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Communication Design Theory

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Advertisement Analysis: Rocket Mortgage Advertisement AD



Rocket Mortgage's Super Bowl advertisement used comedy to suggest that being definite was preferable to being somewhat specific. The audience became more engaged with the advertising due to this style of comedy. Tracy Morgan sits in the bathtub eating chocolate-covered strawberries as a family walk in during the commercial. They ask if they can afford the house and answer "quite sure," but Tracy Morgan reveals that they can use Rocket Mortgage. The scene then switches to a series of funny videos of people who are only half-sure. One example is a family who jumps out of an aircraft with backpacks instead of parachutes, despite

Tracy Morgan's assurances that they are parachutes before they leap. This brings us back to certainty (Juan et al., 2022). The selling point of this commercial is Tracy Morgan's assurance that they can afford the house.

The target demographic is middle-class persons between the ages of 24 and 35, families with three or more members, and people of all colors and ethnicities. This commercial does a great job of incorporating millennial comedy into serious issues like mortgages. This billboard had little pre-game excitement since determining whether or not you can buy a house is not contentious. They utilized a mixed family to convey that love is incredible and that anybody can own a home (Juan et al., 2022). And this commercial won the best commercial after the Super Bowl. Yes, the Super Bowl commercial was a huge hit, and it continues to attract client interest to this day. It was highly successful in showcasing rocket mortgage in this innovative way. This commercial was quite effective.

The commercial is portrayed as a personal monologue by Jason Momoa, in which he expresses his comfort in conducting business with Rocket Mortgage through his gestures and facial expressions. The purpose of creating this homey and comfortable atmosphere throughout the advertisement is to demonstrate to consumers how relaxing it is to have Rocket Mortgage assist you with your mortgage payment, as they are aware of the uneasy feelings that come with having to repay that money over time, causing the audience to avoid such a transaction (Juan et al., 2022).

The commercial maintains a stress-free and relaxing tone throughout, as this is how the audience should imagine doing business with Rocket Mortgage. The commercial opens with Jason Momoa driving toward his home as the paparazzi seek to capture his attention by

recording him. This issue demonstrates his out-of-home persona as well as his celebrity. The Rocket Mortgages commercial employs several methods to increase their chances of doing business with more people. One of these methods is the commercial's usage of Jason Momoa, who provides the viewer a recognizable face to relate to, especially as a prominent celebrity who is much simpler to persuade. Jason Momoa also presents himself as a reasonably average person by doing things like not using complex words, which makes it much easier to relate to him as an ordinary citizen, and he makes himself much easier to connect to once he removes his muscles and other accessories, which make his exterior look much better. These things may appeal to the audience, making them feel much more familiar with Jason Momoa and his ways of being (Juan et al., 2022). The Rocket Mortgage Super Bowl ad has a soothing and sympathetic feel to Jason Momoa and Rocket Mortgage. It shows how it makes financing a house seem as comfortable as Jason being at home.

According to Roland Barthes' Rhetoric of Images, there are three types of information contained in images. They are linguist messages, symbolic messages, and literal messages. One type of linguist message is called a message. The denoted message stands for the direct message. In this case, the direct message is the title "The Rocket Mortgage SuperBowl." Another type of linguist message is the connoted message. The connoted message stands for indirect messages that are given by the photo or image. In this case, it's the whole ad. The literal message, non-coded in the image. It's a girl, barbie doll, and a palace model. Moreover, there are many symbolic messages being invented by Jason Momoa. The first symbolic message was the appearance of the two characters in the frame. Both of them have white skin tones and both of them have yellow hair. The appearances that are given by Jason Momoa have pointed out that they are Americans. The second symbolic message is the woman is holding up the Rocket

Mortgage app from her phone. However, she is looking directly at us, bringing awareness to their audience. Even if she holds up her phone for mortgage looking, she's not even looking at her barbie doll. We can understand they feel secure. The third symbolic message is that there are nothing surrounding them except a house model. So, they are looking at something that's non-existent. Maybe non-existent assured. The fourth symbolic message is they are not wearing a mask. It indicates they are in a private house, and it's during the time of the pandemic. It shows they are in a private house, and it's during the time of the pandemic. Beneath these messages, it points to the stress-free and relaxed tone throughout which encodes the hallmark message, as this is how the audience should imagine doing business with Rocket Mortgage

Moving on, Roland Barthes said there would be two possible functions that happen when there is a use of images. One is anchorage, and the other one is "relay." Anchorage is about the different meanings that the image itself can promote. However, under the text given, the image would only account for certain meanings. Moreover, relay means the image and text works together as a whole to promote a certain meaning. I think "The Rocket Mortgage Super Bowl" was using "relay" as a function. It's because the turn of phrase "The Rocket Mortgage Super Bowl" works well under the action of the woman having her barbie doll in front of her. Also, it brings up the question of what makes financing a house matter.

Lastly, the most significant parts of the ad we can see and attract the looker's attention to want to understand the good in that sold through the packaging. In this case is how the audience should imagine doing business with Rocket Mortgage.

Reference

Juan, D., Negron, D., Simmons, M., & Sutherland, J. (2022, January). Rocket Mortgage Delivers Twice the Value in Half the Time at Scale. In *Proceedings of the 55th Hawaii International Conference on System Sciences*. <https://scholarspace.manoa.hawaii.edu/handle/10125/80223>

