

Advertising can provide information on products and services but it can also influence what we want to buy.

1. Read the following article

# TEENS IN TARGET ZONE

South Park characters, exchangeable colours in lilac and lime, motifs from teddy bears to smiley faces. The question is not what has, but what has not been used in the drive by mobile phone companies to grab the teen market.

Cult show South Park is being used by Vodafone to promote its Fast Fone television advertisement, a prepaid mobile with no contract.

The Phillips Savvy phone comes with a biorhythm calendar, calculator, stop watch and fun icons to send to other 'savvy' friends. A Nokia phone promotes a

"fresh look everyday" with exchangeable colour covers and ring tones.

Dolly magazine, which targets 12-16 year old girls, promotes its own limited edition Dolly Optus Express Pre-Paid phone with special cover and \$40 phone card.

Telstra's business manager of pre-paid phones, Joe Weller, readily admits products are designed to capture the attention of teenagers. "We want to speak to them in their language, customise products to suit their needs", he said. ◀

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2. How are mobile phone companies targeting the 'teen market'? LIST three strategies they are using.

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3. DISCUSS: How do you think the telephone companies know what teenagers want to buy?
4. DISCUSS: Where do you think that teenagers can get realistic advice?