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Each year as the holidays approach companies work hard to get out ads targeted for the season. While this year's holiday ads may resemble many of those in years past, 2020 has brought a new set of challenges for everyone especially those creating holiday ads that are usually centered around togetherness. This year's Reynolds Wrap ad embodies both the traditional aspect of holiday ads while also incorporating a subtle 2020 spin on its ad.

While flipping through magazines planning an unusually small thanksgiving feast for just my sick parents and I, I came across this ad for Reynolds Wrap. Growing up Reynolds Wrap was not only the only aluminum foil used in my house but without fail it always made its way to the party when cooking and wrapping up leftovers. While the ad may be for aluminum foil and a bit simplistic in nature it sure does bring up many memories of better times before this pandemic changed the world.

Here we have a Reynolds Wrap advertisement: it is a photograph of a piece of foil with a corner puller up and crinkled over showing sweet potatoes with nuts and pomegranate seeds underneath. The foil seems to have dents on it as is normal when wrapping a tray of food with foil. On Top of the foil right in the middle lies a hand written note on a beige paper with a colorful leaf border that says, "Hopefully this does Grandma's recipe justice - Kiara". On the bottom right corner in all capital letters the ad reads "GIVE THANKS NO MATTER HOW YOU SHARE IT" with a picture of a box of Reynolds Wrap under it.

The first message we get is the handwritten note itself, "Hopefully this does Grandma's recipe justice - Kiara". It's a message of nostalgia, remembering your grandma's recipes and trying to recreate them in her honor. Grandma's recipes were always the best but eventually you'll have to take on the recipe yourself. Everyone has a special dish that was made for them by their grandma or someone they loved that brings them joy. The memories attached with the dish

are something we hold dear to our hearts and never want to forget. Unfortunately, this year the world is social distancing so you may not be able to see grandma for the holidays like you normally do. However, if you can recreate that special dish you can relive those memories and even make new memories to last a lifetime.

The second message we get is the holiday of Thanksgiving itself. The paper the note is written on has a border of colorful leaves. Colorful leaves are a very recognizable and common print and decoration for fall and thanksgiving. The fall foliage can be considered the first step into the holiday season. The leaves change color then fall from the trees, the weather starts to get chillier, and the nights come sooner and last longer; and soon start the holidays with thanksgiving kicking it off with a huge feast.

This year our feast may be smaller but we still want our favorite thanksgiving foods on the table. How can you have thanksgiving without a few traditional dishes like sweet potatoes. At the top left corner of the ad, you see the foil pulled over showing grandma's sweet potatoes. Sweet potatoes and a staple on my thanksgiving menu and this year they were extremely special to me because it was the first thing, I was able to smell while recovering from Covid. My sister dropped off the sweet potatoes and just like in the ad above they were covered in Reynolds Wrap and I too pulled over a corner to get a look at them.

The last message is the body copy of the ad, "GIVE THANKS NO MATTER HOW YOU SHARE IT" followed by a box of Reynolds Wrap. It wouldn't be a proper thanksgiving ad if it didn't make a reference to giving thanks. This year has made sharing nearly impossible but has also brought people together in different ways. While we may not be together this year, we have a lot to be thankful for, we have survived a pandemic, forest fires have been extinguished,

we got through a crazy election and hope is in sight with a vaccine. Through it all Reynolds wrap has been there to help cover any leftovers that may or may not make it till morning.

Sometimes ads have very clear cut messages, and sometimes have messages that are specific to the person viewing the ad. While this ad at first seemed very simplistic, it has layers of messages that can relate to anyone. Sometimes a deeper look into an ad can make you feel nostalgic and include messages you didn't see at first glance.