

Example of Australian ads essay

[Technology](#), [Development](#)



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Introduction

The designer of the advertisement was driven by the long proud history of beer advertisement that is inspired by a lot of stupidity. The advertisement creates a humorous situation where 4 brothers are taking beer and fails to notice policemen in the pub. The situation turns into a chase scene as they drink and drive. The heroes engage in a chase with policemen all over the town where they lose them and finally get into another pub to drink. The advertisement is titled “ Beer Chase” advertising Carlton Drought Beer. The ad describes people’s myths that beer is a social drink and must be taken any time and at any place. In addition, the advertisement promotes the sale of beer by even showing that authorities have no control over beer. The commercial also advertises the quality of gateway cars used by drunkards (BestAds 2013).

Body

The commercial was designed to sell Carlton Drought, a beer brand in Australia. The commercial activities take place in a club. The club is full of people, most of which are police men. Four guys get in and order for Carlton Drought beer and take a lot of it. The policemen notice the four people as they head towards their gateway car and begun the chase. The next setting of the advertisement is on the road where funny activities take place until the heroes manage to escape policemen. The people in the commercial include four brothers who orders for beer and the policemen. The message communicated in the commercial is the importance of taking Carlton Drought beer showing that even the most powerful people cannot defeat Carlton Drought drinkers (BestAds 2013). The commercial creators made use of visual graphics in exaggerating the actions on the advert. The techniques used include sound tracks, lighting, interruption, and encapsulation.

Conclusion

The advertisement portrays many Australian cultural values and lifestyle. First, Australia has a sporting culture, and is illustrated in the advert from the way four bros maneuver their way on the street with the getaway car. Second, the Australian people culturally love beer. The advertisement stresses on the effect of beer drinking to an extent of hiding from the authority. The advertisement does not feature any woman indicating that the Australian culture does not allow women to take beer.

Part I

The Australian government agencies have contributed a lot to the scientific growth and development of the country. The emergence of the Australian government agencies such as Science Industry Australia was aimed at providing people with the most current technology in terms of goods and services. The agency introduced science and technology in Australia that created awareness and improving governance. In addition, the Science Industry introduced ensured the country has modified equipments in order to win the global competition (Australian Government Department of Innovation, Industry, Science and Research 2011).

Part II

The adaptation of science and technology in Australia followed the following steps as taught in the government agency. Firstly, the government created awareness on the importance of science and technology through advertisements, promotions, and trainings. Secondly, the Australia government responded to global change by putting in place mechanism for promoting the change. Finally, the government started implementing change by developing science and technology institutions to educate citizens on new technologies. The introduction of science and technology causes had a significant impact on the rate of technology absorption among industries (Australian Government Department of Innovation, Industry, Science and Research 2011).

Part III

The work of the Australian government agency in bringing global scientific community has contributed towards the economic growth and development of the Australia. Entrepreneurs have directly benefited from the innovation because business operations are made easier, less costly and efficient. Moreover, the discovery has benefited Australian businesses through introducing faster and efficient global interaction methods. For example, business people can easily interact with supplies and buyers globally via the internet.

References list

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