Contents

Introduction 7

1. Advertising Promotes Consumerism in Children and Teens 10
   Victor C. Strasburger, Barbara J. Wilson, Amy B. Jordan

2. Peers Have the Greatest Influence on Teens’ Buying Behaviors 20
   PricewaterhouseCoopers

3. Tweens Have Become More Aware of Advertising and Brands 26
   Jayne O’Donnell

4. Online Advertising Aggressively Targets Children and Teens 33
   Jeff Chester and Kathryn Montgomery

5. Teens May Not Respond to Online Advertising 46
   Mark Dolliver

6. Text Messaging Can Be an Effective Marketing Tool to Reach Teens 53
   Alana Semuels

7. Alcohol Advertising Does Not Significantly Influence Teen Drinking 58
   Statistical Assessment Service (STATS)

8. Smoking Advertisements Influence Teen Smoking 69
   Robert A. Wascher

9. Anti-Smoking Advertisements Can Reduce Teen Smoking 75
   Michael Eriksen