

Good essay about art and architecture

[Life](#), [Home](#)



Analysis of Budweiser's Commercial

Commercials are companies' way to promote their products. They serve as channels that inform the people about the existence of a product. " Proudly serving those who serve" is a Budweiser's slogan of its commercial titled " Coming Home". This description impacts how serving and service are understood. More than just erroneous depiction of service, this commercial has an analytical impact.

1. Representative Anecdote

Budweiser promotes their product by illustrating an American soldier who is about to come home. The ad brings varied message to many viewers. First, the commercial demonstrates through the existence of an American soldier that Budweiser is an American company that manufactures beer. The last part of the commercial shows a text which states " Proudly serving those who serve". This resembles the idea that people should honor and demonstrate respect especially to American soldiers. Men have always been perceived as strong beings thus they seldom show sad emotions. Men are seldom seen crying because society has caused them to believe that only women cry. However, in the Budweiser commercial, the American soldier is displayed as someone who has struggled so much and wants nothing more but go home and see his friends and loved ones. In the commercial, it is also shown that men have their feministic side. Simply put, men are not merely about enjoyment and games but that there is some serious side in them. Drinking Budweiser also displays a manly habit. Majority of men are fond of drinking beers especially during special events or occasions.

2. Pentadic Analysis

Act - The act in this picture is the soldier and his girlfriend waving their hands to the people in their community. Agent - The agent is the soldier in the picture who appears to be male. Agency - He seems to be happy and honored to be welcomed home. Scene - The scene is homecoming of a soldier. Purpose - The agent in the picture has been gone to serve his duty as a soldier. Because he is not afraid to sacrifice his life for the security of his country, he is given a hero's welcome by people in the community. He is seen as someone brave.

3. Ratio Analysis

One important aspect of the commercial is its effort to show that there is unity and coming together when people celebrate the return of a loved one or a dear friend. The commercial also suggests that Budweiser is the most widely chosen drinks of people and that Budweiser is and should be made part of every lifestyle. Further the commercial suggests that Budweiser is the most popularly served drink during special events or occasions. By watching the commercial, surely every family with a member deployed in Iraq or in other country can relate to it. Even ordinary citizens can relate to the hard emotions one may feel when someone dear is far and in danger. The expressions on everyone's faces are indicative of overflowing emotions. For many years, Budweiser has produced commercials that are geared toward inculcating good values to the audience. Promoting respect, patriotism, and unity are just some of the common themes of Budweiser's commercials.

4. Ideology

The slogan of Budweiser commercial tells us that the company is only serving those who serve. In this case, since service in the commercial is

attributed to the work of the soldiers, it therefore goes to say that Budweiser is only for soldiers. Nonetheless, looking at the broader picture of this case, service does not only refer to job of soldiers but also to other individuals who serve others such as the government, the teachers, the doctors, nurses, and even students who offer extra time to do charities. Even ordinary individuals and businessmen also render service in their own unique way. Service does not refer to men alone because teachers are mostly females and teachers also serve.

The Budweiser commercial, although focused on only one aspect of service, is effective in transmitting the message to the audience. The main message of the commercial is focused in unity and family gathering. Budweiser is not merely about product promotion but also on value formation.

Sources

'Budweiser 'Coming Home''. YouTube. N. p., 2013. Web. 22 June. 2014.