



# 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

## **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