







## **Are advertisements aimed at teenagers effective?**

The advertisements for Jordan clothing line and shoe line is actually aimed at all age groups. But teenagers are the main ones effected, considering the fact that they are the main group of people buying both lines.

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## **Are advertisements aimed at teenagers ethical?**

Yes it is ethical. Teenagers are the main trendsetters of today's generation. They're the main ones advertising Jordan shoes and clothes.



# RESEARCH GRAPHIC ORGANIZER: PART 1

**Questions to research:** Are advertisements aimed at teenagers effective? And, are they ethical?

## Title, URL, and Date of Access

## Central Idea

**Title:** Are Sports Equipment Advertisements Aimed at Teenagers Effective?

**URL:** <http://shewearjordans.tumblr.com/>

**Date of Access:** October 8th, 2015

A normal advertisement with two girls as the best of friends modeling Jordan shoes.

**Title:** Are Sports Equipment Advertisements Aimed at Teenagers Effective?

**URL:** <https://www.pinterest.com/pin/541487555168360683/>

**Date of Access:** October 8th, 2015

Male model wearing Jordans with other brands of clothing

**Title:** Are Sports Equipment Advertisements Aimed at Teenagers Effective?

**URL:** <http://weartesters.com/jordan-brand-expands-grade-school-sizing-girls/>

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kids advertising Jordan clothes and shoes of all sizes for the school year.

**Title:** Are Sports Equipment Advertisements Aimed at Teenagers Effective?

**URL:** <http://www.dailymail.co.uk/news/article-2078134/Chaos-U-S-stores-thousands-shoppers-scramble-new-Nike-Air-Jordans.html>

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A plethora of stories in regards to teens, and young men/woman in altercation over purchasing Jordan shoes

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**URL:** <https://www.youtube.com/watch?v=J8HCi159dN0>

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This is a commercial of young kids who are playing basketball wearing the XX1 Jordans.

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