

Group One

The Middle East

Vintage Milk Ad



Emotion - it targets self esteem and shows that if you drink the milk then you too could end up with the man of your dreams. **Identification** - identifies with people, women in particular dealing with self esteem issues.

Dove Ad



Perception - the sketches of how the women viewed themselves compared to how other people viewed them was different because of the way these women thought of themselves. **Emotions** - the ad was focused on improving self esteem. **Identification** - would identify with people and women in particular that had or going through low self esteem issues.

84 Lumber Ad

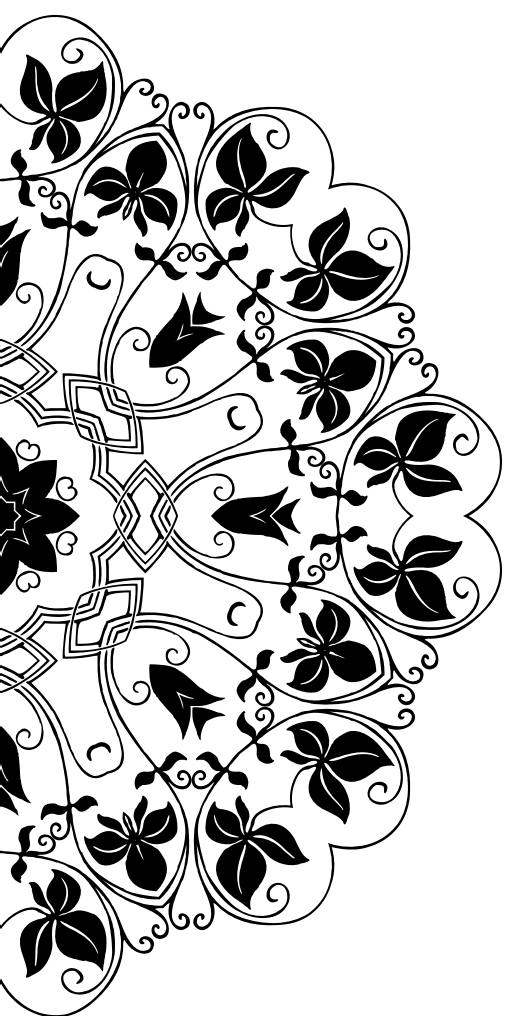


Emotion - it portrayed the various hardships that a woman and child had to endure just to reach their destination and also determination. **Identification** - this would identify with anyone, in particular immigrants, that have gone through struggles just to achieve the "American dream". **Intellect** - this was an ad with few words so left it up to the viewer for interpretation. **Reverberation** - references some of the socioeconomic and political situations currently in America.

NY Giants Ad



Identification - appeals to an American sport & football fans. **Emotion** - Displays play and humor to a very aggressive and high contact sport.



Arāb - (Thē Middlē Eāst)

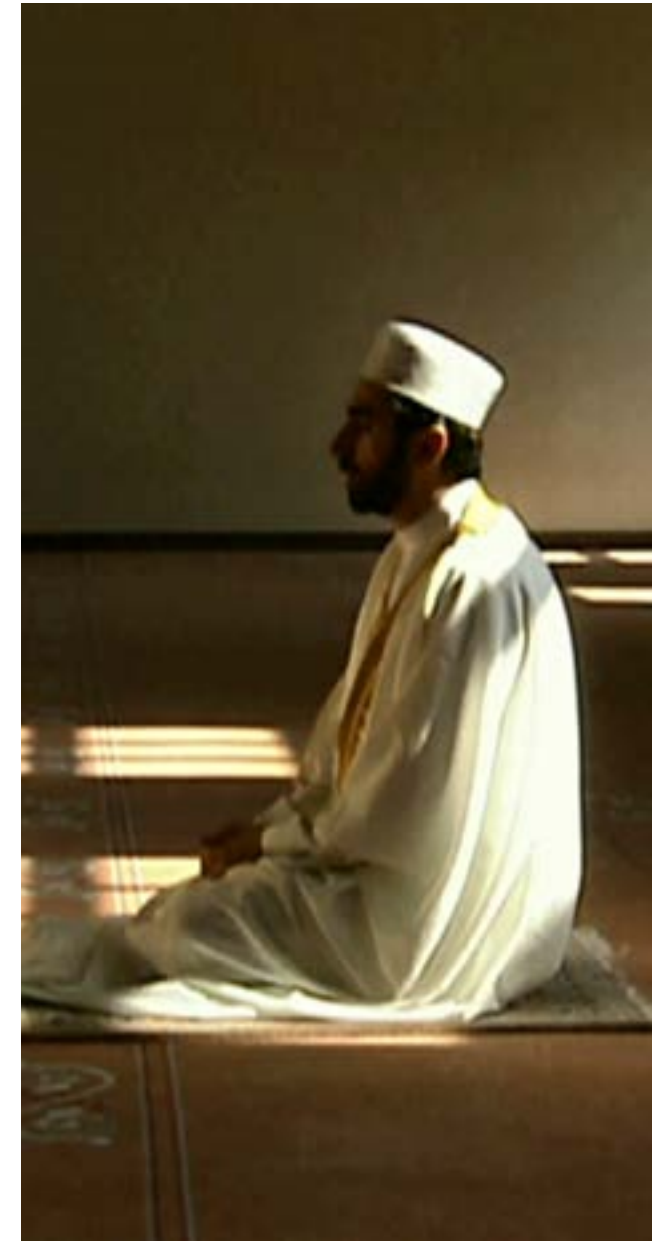
Geography



- The Middle East is a large and diverse geographical area located in southwest Asia and northeast Africa.
- Extends over 2,000 miles from the Black Sea in the north to the Arabian Sea in the south
- Has about 1,000 miles from the Mediterranean Sea in the west to the mountains of Iran.
- Population: 423,000,000
- A Total of 22 Countries

Religions

- The Middle East has many religions but it mainly consists of Islamic , Christians , and Jewish people
- Islam is the most popular religion
- Islam is an Abrahamic monotheistic religion which teaches that there is only one God, and that Muhammad is the messenger of God.
- It is the world's second-largest religion with over 1.8 billion followers or 24.1% of the world's population, most commonly known as Muslims.



Art



- The Middle East has a wide variety of art that is influenced by the different religions and cultures
- Most of the art is inspired by Islamic beliefs
- Typically, though not entirely, Islamic art has focused on the depiction of patterns, whether purely geometric or floral, and Arabic calligraphy, rather than on figures, because it is feared by many Muslims that the depiction of the human form is idolatry and thereby a sin against God, forbidden in the Qur'an.

Culture



- Arab is not a race. It is a culture term which describes people whose mother tongue is Arabic.
- Arab culture is divided into three main parts:
 - A. Urban Culture
 - B. Rural Culture
 - C. Nomad Culture

(not all Arabs ride camels as a means of transportation or live in tents in the desert)

- Arabs respect their elders and authority figures. It is disrespectful to shout, mock or aggressively criticize them.

Shampoo Ad



Silvikrin Shampoo Ad Industry: Cosmetics & beauty products, Shampoos Agency: Leo Burnett Jeddah, United Arab Emirates Illustrator: Fadi Kharma Photographer: Steve Kozman Art Director: Thierry Chehab Executive Creative Director: Said Francis Copywriter: Mohammed Bahmishan Released: February 2009

Abu Dhabi Police Ad



In the next chapter of the highly successful “UAE Together” campaign, They’ve engaged people of Abu Dhabi with “You Decide” campaign and activation, and developed a new type of traffic signs: “decisional”. In a playful, yet chilling way, these show people consequences of their decisions on the road.

Nike For Arab World Ad

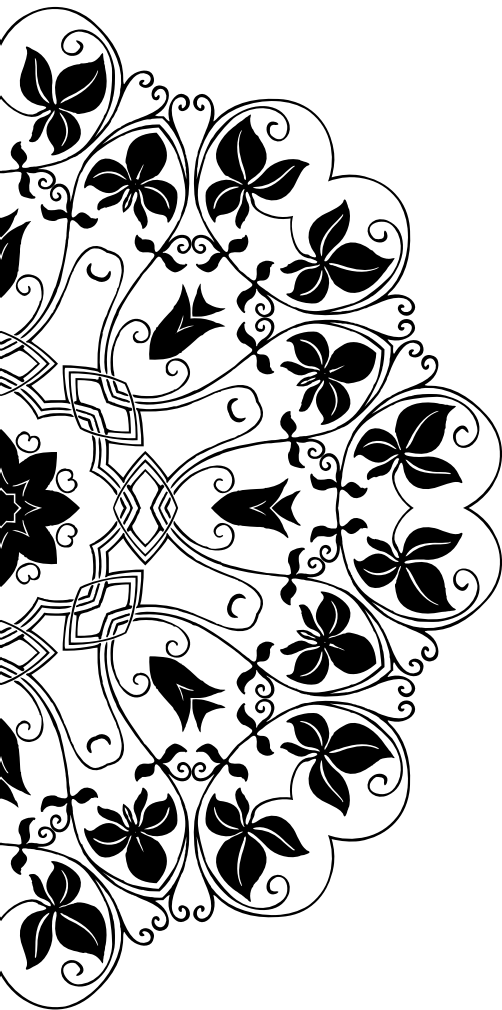


An online commercial released by Nike that showed Arab women fencing, boxing and spinning on ice-skates has stirred controversy over its attempt to smash stereotypes about women leading home-bound lives in the conservative region.

Visit Dubai Ad



Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) proudly revealed the much-awaited #BeMyGuest campaign video, featuring Bollywood Baadshah Shah Rukh Khan.



Thànk yòu!

Kryṣṭāl
Đélphine
Lishà
Àngèl