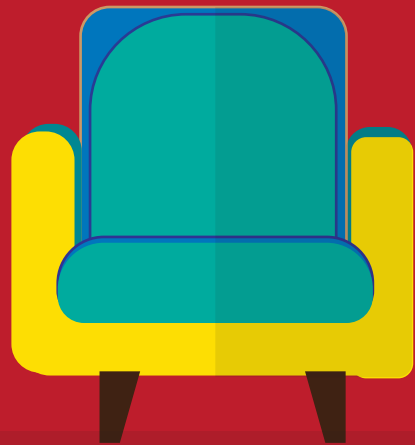


NETFLIX



Netflix Super Bowl Commercial | 2022 Movie Preview and The Adam Project, were the ad that I found most interesting to watch. Netflix is one of the reasons I watch this ad. Netflix is a service that I like viewing movies on in my spare time, and I'm sure many others do as well. Language has been used extensively in this piece to grab people's attention and inform them of what can happen each week. This Netflix commercial uses excellent language to persuade people to watch the movies. Netflix is utilizing the language of telling the audience not to miss a chance and to watch your favorite movie every week, just like in this ad. And every week Friday may be a movie night for families to spend time together, like we have been doing since the pandemic began. For the movie term, I create five designs/icons.