

Marketing in action assignment

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**ASSIGN
BUSTER**

A good advert should be effective, have recall value and instinctive value. For a good advertisement, Heinlein Walk-in Fridge does it for me; especially with the cut throat competition in the beer industry it has an edge. (YMMV. Youth. Com, search Heinlein Walk-in fridge). The clip on you tube has received over 3. 1 million hits In 11 months, a strong Indication of the power attributed to word of mouth In play (peg 131) The advertisement encompasses meanings, purposes, and the audience (Marketing peg 54).

The setting, consists of a young couple who just bought a new house (American dream), which would naturally call for a reason to celebrate with his buddies, who are mesmerism's by a basement with a walk-Len fridge full of Heinlein. The wild cheering from the guys denotes the Joy in anticipation of a satisfying crisp, sip from the ice cold Whininess. It creates a festive and mellow mood always associated with beer drinking. The rowdiness from the basement creates curiosity and draws the attention of the ladles upstairs who eventually join the party, an element of persuasiveness (peg 490).

The commercial also targets consumer lifestyle and in this particular case it aims at both the achievement motivated and self expression motivated groups (peg 129). Bottom line, it makes me want to own a basement with a walk-Len beer fridge. The packaging, green bottle also Is an asset especially now that global warming Is the buzz word. Ass's Flame thrower burger takes my vote for a bad advertisement (www. Youth. Com , search Ass's Flame Thrower Burger) The clip has only k views (hits) in 1 year, which translates to a very owe rate for word of mouth .

For starters the office setting with all the stationeries, Important documents and computer on the desk Is not an Ideal place to enjoy a Juicy and saucy burger due to fear of creating a mess. You also don't want to conduct official business with your office smelling like a fast-food outlet. Even though Funny to watch and with a recall value, it fails in creating the instinctive value. By this I mean, when am hungry. I want to get food that will satisfy that need, I want to savor every single bite of that burger.