

Brief interpretation and analysis of the advertisement

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



Brief Interpretation and Analysis of Coca-Cola Advertisement <http://www.youtube.com/watch?v=QcrynQZGec8&feature=related>

The advertisement that will be interpreted and analyzed is the 2012 Coca-Cola advertisement which was found in YouTube (Coca-Cola). A combination of appeals is used in the advertisement. The different type of appeals used to persuade the people to purchase Coke are the music, statistics and the emotional words/sensitivity appeal. The music appeal is used to capture the attention of the viewers. Adding music to an advertisement makes it more interesting and it contributes to the brand recall. The statistics appeal is also employed through the presentation of figures, comparing a small number of bad things to a bigger number of good things happening in the world.

The execution style utilized is the slice of life. There is no direct or straight sell in the advertisement. What it does in a very subtle way is to associate Coke with the optimistic events in the lives of people. Comparison was used in terms of presenting the idea that for every negative thing that the world witnesses, there are more positive things that occur.

The background music of the advertisement makes the advertisement more appealing. It gives life to the advertisement. However, since the people viewing the advertisement are busy reading the captions shown, the viewers can no longer appreciate the lyrics of the song. One's attention becomes divided between the song and the messages being flashed in the advertisement. One thinks that it would have been better if an instrumental music was instead used. A positive point about the advertisement is that it is very relevant to the times. It talks of war, corruption and development of weapons which are signs of the times. One appreciates much the irony

presented in the phrases. A negative point though is that the audience might get so absorbed with the deeper message of the advertisement that they might forget about the product being advertised.

Another thing that one wants to change in the advertisement is the speed of the flashing of the messages. One is hardly finished yet with reading a message then another one is flashed again. The viewer is not given enough time to grasp the message.

The target market for the brand is not very specific. It appeals to all ages, gender and nationalities. This same target market is being addressed to in the advertisement. The company chose this particular medium for the advertisement because it feels that it will be able to capture a larger market because of the universal theme that it presented. In this way, it is more cost effective for the company because they do not have to make separate advertisements for every country where they operate in.

Works Cited

Coca-Cola. "Coca-Cola advertisement 2012." 2012. YouTube. com. Web. 7 July 2012 .