

Field Exercise 1.1 - Exposure

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An Hour of Brands

I decided that, for my project, I was going to see just how many brands I see in just an hour -- and by what means I see them. For one hour, I recorded every time I saw a brand's title, logo, or both. Here's the full list below:

Time	Brand	Form	Medium	Item
7:30am	Timex	Title	physical product	alarm clock
7:31am	Blizzard	Title	physical product	fan
7:31am	Apple	Logo	digital	iPhone icon bar
7:34am	Carnegie Mellon University	Title	physical product	mug
7:40am	Colgate	Title	physical product	toothpaste
7:40am	Philips	Title	physical product	toothbrush
7:45am	Old Spice	Title	physical product	shampoo
7:45am	Nivea	Title	physical product	body wash
8:00am	The Hunt	Logo	physical product	clothing
8:00am	Hanes	Title	physical product	clothing
8:02am	Airborne	Title	physical product	Bottle
8:03am	Quiznos	Title/Logo	physical product	wrapper
8:04am	Harry Potter	Title/Logo	physical product	box
8:04am	Degree	Title/Logo	physical product	deodorant
8:04am	Braun	Title/Logo	physical product	shaver
8:05am	Skyrim	Logo	physical advertisement	poster
8:06am	Soylent	Title	physical product	soylent bag
8:06am	Back to Basics	Title	physical product	blender
8:06am	Jif	Title	physical product	peanut butter jar
8:09am	HP	Logo	physical product	monitor
8:09am	Slack	Logo	digital	taskbar
8:09am	Windows	Logo	digital	taskbar
8:09am	Google Chrome	Logo	digital	taskbar
8:09am	Wunderlist	Logo	digital	taskbar
8:09am	Sublime Text	Logo	digital	taskbar
8:09am	Slack	Logo	digital	taskbar
8:09am	Sourcetree	Logo	digital	taskbar
8:09am	Steam	Logo	digital	taskbar
8:09am	MySQL	Logo	digital	taskbar
8:09am	Google Play Music	Logo	digital	taskbar
8:09am	Google Drive	Logo	digital	taskbar
8:09am	Blackboard	Logo	digital	bookmarks
8:09am	Piazza	Logo	digital	bookmarks
8:09am	Carnegie Mellon University	Logo	digital	bookmarks

Duplicate entries have been collapsed into their first occurrence.

In the first hour of my day, I saw at least **96** brands in some form. I saw more brands (and, in general, consumed far more media) on my phone than anywhere else in that hour despite only being on my phone for **7 out of the 60 minutes**. 16 of those brands were in some form of advertisement, though many other logos and titles I saw in the form of merchandise (such as t-shirts or bags). The remaining were brands placed on the actual products they produce.

In general, I don't know that I would have given a single brand a second thought had I not been explicitly recording my interactions with each one. I guessed I would run into approximately 200 brands in the entire day, but extrapolating what I saw in one hour means that I saw roughly 1,400 brand names by 10:30pm that night. At that rate, I couldn't afford the time to think about every piece of media that I interact with. This definitely speaks to the way I find myself consuming media in general (beyond simple branding);

8:09am	Feedly	Logo	digital	bookmarks
8:09am	Zendesk	Logo	digital	bookmarks
8:09am	Amazon	Logo	digital	bookmarks
8:09am*	Google	Title	digital	email
8:09am	Carnegie Mellon University	Title	digital	email
8:10am	Microsoft	Title	digital	email
8:10am	Plex	Title/Logo	digital	email
8:10am	doNYC	Title	digital	email
8:11am	Wolfram Alpha	Title	digital	email
8:11am	PlayStation	Title	digital	email
8:11am	honey	Title/Logo	digital	email
8:13am	Twitter	Title/Logo	digital	iPhone homescreen
8:13am	Google Maps	Title/Logo	digital	iPhone homescreen
8:13am	Slack	Title/Logo	digital	iPhone homescreen
8:13am	Feedly	Title/Logo	digital	iPhone homescreen
8:13am	YouTube	Title/Logo	digital	iPhone homescreen
8:13am	Wunderlist	Title/Logo	digital	iPhone homescreen
8:13am	Clash of Clans	Title/Logo	digital	iPhone homescreen
8:13am	Facebook	Title/Logo	digital	iPhone homescreen
8:13am	Google Calendar	Title/Logo	digital	iPhone homescreen
8:13am	Slice	Title/Logo	digital	iPhone homescreen
8:13am	Notebooks	Title/Logo	digital	iPhone homescreen
8:13am	Amazon	Title/Logo	digital	iPhone homescreen
8:13am	Gmail	Title/Logo	digital	iPhone homescreen
8:13am	Mad Max	Title	digital	tweet
8:14am	YouTube	Title	digital	tweet
8:14am	Star Wars	Title	digital	tweet
8:14am	Fawlty Towers	Title/Logo	digital	tweet
8:14am	iTunes	Title	digital	tweet
8:14am	MuggleNet	Title	digital	tweet
8:15am	Evolve	Title/Logo	digital advertisement	tweet
8:15am	Xbox One	Title/Logo	digital advertisement	tweet
8:15am	2K Games	Title	digital advertisement	tweet
8:15am	Meteor Goliath	Title	digital advertisement	tweet
8:15am	Artemis Fowl	Title	digital	tweet
8:15am	New York Times	Logo	digital	facebook
8:15am	Playback.fm	Title/Logo	digital advertisement	facebook
8:16am	Olive Project	Title	digital	facebook
8:16am	Under Armour	Title/Logo	physical product	water bottle
8:16am	Apple	Logo	physical product	laptop
8:16am	NCCE	Title	physical product	backpack
8:18am	SigEp	Title/Logo	physical product	poster
8:18am	pace	Title/Logo	physical product	poster

I scroll through feeds and skim articles without really digesting any information, always jumping to the next story without really consuming the current one.

8:18am	Oakland Gospel Church	Title	physical advertisement	poster
8:18am	Weekend Watch	Title/Logo	physical advertisement	poster
8:18am	Pittsburgh Connections	Title	physical advertisement	poster
8:18am	CMU Faith Fair	Title/Logo	physical advertisement	poster
8:18am	Activities Fair	Title/Logo	physical advertisement	poster
8:18am	Carnegie Leadership Consultants	Title	physical advertisement	poster
8:20am	Pepsi	Title/Logo	physical advertisement	sign
8:21am	Uhaul	Title	physical product	truck
8:21am	Miller Electric Company	Logo	physical product	truck
8:21am	Port Authority	Title	physical product	bus
8:23am	American Eagle	Title/Logo	physical product	shirt
8:23am	Google	Title	physical product	shirt
8:24am	Nike	Logo	physical product	shirt
8:24am	CMU School of Drama	Title	physical advertisement	poster
8:24am	ΔΤΔ	Title	physical product	shirt
8:25am	Various Plays	Title	physical advertisement	banners
8:25am	Microsoft	Logo	physical product	bag
8:26am	Citadel	Title	physical advertisement	sign
8:29am	UPS	Title	physical product	shirt