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Information Literacy

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### *Smaht Pahk 2020 Hyundai*

The Smaht Pahk commercial for the 2020 Hyundai features a number of Boston celebrities including Chris Evans, John Krasinski, and Rachel Dratch. The commercial plays off of the Boston accent and uses it to highlight the new "smart parking" feature on the 2020 Hyundai Sonata.

Who created this message?

The Smaht Pahk commercial for the 2020 Hyundai was created by the advertising agency, Innocean USA. The agency is based in Huntington Beach, California, and has been working with Hyundai for over a decade. The commercial was directed by Bryan Buckley, who is known for his work in directing humorous ads for companies like Apple, Pepsi, and Amazon.

What creative techniques are used to attract my attention?

The Smaht Pahk commercial uses a number of creative techniques to grab the viewer's attention. One of the main techniques is humor, which is used to great effect through the Boston accent and celebrity endorsements. The commercial also uses repetition, with the "smaht pahk" catchphrase repeated several times throughout the ad. In addition, the use of a catchy jingle helps to make the commercial memorable.

-How might different people understand this message differently than me?

Different people may understand the Smaht Pahk commercial differently depending on their familiarity with Boston culture and the Boston accent. For those who are not from the Boston area, the commercial may seem confusing or even unintelligible. Similarly, those who do not appreciate the use of humor in advertising may not find the commercial as effective as those who do.

-What values, lifestyles, and points of view are represented in, or omitted from, this message?

The Smaht Pahk commercial for the 2020 Hyundai represents a certain set of values and lifestyles that are associated with Boston culture. These include a sense of humor, an appreciation for local celebrities, and a certain pride in being from the Boston area. However, the commercial may omit other values and points of view that are not related to Boston culture, such as those associated with other regions of the country or with different social groups.

-Why is this message being sent?

The Smaht Pahk commercial for the 2020 Hyundai is being sent to promote the new "smart parking" feature on the 2020 Hyundai Sonata. By using humor and celebrity endorsements, the commercial aims to create buzz and generate interest in the product. In addition, the commercial is designed to appeal to a specific audience - those who are familiar with Boston culture and the Boston accent - in order to create a sense of connection and community around the product.

Works Cited

Wolfram, Walt, and Ben Ward. *American English Dialects and Variation*. Wiley-Blackwell, 2013.

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