

Okay, let's begin

1. Why do you think ad books and business schools love showing these types of ads?

The reason why they love to show an ad like this is due to the fact of the publicity that the ad created for the company. Controversy of throwing your name on a label with the greats really gets people thinking about that company.

2. Why do you think I hate this type of ad?

This ad does not correlate to the fundamentals of business. PROBLEM AGITATE SOLVE. Without sticking to this you're not getting a direct market approach. This is quite an inefficient way to get consumers to come to your store and buy your product.

Also to add, this ad is quite confusing to an alien. It's not simplistic and now you're paying to show your ad to hundreds of thousands of people and 30% of the readers actually understand it.