40% OF THESE CASES COULD HAVE BEEN PREVENTED BY SIMPLY WEARING A HELMET. WHEN YOU THINK ABOUT IT, THERE ARE NO EXCUSES.

SPONSORED BY



WEAR A HELMET. NOT JUST FOR YOUR OWN SAFETY.

GORILLA MARKETING

Aggressive, unconventional
marketing methods







Viral Marketing



Encourages people to pass the marketing message voluntarily.

<http://www.ignitesocialmedia.com/viral-marketing-examples/>

Ambient Marketing

Uses everyday objects and surroundings as communication platforms.







Scores:

PS2

△-3 ○-10 X-15 □-20



Images courtesy of:

www.adverblog.com

www.marketinggorillas.net

www.trendhunter.com

www.zdnet.com