

Advertisement essay- disney them parks

Family



English 200 Section 049 Christopher Shipman “ Too Excited To Sleep”

Advertisements range from billboards to television commercials to jingles on the radio. Advertising companies have become adept at using images to grab the audience’s attention and implanting the subtlest of subliminal messages to keep the image of their products in the conscious and subconscious thoughts of the audience for extended periods of time. The Disney commercial, “ Too Excited To Sleep” depicts two children that are supposed to be in bed but instead are whispering about their expectations of the trip to Disney World they are soon to take. The mother comes in and tells them to go to sleep, to which one of the children responds, “ We’re too excited to sleep! ” The commercial continues on to scenes of Disney World’s attractions and is concluded by the mother of the children asking the father if he’s asleep. At this point, the father responds, “ No, I’m too excited to sleep. ” By analyzing the use of image, humor, and fantasy in Disney’s commercial titled “ Too Excited To Sleep” it is clear that the company successfully argues that Disney World is a desirable destination for adults, children, and families. In Disney’s commercial “ I’m Too Excited To Sleep”, the advertisers use the imagery of fun and fantasy for all. The use of the family that is too excited to sleep gives the audience a mental image such as Santa visiting and other events that keep them awake from excitement. The scenes of exciting rides like the roller coaster ride in which Goofy is in the front seat and smiling and laughing families are designed specifically to make the audience believe that at Disney World, the audience will be able to forget all of their problems and live in the fantastical world of childhood fantasy come to life. Disney World is depicted to be the most perfect of places to go to relax and have fun and the imagery is very effective in <https://assignbuster.com/advertisement-essay-disney-them-parks/>

stimulating the audience's imaginations. The use of humor in the commercial peaks the audience's interest and enhances their viewing experience. The commercial begins with the young boy sneaking into his sister's room and asking what she thinks Disney World will be like to which she responds, " Mom said it's even more magical now. " The mother comes in to tell them they should be in bed. The young boy then throws himself back on the bed and responds with, " We're too excited to sleep! " The conclusion of the commercial is of the mother asking the father if he is asleep. He responds with, " Nope, I'm too excited to sleep. " The audience then hears the young boy yell, " I heard that! " In this way, Disney uses the humor to show that not only children, but even adults can be overly excited about going to Disney World, and that Disney World has something for people of every age to be excited about. Disney uses fantasy as the coup de gras in their advertisement. Disney use the years of fantastical images stored in the imaginations of their audience to draw them in. Children dream about meeting their cartoon heroes and adults are drawn in by the same nostalgic fantasy. Disney depicts the real-life characters that children and adults alike have always dreamed of meeting and shows that the audience has the chance to realize that dream by visiting Disney World. They show scenes of the fantastic rides and attractions appropriate for all ages and preferences that cannot be found at any other amusement park, from the Alice In Wonderland teacup ride for toddlers and small children to the many roller coasters to seeing the public's favorite Disney characters come to life and everything in between. Disney also depicts the picture of perfect families living a perfect life and gives the audience the impression that they will be one of those perfect families at Disney World by making " the American

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Dream" seem like one more fantasy that can be achieved while at the amusement parks and resorts. The Disney " Too Excited To Sleep" commercial has become a popular commercial among families and critics and has aired on many of the local, family, and children's channels such as the Disney channel and ABC Family. The previous Disney World commercial in which it was touted that the audience could stay at the resort for a week for " Only 1600" was not met with much enthusiasm from the audience. The " Too Excited To Sleep" commercial is an endearing and more personable approach to grabbing the audience's attention and imagination. " To me, the " I'm too excited to sleep" commercial really shows the anticipation of going [to Disney World] and the magic of the experience. " Mickey & Missy, intercot. com. The advertisement " Too Excited Too Sleep" is a wonderful Disney advertisement that uses imagery, humor, and fantasy to lure their audiences to their amusement parks and resorts in a thirty second advertisement. The commercial promises the audience the perfect vacation getaway for families and intimates that the perfect life they experience at Disney World will continue on even after the actual vacation is over. It shows that the nature of advertisement used correctly will truly make an audience believe that their product is irrefutably a necessity for the betterment of their lives and the happiness of them or their family.