

Who created this message? Dieting and Health Commercial: Weight Watchers Big Game

Commercial 2015: All You Can Eat

Student - John Moran

- Who created this message?

Wieden Kennedy is an American independent global advertising agency best known for its work for Nike. The company has 1500 employees and was Founded by Dan Wieden and David Kennedy. They are headquartered in Portland, Oregon, it is one of the largest independently owned advertising agencies in the world.

- What creative techniques are used to attract my attention?
 - The used send to accentuate the emotional feeling of being addicted to various unhealthy foods. They used close-up camera work, fire, and other visual techniques to show how all the unhealthy food in the commercial is like a drug. Weight Watchers is the authority on this and do a good job of establishing trust and credibility. They presented how consumers are often unknowingly manipulated into buying more for a deal and having a good time by eating various unhealthy products.
- How might different people understand this message differently than me?
 - It all depends on what people view as important. I look at the commercial and realize a lot of that food, although tasty, I must avoid. I'm in my 50s, and my perspective changes as I age. Younger people seeing that commercial might think they don't need to listen to

- weight watchers because they handle eating that food without issues. Many of these advertisers target young kids, especially for sugary foods, aiming to get them addicted at a young age. The commercial does a good job of pointing out the large volume of available junk food and how easy it is to become addicted.
- What values, lifestyles, and points of view are represented in or omitted from this message?
 - That we, the consumers, are in control. The message is for those people to break their addiction to unhealthy eating habits and regain control of leading a healthier lifestyle.
- Why is this message being sent?
 - This message was being sent due to the incredible obesity rate in this country. Knowing the mass amount of unhealthy food many of us consume daily. They are trying to promote a message of awareness, taking back control, and choosing to live a healthier life.

Works Cited

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