

Retailers



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Retailers Well-known soft drink retailers by Coca-Cola, Pepsi and Dr. Pepper have spawned effective and ineffective ads on magazines overtime. The effective or successful advertisements are the following: Coca-Cola “ Truck” Advertisement, Giant Coca-Cola Bottle on Nanjing Road, Pepsi “ Pool” Advertisement, Pepsi “ Truck” Advertisement, Dr. Pepper Superbowl Ads and Dr. Pepper “ Cake” ads. The primary objectives of all the aforementioned advertisements are to gain the attention of the reader, to sufficiently stimulate the consumers’ interest to purchase the product and to gain bigger sales (Making Sense of Advertisements- What is the Ad Trying to Do?: 1). The Giant Coca-Cola Bottle on Nanjing Road magazine ad is a particular example of trying to penetrate another type of audience, which the company has not entered in the past. It is a common rationale for big and small retailers to gain more market share and bigger income by coming up with advertisements that can draw consumer attention to their respective products (Making Sense of Advertisements- What is the Ad Trying to Do?: 1). While most of the advertisements by Coca-Cola, Pepsi and Dr. Pepper have achieved the goals they were created for, some magazine ads by the said companies however were not effective; like the Coca-Cola “ Surfer” Advertisement, the Coca-Cola “ Lemon” Advertisement, the Pepsi “ Lemon Twist” Advertisement, the Pepsi “ Climbing” Advertisement, the Dr. Pepper Iron Man 2 Cans and the Dr. Pepper Free 20oz. at Murphy USA Advertisement. The Coca-Cola “ Surfer” and “ Lemon” Advertisements lack color and the designs were mediocre; not enough to have an impact to inspire interest. On the other hand, the Pepsi “ Lemon Twist” and “ Climbing” advertisements are both gross and mind-boggling respectively. Such ads make the consumer wonder unnecessarily what the ads mean in connection

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with the product. The Dr. Pepper Iron Man 2 Cans and Free 20oz. at Murphy USA advertisements need more color layout and look like an ad copied from another soft drink company respectively. These Dr. Pepper ads will have to compel readers to look more closely in order to realize that the advertisement is all about Dr. Pepper drinks; which mean that it lacks impact on the first look. I would improve the ineffective ads of Coca-Cola, Pepsi "Climbing" and Dr. Pepper by adding more eye-catching color in the overall design layout and will illustrate a better picture that is not like an abstract painting. This will make the ads better by getting the attention of the reader and being able to conceptualize what the product's advertisement is really all about. Last but not the least, I will make the Pepsi "Lemon Twist" magazine advertisement better by removing the lemon on top of the soda can which is depicted to be "urinating" inside the Pepsi can since this can psychologically negate customers from buying the product; and will change it with a whole new picture showing how lemon is mixed with carbonated drinks. Works Cited Making Sense of Advertisements - Advertisements On Line: What is the Ad Trying To Do?