

Coke heist commercial as an effective ad

[Linguistics](#), [English](#)



Coke Heist Commercial as an Effective Ad

There are three criteria which I believe are the best gauge for an effective commercial. My goal in this paper is to bring these criteria into the advertising discussions by connecting them to the success of Coca-Cola heist advertisement. These are the soothing music, environmental setting and teamwork.

Support 1. Soothing music

Details: a. the fit between the music and the ad

b. music increases communication effectiveness

c. musical impact – receptivity and liking of the music

Support 2. Environmental setting

a. Concept of the ad

d. Interact with the message of the advertiser

c. design implementation

Support 3. Teamwork

Details

1. Need for collaboration

b. Develop values of teamwork

Title: Do you think Coca-Cola Heist advertisement is a best commercial?

Introduction

While watching the Coke Heist Superbowl commercial, I got interested in looking at the factors why it was judged as an effective commercial. I found out from my research that there are three factors that could be used as criteria for judging the commercial as effective. My goal in this paper is to bring these criteria into the advertising discussions by connecting them to

the success of CocaCola heist advertisement.

To achieve this goal, I have divided my essay in three subsections. In the first section, I put emphasis on the importance of the music in the commercial. In the second section, I discussed the environmental setting of a commercial and in third section, I expounded the need for a collaborated teamwork in production. I end my paper with questions that need to be answered in another research.

1. Soothing music. According to advertisers, the role of the music in an advertisement is to increase effectiveness of communication. When there are no lyrics in the music, advertisers said that music has been assigned a dominant role to carry the message of the ad. (Alpert & Alpert, 1991, pp. 232-238). Listeners relate to the appropriateness of the music to the ad. For instance, popular rap sounds is not appropriate for the Coke heist ad, and is not fit for the concept.

a. Impact. Musical structure consists of elements such as sound, harmony, melody, and rhythm. The impact of the music could be seen from the consumer's perception on whether it is fit or does it relate to the central idea of the ad. We see that consumers become receptive of the ad when the music brings forth pleasant thoughts and association, memories and imagery and what is important for advertiser is whether there is positive or negative association with the ad. My own perception of the music is it creates an element of suspense that thrills me to wait for the end of the commercial. It is funny, It excites the imagination, but not soothing because it is not calming. A soothing music is calming and pacifying.

2. Environmental setting. I find that setting is very important in commercial

ad preparation because it provides a sense of direction and purpose. Coke, in this commercial used systems thinking that utilized non-traditional designs and setting and was able to project a holistic environmental issue of the insects interacting with people and reacting to thirst and happiness.

a. Concept of the ad - The concept of the ad begins with the marketing objective of the company. Usually, this is a strategic goal that is done through a combination of models, scenarios designed to promote a product or service. Coke, in the Heist ad used concept design which is designing beyond traditional setting and systems thinking. Hugh Graham Creative, (2007) said that When Coke applied design skills in non-traditional territories, and also creating non-traditional design outputs, it has artistically interacted with the marketing objectives of Coke which is introduced world-wide, the message of "Open happiness".

c. Design implementation of Coke Heist is also non-traditional setting because it used

animation of insects that produced an effective content in the ad. Animation has advantages over live commercials because of significant cost savings such as securing locations, renting equipment and paying actors and because production is simplified (Marquis, Aaron, n. d. 0

. 3. Support 3. Teamwork is often seen in the workplace where better performance is expected when they work as a team. (Highere, Nov. 2007) The message of the commercial shows the significance of a cooperative team effort to achieve their goal. The commercial successfully projected the value of teamwork that young and adults could emulate in their daily lives.

3: Teamwork: Teamwork is a value best described in office places and sports

events as long as there is a group that interacts with each other. In the scenario, teamwork is presented to show functionality and importance of coordinated effort to achieve a common goal.

b. Develop values of teamwork. Producing a commercial goes thru stages of teamwork that starts with the creative concept, then the establishment of the setting, the script, and composition of the music

Conclusion:

My theories of the criteria that make a commercial effective are best reflected in the Coca-Cola Heist ad. It has the elements of music attention getting, although the soothing quality could not be aptly applied to the commercial because it has no pacifying effect. The music called the attention and sets the mood of viewers. The environment setting defines the concept that is in line with the marketing goal of the advertiser. Doing a commercial is a work of a team wherein each piece of action should fall in place like a piece of a puzzle that is needed to complete the work. However, the final test of affectivity which is beyond the scope of the study, is did the commercial achieve the marketing objective of Coke which is Did viewers respond to the commercial and opened a bottle of coke?

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