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Essay assignment #1

Comparing Two Advertisements

It is common in our day to day life to come across advertisements which either catches our attention or doesn't. The advertisements are developed each day and are shown through the media such as the television, as well on signs such as billboards across the neighborhood. It is also common to hear adverts on the radio from time to time. This is one of the best techniques that the companies use to appeal to many markets in order to reach a large audience who is interested in their goods. Hopkins (2014) shows that adverts are made to address different audience which explains why adverts vary from a company to another. The availability of internet as well as the modern ability to choose channels and radio stations has made it possible for companies to reach as many customers as possible. This paper analyzes two Coca Cola adverts and observes the similarities and differences between them.

The sale tactics in the two advertisements differ in a much greater extent. The Coca Cola advert made years ago is an advertisement that targets travelers. In the background, there is a refilling station and a crate of Coca Cola showing that if the travelers require refueling their cars, they might also need to quench their thirst. On the other hand, the recently improved Coca Cola advert does not hold much information.

It is a plain advert that does not target a specific audience. There is no level of satisfaction indicated in the two adverts.

The creative visuals in both adverts make the audience or the one who is watching consider the thought behind the images. This is what catches the attention of the reader. The backgrounds of these images illustrate visual tricks that engage those who observe the ad. When you look at the images, one can notice there is a deeper meaning behind what is presented by each of them. Both advertisements encourages the targeted audience to purchase or consider purchasing the product.

The two adverts have different slogans though they are representing the same product. The advertisements presents different slogans because the target audience are different. The recent advert has the slogan “Open a coke, Open happiness” while the other says “Thirst Stops here”. Each advert targets a different audience with different interests. While one want to quench the happiness after a long tedious journey, the other focuses on how to cool down and enjoy a coke with a great view in a relaxing place.

Both adverts however have a common badge which is the company’s logo. They are situated in a position where they can simply catch the eye, which enables the advert to reinforce the product and to help the audience associate the logo with the item being advertised. The badge attracts the audience’s attention, and one can focus on other information on the ad, as long as the badge is clear and eye catching. Without this badge and other visual images the audience attention may not be simply focused on the writings. That’s why the visual representation is important an important part of the ad,

without it the ad would be missing a lot, thought people wouldn't be interested in an ad with no visual images.

Work cited

Hopkins, Claude C. *Scientific Advertising*. Lanham: Start Publishing LLC, 2014. Internet resource.