

Favorite ad



Coca-Cola Commercial Ad: Open Happiness Introduction to my Favorite Ad

My favorite ad is one that advertises Coke, a product made by the Coca-Cola Company. The ad features two soldiers manning a border point as presented on the YouTube video " Best Coca-Cola Commercial!". From the way the two soldiers are walking and behaving toward one another, it appears the two nations/states for which the two soldiers represent are great adversaries.

The soldiers are highly suspicious of one another and can barely afford a split second without looking at the other soldier as they pass by each other matching in opposite directions.

Between the two soldiers is a simple metal barrier that marks the border between the two states. Not even a piece of paper brought by the wind across the barrier from one side (nation) is admissible in the other side (nation) and is quickly thrown back to its original side. However, there is a marked difference in the response of the other soldier when one soldier goes to his shelter and takes a cold coke to quench his thirst. Equally thirsty, the second soldier longs for a drink and the first one offers one.

The problem that, however, exists is that the boundaries are so strictly manned that not even a hand can stretch beyond one's territory and across the borderline. The first soldier places one bottle of coke on the ground at the borderline. Because of the Coke, the soldier with the offer draws his sword making the other think that he is instigating a tussle. However, the first soldier's intention is to redraw the borderline to allow the other soldier pick the coke. The second soldier accepts the coke and the two happily enjoy a drink for a brief moment forgetting that they are on strict duty to man the border point.

Objectives of the Ad

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The objective of the advert is to present coke as a drink that creates open happiness to those who drink it. The drink makes even the great adversaries forget their positions to socialize.

The theme and the editorial environment

The advert features a harsh environment with the setting being that of a desert. Given such a setting and the hostile relationship that initially exists between the two soldiers, the theme of the ad matches the environment as the Coke shared creates happiness in an evidently harsh environment.

Ad " personality" and the product

The ad originally features an adversarial environment with two stern looking soldiers. When the product being advertised comes into the scene, there is a marked change in how the two interact; boundaries are redrawn and happiness takes center stage. In this sense, there is a match between the ad personality and the product.

What gets my attention in the advert

While the advert is captivating right from the start, the most interesting part of it is where the real adversaries, highly suspicious of each other get to bend the rules and redraw boundaries to enjoy the coke together forgetting for a moment their tasks.

Use of the Product

Coke is my favorite drink. I like it especially cold during hot weather.

Although I started taking the product long before my favorite advert was created, I am inspired by the advert and always wish to have a drink whenever I see the advert.

Works Cited

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“ Best Coca-Cola Commercial!” 2011. Video. <http://www.youtube.com/watch?v=uMWxCCoKQTM&feature=related>