

Rock 'n' Roll oldies newest advertising gimmick

by gary beaudry

managing editor

Raisins bob to the beat of an old Marvin Gaye tune, The Beatles' *Revolution* blares out as people run around in tennis shoes, and surfers romp to *Louie, Louie* as they enjoy the sun, sand and wine coolers.

The 60's and rock 'n' roll nostalgia have become a viable way of selling products.

The declining birth rate and a longer life-span have forced advertisers to abandon the shrinking teenage market in favor of

the baby-boomer market, said Maureen Barrett, President of Barrett and Associates advertising.

Barrett, who teaches a class in Advertising Management at UNLV, said that the over-40 market has become a "force to be reckoned with" and using oldies on commercials is one way to reach them.

It all started about two years ago when a national advertising firm used *Bread And Butter*, a 1964 hit by The NewBeats, on a peanut butter commercial, Barrett said.

It obviously caught on,

because watching commercials today can be like a trip through rock 'n' roll's hall of fame.

In recent months, Otis Redding's 1968 classic *Sitting On The Dock Of The Bay*, has been used to hawk Hires root beer, while *Sugar, Sugar* by The Archies was modified for an Equal sugar substitute commercial.

A trio of hits from the 50's is also noticeable on current ads. There's *It's So Easy* by Buddy Holly for Toyota Tercel, The Diamond's *Little Darling* for Kentucky Fried Chicken's new chicken sandwich,

and Bobby Darin's *Mack The Knife* was used for a McDonald's spot.

Even music from the early 70's has become a nostalgia item. Las Vegas Honda used The Stylistics' *Just My Imagination*, and Ringo Starr's *It Don't Come Easy* is the theme on 7-Eleven ads.

All this fits in with one of advertising's primary goals- to create emotion, Barrett said.

"When people hear *Wooly Bully* on a wine cooler commercial, this leaves them with a feeling of nostalgia," she said.

"They remember the times they spent on the beach, and it's a time they would like to recreate."

And with the population of America getting older and older, more jukebox favorites may be headed for "commercialization" soon.

"This is not a cycle, not a trend," Barrett said. "Several products are already adapting to the over-40 crowd, which is recognized as the market with the most disposable income."

One example of this is cosmetics, which are now being geared towards

middle-aged consumers.

"Ads for cosmetics used to feature 17- and 18-year old girls. Now we are seeing more and more ads with women in their 40s and 50s," she said.

Using old songs in commercials can be extremely costly, Barrett said.

"Buying the rights to a popular song is prohibitive on the local level. You have to pay rights to a publishing house, rights to the composer, and that adds up."

Mars candy recently allotted \$100 million for a national campaign using an old song, she said.

Platoon video denied release

by mike horvath

staff writer

Platoon, Oliver Stone's Vietnam War epic, was supposed to be in video stores this past Wednesday, but an injunction issued last Friday from the circuit court in San Francisco against HBO Home Video has put a stop to distribution.

The court order is yet another obstacle placed in the path of the film's release, and adds to a list of legal problems and maneuvers that has plagued the movie since this summer.

Vestron Video, the company that asked for the in-

junction, has been battling HBO ever since the latter purchased video rights from Hemdale Films.

Vestron claims original video rights, which it says were acquired from Hemdale earlier this year for \$6 million. Hemdale, the independent film company that owned *Platoon's* film rights, says Vestron missed its payment date on those rights, which were then sold to HBO for \$15 million. HBO, up until last Friday's ruling, continued with marketing and distribution plans, Vestron's complaints notwithstanding.

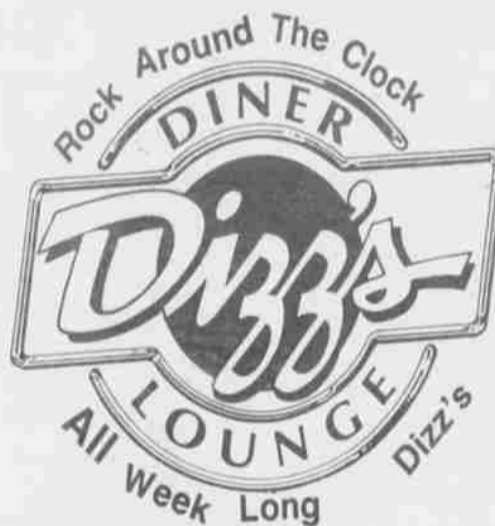
Prior to the injunction, Vestron had threatened legal action against

distributors and retailers who were going to stock and sell the tape, claiming violation of copyright laws. For its part, HBO countered by saying it would back those people and businesses being targeted by Vestron. Whether the question of copyright infringement was taken into consideration by the court is still not clear.

At this point, the only certainty is that *Platoon* will probably not be out on tape until early next year, and if the recent flurry of litigation is any indication of the future, that estimate could turn into a wait longer than expected.

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Rader with jazz ensemble

The UNLV Jazz Ensemble opens its fall season with guest trumpeter Don Rader on Tuesday, October 20, 8 p.m. at UNLV's Judy Bayley Theatre. The program will include new original charts as well as favorite standards.

Don Rader began his career with the great Woody Herman Herd in 1959 and in ensuing years toured all over the world as a featured jazz trumpet soloist as well as composer and arranger with most of the big-name Big

Bands—Count Basie, Maynard Ferguson, Stan Kenton, Louis Bellson, Toshiko Akiyoshi, Buddy Rich and many more. As a studio musician, he has recorded albums with Ella Fitzgerald, Sarah Vaughan, Quincy Jones, Frank Sinatra, Manhattan Transfer, among others, and has frequently performed on television with the Bob Hope Show, Hollywood Palace, Midnight Special and the Academy Awards. Widely known as a clinician and

jazz educator, Don has appeared at events for colleges and high schools throughout the U.S., holding staff chairs at the University of Redlands Kenton Clinic and the Cerritos College Music Conservatory, and has been involved in jazz education in England, France, West Germany and Australia.

General admission is \$4 and children, students and seniors tickets are \$3. For additional information, please call 739-3332.