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Information Literacy 101

February 22, 2023

Dieting and Health

The Weight Watchers Big Game Commercial 2015 All you can Eat YouTube video was created by the company WW International Inc. and was incorporated in 1963 in NY, New York. WW International Inc. has a total of 7,700 full time employees as of December 31st, 2021. WW International Inc. is a wellness company that provides weight loss and wellness resources via a program online where a subscription is generated. WW International Inc. revenue comes in at 1, 092,724,000.

The Weight Watchers You Tube Big Game Commercial video uses sound effects such as a suspenseful music, a narrator's voice that the sound of his voice keeps you intrigued. It also uses vivid images such as match that lights up and illuminates the screen, red fire bursting and into baked and fast food goods, suppliers such as food companies distributing the foods we eat on a daily basis that allow the company to inform you to eat whatever you want. Its message indicates to the consumer that this program is different than others because it will and I quote the video, "not tell you how to diet, you are in control and you can stop whenever you want." The video also shows that women and men, whatever life style you have, whether you cook at home, eat out at restaurants and or on the go anyone can benefit from this program. At the end of the video it states that if you lose ten ponds it is on them...meaning the first 10 pounds is free!

The message this video portrays it's that it can help anyone whatever gender you are, if you are a mom on the go, if you love going to restaurants to eat your options are not limited. They can help you to lose and maintain the weight and you decide when to continue or end the program.

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