

Example of creativity critical thinking

[Media](#), [Advertising](#)



Analysis of an Advertisement

Introduction

The car company Volkswagen has been known to produce clever commercials. One of the most notable was the commercial entitled 'The Force,' which was aired as one of the Super Bowl commercials in 2011. The ad featured a kid, probably 3 to 5 years old, dressed as the Star Wars villain, Darth Vader. It can be seen that the toddler goes on trying to influence various objects with an imaginary force. All his attempts failed until his dad arrived in his Volkswagen 2012 Passat vehicle. While at the car was parked at the driveway, the kid tried again to use his imaginary force. Unknown to him, his dad was looking at distance and turned the car lights on using his remote keys. Although the commercial was generally amusing as it features the rich imagination of kids, this paper would like to discuss the creative aspect of the advertisement, its target audience and the possible ethical issues the advertisement may have stirred.

Advertisements must be clever enough to pique the interest of its audience. In terms of creativity, 'The Force' commercial may be considered as one of the best in its genre. Among the creative elements of the advertisement is that it utilized the popularity of the movie Star Wars, the charming performance of a child and played a superhero tune in the background. Most people love Star Wars and kids. For the same reason, the combination of these elements ensured that the advertisement would become a commercial success. The background of a home as well as things that are commonly

found inside a home may also have a significant effect to unconscious; making the viewer's feel good as they relate it with their own homes.

Target Audience

Every commercial aims to reach a huge audience especially their target market. For the same reason, airing “ The Force” during the Big Game may have served its purpose. Using a typical home setting, the maker of the commercial is evidently targeting families. Most likely, Volkswagen wish to sell the idea that their cars, specifically the 2012 Passat model is a family vehicle; appropriate for young families who are just starting out. The presence of a couple, their child and their dog suggests a typical American family. On the other hand, the interior and exterior of the family's home suggests that they are somewhere between middle or upper-middle class families. Apparently, the company is targeting such families; the ones who are most likely to buy their product. For the same reason, in terms of reaching out to the audience and their target market, it can be deduced that the “ The Force” advertisement is well played and logical.

Ethical Issue

Perhaps the most ethically disturbing aspects of the commercial when viewed under strict ethical scrutiny is the point where the father turn the car lights on sending a wrong impression that the child has supernatural powers. This part of the commercial raises the question of whether it is ethical for the father to encourage his child's false belief and imagination. By airing the commercial, Volkswagen seems to imply that deceiving a child into believing something that is not true is acceptable. Although ethical values vary

between individuals, this advertisement can be considered as insensitive towards people who have delicate ethical standards. But despite the fact that the commercial may have stirred some ethical issues, the distinctive sentiment is on how the father fulfilled his child's imagination.

Conclusion

Volkswagen's 'The Force' advertisement showcases clever manipulations of elements that appeals to human emotions. By utilizing common elements found in the home such as the family, the child, the popular movie culture, the ad maker was able to drive the message that Volkswagen is an essential addition to the family. Despite the ethical issue, the commercial maybe considered as a success.

References

Volkswagen USA. (2011). The Force: Volkswagen Commercial. Retrieved June 2015, from [www.youtube.com](https://www.youtube.com/watch?v=R55e-uHQna0): <https://www.youtube.com/watch?v=R55e-uHQna0>