

Example of essay on analyzing and advertisement: coca- cola

[Experience](#), [Happiness](#)



Coca Cola is one of leading player in cold beverages market not only in America but across the world. Coca Cola advertisement despite of different geographical locations remind red and white color logo and happy faces. This paper will analyze three advertisement of Coca Cola launched by using three different media tools i. e. television, print, and radio. All three television advertisement are broadcasted recently in year 2014.

Background:

Coca Cola advertisements are very common and can be seen on any news or entertainment channels during prime time. For this assignment Coca Cola- America the Beautiful advertisement on television, Share a coke this summer advertisement in print media and ' make someone happy' Coca Cola advertisement broadcasted on radio this month are taken for the analysis. Coca Cola's America the beautiful add is more than one minute long advertisement whereas advertisement on print was half page long and featuring different happy faces with personalized bottle of coke in their hand (Yutsai, 2014). Advertisement on radio is sixty seconds long appealing people to make someone happy by giving a bottle of coke. All three advertisements are selling coke to the consumers. However, print add is focusing on personalization whereas advertisements on television and radio talk about happiness provided by the coke (Youtube, 2014).

Hook:

All three advertisement get attention of the audience quickly because of the message they are carrying and happy faces. The advertisement on television grab attention because it shows diversity of America and multi languages

used in the advertisement (Youtube, 2014). The advertisement also talk about how Coca Cola is making life happier. The advertisement in print media get attention because it shows happy face of people from different races and a bottle of coke with their name on it. Advertisement on radio grab attention of audience by appealing then to make people happy.

Setting:

Coca Cola advertisement America the beautiful is showing beauty of America such as hills, sea, beaches, beautiful days and nights in America. The advertisement is developed in day light as well as in night using artificial lights. The advertisement is showing natural surroundings and people from different regions of the world such as Americans and Asians. Print advertisement utilized bright lighting and clean white background. No natural or artificial setting are used in the advertisement. In radio add settings of the advertisement cannot visualize.

Story:

All three advertisement are designed to communicate that Coca Cola brings happiness in the life of people. America the Beautiful advertisement shows people from different origins playing and enjoying different events in different settings. The advertisement utilized different local languages such English, Hindi, Chinese etc. The advertisement in print tell the story of young people who feel empowered and important when they receive personalized treatment. Radio advertisement. Radio advertisement tell the story of making people or at least one person happy.

Characters, Accessories, and Color:

Both advertisement i. e. print and television used male and female characters and radio advertisement used male voice. The print advertisement focuses on young audience whereas television advertisement display characters from all age group including children and old age people. Both print and television advertisements do not use animated characters and animals. People in both advertisements are wearing casual clothes and jewelry. All advertisements do not talk about prices of Coke bottles and use Coke's normal small size bottle. The advertisements use bright colors and natural settings that are capable of making the mood light and happy. All major colors used in the advertisements are soothing, and comfortable to the eyes, and professional.

Sound:

The sound and music used in 'Make Someone Happy' and 'America is Beautiful' is mild and pleasing. A male voice dominates in 'Make Someone Happy' and is followed by a chorus. The music becomes prominent in this advertisement in the last few seconds. There are multiple voices in 'America is Beautiful'. A number of people sing 'America is beautiful' in different languages. Music is negligible in this advertisement and comes along with the chorus in the last few seconds of this advertisement.

Copy:

Words 'Make just one someone happy' are repeatedly used and sung in the Coca Cola advertisement 'Make Someone Happy'. These words are repeated 5 times in this advertisement. People have been portrayed as offering Coca

cola to others in order to make them happier in ' Make Someone Happy'. Words ' America is beautiful' is repeated five times in the coca cola advertisement ' America is Beautiful' and people are portrayed enjoying at various locations. People are portrayed drinking coca cola while watching cinema and while travelling in mountains and sea beaches.

Emotional Needs:

Emotional needs are portrayed in ' Make Someone Happy'. People are seeking friendship of each other. Male are seeking intimacy of female. People, portrayed in the advertisement appear to belong from higher class. Usually they are from corporate background. Emotional expressions are portrayed vividly in ' America is Beautiful'. People are enjoying with their friends and family. They are portrayed spending times together. All the people mentioned in the advertisement belong to middle and higher middle class.

References

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