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Information Literacy

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Critical Thinking Media Literacy

a. The advertising agency Wieden+Kennedy produced the "The Miracle of Us" commercial that aired during the 2018 Coca-Cola Super Bowl. The advertising firm Wieden+Kennedy is well-known in the United States and has its headquarters in Portland, Oregon. In 1982, Dan Wieden and David Kennedy laid the groundwork for their successful business. According to Hoover, the company has over 1,100 employees and generates yearly revenue of over \$270 million. Significant advertising campaigns for clients such as Nike, Old Spice, and Coca-Cola have been designed and implemented by Wieden+Kennedy.

b. The commercial employs a plethora of creative strategies to attract viewers. Brilliant colors, like the red used in the Coca-Cola logo, are utilized to grab the viewer's attention. The tunes are meant to make people feel something ("Coca-Cola Super Bowl Ad 2018 the Wonder of Us"). A cover of "I'd Like to Teach the World to Sing" is one of the soundtrack's songs. Several different sound effects are used to enhance the narration. For instance, a train whistle is heard as one scene gives way to another, suggesting movement and the opening of new horizons. The film's use of various camera angles, from extreme close-ups to panoramic vistas, helps convey a sense of diversity and welcome to its audience. Overall, the creative methods

used in the ad did a good job of communicating the message that Coca-Cola is a brand that everybody, regardless of background or ideology, can enjoy.

c. Depending on their history and the things they've been through, many individuals might get different meanings from this message. For instance, a person whose culture does not often consume carbonated beverages may not be as familiar with Coca-Cola and may be unable to relate to the message being conveyed. Someone who does not speak English may not understand the song lyrics or the conversation in the commercial for the same reason. Also, individuals from various socioeconomic categories may have varying impressions of the brand, with some considering it a luxury product (Park, C. Whan, et al). In contrast, others consider it to be an affordable delight. These perceptions may vary depending on the individual's socioeconomic background.

d. The commercial supports diversity, inclusivity, and togetherness in its message. The way of life advocated for emphasizes the openness of mind, travel, and exploration. The commercial highlights the significance of connection and community by showing various people getting together to share a Coca-Cola, representing the importance of connection and community (“Coca Cola Super Bowl Commercial 2018 the Wonder of Us”). Individualism, the philosophy that people should put their own wants and needs ahead of others, is an example of a point of view or value that might not be compatible with this message. In this setting, individualism may be interpreted as a hindrance to developing a sense of unity and inclusiveness among the participants.

e. This advertisement aims to showcase Coca-Cola as a brand that not only celebrates variety but also unites people from all walks of life. This advertisement intends to give viewers the impression that drinking Coca-Cola makes them a part of a community that highly

emphasizes togetherness and inclusivity (Park, C. Whan, et al). The sensations of warmth, connection, and belonging are what the advertiser hopes the audience will experience as a result of watching the commercial. The commercial intends to appeal to diverse individuals, ranging in age, gender, and ethnicity, among other characteristics. The objective is to instil in viewers a favourable impression of the Coca-Cola brand, with the hope that this will motivate them to go out and buy the product as well as use it.

Works Cited.

“Coca Cola Super Bowl Commercial 2018 the Wonder of Us.” YouTube, 1 Feb. 2018,

www.youtube.com/watch?v=-R-EEdvDrUU.

Park, C. Whan, et al. "Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers." *Journal of marketing* 74.6 (2010): 1-17.