

To: Professor Lacen

From: Carlos Contreras

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My first ad was obtained using one of the databases the great Dr. Muchowski showed us how to use in class. It came from *St. James Encyclopedia of Popular Culture* which was published in 2013. My second ad was also obtained using one of the databases Dr. Muchowski showed us, but this one came from a South African periodical by the name of *Brands & Branding Intelligence* which was published in 2010. The brand of the product I chose is Coca-Cola and their logo is “Coca-Cola” in white letters. This brand has tons of equity to me because it’s easily the most recognizable carbonated soft drink in my eyes. Each bottle/can of Coca-Cola tells a different story with their inspiring slogans that include, but are not limited to “open happiness,” “He’s coming home tomorrow,” and “Have a Coke and a smile.” I just don’t see how someone could drink a can/bottle of Coca-Cola without having a good feeling going through them. The basic consumer needs that both ads appeal to are belonging needs and psychological needs, while at the same time both take a functional approach. I believe that Coca-Cola would rank at the bottom of Maslow’s Hierarchy of needs where physiological needs belong. Both ads are functional and straight to the point on what they’re selling with no symbolism or secret meanings. My advertisements meet cognitive needs because they’re both trying to make the consumer just get through with it and buy their product already, without wasting any time. The motivation behind the ads is emotional and they’re using love to have you feel some type of connection to the product. I believe this brand name fulfills the objectives of retail promotion by creating a want inside you and telling you that you need this to live happy. In short I like both of the ads I chose, because I’m a simple guy and I like it when things are straight

to the point. I don't want to go around playing a guessing game with an ad trying to decipher it. I would definitely purchase the product because it's been my choice of drink ever since I was a kid back in Honduras and now I practically need it to function.

Works Cited

Coca-Cola. (2010). *Brands & Branding Intelligence*, 130-131.

St. James Encyclopedia of Popular Culture. (2013). T. Riggs (Ed.), 2nd ed., Vol. 1. Detroit: St. James Press. Retrieved from

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