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Coca-Cola SuperBowl Commercial 2018 The Wonder Us

Topic Diversity Awareness

- A. This commercial was created by the Coca-Cola Beverage Company, They are a very well known company all over the world. The date of incorporation was November 1852 in Georgia, United States. The company was reincorporated in September 1919 in Delaware, United States. They have an estimated 79,000 employees working for them. Coca-Cola's estimated revenue is \$42,343 M.
- B. The music in the beginning of the video does begin very mellow. As the video goes on the music does continue to progress and get louder and faster. The sound begins to change as they begin to talk about their overall message during the video. The camera does focus on the people in the video that connect to their message. But the camera also does focus on the product they are selling. Combining both the product and the diverse people they have enjoying the product promotes their message.
- C. Different age groups and religions may have a completely different perspective on this video. Since the video is also focusing on love between different ethnicities and sexes, an older age group sometimes aren't as accepting. It is something new that has been progressing over the years so they did not grow up with people being acceptable as we do today. Also different religions don't accept some relationships between people. So the viewer may receive the message in a different way.
- D. This video represents many groups today. This may include relationships with different sexes and ethnicities. The overall video is promoting love overall, no matter to who. The

lifestyle that is being promoted Is whatever makes them happy. There is no wrong answer. I do not see any value that is not being promoted by the video. They are showing that any and all are accepted

- E. This message is being sent because they want to reach all people. If a company is stating they do not agree with a certain Lifestyle, they must likely have lost that ethnic group clientele. By doing commercials like this who rather promote any lifetimes. they gait everyone who watches. It makes the viewers feel welcomed and appreciated. They are targeting everyone, I believe there is a specific audience they are trying to target. The viewers as the target.