



Depth of Meaning

COMD 1112

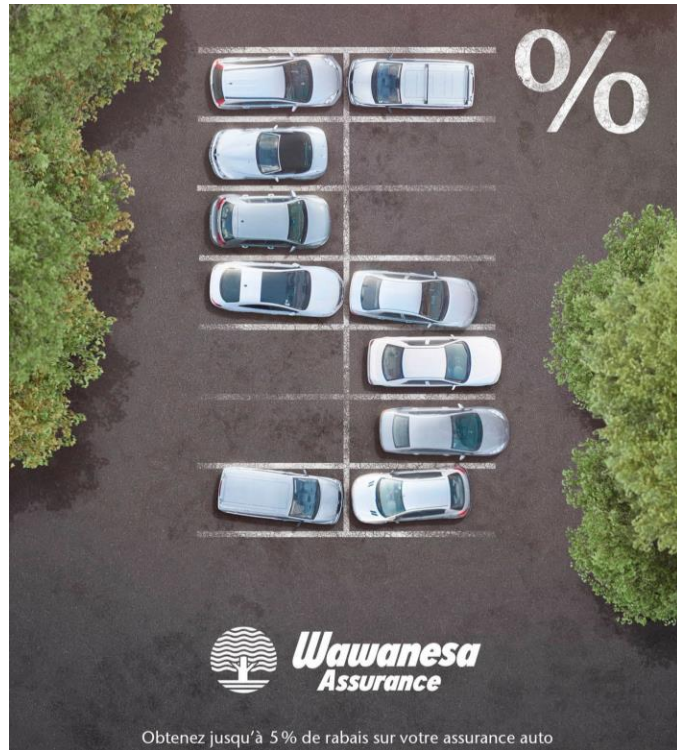
Michelle Olmo



Perception

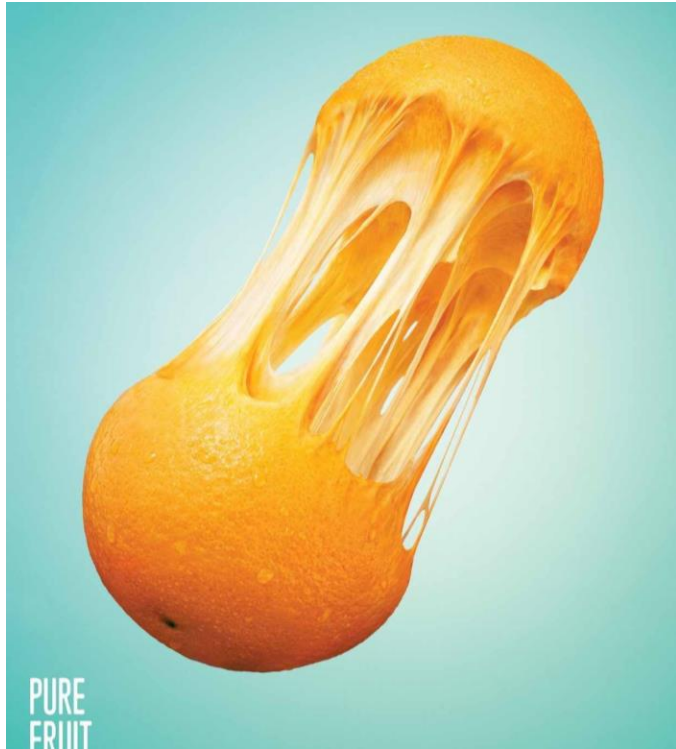
- Can make consumers feel like they can be someone in particular, look a specific way or feel inclination when utilizing a particular item.

Intellect



- By having the cars parked in a shape of the number 5, viewers would get the impression of saving 5% of their car insurance.

Sensation



- Allows the audience to feel.
- Audience can sense the texture of the stretched gum.

Emotions

- Viewers take conscience by seeing the different scenarios where animals are being mistreated.

Your camping stories or my life



Don't destroy their life for your pleasure

Your amusement or my life



Don't destroy their life for your pleasure

Your child's Joy or my life

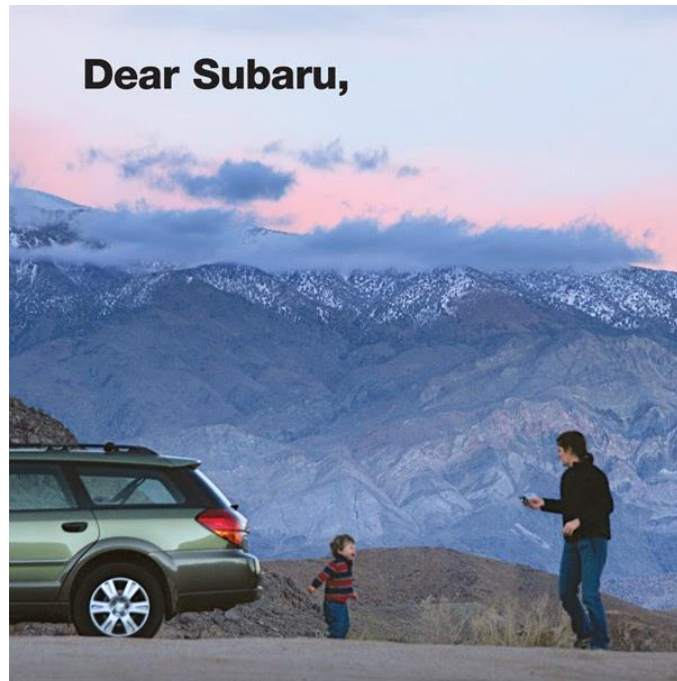


Identification



- It leans towards a specific audience.
- This ad which it's appealing to people who enjoy spicy products in a funny and clever way.

Spirituality



"On an adventure near Lone Pine, CA, our son Jeremy started smacking things with a hiking pole. Sadly for him, it had to be taken away, thus the stopping tantrum. Just another typical family moment, in front of a not-so-typical backdrop." – Chris R., Newbury Park, CA.



- Subaru effectively markets its brand as a logo of affection. Love, for several people, is spiritual. The ad is more about selling to families rather than individuals.