This is a recent ad from BiC for their new modified longer "Ultimate Lighter" that clearly shows the difference in identity. Snoop Dogg is a representation of weed while Martha Stewart is a representation of the general home department. Creators of this ad are very clever because they used people to speak to different communities.

https://us.bic.com/en_us/bic-partners-with-ultimate-duo-snoop-dogg-and-martha-stewart-for-new-ez-reach-lighter-ad-campaign

In the "Get a Mac" they used these two actors, one looks like an absolute geek/nerd while the other plays the cool guy. They used these two very different identities to signify the difference between a Mac and a PC.

We Believe: The Best Men Can Be | Gillette (Short Film)

Gillete used their target audience to vocalize their interactive message on sexual assault caused by men. This is a wonderful example of how an ad can use identity to convey a message because it is clear and is speaking to only men.