



# *A Message from our Sponsors...*

Observing Commercials in the World of Monopolistic Competition

You will be viewing a series of commercials from a variety of companies/products. After each series, please pause and complete the question reflection for the commercial or commercials. The idea is that you'll come away with more of an awareness of how companies are targeting you (or other demographics) with a variety of strategies. It's also my hope that you enjoy the commercials! Happy viewing to all. You may complete this by typing it in or writing it out.

## **JEEP**

Who do you feel is the target audience of this commercial? How do the various characters, scene, and music help

## **HP**

A variety of very different commercials are presented. Which of these best appeals to you, and why? Also, consider what specifically they are mentioning about the products and what ends up being more about feel and emotion.

## **OLD SPICE**

the brand needed to appeal to young people. How do these ads target the idea of masculinity? What specifically are they saying it takes to be a manly man? Which of these is your favorite commercial?

## **BUDWEISER Pt. 1**

What do you need to understand to get this commercial? (At the time, it was considered one of the best commercials of the year!)

## **BUDWEISER Pt. 2**

This commercial preceded the previous commercial by some time and started a cultural revolution and catch-phrase. How does watching this commercial affect how you view the Pt. 1 commercial?

## **VOLKSWAGON**

Which of these is your favorite and why?

## **GOOGLE**

The company has bet heavily on the idea of emotional feel of their commercials, using their products as a way to deliver your life to you. Which of these commercials/stories resonated best with you?

## **COCA-COLA**

One of the world's most well-known brands, Coca-Cola still advertises heavily to keep the public attached to their products. They often display feel good situations. Which of these best connects with you?

## **NIKE**

Perhaps more than any other brand, NIKE specializes in not talking about their products. They focus on association. What types of things are they associating with in these ads?

## **CHRYSLER**

What is this commercial even talking about?

## **GOPRO**

The commercials are shot with the product. Describe what this means to you.