

Teacher Resource Bank

GCSE Media Studies

Unit 2: Understanding the Media

Assignment 2: Advertising and Marketing Exemplar Folder 2

version 1.0



Unit 2: Understanding the Media

Assignment 2 – Cross-Media Study

Topic: Advertising and Marketing

Analytical Task

Compare two advertisements for the same product across two media platforms.

Research and Planning Task

Design task – create a campaign for a new product. Produce a mock-up design for a print advertisement and devise a storyboard for a television advertisement for the same product.

Explanation

You will need to explain the choices you have made ensuring you refer to representation and institutions.

PLEASE NOTE: The screenshots of the advertisement and image of the poster cannot be re-produced due to third-party copyright law. Please use the links below to access the media used:

Advertisement: <http://www.youtube.com/watch?v=iX2xS9vPQ-Y>

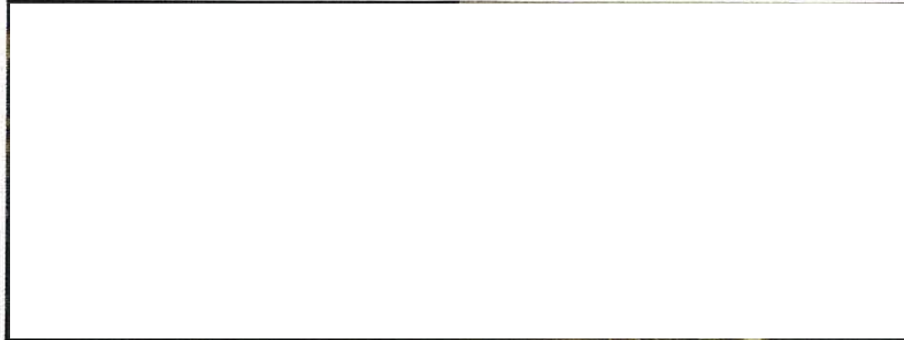
Poster: http://h-oo-k.me.uk/wp-content/uploads/2009/01/coke/coke_01.jpg

Links correct at time of publication.

Coca Cola Happiness Factory Commercial 2007

The beginning and ending of the advert show a bottle of Cola being purchased from a vending machine. There is no dialogue or narration. The man who buys the Coke is tall, handsome and young which gives a suggestion that Coke is purchased by attractive people.

The advert really begins once the coin has been inserted into the vending machine. Reality is suspended. The inside of the vending machine is not a mechanical device for dispensing a factory produced soft drink but a fantasy land. There are all kinds of little creatures who appear to make the drink. Some are recognisable creatures like penguins and snow men. Most of the population are strange and weird but all seem cheerful and happy to make the drink, as though it is a privilege for them.



At one stage of the bottles development it travels into a winter wonderland. The snow has connotations of freshness and purity. This links to previous adverts for Coca Cola using polar bears drinking the product. Here penguin like creatures make snow men so they can be blasted at the already finished bottle to cool it. The idea is that so much effort has been put into making the drink where as in reality the machine is just kept at a low temperature. This represents the Coca Cola company as caring because they go to so much trouble.

Each bottle is a special event. When the bottle has been made and is about to be released from the vending machine there is a sort of parade with trumpets, characters cheering and dancing. The production of each bottle is celebrated where as in reality millions of bottles are produced every day.

The music is childlike and cheerful, using a xylophone to give a magical feel. There is a choir which links to heavens and angels again to represent the drink as being superior. This music is non diegetic and unrealistic whereas the sound at the end of the advert when the bottle clunks into the tray of the vending machine is diegetic to represent real life. The idea is that the drink brings magic and happiness to everyday life. When he tastes the drink the music is heard again to show that the magic and happiness have been brought into the world.

The advert would appeal to children because of the imaginary creatures and the fairy tale like location. Older audiences would be impressed by the computer generated imagery. They would also recognise links to films like Charlie and the Chocolate Factory. This is intertextuality which adds to the viewers enjoyment.

Institutions - The advert is over a minute long so would be shown at cinemas or between major tv programmes when millions are watching. Coca Cola is a massive global company that has a vast advertising budget and can pay for prime time slots.



The print based advertisement is linked to the tv advert by sharing the theme of fantasy and happiness. The slogan used is 'the coke side of life' in both ads and as part of the wider campaign. The ads say nothing about the taste of the drink, the cost, the nutritional value (or lack off) or how it is really produced. Instead Coca Cola is represented as being a happy experience.

Advertising Coca Cola

Coca Cola is one of the world's most recognisable brands and one of the reasons for this is the extensive advertising which is used. Adverts for coke can be seen on electronic billboards (Picadilly Circus and Times Square), Newspapers, magazines, television, cinema, public transport and sponsorship of sporting events. All of this advertising creates synergy which means that it is almost impossible to not know of the brand.



There is very little copy on this poster. The word Coke is used rather than Coca Cola this is part of the brand but sounds more informal. The word Coke is written in the identifiable font from the logo. This encourages recognition of the brand identity. This font has been used since Coca Cola began in the 19th century so links to the heritage.



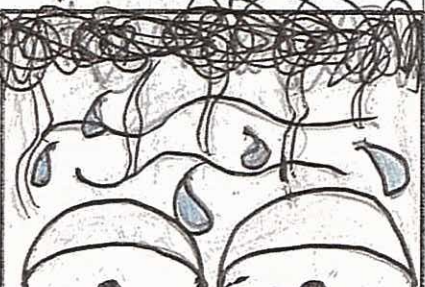
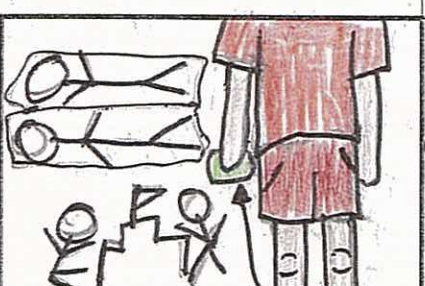

'Open up to the Coke side of life.' is easy to understand but gives a suggestion of something magical. The use of the word open links to opening a bottle to being open minded this suggests that people who don't drink Coke will not be able to enjoy life in the same way.


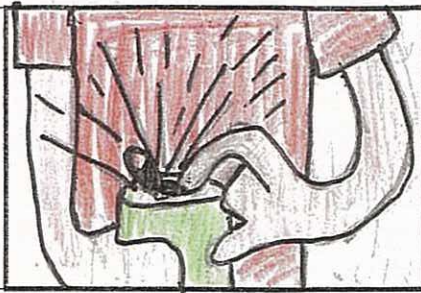



The colours used are very bright, mainly primary colours, this gives connotations of children and happiness. Yellow of the buses links to American school buses. All these colours give a very positive feel but do not reflect the actual colour of the product (black has more negative connotations). The red in the image has been used to link with the logo but the colour has been softened.

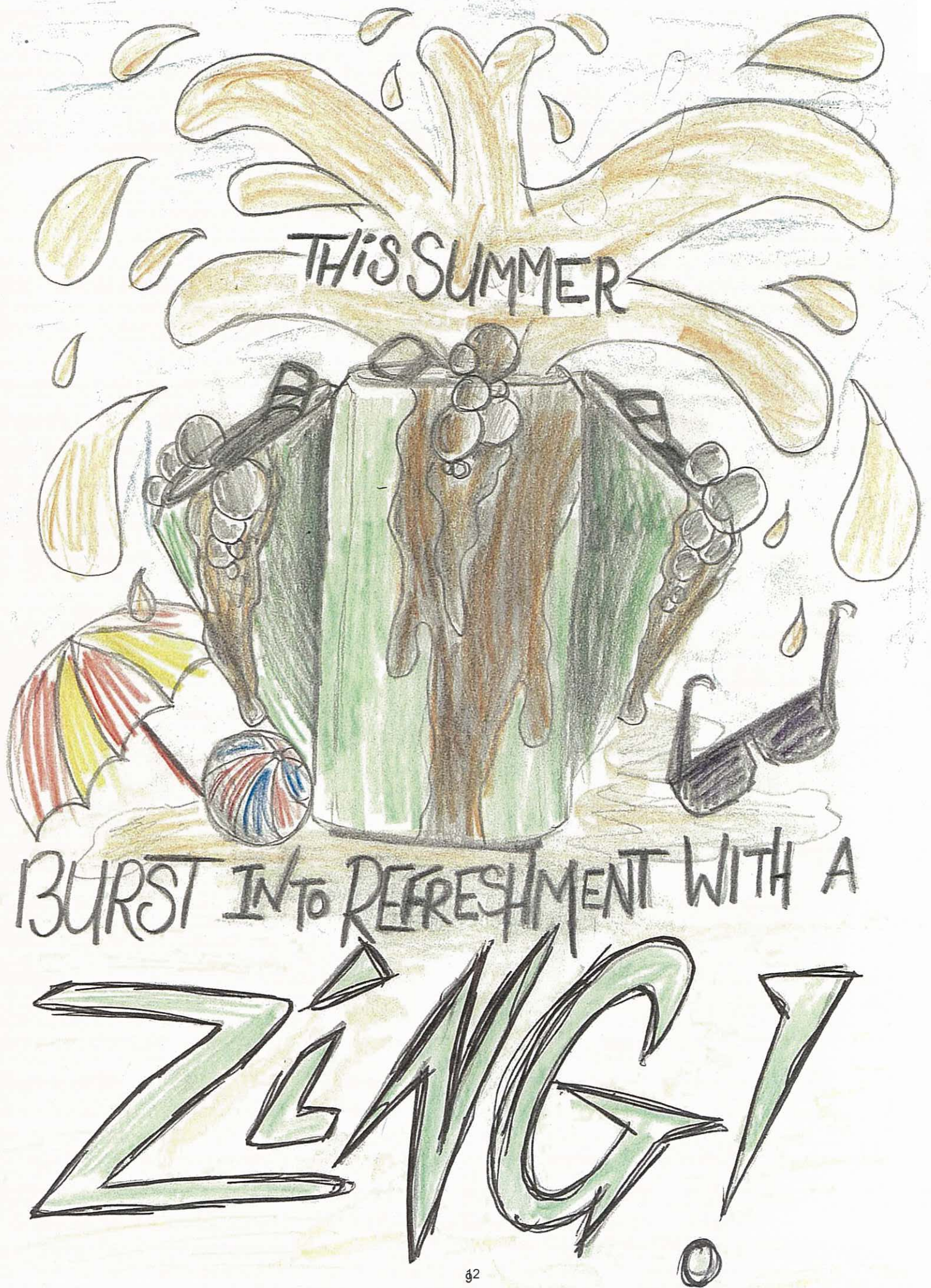
The image shows lots of child like, happy objects. Such as teddy bears, bubbles, clouds and toys. This makes the advert appealing to children. However it also has a more subtle appeal to an older audience. Many of the images suggest a kind of 'hippy' feel; Scooby Doo type vans, peace signs, rainbows and hearts. There is also a

disco ball which connotes a more adult party scene. All of this represents Coca Cola as being friendly, peaceful and fun. There is also something of an enigma—who are the yellow figures in the top left hand corner?

Print ad 350 words /TV ad 530 words

Shot No.		Type of Shot wide Shot	Dialogue - Sound - Camera Movement panning Shot, Sound: waves, children playing on the beach.	Timing 2 seconds
Edit	cut			
Shot No.		Type of Shot close/ medium Shot.	Dialogue - Sound - Camera Movement Sound: man Sighs. waving fan. No camera movement.	Timing 1.5 seconds
Edit	fade			
Shot No.		Type of Shot extreme close up.	Dialogue - Sound - Camera Movement Sound effect: of sizzling. Special effect: Steam lines from man's forehead.	Timing 1.7 seconds
Edit	cut			
Shot No.		Type of Shot close/ medium Shot.	Dialogue - Sound - Camera Movement man walking, camera comes into focus, then extreme close up of can of pop.	Timing 2 seconds
Edit	cut			
Shot No.		Type of Shot medium to wide Shot.	Dialogue - Sound - Camera Movement Sound of running through sand.	Timing 1.4 seconds
Edit	cut			

Shot No.		Type of Shot close up to medium	Dialogue – Sound – Camera Movement Man shouts "No!" camera tracks man's face as he runs.	Timing 1-2 Seconds
Edit	cut		Sound: running through sand.	
Shot No.		Type of Shot close Shot.	Dialogue – Sound – Camera Movement exaggerated sound effect: "Tchh!" as can is opened. camera is still.	Timing One Second.
Edit	cut			
Shot No.		Type of Shot wide Shot.	Dialogue – Sound – Camera Movement Sound effect: "BOOM!" Outer space image of explosion on earth, supposedly the effects of the can being opened.	Timing one second.
Edit	cut			
Shot No.		Type of Shot wide/medium.	Dialogue – Sound – Camera Movement Quick zoom in to man with can, smiling. (After one second of the wide/medium shot.)	Timing 2 Seconds.
Edit	cut			
Shot No.		Type of Shot medium Shot.	Dialogue – Sound – Camera Movement dialogue: "BURST INTO REFRESHMENT WITH A ZING" voice over. No camera movement No image movement.	Timing 1-3 Seconds.
Edit	cut			



Evaluation of own Advertising Campaign

'Zing'

Zing connotes something lively or fresh. The product was targeted at young adults especially in the summer. Sunglasses, a beach ball and beach umbrella suggest a hot summers day. Background shows a seaside scene – sand and blue skies - connotating happiness, holidays, time off work / school and fun days out and persuades audience that they will be happy if they drink it.

Tv advertisement reminds audience of when they have been out on a hot, uncomfortable summers day (represented by a not very attractive middle aged man, worn out from the heat). Then an attractive, young man appears with a can of Zing, he is suggested to be trendy for having the product. He wears sunglasses and has stylish hair. He opens the can and a huge typhoon hits the beach. This is over-exaggerated with the image from outer space showing an explosion in Britain from the can being opened. This special effect would grab the audience's attention and amuse them. They will identify with the younger character and aspire to be cool like him. Therefore they will buy Zing.

The two adverts would be part of a campaign representing Zing as lively and fun with images of summer and happy young people - attractive to the audience. The slogan 'Burst into refreshment with a Zing' connects the different ads in the campaign.

226 words

Principal Moderator's Commentary

Analyse and Respond (AO2, 20 marks)

The analytical work is detailed and precise with a real understanding of how the company attempts to brand its product and address its audience. The explanation of the student's own work also addresses representation and audience convincingly. The written responses slightly exceed the word limits but these are cogent, well structured responses with confident use of media terms. Level 6, mark of 20.

Research, Planning and Presentation (AO3, 10 marks)

The creative pieces are highly impressive and work effectively together. The explanation reinforces the work with concise comments which focus on audience and representation. Level 6, mark of 10.

Summary

	Assessment criteria	Maximum mark	Mark awarded
Assignment 2	A02 Analyse and respond	20	20
	A03 Research, planning and presentation	10	10
	Total	30	30