

Puppy love – super bowl commerial essay

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Stories are used to make understandings within the nature of our world. In advertisement the image of love between companionship is used to compare the love between the customers and their brand. Often many of Suburb advertisements used dogs and people to persuade their message that “ Love. It’s makes a Suburb.

Suburb launched an advertisement that titled Suburb “ Best Friends”. This commercial was created by Carmichael Lynch follows a young man over the course of his life experiences meaningful trips and changes in his life along with his loyal canine companion with every mile of the way in his trusty Suburb. This campaign was used to launch Suburb XV Crossties 2013 campaign. Five years ago, when Carmichael Lynch launched work with that simple theme: “ Love. ” In the years since, the ads have told touching stories across the four thematic pillars-? longevity, safety, versatility and adventure (Nude, 2013).

Suburb marketing strategy is to engage their customer and distinguish themselves from other car brands. One method that Suburb use is a particular narrative of a family. Suburb “ Man’s Best Friends” was one of those campaigns that were so well produced. The commercial was released on Swept. 24, 2012.

The music that was used in the background is called “ The Letting Go” by Mount Miriam. It tells that Suburb owners are a loyal breed and so are their cars. Suburb of America’s researchers discovered that Suburb owners were extremely outspoken about their passionate feelings and strong emotional connections for their cars (Bar, 2013). Often many of Suburb advertisements

use dogs and people to persuade their message to that “ Love. In this ad, “ Suburb, Man’s Best Friend” you will see the car that the owner drives, the owner and his companion, the cabin site that the owner often go to, the owner’s wife and his son. In the first scene, you will see a gentleman pulling up to a cabin site and then you see this adorable chocolate lab up popped up from the passenger seat.

Then they both got out of the car the owner played fetch with his pup. In the second scene, you will see the owner pulling up to the same camp site, but this time he brought a new love interest perhaps it is his wife. After the owner looked in the back of his car and then you will see the chocolate lab, but this time the dog grew up. The puppy has grown in front of our eyes. Later in the third scene: you see the owner, his wife and now he brought his son to the camp site. They all drove up to the cabin and you see the chocolate lab going through his elder years.

We watched the dog grow up from a pup to an old hound. Advertisements are structured to boost the value of commodity brand name by attaching them to images that possess social and cultural values: brand-name commodity + meaning of image = a commodity sign (Goldman & Pappas, 1996). Goldman and Pappas are trying to say that in order to cut through the clutter, the brand need to differentiate themselves from other brands. How can they do that? Brand needs to create meaning of the image in order to establish equivalencies.

A brand is based from dreams and desires. A brand allows viewers and consumer to aka associations that provoke feelings about the brand,

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generally to stimulate something positive. The brand is able to associate: values, experiences, allegiances, ranking, power status, and ideologies that we are familiar with in order to make meanings. Thanks to Suburb's newest marketing campaign, we finally know what really makes a Suburb a Suburb. It is Love. Tim Mahoney, chief marketing officer for Suburb of America explained that " Love is the most powerful emotion and ' I love my Suburb' is the most used phrase he hears about the brand. The company wanted to show the bond between Suburb owners and their cars through this work (Corkscrewing, 2008). " The Suburb also represent longevity, safety, versatility and adventure.

The gentleman associate his relationship with his car by sharing life experiences, meaningful trips and changes in his life with every mile of the way in his Suburb. The owner and his wife represent association with relationships. Generally when we watch an ad, we tend to forms relationships by connecting them into groups. We know that the male and female in the ad are husband and wife because we know what a husband and wife is suppose to look like by using ideologies, symbols, social and cultural patterns that we are familiar with to make sense. Humans make the world meaningful. The owner and his son also represent association relationship because we know that the owner is a father figure.

We know what a father figure looks like. A father figure is described as someone who expresses love, is playful, nurturing, and cares for his children. From the commercial, we can recognize that the owner is a loving, playful, nurturing, and caring father by the way he takes care of his best friend. The

ad appears to have a simple theme, which is “ Love. ” In the years since, the ad shows longevity, safety, versatility and adventure. It tells that Suburb owners are a loyal breed and so are their cars. The love is shown between the owner and his companion, the owner and his wife, and the owner and his son.

The car expresses an adventure value to the owner and his dog because Suburb owners are individualists and desire for richer experiences. The car attracts to family and parents because the brand provides a safety and longevity need to car owners. For Suburb owners their vehicle becomes a trusted friend.

Life is about making time for things that matter like starting a new chapter with his dog or giving his son and family a memorable experience. Suburb of America’s researchers discovered that Suburb owners were extremely outspoken about their passionate feelings and strong emotional connections for their cars. The work is split into three levels: The Heart, The Brain, and The Wallet, based upon the process of how consumers approach a new vehicle purchase. The Heart level answers the question “ Why could this brand be for me” and is not just about Suburb’s durable, reliable and capable vehicles, it’s also about the love people had for the brand and how it enables them to live their lives (Corkscrewing, 2008).

This ad will make people smile, even if the commercial may be really annoying to some viewers. Perhaps viewers can get tear up as well. People who have a family or a wife and a child or own pets can definitely share the similar emotional and physical connections because they experience the

same thing in their life. The experiences, emotional and physical connections tells viewers a particular kind of story by using values, ideologies, symbols, social and cultural patterns they identify with. Humans make advertisements meaningful by using symbols and ideologies to form in to codes to make sense and meanings. As I watch the ad, I see in the back off Suburb a cute, title, chocolate lab puppy that leapt from a Suburb, Jumping out of the Suburb, playing fetch with his owner.

Then it fast forwarded to the owner bring his new wife to the cabin trips and I see the pup grew into a young dog. In 5 seconds later, I see the owner brought his son and family along to the cabin trips, in 30 seconds I see the chocolate lab pup go from puppy to gray-bearded elder. This tells viewers that Suburb owners are a loyal breed and so are their cars. Their cars are loyal breed. It shows the loyalty, love, and companion to car owners. I noticed in the music from the background also make you cry. The music is called " The Letting Go" by Mount Miriam.

The identity of anything depends more on what it is not than what it is, since boundaries are primarily distinctions: and there are no ' natural' distinctions between most products (Williamson, 1978). Williamson is interpreting this as when differentiating a brand; advertisers want to stand out from similar products or brands. They want to develop an image that is only successful in so much as if it is part of a system of differences. The identity of the brand depends upon what it is not. It sets up boundaries distinction of the brand. Suburb owners are ' experience seekers' they want to live bigger, more

engaged lives. They choose Suburb as a conscious alternative to the mainstream. To them, the car is the enabler of that bigger life.

By focusing on the love they have for their car, Suburb is challenging non-owners: do you love your car? “ Love is the most powerful emotion and “ I love my Suburb” is the most used phrase. They wanted to show the bond between Suburb owners and their cars through this work (Corkscrewing, 2008). As you watch the commercial, you can't help but smile because you see can love, compassionate and motional feelings, and memories between the owner and his dog. Suburb marketing strategy is to engage their customer and distinguish themselves from other brands. One method Suburb use is to tell a particular narrative of a man and his dog.

Storytelling or narratives persuade people to construct mental representations of the information they view by using associate relationships, ideologies, values, symbols, signs, social and cultural patterns that are familiar to viewers to make sense. Pictures helps in this commercial and allow for a more developed and detailed mental representation (Michael R. Solomon, 2013). The ad strategy is to target the hearts of consumers that are dog lovers, outdoor enthusiasts, and families in their 30-second commercial. The commercial summarizes that “ Suburb owners are a loyal breed, and so are their cars. This commercial follows a young man over the course of many changes in his life, his trusty Suburb and canine companion with him every mile of the way (Bar, 2013). ” At the first scene of the commercial, Suburb figured out how to engage Suburb customers and viewers. Who doesn't love a puppy? Seriously, look into these puppy eyes.

The puppy wants you to buy a Suburb. Doesn't the commercial makes you smile? A sign value is generally equal to the desirability of an image. A sign value establishes the relative value of a brand where the functional difference between products is minimal (Goldman & Pappas, 1996). Pappas and Goldman explain that brand expresses values of their product. The values are shown in the commercial by connecting the consumers and viewers something that they held is important, worth well, or usefulness of something. In the commercial, in addition to a long line of remarks expressing love for the music choice, the advertisement transported them to special memories with heir dogs. The commercial opens with a silver XV Crossties pulling up to a cabin in the woods, where a twenty-something man gets out with a chocolate lab puppy in tow. The same shot repeats itself twice more as the man first finds love and then has a child.

Meanwhile, the dog goes from puppy to full-grown to aged, as the Suburb remains unchanged. The narrative is long on emotion and short on dialogue. The only spoken words in the commercial say: " We're lucky. It's not every day you find a companion as loyal as a Suburb.

Love. It's what makes a Suburb a Suburb (Group, 2012). I think Suburb want to persuade us that the XV Crossties is a child and animal friendly, comfortable, convenient and a safe type of car for your dog and your family. Suburb would be happy to help you find the vehicle that best fits your needs.

The images in the ad related to one another. The commercial has associated the similar values that we see in a family and companionship. You can see the relationship between the dog and his master. I can tell that the owner

truly loves his dog. He cares for the dog. He plays with the dog. He is very nurturing to his pal.

You can see the relationship between man and wife. I can tell that they are husband and wife because he brought his new love to the camp site, which is where he usually takes his dog to. The couple were holding hands in the car and smiling. I can tell that they are truly happy together. You can see the relationship between father and son. I can tell the owner is a loving and caring father by the way he smile at his son. Advertisers want us to identify ourselves in the commercial. People who are married, people who have a dog or other pet, people who have a family can relate to the ad because we as consumers can recognize the value of love they share with another.

When I watch the commercial, I can see different values and symbols appear in the ad because I can identify and recognize the meanings. I can see love, family, association relationship and companionship values. I see symbols of happiness, memories, adventures, longevity, safety, and versatility. I am able to recognize those meanings because I had experienced these similar values before. Suburb is able to cut through the clutter. Consumers can differentiate Suburb from other car brands by their marketing strategy. Clearly, Suburb has a strong marketing team and they are able to figure out marketing concept to engage their Suburb customers and distinguish themselves from other brands.