

# Marketing learning theory essay

[Business](#), [Marketing](#)



Double A Color Print's Marketing Communication "Double A Color Print" is the latest line from "Double A Public Company Limited" which they create to prevent the problem of messy printing that occurs from the color of the printer. Therefore, Double A has come up with this hilarious advertisement that duplicates the situation between the woman and her boss. The woman is handing in her work to the boss just to find out that her work which is printed in the colorful way but it's all messy-looking and makes the boss to feel angry toward her, also changes the perspective of her to be a messy person even though it's not her fault at all that their printer and paper is a crap.

Leaving her to feel sorrow with the funny messy face just like the paper suddenly Double A gave u a solution! Double A Color Print" that they claim it to be a quality paper made for color-printing that will give you a clear work. So this time, the woman tries again with this new paper , still she is not completely trust this new product so her face stills the same. But this time, it works! Her boss is stunned by the quality of her work physically. So her face turns to be as beauty as the same, it even has much happier vibe than ever and this 30 sec. ends here! This marketing communication is simply use an operant conditioning to the audiences by the stimulation of trail-and-error process between "normal paper" and "Double A color print" The reaction of the boss that change the attitude toward her seems to be the punishment getting looked as a "messy person" so she has to try again with this product and this time her boss loves it resulting the positive experience from her boss certain responses and behavior. In consumer's point f view, their stimulus is the fine quality paper that can be printed in color and not getting

messy because they're comparing their own situation to the woman and they know that if they use this "Double A" their work will turn out great like in the ads. They're also known that their boss will be impressed and will not judge them as a messy person, so this is the reinforcement. This simple ad makes people to compare themselves with the situation and can easily attract people with the same problem to buy their product.

Double A seems to tackle at the right point of the color-printing problem. Not to mention, the ad is very recognizable with the funny looking like clown face of the woman and the duration which is not too long to reach the boring point. The characters are having short conversation but it explains every details. No Doubt, Double A Company make the huge debut in the market with this impressive marketing communication.