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Professor Lange

COMD 3504-OLO6

Assignment 8

1. This advertisement I found is about the new Iphone12 featuring african american comedian and actor Chris Rock as he talks and shows what the phones new models are all about.



<https://www.ilounge.com/news/iphone/verizon-ad-highlights-mmwave-5g-in-iphone-12-and-chris-rock>

2. This next advertisement I am going to talk about is the famous soda drink Sprite. I noticed that the tv commercials lately for the brand include young adult African American people, both male and female, that dance, wear bright and retro clothing as

they smile and say positive things on why Sprite is so great, and they drink it. They even have famous people in their commercials like Lil Yachty and Drake.



www.ispot.tv

3. This next ad is the Colin Kaepernick Nike ad, which represents the famous football player quarterback, who made Nike's "Believe in something. Even if it means sacrificing everything. Just Do It" slogan popular by taking a knee against police brutality before starting the game in 2018. Kaepernick is half white from his mother and African American from his father's side.



<https://qz.com/>

4. The next ad is a commercial ad called The Real Cost, I would see while watching youtube videos and these ads are about stopping teens from smoking and vaping. These commercials have teens and young adults I see are of white and african cultures and the scenes of these ads would be taking place in the persons home bedroom, school bathrooms or outside in an ally, which are I find important because these kinds of locations are concealed and private for a persons use and it shows the viewer that the subject is trying to hide something they know they shouldn't be doing. The commercial also sometimes shows the subjects would steal money from people close to them or they are seen dealing on the streets to get cigarettes and that I believe shows how vaping, e cigarettes and regular cigarettes are very addicting and can cause a person to go through great lengths to do whatever they can to get their hands on it again. I feel that this ad has upgraded there brand by adding animations to show the viewers on how smoking damages the body and what the outcome of those damages can be.



www.wraltechwire.com