

Advertising journal #4



Advertising Journal No. 4 The researcher has selected World famous beverage brand Coca-Cola as the product for the present paper. It is the thing of great pride for the company that the word “ coke” is the second most common word after the word “ ok” in the entire world. Introduced in 1886, the brand is equally popular among men, women, children and the aged in every part of the globe. The company maintains distinction in launching quite funny, distinguished, eye-catching and superb advertisements time and again. In addition, the commercials are prepared and presented on special occasions like world cup tournaments of different sports and games as well as on Christmas and other religious and cultural events. The Coca-Cola Company (TCCC) presents its ads through television, newspapers, the Internet, billboards, hoardings and prize schemes etc. The ads under study have been developed for the children, who serve as the most passionate and ambitious consumers.

Advertisement No. 1:

The ad, above-mentioned, has been developed in such a way that it immediately captures the attention of little children, who insist to buy the product not only for themselves, but also for their stuffed toys. Teddy bear is one of the most popular stuffed toys among children, and when children find their toys drinking beverage, they feel delighted and purchase the same brand, causing the multiplicity in sales of the product. Though the ad appears to be confined to the children only, yet it is children that play vital role in the promotion of a segment. In addition, the ad covers the entire children community without race, religion, region and status. Moreover, bear is the national symbol of Russia, and represents all cold areas where bears are in abundance. It shows even the chilliest areas look for Coca-Cola and

cannot resist its charm.

Advertisement No. 2:

As afore-mentioned, TCCC presents its ads at special occasions. This ad represents the children's unflinching joys while celebrating Christmas in the company of Santa Claus drinking Coca-Cola and refreshing their delight and mirth. It also gives the message that there is no concept of holidays for Coco-Cola, nor the holidays can keep children away from their favorite beverage. The ad is a traditional expression of holidays, religious fervor and children's passion to look for their favorite diet during fun making and enjoying. Happiness of the children can be observed by looking into their eyes and smiles, and Santa Claus is the representative of peace, joy and generosity, which proves the beverage source of joy and peace. Children are the target of this beautiful ad, though the beverage is popular among all folks, nations and generations. (Retrieved from [http://www. dirjournal. com/internet-journal/the-visual-tour-into-coca-cola-print-advertising/](http://www.dirjournal.com/internet-journal/the-visual-tour-into-coca-cola-print-advertising/))

Advertisement No. 3:

Being telecasted at China and Hong Kong, this commercial reveals the power coke contains to capture the heart of a damsel. The ad points towards the message Coca Cola has behind it, and that is the universal message of love. The ad informs how coca cola brings two strangers close to each other by giving the spelling its magic on two young hearts. The theme is beautiful and attractive, which remained popular among teenagers and lovers. Hence, the youngsters and teenagers are the target population of this ad.

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Consume a combination of television, internet, print media, and radio documenting the targeting, segmenting, duration, and frequency of these

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ads. Evaluate the effectiveness of the ads and determine what the ad objectives (direct sales, awareness etc.) are based on your research, readings, and relationship with the products. Include answers to the following in your assessment. Will the product sell based on the ad? Who is the ad targeting? On what programs or internet sites were the ads placed? How often did the ads run? Were there common themes of ads running on the programs (i. e. all ads targeted to women etc.)