

# Advertisement research papers example

[Health & Medicine](#), [Alcoholism](#)



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Commercial adverts have formed a crucial component of the industry and trade sector. With the new cutthroat competitions for space in the market, the media had been awash with all forms of adverts that promote various products. The aim of commercial adverts is to promote a product in such a way that it appeals to the target audience and that they can connect their lives with the product (Berger, 7). The advert seeks to engage the audience with a feeling that the product is destined to make their lives a better, healthier, popular, enlightened, and more attractive with the acquisition of this product than when without it (Berger, 13). The American media have been a leading light in this aspect, covering thousands of products and services. Media houses are investing heavily in the sector. This has been achieved in many ways. Such investments include employing the best talents from within the country and abroad to help develop adverts that will capture the audience and create an impact on sales volume, as well as loyalty to the goods or services.

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## **Vonage unlimited international calling advert**

Vonage is a telecommunication company that offers voice, video and data exchange services via a broadband connectivity. The advert features alien creatures and their entry into the earth. Their entry signals a moment of wild experience for the audience with the advert indicating that the arrival of aliens is, seemingly their destination being the audience's home should not be a cause of worry to the audience since Vonage will offer the right connection between the audience and the visiting aliens. A statement on the advert reads " Next time aliens crash-land on Earth and look for a way to " phone home," you can depend on Vonage to come through for you". This statement then creates a sense of care while also offering the perception that no matter how the task may be difficult, such as in the case of providing communication with the aliens, Vonage will definitely pull the client a surprise by facilitating that communication at a friendly price.

## **Domino Pizza's Voice Ordering Application advert**

The advert is a promotion of Domino Pizza's new Voice Ordering Phone application that helps the client connect with Dominion to order a product in this case, food products. The advert connects the ordering process with the client's inner voice and urges the audience that the voice from inside should direct their intentions. The ordering process thus is translated into an emotional process with what the inner self wants. The application is thus depicted as the product that will ultimately help the audience achieve the desires of their inner-self by facilitating the process of acquiring what the inner self aspires to get. In fact, the advert suggests that the voice inside you or the audience is no different from the features offered by the voice

ordering application. The advert thus elicits emotions between the product and the audience and this psychological connection develops into a form of needs analysis which finally turns into action when the audience thinks that the benefits of the application are simply unavoidable.

### **Progressive insurance advert “ a price tag-free zone”**

Progressive Insurance is a company that offers commercial insurance covers to its clients with the condition that the client chooses the price of the coverage rather than the company fixing a price tag on the available plans.

The company seeks to move away from the embarrassing situations perceivably offered by other companies where the client is limited to access certain covers because of the price tag clause of their coverage plan. The advert covers a man getting into a room with a sticker on his shoe. The sticker as it turns out is the price tag, and this causes the sound alarm of the building to ring. The man is then hauled out of the building by men in masks. The advert is sensational in that it offers the audience the real experience of embarrassment that they will have to avoid if they choose the Progressive’s tag-less-price coverage. In fact, the advert depicts this new plan as “ progressive” and the audience can learn that they can necessary avoid such embarrassments if they choose the plan. The advert connects the freedom of the client to choose with the embarrassment of being hauled out of a building because you are considered a nuisance in relation to the price tag fixed on you which in essence limits your freedom to chose is limited.

The advert features to young men enjoying a burger in their car on a cruise stop near a herd of buffaloes when seemingly a buffalo attacks them and starts top kick their car. The worry in the men seemingly grows but one of

the men is chanting “ Like a good neighbor, State Farm is there”. In the growing heat of fear State farm’s agent appears in the background and thereafter they are seen bundled together at the agent’s office. The advert takes a very interesting approach, showing the uncertainties of nature and how Sate farm is always there to help in you in the hardest moments. State farm is likened to a good neighbor who will always be there for the client in the toughest moment when the audience needs them most. The advert elicits a feeling of concern that Sate Farm can offer its clients in such circumstances of a threat.

### **Wal-Mart: “ Save money live better.”**

Boss Jour perfume: “ This will be your day.”

Boss is a firm that deals with various beauty and cosmetic products such as perfumes. Boss Juor is a new brand for women, and it customized to meet the beauty needs of a woman. According to this advertisement, the target is women. From a sociological perspective, the marketer seems to understand the different gender needs and Boss Jour is a brand for women. The advertising statement that follows the advertisement is “ This will be your day.” The advertisement seems to evoke a sense of acceptability and accomplishment, and that beauty influences how other people perceive us. The advertisement indirectly infers to the level of acceptability and hence accomplishment that is associated with the use of this perfume.

### **Budweiser: Responsible Day: Friends Are Waiting**

Budweiser is a beer, and some irresponsible behaviors occur as a result of irresponsible drinking. The dog appears to be bidding its owners goodbye as

they go out. Although the dog is not objected to the idea of going out, it is concerned with the safety of its owners. Sometimes the dog owners may go out and never return, and this will hurt the dog. Therefore as a precaution, Budweiser uses this advertisement to caution its customers from careless drinking and how careless drinking may lead to catastrophes. In this advertisement, the dog owners are leaving home in a car. Driving under the influence of alcohol is very risky and may lead to accidents, hence loss of lives and injuries. The manufacturer of this beer and subsequently the marketer are concerned about the welfare of their clients. Apart from intending to boost the sale of the beer, the company is equally versed and concerned with the problems associated with alcohol drinking. Superficially, the message can be interpreted from the perspective of the dog's loneliness on the night that its owners leave it alone, but it also carries an imperative warning to consumers of the beer. The advert evokes a feeling that we have friends who may suffer emotionally when something bad occurs as a result of careless drinking.

### **Johnson's baby Lotion: “ Mom Thing”**

Being a mother is an intriguing experience although it comes with responsibilities that sometimes can be strength-draining. The joy of motherhood is ultimately achieved when the baby is healthy and comfortable. Johnson and Johnson is an internationally recognized baby care brand. The company has a wide portfolio of baby care products, and one of them is the Johnson's baby Lotion. The advertisement targets mothers and the use of the term “ mom thing” relates to the responsibilities that come with motherhood. Therefore, this advertisement points out at one of the

challenges that faces babies and subsequently the mothers. Skin dryness is a condition that makes the baby very uncomfortable and as a way to prevent dryness of the baby's skin, Johnson's baby lotion presents a solution to baby skin dryness. From an analytical perspective, this advertisement evokes a feeling of comfortable and confident motherhood. ' Mom Thing' or mum's responsibilities are challenging but this product seemingly makes mothers more confident and takes away the fears of skin dryness.

### **Works cited**

Berger, Arthur Asa. *The objects of affection: semiotics and consumer culture*. Palgrave Macmillan, 2010.