

Commercial #1

- A. Identify the product that's being advertised in the commercial, list the company's website URL (if it's not listed in the commercial, you may have to Google the company in order to locate the URL), and provide a link to the commercial that you viewed.**

Product: Dr. Pepper Zero Sugar

URL: <https://www.drpepper.com/s/>

Commercial Link: <https://www.ispot.tv/ad/6O1E/dr-pepper-caturday-its-a-pepper-thing>

- B. Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?**

The commercial's main theme is promoting Dr Pepper Zero Sugar. The biggest feature of the soda is that it is sugar free unlike most of its competition. Also, the delivery driver is very unlike his customer. When he finds out they have soda as a common connection, they promote them going to various elderly activities. They were kind of like an odd couple. This ties directly to "Dr. Pepper Zero Sugar" being a one-of-a-kind connection.

- C. Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.**

The website is not mentioned during this commercial. I think it be useful in that you would get more details about the Zero Sugar product or the varieties that there are of that line. Also, the website is very actively trying to build a "Dr. Pepper Club" community so it should at the very least be listed at the end of the commercial in my opinion.

- D. Discuss how the two forms of advertising complement one another and whether or not the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website? Make sure that you clearly identify what company and what product goes with which commercial URL.**

The commercial uses a lot of visual & audio senses for the customer. It promotes a famous Rick Astley song that can entice a customer as well. Just for the song alone, I think I would be enticed to at least try it. The product is prominently displayed on the website as the first item listed in a scrolling feature. They also display all the varieties of Zero Sugar flavors. The website in general kind of has an all-together Dr. Pepper product focus to join their free membership. This is where you can accumulate points to redeem contests or secret flavors. There isn't too much synergy between the site & the commercial, however the cans themselves do promote going to the website to gain points.

Commercial #2

A. Identify the product that's being advertised in the commercial, list the company's website URL (if it's not listed in the commercial, you may have to Google the company in order to locate the URL), and provide a link to the commercial that you viewed.

Product: Zoa Energy Drinks

URL: <https://zoaenergy.com/>

Commercial Link: <https://www.ispot.tv/ad/6n0z/zoa-get-a-taste-of-big-dwayne-energy-featuring-dwayne-johnson-song-by-latto>

B. Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?

The commercial is using its brand representative Dwayne "The Rock" Johnson to maximum effect during the video. He is displayed using self-deprecating images to show that anyone can be energized drinking Zoa energy. The messaging of the video shows that anyone can have "BDE-Big Dwayne Energy" by drinking Zoa before an important task.

C. Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.

The website is prominently displayed through a QR Code which is at the bottom right of the screen throughout the commercial. Using QR technology on one's phone you can easily access the website to receive more information. Once you scan the QR code you are brought to a pop up on the site to sign up for marketing & to receive 15% off your order. This is further incentive to make a 1st purchase.

D. Discuss how the two forms of advertising complement one another and whether or not the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website? Make sure that you clearly identify what company and what product goes with which commercial URL.

The two forms of advertising work well with each other. The commercial is admittedly distracting with "The Rock" being in all his different personas. However, the QR Code leading to the website isn't distracting at all & is at the same spot within the whole commercial, which gives you plenty of time to bring your phone out to scan. Zoa Energy can be bought on the website. There are many different flavors which are displayed throughout the commercial. Regarding whether the commercial is convincing enough to purchase products, it definitely is as "The Rock" is appealing enough on his own. Then at the end promoting Zoa is Zero Sugar with great taste is even more enticing.