

Questions:

1. Who created this message?

Hyundai Motor is a company that produces and sells automobiles and auto parts. In addition to financing vehicles and processing credit cards, Co. also produces trains and conducts industrial research and development. Hyundai is renowned for its cutting-edge and premium automobiles. It has many models available, including well-known ones like the Hyundai Sonata, Elantra, Tucson, and Santa Fe. With an expanding lineup of hybrid, plug-in hybrid, electric, and fuel cell vehicles, the business has also been a leader in developing environmentally friendly automobiles. The number of employees is 65,578, the annual revenue is 117,610,626,000,000, and the date of incorporation is December 1967.

2. What creative techniques are used to attract my attention?

This advertisement shows different angles when focusing on the car. It also tries to engage others' attention by providing a bit of comedy at the same time. The innovative technology and features of Hyundai automobiles, such as smart safety features, connection features, or eco-friendly innovations, may be highlighted in ads. These can pique viewers' interest in the brand's cutting-edge offers and spark their curiosity. In order to attract viewers' attention and pique their interest, Hyundai has employed celebrity endorsements in its television ads by using well-known actors, sports, or influencers. Celebrities can boost the brand's star power and reputation, attracting viewers' attention with their presence in the advertisement.

3. How might different people understand this message differently than me?

The technical details, performance, and design of the vehicles featured in the commercials may catch the attention of those who are particularly interested in automobiles. They may assess the automobiles based on their understanding of and respect for automotive engineering, paying close attention to factors like horsepower, torque, handling, and aesthetics. Hyundai advertisements may be interpreted in terms of the vehicles' value proposition, pricing, and

financing possibilities by viewers who are price-sensitive and concerned with affordability. They may focus on any promotional offers, bonuses, or pricing information included in the advertisements and assess them. Hyundai advertisements may be interpreted by viewers who aren't very interested in vehicles based on their emotional relevance, storytelling, humor, or entertainment value. They might watch the ads as a sort of entertainment or art, paying less attention to the specifics of the technology or the cost.

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

A value represented in this commercial was Hyundai's commitment to cutting-edge automotive solutions is demonstrated by the brand's frequent emphasis in ads on its cutting-edge technology and unique features. Some lifestyles represented in this commercial were that they frequently promote its cutting-edge technology and connectivity capabilities in its television advertising, appealing to buyers with a contemporary and tech-savvy lifestyle. And lastly, some points of view represented in their ads may emphasize the worth of their cars, but they might not fully answer the requirements and worries of buyers on a tight budget who appreciate affordability and cost-effectiveness.

5. Why is this message being sent?

They're trying to overall get the viewers to purchase their product by luring them in in a way, with their humor, and modern cool types of equipment. It can also be a form of competition with other sellers to try and overtake other companies in a way so that they get more customers. In the fiercely competitive automotive market, Hyundai advertisements might also seek to set the company apart from its rivals. Hyundai aims to distinguish itself from other automakers and draw customers who share its brand positioning by emphasizing special features, technology, or brand values.