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Television Commercials

Name

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Television Commercials

My favorite television commercial is the Coca Cola advertisements. Almost every year, Coca Cola comes up with new strategies to advertise their beverages. Out of all Coca Cola commercials, my favorite is where they used to promote coke beverages with people's names on it. The advert was dubbed "share a coke," and it seemed to bring people together because individuals all over the world bought and shared cokes with each other's name. The feeling of getting a beverage with your name branded on it seemed so cool. Hence, every time I would watch that commercial, I would think of how I would get my two sisters cokes, with their names written on it so that they could feel special.

Another reason why I like the commercial is that they wanted to bring people together and create friendships and stronger relationships even with a simple thing like gifting them coke with their names on it, or sharing the ones written 'family' or 'love.' The hashtag 'share a coke' trended for a while on social media because it created a platform where individuals could share more than just a coke but love and belonging. Generally, that advertisement used to make me feel there is still hope for the world to be a better place when we all gather and share love, kindness, and coke.

Different people are attracted to similar commercials because they share a common interest in the product. For example, in the Coca Cola advertisement of sharing a coke, some individuals were not used to drink the coke beverage. However, they were interested in finding the coke bottle that had their name written on the bottles for them to feel cool. Different people with different personalities found a common interest in the Coke advertisement, which made them want to buy and share a coke with other individuals with their names on the beverage

bottle. Hence, since bringing people together was the slogan of the commercial, the company achieved its goal.

Every commercial that is run on television has its audiences. The audience could be children, older men, and women, young adults, mothers, among other individuals. This is because many different products have been manufactured in the markets. Hence, each product has its audience, which the companies target through a well-strategized commercial on television. For example, the Coca Cola advertisement targeted every individual in any age group. Also, other coca-cola advertisements for coke beverages with zero sugar targets audience who have fully transformed into healthy eating habits and anyone who wants to cut sure in their drinks. Hence, for the commercials to work and reach the number of people they want to, they have to develop strategies that will ensure their products will reach their target audience.

Advertisers use repetitive adverts to create awareness for the audience. Television advertisements can be aired many times for a particular audience to be reached and the companies' products to be bought. Also, other platforms are used to create awareness of the products being advertised to the target audience. For example, Instagram and Facebook have been used for advertising certain products to the target audience, who are youths. For Instagram, adverts are put in between the other people's stories to create awareness of a product someone may need. Mostly, these adverts help many Instagram businesses to succeed because they appear at a convenient time when a consumer requires that particular product. This also goes for commercials on televisions, especially during prime-time hours when various commercials are repeated several times because their target audience is actively watching the television at that time. Thus, the more the commercials are, the more the companies create awareness for the products to the target audience, which leads to the successful purchase of the products.

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