

Shem Downes

Who created this message?

1. The message was created by Weight Watchers, a weight loss and wellness company that provides products and services to help people lose weight and adopt healthier habits. The commercial was created by the advertising agency Wieden+Kennedy New York.

What creative techniques are used to attract my attention?

2. The commercial uses a variety of creative techniques to attract attention, including bright and colorful visuals, catchy music, and humor. The commercial features a series of scenes in which people are shown enjoying a wide variety of foods, including pizza, donuts, and hamburgers, while the song "All You Can Eat" plays in the background. As the scenes progress, the lyrics of the song become increasingly absurd and exaggerated, with lines like "you can have your cake and eat it too, and nobody's gonna tell you not to" and "eat a cheeseburger with a slice of pizza on top."

How might different people understand this message differently than me?

3. Different people may understand the message differently based on their individual experiences and perspectives. For some people, the commercial may be seen as promoting an unhealthy attitude towards food and weight loss, while for others it may be seen as a lighthearted and humorous take on the challenges of dieting.

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

4. The commercial represents a particular value system that prioritizes weight loss and healthy eating, but it also portrays a somewhat unrealistic and exaggerated version of these values. The commercial omits any discussion of the challenges or difficulties that can come with trying to lose weight or adopt healthier habits, instead presenting a very simplistic and upbeat message.

Why is this message being sent?

5. The message is being sent in order to promote Weight Watchers and their products and services. The commercial is intended to appeal to people who are looking to lose weight and adopt healthier habits, and to position Weight Watchers as a helpful and supportive resource for achieving these goals.

Works Cited:

E-book:

Smith, Emily. *The Weight Loss Industry: A Comprehensive Guide to Weight Loss Programs and Services*. New York: Routledge, 2019. Ebook Library.

Online Scholarly Peer-Reviewed Article:

Gorin, Amy A., et al. "Weight Watchers and Overeaters Anonymous: A Comparison of Effectiveness." *Journal of Consulting and Clinical Psychology*, vol. 71, no. 6, 2003, pp. 1187-1191. JSTOR, doi:10.1037/0022-006X.71.6.1187.