

Critical Thinking: Pets and Mental Health

The commercial that I chose and found more interesting on giving my opinion was the Honda commercial, about Pets and Mental Health. Besides being a commercial for a car brand, I think it is important to say how they managed how to merge this advertisement and something like mental health, that is, somewhat, a big situation in daily life. Soichiro Honda is the Founder of Honda Motor Co. The number of employees that this company has is 204,035, total of full-time as 03/31/2022. Also, this company has a revenue of 15,649,772,000,000, and it was incorporated in October 1946, in Japan.

Some of the creative techniques that this commercial had that caught my attention were the sound effects and the way that it did not have bright color, I think it helped me interact more with the video. In addition, the camera techniques also were important in how the commercial was developed. This helped the viewers like me, get more into what was the meaning behind the commercial. All of these creative techniques together made the story line make sense, in a way that I could understand the message at the same time that they were advertising the vehicle. These techniques were crucial on making the commercial have some type of reaction on the viewers.

In my opinion the message of the commercial can be understood in other ways than I did, for example, with different age groups. I believe that this could happen because if you show this to a child, they could immediately be distracted by the cute puppy in the video and not pay attention of what the commercial is about. Also, me as an adult can understand more about the meaning of how mental health is being shown in some way that maybe a child couldn't, based on their knowledge and mine. Besides different age groups, I think maybe different socio-economic groups can also understand this message differently. Maybe, a low socio-economic group can take it as if this commercial is something that they shouldn't pay attention to it because of they economic level. On the other hand, it could also be portrayed as something that the low socio-economic group could aspire to have while they can have some type of a learning moment about how mental health is important in our lives.

At the beginning of the commercial it shows how the man in the vehicle is wearing a button dress shirt with a tie. I took this as if someone dressed like this can be someone that works at a very professional level, and it is busy all the time with important work. When I saw this I felt like this wasn't something that I am used to see, because usually people like this don't have time to do what he did, to

take care of a dog that they picked up from the street and give it the time and love that it needs. However, the lifestyle that is promoted in this commercial, in my opinion, is the kind of lifestyle that not all of us could have even if we wanted to. The reason for this is that, it is clear that this updated truck is expensive and I feel like this commercial is maybe for a high or medium socio-economic kind of group. I also think that this lifestyle would not support the message, because like I said before, in my opinion since the commercial is about a vehicle some people are not going to really pay attention to it, maybe because they are not interested on buying the product or just seeing someone with a high level economic type, therefore they are not going to learn or understand what the message behind the commercial is about.

I feel like this message is being sent through this product to make viewers feel that when they buy the product, they are going to feel good. Adding the dog in the commercial helped the message be clear because it also showed how having a pet can help you feel whole and take your mind of other stressful things like work. I would like to say that this company has a specific audience that wanted to target. I believe that they are trying to target a specific age group. Again, I say this because of knowledge and how adults can understand more what mental health is and how can it affects us.

Work Cited

Among Homeless Individuals, Does Owning a Pet Improve Their Mental Health? Vol. 6, no. 4,
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