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Tuesday

In the commercial I chose, their target audience are families. Especially ones with children. The general basis of the commercial is really heartwarming and gives you a sense of that loving feeling that the brand coca-cola wants to attach themselves onto. Moms and dad will remember this feeling on those hot summer days, go to the store near by and and purchase glasses of nice cold coca-cola for the whole family.

So, the homework this time was to look for a commercial that I enjoy which also contained a couple of different symbols within it. My first taught was to search the top commercials from the Super Bowl on youtube because I felt that will be the easiest way to find a good commercial and to my luck it was. We all know that almost all the best commercials are during the Super Bowl event and those spots are fought heavily to be obtained by these companies. So, When watching the many commercials, I noticed that many if not all was pretty much drenched in humor. Now a days, I think it makes sense because most people are fully absorbed if they are able to laugh at whats going on and it gives the viewer something to remember; The true goal of all these commercials.

The commercial I ended up choosing was for coca-cola. Not only did it have good humor but it was also sweet and very heart warming to watch it through. It gave a sense of satisfaction at the ending which also relates to finishing the glass bottle of coca-cola. It starts with a single boy minding his own business because he's absorbed on the game he's playing with his play station color. The blue jeans, bright red stripped shirt and red cap solidifies the feeling of a boy in his younger days. The boy comes from a normal loving family because of the richly decorated furniture around him. The older brother comes just a little bit later. This is where historical frame working is at it's best.

You would know this because they look very alike, there in the same home and the song that plays on assures it (Hey Brother)

The commercial has many actions that symbolizes a playful nature or teasing. For example, when the older brother pushes down his hat when he's trying to play a game signifies teasing. When the younger brother tries to reach for the headphones, the older one places it on a higher shelf, which is a symbol of higher authority. The brothers walk together under one umbrella showing the closeness they have with each other as brothers but also showing they are not so nice to each other at times when the older brother leaves the younger one in the rain. In next scene, you could tell they are eating dinner as a family because of the blue and pink clothing where the shoulders are cut off. The blue and pink symbolizes boy and girl. While the shoulders from behind shows that they are together watching the boys as they eat all together. Also you can see part of the dinner they are eating.

The last scene shows the kid once again by himself at a park, taking a whole bench for himself, wearing his headphones, all signifying a kind of loneliness. Right before he goes for the drink, the bigger boys take it from him. The boys have sleeveless shirts, one wears a chain, another wears his own hat backwards, playing keep away with the boy's soda, which can only mean they are the bullies or just mean kids. The older brother comes to the rescue with the sun beaming behind and demands his brother's soda back. They did, then ran. Intensifying that their love for each other as brothers are strong even with all the teasing he does. Even with the noticeable reluctance he had when the older brother noticed that he could have some delicious cola, he gave it back. Well in the end he tips it over a little while the brother starts to bring it, but they both share a playful, brotherly laugh at the end.