



GRUEN



<http://www.metromagazine.com.au>

<https://theeducationshop.com.au>

© ATOM 2018 ISBN: 978-1-76061-228-3



A STUDY GUIDE BY
ATOM



PRODUCER'S STATEMENT

Gruen is a key tool in helping viewers understand how we are all manipulated by brands into spending money with them. We are facing an increasing onslaught of marketing – some of it becoming ever more personally targeted. Perhaps we need to realise that fact and ask “why?”.

Gruen returns for another series to find out why we buy what we buy. And why the ads on the side of our internet browser want us to buy more. The panel of experts return to deconstruct our vast advertising landscape which gets more freakishly sophisticated every year.

The Gruen franchise was born in 2008, and at the time it focused purely on advertising. Over its various incarnations (including series based around the Olympic games and federal election campaigns), what we have learned is that marketing is ever becoming more complex than simple advertising. We are now being sold to at every turn. Since Gruen's inception the traditional advertising channels of television, radio and print have been joined by a tsunami of digital marketing and communication.

We are marketed to online and through social media, via traditional advertising, PR and a whole new range of persuasive efforts by brands, companies and government. More and more brands and companies compete for ‘earned media exposure’ through the news. Our research

into all these aspects of the marketing world is complex and each conversation is extensively workshopped.

Our host and co-executive producer, Wil Anderson, oversees a line-up that includes permanent panelists Russel Howcroft and Todd Sampson as well as guest professionals from the world of communications and advertising. Our guest panelists range from creative directors and agency owners to brand strategy experts and behavioural psychologists. Along with the observations of Russel and Todd, their insights into a particular topic are key to unwrapping the workings behind the consumer experience and the behaviour of the corporate world.

Gruen endeavours to dissect the ways marketers target us through detailed analytical discussion of a single issue. Indeed, the more focused the discussion, the more satisfying we have found those conversations.

Questions we should all ask ourselves could be:

- Why is a campaign framed in a particular way?
- What are the strategies behind the casting of an ad?
- What was the outcome the brand was expecting and could it have been better achieved?
- How much work goes into making a successful campaign look so simple?
- What should a brand do in PR terms when something goes wrong?

On *Gruen*, we look at the positive and negative examples of these and many more questions. We have selected three episodes from the season which cover a broad range of issues.



CONTENT HYPERLINKS

- | | | |
|---------------------------|--------------------|--|
| 3 SERIES SYNOPSIS | 6 EPISODE 3 | 9 OVERALL CONCLUDING ACTIVITIES |
| 3 CURRICULUM LINKS | 8 EPISODE 7 | 10 REFERENCES |
| 4 EPISODE 1 | | |

SERIES SYNOPSIS

* Episode 1

How are the big banks selling themselves during the Banking Royal Commission – are they still advertising or are they in hiding? Will the 'Coke No Sugar' campaign reverse soft drink sales? Plus, there are ads that murder our favourite songs, and a pitch to make Australia the USA's fifty-first state.

<https://itunes.apple.com/au/tv-season/episode-1/id1379999475?i=1380031024>

* Episode 3

The changing face of pharmacies: how the humble chemist became a A\$16 billion industry. Dollars and scents: why are so many celebrities flogging fragrances? There is a pitch to boycott the royal wedding, and all the PR and spin of David Warner's redemption tour.

<https://itunes.apple.com/au/tv-season/episode-3/id1379999475?i=1385958044>

* Episode 7

The hair loss industry and how advertising targets male insecurities. The online shopping wars and Amazon Australia: the big new local brand tests the waters with a big new local campaign. Plus, a pitch to raise the profile and pay packet of teachers.

<https://itunes.apple.com/au/tv-season/episode-7/id1379999475?i=1398688490>

CURRICULUM LINKS

This study guide is aimed at middle and upper secondary school levels, with relevance to the following subject areas:

- ENGLISH
- MEDIA ARTS
- VISUAL ARTS
- ETHICS
- PHILOSOPHY
- BUSINESS MANAGEMENT
- PSYCHOLOGY



EPISODE 1

JOINING HOST WIL ANDERSON AND REGULAR PANEL MEMBERS TODD SAMPSON AND RUSSEL HOWCROFT ARE GUEST PANELISTS KAREN FERRY AND DEE MADIGAN.

- INTRODUCTION: ADS USING WELL-KNOWN SONGS
- HOW DO YOU SELL?: THE BIG FOUR AUSTRALIAN BANKS SELLING THEMSELVES DURING THE ROYAL COMMISSION
- THE PITCH: AUSTRALIA TO BECOME THE FIFTY-FIRST STATE OF AMERICA
- TARGET MARKET: COCA-COLA'S 'NO SUGAR' CAMPAIGN



* Themes and issues

Carry out the following activities arising from your viewing of Episode 1.

- Before Wil introduces the panel, he looks at several ads that use well-known songs to sell their product or service. He looks at examples of this from NRMA and Heineken (among others). As a class, discuss the examples shown and whether you think the use of a well-known song from popular culture works in these examples. Why do you think companies use well-known songs for their ads?
- Working in small groups, find and share three other examples of companies using well-known songs in their advertisements. Discuss which ones you think are most effective and why.
- Why do companies use well-known songs (as opposed to 'jingles' or other forms of music) in their ads? Research and formulate your answer, and when finished, share and discuss as a class. Suggested sites to help with research:
<https://www.mainstreethost.com/blog/what-role-does-music-play-in-the-most-viral-commercials/>
<https://www.fastcompany.com/3052973/how-to-pick-the-perfect-advertising-song/>



* 'How do you sell?' (time code 04.17)

We meet the panel, who turn their focus to the big four banks in Australia, and specifically on the 'gap between what they're doing and how they're selling'.

- Prior to zooming in on the ads in this section of the show, students should be familiar with The Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry (also known as the Banking Royal Commission). This was established in 2017 by the Australian government to inquire into and report on misconduct in the banking, superannuation and financial services industry. Students should read the following articles to gain an overview of the purpose and background of this Royal Commission:
<https://www.theguardian.com/australia-news/2018/apr/20/banking-royal-commission-all-you-need-to-know-so-far/>
<http://www.abc.net.au/news/2017-11-30/banking-royal-commission-how-did-we-get-here/9210248/>
- The panel look at the new Westpac ad and their linkage to the concept of being 'heroic'. How does Dee Madigan explain the thinking behind this approach in terms of Westpac's desire to link to 'Brand Australia' and the concept of 'mateship'?
- Why does Russel believe they needed a voice-over at the end? Do you agree with his view?
- The cost of the ad comes under focus in the panel's discussion. While Todd agrees spending A\$1 million on an ad is questionable in the current environment, he also feels that deciding to not undertake any advertising is unviable. In light of the Royal Commission into Banking, do you feel that the big four banks should be spending money on advertising at the moment? How can they best balance the need for creating a positive image around their brand with the public backlash over their practices? Discuss as a class.

- Karen discusses the broader idea of brands linking to the concept of 'Aussie mateship' at a time when traditional pillars of our society are questionable (e.g. the Church, banking, cricket). Working in small groups, brainstorm the main concepts and ideas you have around 'Aussie mateship'. Why do you think many brands are eager to associate with these concepts? Can you find other examples of ads that have linked to these ideas? Share and discuss as a class.
- The panel moves on to look at NAB's most recent ads, examining the 'What do I really want?' campaign. What is Russel's view of this ad in relation to the Royal Commission into Banking? Do you think this ad is effective? Discuss as a class.
- The panel looks at the CBA ad focusing on customer service, again in light of revelations from the Banking Royal Commission. Does the panel feel the CBA is able to regain the public's trust in terms of customer service? What do you feel about this ad? Discuss as a class.
- The panel examines ANZ's most recent ad. What are the differing views from the panel on this ad in terms of the ad's intention versus its impact?
- Finally, the panel looks at the Australian Banking Association ad. While Dee views this ad as the most simplistic of those they have examined, she also views it as clever and effective. Why? Do you agree?
- The panel looks at the concept of 'banking inertia' in Australia. What does this refer to and why does it exist? Working in small groups, students are to select the ideas from their previous brainstorm on 'mateship' and design your own ad campaign to promote one of the big four banks (particularly in light of promoting the bank with reference to banking inertia and the damaging impact of the current Royal Commission). Plan and storyboard a thirty-second ad and share/discuss with the class.

* 'The Pitch' (time code 22.20)

- This week's pitch relates to the idea that Australia should become the fifty-first state of America.
- View each of the ads, then describe the story and the argument they present. Are they similar in style and approach, or do they each take a different perspective on the topic? Compare each ad's emotional impact and persuasive appeal to the audience. How were humour, emotion and national pride used? Comment on use of voice-over and music.
- Which ad do the panel vote for? Which ad do you prefer and why?
- Why do you think this concept for the ads is 'an un-sellable idea'?
- Working in pairs of small groups, discuss, plan and create a storyboard for a thirty-second advertisement that sells the idea that 'Australia should become the fifty-first state of America.' Ensure you take a different approach from the two ads in 'The Pitch'. Share and discuss completed storyboards as a class.

* 'Target Marketing' (time code 25.53)

- In this section of the episode, the panel examines the two new advertisements for 'Coca Cola: No Sugar'. What is the contradictory nature of the content of each ad, and how does the panel try and explain this approach? Which ad do you find most effective and why? Share and discuss responses as a class.
- Todd refers to the fact that in the USA the average age of Coca-Cola drinkers is over fifty, hence their drive for market relevance within the youth demographic. Are you surprised by this fact? As a class, discuss your own experience and engagement with Coca-Cola as a brand.
- The panel looks at Coca-Cola's use of social media influencers. What reasons do Karen and Todd put forward for this? How is this effective, particularly in a world where people are watching less commercial television? Working in small groups, research and identify three other well-known products or services that are making use of social media influencers. Share and discuss as a class, noting similarities/differences in their approaches.
- Todd states that life was so much easier for Coca-Cola when 'fat was the enemy'. What does he mean by this statement? How do factors such as the 'I Quit Sugar' movement and an impending sugar tax affect a company like Coca-Cola? Working in small groups, brainstorm ways that you think the company could create an advertising campaign that works within the 'sugar-free' paradigm? Share and discuss ideas as a class.
- Why does Karen feel that Coca-Cola is experiencing an 'identity crisis'? Conduct research into the way that Coca-Cola has diversified its brand range over the years. How successful have they been in marketing these changes? Discuss as a class. Suggested sites to begin research:
<https://www.beveragedaily.com/Article/2018/07/31/Coca-Cola-The-turnaround-of-Diet-Coke-is-not-coming-at-the-expense-of-Coke-Zero-Sugar/>
https://www.washingtonpost.com/news/wonk/wp/2017/07/26/coca-cola-zero-sugar-cokes-hot-new-soda-isnt-actually-that-new-at-all/?noredirect=on&utm_term=.0f34417bdb31/

- **In conclusion, write a reflection on what you have learnt from this episode of *Gruen* about the best ways to promote something as negatively viewed as banking, as well as the most effective marketing strategies for an iconic brand like Coca-Cola in a world with changing attitudes towards sugar.**



EPISODE 3

JOINING HOST WIL ANDERSON AND REGULAR PANEL MEMBERS TODD SAMPSON AND RUSSEL HOWCROFT ARE GUEST PANELISTS LAUREN FRIED AND CAM O'KEEFE.

- **INTRODUCTION: WHY ARE SO MANY CELEBRITIES FLOGGING FRAGRANCES?**
- **HOW DO YOU SELL?: THE CHANGING FACE OF PHARMACIES: HOW THE HUMBLE CHEMIST BECAME A \$16 BILLION INDUSTRY.**
- **THE PITCH: A BOYCOTT OF THE ROYAL WEDDING.**
- **CRISIS MANAGEMENT: A CLOSE EXAMINATION OF THE PR AND SPIN OF DAVID WARNER'S REDEMPTION TOUR.**

* Themes and issues

Carry out the following activities arising from your viewing of Episode 3.

Before Wil introduces the panel, he examines Chemist Warehouse's 'obsession' with selling celebrity perfumes. While some of the ads he examines are unintentionally humorous, it is clear that the celebrity-endorsed perfume market is strong. Working in small groups, conduct research into this phenomenon, answering the following:

- When did this industry really take off? What factors led to its growth?
- What factors led to a downturn? Despite this, the industry remains strong. Why do you think celebrity-endorsed perfumes continue to remain popular?
- Find three examples of celebrity-endorsed perfume advertisements (other than the ones shown on the show). Share with other groups, discussing their use of narrative, setting, celebrity, music, editing and camera angles. Do you think the ads are effective? Give reasons for your answer.
- Suggested sites to begin research:
<https://economictimes.indiatimes.com/celebrity-endorsed-perfumes-on-the-rise/articleshow/2484543.cms>
<https://www.allure.com/story/why-celebrity-fragrances-are-just-as-good-as-luxury-perfumes/>

* 'How do you sell?' (Time code 03.34)

We meet the panel who takes a close look at the pharmaceutical industry in Australia, where we learn that four major brands dominate.

- After viewing the Chemist Warehouse vitamin ad, write a reflection on its content and message with reference to its use of narrative, music, voice-over, editing and theme. Do you find this ad effective? Discuss as a class.
- Wil asks Cam about the propensity for the products in the ad to end with '99 cents'. According to Cam, what is the psychological reason for this? Please provide or cite articles to support the argument. Have you seen this in other ads? Do you find this technique effective on you as a consumer?
- How does Lauren explain the thinking behind the crowded layout of Chemist Warehouse? What other franchises use a similar layout? Have you personally experienced this layout and how do you find it impacts your shopping experience?
- How does Todd explain the relationship between 'decision fatigue' and 'impulse buying' when a person reaches the check-out? How do stores like Chemist Warehouse take advantage of this?
- Russel talks about the drive for businesses to be 'customer centric'. How does this relate to Chemist Warehouse's use of the 'buzzer' for customers collecting their prescriptions? Why does Cam disagree that the buzzer is customer centric? What is your view on the use of this device? Discuss as a class.
- We see their 'Healthy Break' and 'Beauty Break' ads and 'What's on in the Warehouse' ads. As Wil indicates, these are 'ads designed not to look like ads'. How does this work in terms of Todd's explanation of the 'cost and time' model of ads?
- Russel contends that 'wellness' is clever in terms of stretching brand and sales in all different directions. Explain what he means by this.
- The panel looks at an ad by rival chemist Priceline. According to Cam, what is their brand strategy and how





does this differ from Chemist Warehouse? Analyse the Priceline ad in terms of its message, theme, music, voice-over and editing. Do you find this ad effective? Discuss as class.

- The panel examine Amcal's ad which overly channels an 'anti-expert culture', as well as the Terry White ad which focuses on customer service. Analyse both ads in terms of their message, theme, music, voice-over and editing. Do you find these ads effective? Compare and contrast with the Priceline and Chemist Warehouse ads. What are the overarching similarities and differences you note? Discuss as class.
- While Todd doesn't believe that anything can beat Chemist Warehouse's 'lowest prices' approach, Cam feels that Amcal and Terry White should be doing more in terms of leveraging their status as 'legacy brands.' What does she mean by this? Who do you agree with?
- Considering the various elements that the panel has discussed in relation to Chemist Warehouse, Priceline, Amcal and Terry White, plan and create a storyboard of an ad that entices customers to shop at one of these pharmacies. Consider: store layout, product pricing, impulse buying, use of buzzers, as well as ideas garnered from the panel's discussion and the ads you have viewed. Work in pairs / small groups to design a storyboard for a thirty-second ad that promotes your selected pharmacy. Consider your use of theme/message, music, voice-over, editing and camera angles. Share and discuss as a class.

* 'Crisis Management' (time code 27.47)

- Ensure that students have a basic understanding of who David Warner is and the 'ball tampering' controversy. Suggested articles for students to read and discuss as a class:
<https://www.smh.com.au/sport/cricket/david-warner-at-heart-of-ball-tampering-scandal-20180326-p4z6d3.html>
<http://www.abc.net.au/news/2018-03-29/david-warner-apologises-for-role-in-ball-tampering-scandal/9602750/>
- What is Russel's view of cameras being there on day one of Warner's 'The Redemption Tour'? Do you agree with Russel? Discuss as a class.

* 'The Pitch' (time code 24.30)

This week's pitch relates to having to sell the following 'unsellable idea': 'Boycott the royal wedding of Harry and Meghan.'

View each of the ads, then describe the story and the argument they present. Are they similar in style and approach, or do they each take a different perspective on the topic? Compare each ad's emotional impact and persuasive appeal to the audience. How were humour, emotion and national pride used? Comment on use of voice-over and music.

- Which ad does the panel vote for? Which ad do you prefer and why?
- Why do you think this concept for the ads is 'an unsellable idea'?

Working in pairs of small groups, discuss, plan and create a storyboard for a thirty-second advertisement that sells the idea that 'Australians should boycott the royal wedding.' Ensure you take a different approach from the two ads in 'The Pitch'. Share and discuss completed storyboards as a class.

- Why does Cam think it's a smart move for Warner to remain silent? What is Todd's view on this? Discuss your stance as a class.
- Working in small groups, research other celebrity sportspeople who have experienced a public 'fall from grace'. How did they manage the PR around this crisis, and were they successful in rehabilitating their public profile?
- Considering the panel's discussion and your research, work in small groups to plan a PR campaign that aims to rehabilitate the profile of David Warner.

- **In conclusion, write a reflection on what you have learnt from this episode of *Gruen* about the best ways to promote pharmacies in Australia, as well as effective use of PR when it comes to rehabilitating a celebrity sportsperson's reputation.**

EPISODE 7

JOINING HOST WIL ANDERSON AND REGULAR PANEL MEMBERS TODD SAMPSON AND RUSSEL HOWCROFT ARE GUEST PANELISTS CAM O'KEEFE AND EMILY TAYLOR.

- INTRODUCTION: WHY DO ADS USE 'SUCH WEIRD' STATISTICS?
- 'HOW DO YOU SELL?': FOCUS ON THE HAIR LOSS INDUSTRY AND THE TARGETING OF MALE INSECURITIES.
- THE PITCH: RAISE THE PROFILE AND PAY PACKET OF TEACHERS.
- TARGET MARKET: THE ONLINE SHOPPING WARS AND AMAZON AUSTRALIA'S LAUNCH INTO THE LOCAL MARKET.



* Themes and issues

Carry out the following activities arising from your viewing of episode 7.

- Before Wil introduces the panel, he poses the question: 'Why do ads use "such weird" statistics?' After viewing this segment, discuss as class which statistics you find the weirdest.
- Why do you think many ads utilise statistics? Do you find it an effective form of persuasion? Discuss as a class.



* 'How do you sell?' (time code 03.30):

We meet the panel who takes a close look at the hair loss industry, and specifically the targeting of male insecurities.

- Examine the ad from Ashley and Martin. Analyse it in terms of message, theme, music, voice-over and editing. Do you find this ad effective? What is Emily's take on this ad in terms of its breadth of appeal? How does this ad differ from the standard version of 'before and after' hair loss industry ads?
- The Ashley and Martin ad is part of a series that showcases many different stories around hair loss for men. Why does Cam think this series of ads is so effective? Do you agree? How does Russel's personal anecdote about his own hair loss experience reinforce Cam's assessment of this campaign?
- The panel examine the traditional 'before and after' Ashley and Martin advertisement and their use of an expert in a lab coat. Why does Todd suggest they are using actors to play the 'expert' rather than real experts? How does the 'free consultation' work in terms of enticing people to engage with the brand?
- The panel then looks at Shane Warne's ad for 'Advance Hair Care'. According to Russel, what does 'Warnie' do for this brand?
- What is Emily's view of the use of women (and non-celebrities) in hair-loss treatment advertisements.
- The panel examines 'Advance Hair Studios' 1994 ad with cricketer Greg Matthews. Analyse the ad in terms of its theme/message, use of music, voice-over and editing. How have hair-loss treatment ads changed since this ad?

* 'The Pitch' (time code 22.11)

This week's pitch relates to having to sell the following 'unsellable idea': 'Teachers deserve to be paid the same as politicians'.

View each of the ads, then describe the story and the argument they present. Are they similar in style and approach, or do they each take a different perspective on the topic? Compare each ad's emotional impact and persuasive appeal to the audience. How were humour and emotion used? Comment on use of voice-over and music.

- Which ad does the panel vote for? Which ad do you prefer and why?
- Why do you think this concept for the ad is 'an un-sellable idea'?

Working in pairs or small groups, discuss, plan and create a storyboard for a thirty-second ad that sells your ideas to Australians that 'teachers deserve to be paid the same as politicians'. Ensure you take a different approach from the two ads in 'The Pitch'. Share and discuss completed storyboards as a class.

* 'Target Marketing' (time code 25.07)

In this section of the episode, the panel examines the launch of Amazon Australia's first local advertising campaign.

- Analyse Amazon Australia's ad. Reflect on its theme/message, as well as its use of music, camera angles, voice-over and editing. Do you think it's an effective ad? Explain and discuss as a class.
- Why do Cam and Russel like the ad?
- Wil defines the ad as 'conspicuously local'. How have they done this and why does Emily view this as a clever approach?
- The panel looks at the new eBay ad (again, fronted by 'Warnie'). What is the panel's opinion of this ad in terms of its effectiveness?
- What is Cam's opinion on the effectiveness of 'price over convenience'? Do you agree with her assessment? Working in small groups, research and locate an ad that uses price as its hook and one that uses convenience. Share with other groups and discuss which you find more effective and the reasons why.



OVERALL CONCLUDING ACTIVITIES

Revisit the questions posed at the beginning of this guide in the 'Series Synopsis' (they are listed again below). Working in pairs / small groups, students are to select one of the ads or brands focused on during the episodes watched, and answer the following questions:

- Why is a campaign framed in a particular way?
- What are the strategies behind the casting of an ad?
- What was the outcome the brand was expecting and could it have been better achieved?
- How much work goes into making a successful campaign look so simple?
- What should a brand do in PR terms when something goes wrong?

Discuss what you believe to be the overall purpose and the achievements of the *Gruen* series. Include reference to what you learnt and appreciated from the episodes you viewed.

Plan and create a promotional advertisement poster display, or a thirty- or sixty-second radio promotion, about the *Gruen* series. For the poster, consider carefully your thematic approach, and use of image, colour and text. For the radio promotion, you may prefer to work in pairs or small groups to plan a radio script, in which you must consider the use, extent and variation of voice-over, music and sound effects, and any suitable sound 'grabs' taken from the series itself. You will need to rehearse, record and edit the audio track.

Draft, edit and proofread a review of the series in 250–300 words for a weekly TV magazine.

Take into account the style and approach you will take in the review for your assumed reading audience.

REFERENCES

- 'Celebrity-endorsed perfumes on the rise', *The Economic Times*, 24 October 2007, <<https://economictimes.india-times.com/celebrity-endorsed-perfumes-on-the-rise/articleshow/2484543.cms>>, accessed 3 September 2018.
- Caitlin Dewey, 'Coca-Cola Zero Sugar, Coke's hot new soda, isn't actually that new at all', *The Washington Post*, 26 July 2017, <https://www.washingtonpost.com/news/wonk/wp/2017/07/26/coca-cola-zero-sugar-coke-hot-new-soda-isnt-actually-that-new-at-all/?noredirect=on&utm_term=.0f34417bdb31/>, accessed 3 September 2018.
- Chris Barrett, 'David Warner at heart of ball-tampering scandal', *The Sydney Morning Herald*, 26 March 2018, <<https://www.smh.com.au/sport/cricket/david-warner-at-heart-of-ball-tampering-scandal-20180326-p4z6d3.html>>, accessed 2 September 2018.
- David Chau & Emily Clark, 'Banking royal commission: How did we get here?', *ABC News*, 12 February 2018, <<http://www.abc.net.au/news/2017-11-30/banking-royal-commission-how-did-we-get-here/9210248/>>, accessed 3 September 2018.
- 'David Warner apologises for role in ball-tampering scandal that rocked Australian sport', *ABC News*, 29 March 2018, <<http://www.abc.net.au/news/2018-03-29/david-warner-apologises-for-role-in-ball-tampering-scandal/9602750/>>, accessed 2 September 2018.
- Gareth Hutchens, 'Banking Royal Commission: All you need to know – so far', *The Guardian*, 20 April 2018, <<https://www.theguardian.com/australia-news/2018/apr/20/banking-royal-commission-all-you-need-to-know-so-far/>>, accessed 3 September 2018.
- Jeff Beer, 'How to Pick the Perfect Advertising Song', *Fast Company*, 11 March 2015, <<https://www.fastcompany.com/3052973/how-to-pick-the-perfect-advertising-song/>> accessed 1 September 2018.
- Pat DePuy, 'What role does music play in the most viral commercials?', *Mainstreet Host*, 23 July 2013, <<https://www.mainstreethost.com/blog/what-role-does-music-play-in-the-most-viral-commercials/>>, accessed 1 September 2018.
- Rachel Arthur, 'Coca-Cola: "The turnaround of Diet Coke is not coming at the expense of Coke Zero Sugar"', *Beverage Daily*, 31 July 2018, <<https://www.beveragedaily.com/Article/2018/07/31/Coca-Cola-The-turnaround-of-Diet-Coke-is-not-coming-at-the-expense-of-Coke-Zero-Sugar/>>, accessed 3 September 2018.
- Tynan Sinks, 'Say What you Want About Them, But Celebrity Fragrances are so Important to the Perfume World.' *Allure*, 3 October 2017, <<https://www.allure.com/story/why-celebrity-fragrances-are-just-as-good-as-luxury-perfumes/>>, accessed 3 September 2018.



This study guide was produced by ATOM. (© ATOM 2018)
ISBN: 978-1-76061-228-3 editor@atom.org.au

To download other study guides,
plus thousands of articles on Film as Text,
Screen Literacy, Multiliteracy and Media Studies,
visit <<https://theeducationshop.com.au>>.

Join ATOM's email broadcast list for invitations to
free screenings, conferences, seminars, etc.
Sign up now at <http://www.metromagazine.com.au/email_list/>.