

## Definitions

Most definitions from [www.wordspy.com](http://www.wordspy.com) unless otherwise specified

**ad creep** *n.* The gradual expansion of advertising space to non-traditional surfaces such as floors, bathroom walls, cars, and the sides of buildings.

**affluenza** (AF.loo.en.zuh) *n.* An extreme form of materialism in which consumers overwork and accumulate high levels of debt to purchase more goods (*affluence* + *influenza*).

**alpha pup** *noun.* Market research jargon for the kid who is deemed by his or her peers to be the “coolest” in their school, neighborhood, or town.

**anticonsumerism** challenges many of the assumptions about what is needed in contemporary society. Taking the view that the rich nations of the world are fundamentally damaging the planet and themselves in the pursuit of material acquisition, it raises the question, “How much is enough?” Rather than just buying green or ethically-produced goods, different ways of living, trading and working are advocated in order to ‘live more lightly’ on the Earth and be less dependent on buying things to feel good about ourselves  
[www.enough.org.uk](http://www.enough.org.uk)

**brandalism** (BRAN.duh.liz.um) *n.* The defacement of public buildings and spaces by corporate ads, logos, and other forms of branding (*brand* + *vandalism*).

**coolhunter** *noun.* A person who investigates cutting-edge trends, fashions, and ideas and sells them as market research to companies so they can incorporate them into their latest products.

**culture jamming** (KUL.chur jam.ing) *pp.* To manipulate existing cultural images—particularly those found in advertising—to mock, refute, or subvert those images.

Also: **culture-jamming**.

—**culture jammer** *n.*

—**culture jam** *v.*

**culture spies** – see cool hunters

**ethical consumerism** a development of green consumerism which considers a variety of wider issues than just a product’s green credentials, such as whether or not the manufacturer invests in the arms trade or has supported oppressive regimes.

Through a comprehensive monitoring of the behaviour of modern business, ethical consumerism aims to encourage trade to be as responsible as is possible within the current economic system.

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**green consumerism** purchasing or participating in goods or services which attempt to replace existing ones with something designed to be ‘friendlier’ and less damaging to ecosystems and natural planetary defences.

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**hype cycle** *n.* A sequence of events experienced by an overly-hyped product or technology, including a peak of unrealistic expectations followed by a valley of disappointment when those expectations aren’t met.

**kidfluence** (KID.floo.uns) *n.* The direct and indirect influence that kids have on their parents’ purchasing decisions.

**midriffs** are youth subculture identified in Merchants of Cool. Defined as “prematurely adult girls who spend tons of money trying to look like Britney Spears, and who follow this disturbing credo: “your body is your best asset, so flaunt your sexuality even if you don’t understand it.”

**mooks** youth subculture identified in Merchants of Cool. Defined as "goofballs who watch TV shows like Jackass and South Park; listen to shock jock Howard Stern, and buy tickets to movies starring gross-out king Tom Green." Douglas Rushkoff says marketers "grab (the mooks) beneath the belt so they can grab their pockets."

**nag factor** (NAG fak.tur) *n.* The degree to which parents' purchasing decisions are based on being nagged by their children

**passion brand** *noun.* A brand that resonates with consumers and makes them passionate about the brand's products or services.

**point-of-purchase shopping** *noun.* A form of shopping in which one buys only products that meet a particular standard of political correctness. For example, avoiding French wines (nuclear testing) and certain makeup products (animal testing).

**Tribal marketing** (TRY.bul mar.kuh.ting) *n.* A marketing strategy that attempts to create social groups or communities that are centered around a product or service.

**trickle-up trend** *noun.* A fashion trend based on styles seen in the streets.

**Mother's Code** – created by a group called *Rebel Mothers* calls upon advertisers to voluntarily adopt the following six commandments:

- 1) No advertising, marketing, or market research in schools, including high schools.
- 2) No targeting advertising and marketing to children under the age of 8.
- 3) No product placement in movies and media programs targeted at children and adolescents.
- 4) No behavioural science research to develop advertising and marketing aimed at children and adolescents
- 5) No advertising and marketing directed at children that promotes an ethic of selfishness and a focus on instant gratification.
- 6) Good faith efforts to reduce sponsorship of gratuitously sexual and/or violent programming likely to be watched by children.

