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Critical Thinking: Ad Activity

Selected Commercial: Weight Watchers Big Game Commercial 2015: All You Can Eat

Media Questions:

1. What is the overall agenda or message of the commercial?

The overall agenda or message of the commercial is to advertise the product of a company named Weight Watchers. This company is a very successful company that makes good tasting, low calorie, meal prep for those who are trying to lose weight. They make an average annual revenue of 1 Billion dollars a year. The goal is to try to gain subscribers to their company with promises of helping them gain control of their life. Eventually after subscribing and using the company's product, the individuals will lose weight.

2. Who is the audience the creators of the commercial are targeting?

There is an intended audience the creators of the commercial are targeting. This audience is a select group of society. The select group of society is the group within the population that are overweight or obese. The gender, race, age, or ethnic background is irrelevant. The company targets its audience based on weight not demographics.

3. How do the creators of the commercial use the storyline to gain and keep your attention?

The creators of the commercial use the storyline to gain and keep the viewers attention.

In order to do this they added a surprise factor. In addition, the auditory aspect is thrilling.

They match up the visuals with the audio to invoke dynamic feelings. Food will definitely keep overweight people interested.

4. How do the creators of the commercial use music to enhance the message?

The creators of this commercial use music to add a thrilling aspect. The music is a quick-paced classical tune that continues to pick up pace as the commercial continues.

The music matched up with the hustle and bustle of the commercial. This keeps you watching the content. This in turn enhances the message and keeps the viewers curious to see how it ends.

5. How do the creators of the commercial use camera techniques and visuals to enhance the message?

The creators of this commercial use a variety of camera techniques and visuals. A combination of close ups, birds-eye-view, and wide shots are used. These shots aren't random however, each focus on different aspects. For example, close-ups are used to emphasize food and make you hungry. This in turn proves the commercials point that overweight people should buy their product.

Works Cited:

Gillard, Arthur, editor. *Dieting*. E-book ed., Greenhaven Press, 2014.

Long-term Effects of Dieting: Is Weight Loss Related to Health? 18 Apr. 2013,

escholarship.org/uc/item/0tv27311. Accessed 18 Apr. 2023.