

# Deconstruction of a commercial critical thinking

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



The story line of the commercial is cat food but uses a loving couple to enhance the advertisement. It incorporates the value of love in a relationship. The fancy feast commercial enhances a standard of cleanliness and order on the side of the man who dedicates his time in making a good place for the kitten. He ensures that the kitten has enough space a nice place to stay. The commercial also portrays a high-class society that can afford an entire room for the kitten. Additionally, the commercial portray Sean as a dedicated man and loving. Sean is so dedicated to make Lisa happy. Sean learns that Lisa loves the kitten that she saw during the fancy party. He dedicates his time to make a room ready for the kitten that he gets to give to Lisa.

The actions of Sean towards the happiness of Lisa in offering her the kitten as a surprise show dedication and love. This love is what takes their relationship to another level. A man who is able to put the interests of a woman in his heart and prioritize them is a man who truly loves and knows the meaning of love. Such a man's proposal is adorable and respectable. On the other side, fancy feast just as the name of the commercial suggest shows a high-class of elegance. The cat is very smart and portrays the elegance and the food advertised. Lisa adores the cat, which makes Sean make all the effort to make a comfortable place for the cat. He even provides the kitten nice cat food from the shop. The commercial enhances the aspect of love as the best value in a relationship.

Fancy feast and engagement are things that attract the attention of many people. Casting a commercial with such, particular idea of romance attracts attention of the viewers (Wiedemann, 287). The use of the cute kitten in the

commercial also attracts the attention of the viewers. Additionally, the cute cat appeal for the decency in the cats' food on advertisement. The target of the commercial is a society with high values of hygiene and good stuff for the cats. The cat as a character appeals for attention because of its beauty. The cat gives an emotion of love and calls for joy between Sean and Lisa. This emotion of love makes the commercial humorous and more fun to view. The location of the commercial is a private property with some sense of elegance. This gives the professional aspect and the decency of the product that is introduced to the market. The beauty in the cute cat is enhanced by the food it takes. The setting and the location of the commercial in the big house where the cat can have a huge room by itself enhances the class and a good environment. The commercial does have a musical background that is so sweet and enhances the emotion of love. The emotion is highly set by the sweet music. Additionally, the sweet romance of the engagement of Sean and Lisa influence the decision of the future purchase of this product. The product is advertised in a way that it influences the purchase of the product. The commercial covers a short period in the television but is meant to attract the attention of the viewer and influence their decision (Wiedemann 370). The commercial is very convincing and tends to draw attention away from other products.

In conclusion, the commercial is interesting and more fun. The commercial concentrates much on love between Sean and Lisa. Sean and Lisa romantic engagement goes long to almost the end of the commercial when they bring the idea of cats' food. Many people may misinterpret the commercial.

Additionally, since the commercial concentrates on Sean and Lisa it may fail to deliver the message of cat food that is intended to deliver.

### **Work cited**

Wiedemann, Julius. Advertising Now! TV commercial. New York: Taschen, 2008. Print.