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LIB101: Information Literacy

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Diversity Awareness; Coca-Cola Super Bowl Commercial 2018

1. Who created this message?

Coca-Cola is a multinational beverage corporation that was incorporated on September 5, 1919, in the state of Delaware in the United States. As of 2021, the company employs approximately 86,200 people globally. In 2020, Coca-Cola reported annual revenue of \$33 billion. That was a decrease from the previous year due to the COVID-19 pandemic's impact on the beverage industry. Despite this, Coca-Cola remains one of the world's largest and most recognizable brands, with its products sold in over 200 countries. The real company name of Coca-Cola is The Coca-Cola Company which I couldn't find in the database.

2. What creative techniques are used to attract my attention?

The Coca-Cola Super Bowl Commercial 2018 "The Wonder of Us" uses several creative techniques to attract viewers' attention and create an emotional connection with the brand.

Storytelling: The commercial tells a story of diversity and inclusivity by showing people from different backgrounds and nationalities enjoying Coca-Cola together. The narrative is relatable and heartwarming, which captures viewers' attention and keeps them engaged.

Music: The commercial uses a cheerful, upbeat song which his melody is catchy and energetic, which helps to create a positive and uplifting mood.

Sound effects: The commercial uses sound effects to punctuate certain moments and add impact. For example, when two people at the end jump into a water, the sound of splashing water is used to emphasize the fun and excitement of the moment.

Camera techniques: The commercial uses various camera angles and shots to focus viewers' attention on certain elements. For example, when the two friends are sitting in the car and the one girl is enjoying the Coca-Cola, both friends seem to be having fun, which helps to emphasize the brand's presence in the scene.

Overall, the commercial uses a combination of music, storytelling, sound effects, and camera techniques to create an emotional connection with viewers and convey the message that Coca-Cola is a brand that brings people together regardless of their differences.

3. How might different people understand this message differently than me?

Different people may interpret the message of The Coca-Cola Super Bowl Commercial 2018 "The Wonder of Us" differently based on their personal experiences, backgrounds, and perspectives.

Men and women: The message of inclusivity and diversity may resonate more with women, who may have experienced exclusion or discrimination based on their gender. Men, on the other hand, may interpret the message as a call for unity and coming together regardless of differences.

Age groups: Younger viewers may relate more to the message of inclusivity and diversity, as younger generations tend to be more socially aware and accepting of differences. Older viewers may interpret the message as a reminder of the importance of unity and connection, regardless of age or generational differences.

Nationalities: Viewers from different nationalities may interpret the message differently based on their cultural values and experiences. For example, viewers from more collectivist cultures may relate more to the message of community and togetherness, while viewers from more individualistic cultures may interpret the message as a call for acceptance and diversity.

Socio-economic groups: Viewers from different socio-economic backgrounds may interpret the message differently based on their experiences with privilege or discrimination.

Viewers from marginalized communities may relate more to the message of inclusivity and diversity, while viewers from more privileged backgrounds may interpret the message as a reminder of the importance of empathy and understanding.

Faiths: Viewers of different faiths may interpret the message differently based on their religious beliefs and values. Some viewers may relate the message to their faith's teachings on love, unity, and acceptance, while others may interpret the message as a secular call for social harmony and understanding.

In summary, the message of The Coca-Cola Super Bowl Commercial 2018 "The Wonder of Us" may be understood differently by people from different groups based on their personal experiences, backgrounds, and perspectives. Nonetheless, the commercial's overarching theme of inclusivity and unity is intended to be relatable and inspiring to a wide range of viewers.

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

The message of The Coca-Cola Super Bowl Commercial 2018 "The Wonder of Us" emphasizes inclusivity, diversity, and togetherness. The commercial represents values such as acceptance, unity, and community, and it celebrates people from different backgrounds and nationalities coming together to enjoy Coca-Cola. The commercial also promotes a fun and active lifestyle, with scenes of friends playing sports, dancing, and enjoying the outdoors.

However, there are some values and lifestyles that are omitted from this message. For example, the commercial does not explicitly address issues of inequality, discrimination, or social justice, which may be important values for some viewers. Additionally, the commercial portrays a lifestyle that may not be accessible or desirable for everyone, as some viewers may not have the resources or opportunities to engage in outdoor activities or social gatherings.

One point of view, lifestyle, or value that would not support this message is one that prioritizes exclusivity, discrimination, or intolerance. For example, someone who believes in the

superiority of one race, ethnicity, or nationality over others may not support the message of inclusivity and diversity promoted in the commercial. Similarly, someone who values individualism over community or who does not see the value in connecting with people from different backgrounds may not resonate with the message of togetherness and acceptance conveyed in the commercial.

5. Why is this message being sent?

The message of The Coca-Cola Super Bowl Commercial 2018 "The Wonder of Us" is being sent to create an emotional connection between viewers and the Coca-Cola brand. The commercial aims to make viewers feel good about themselves and their connection to others by portraying a positive message of inclusivity, diversity, and togetherness. The commercial is not only promoting Coca-Cola as a product but also positioning it as a symbol of shared experiences, friendship, and fun.

The emotions that Coca-Cola is trying to evoke in viewers are positive feelings of happiness, joy, and belonging. By portraying people from different backgrounds coming together to enjoy Coca-Cola, the commercial is promoting a sense of unity and shared experiences. This message is likely to resonate with viewers who value diversity and community, and who want to feel connected to something larger than themselves.

The commercial is targeting a broad audience, with a focus on younger viewers who are more socially aware and accepting of differences. By promoting inclusivity and diversity, Coca-Cola is positioning itself as a brand that reflects the values of a younger generation. Additionally, the commercial may appeal to people who are looking for a break from the negativity and divisiveness that can be present in the media and society today.

Works Cited

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