

# Audi car commercial essay

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Audi Super bowl commercial: Prom Audi successfully convinces car buyers to believe that by driving one of their cars, they will feel brave and have confidence to do whatever they desire. In the commercial, a high school boy is feeling down because he is lacking a date for prom. He does not even want to go until his father tosses him the keys to the Audi. He feels as if he can do anything.

The boy is filled with confidence as he drives up to the dance, parks in the principle's parking space, walks inside, and proceeds to kiss the prom queen. After the moment of faith is over, the queen's date furiously walks up to him. In the next scene we see him speeding away in the car with a black eye; filled with happiness and joy. (" Audi-Prom") Audi's commercial, " Prom", sufficiently persuades the American car buyer to purchase one of their cars through the need for autonomy, the need to aggress, and the desire for achievement. In the commercial, the high school boy is lacking confidence until he drives the car. He is feeling down and does not want to attend the dance. (" Audi-Prom") The car represents a way to feel confident. " Prom" shows the importance, and what is able to be achieved with self-esteem and confidence.

Audi persuades the viewer that by purchasing one of their cars, one will feel brave and have the will to pursue their dreams. The commercial appeals to the viewer's sense of rebellion and defiance. From ignoring the students in the limousine, to parking in the principles parking spot, the boy demonstrates a vibrant, rebellious behavior. (" Audi-Prom") Audi uses their car to display the need to aggress. The commercial keeps present the desire

to carry out bold and extraordinary actions. The teenager is thrilled after he kisses the girl, even though the homecoming king is furious.

(“ Audi-Prom”) Audi suggests that the pride the boy felt after his remarkable actions, will reflect the same feelings one will get from owning an Audi. In the final scene we see the boy smiling while wearing his new black eye, as he drives off into the night. The words “ bravery is what defines us” fades in. (“ Audi-Prom”) The viewer feels as if by purchasing an Audi, everyone may be defined by bravery. Audi’s commercial, does a fantastic job at relating their product to the emotional needs that people have. Audi wants people to think that by buying one of their cars, their needs will be met.

“ Prom”, uses different appeals acquired by the majority of people to promote their product.