



# The Stuff You Can't Bottle: Advertising for the Global Youth Market

*King Adz*

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**How to create great youth advertising campaigns in an environment where the medium is no longer the message**

You can't bottle it, you can't Google it. The only way for brands to connect with the Internet-savvy, networked youth of today is to get involved with the cultures and subcultures that make up their world.

Through eighty-eight topics, King Adz shares his unique insights into the lives of young people around the globe. From North America, Brazil, and Europe to Russia, China, India, Hong Kong, South Africa, and beyond, his research has taken him to skate parks, clubs, music festivals, and street art events. His focus is on sixteen- to twenty-four-year-olds, but the trends that originate with this age group reverberate through a far wider demographic. Case histories of stand-out campaigns and brands—Vans, Stüssy, Levi's, and others—are included as well as interviews with advertising executives who have succeeded in this notoriously tricky market.

275 illustrations in color and black and white

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