



Advertising and anthropology

Anthropology studies:

- Health
- Work
- Ecology
- Social change

Sri Lanka as a society of consumers :


- The middle class (English-speaking)
- People in provincial cities and villages

Three problem areas:

- Brand image
- The market situation
- Products

Client's aims:

- Corporate image
- Brand prestige
- Aspirational value



Advertising and anthropology > Client relations and workshops

Workshops help:

- Build relationship with a client
- Identify a position in a highly competitive marketplace
- To demonstrate company's expertise

Metaphors of war helps:

- To foster emotional bonds
- To evoke strong sentiments among all present.



Advertising and anthropology > Ethnography and anthropology

- Ethnography explores cultural phenomena
- Ethnography means to represent graphically the culture of a people
- Anthropology examine social patterns and practices across cultures



Advertising and anthropology > Ethnography and anthropology

A drug prevention campaign

The purpose of the research - to develop a drug prevention campaign strategy targeting 9–13 age group

Drugs implicated in the process of self-construction

To challenge the model of drug experience