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LIB 101  
Critical thinking Assignment

### Diversity Awareness Coca-Cola Super Bowl Commercial

1. The Wonder of Us is the Coca-Cola's Super Bowl is created by the advertising agency Wieden Kennedy Portland, it is one of the largest independently owned advertising agencies in the world. Originally incorporated on September 5, 1919. Sports Illustrated reports that NBC will average more than \$5 million for each 30-second Super Bowl commercial spot. The company employees are 86,200 worldwide. A net income of US\$8.92 billion and a revenue of US\$37.27 billion (2019).
2. This video itself is creative. The way they attracted my attention was that it showed how happy a person can be not just for coca cola but to be around people they care about and how affectionate they are towards each other. This commercial caught my attention by providing joyful scenes of different type of people and culture. Everybody has the same likes, dislikes, and looks no matter how you look. This is more than a commercial about coca cola, is more about how people can gather and have a good time.
3. I believe that this commercial can have a different understanding or meaning to other people. Every person has a different point of view in things, they might not agree with what I believe or view things as like I do but what matter is that every person's opinion matter and are different from one another. It attracted me because I saw different type of people gathered having fun and showing how happy they are surrounded by people. I also like how the commercial involved different cultures and style all together.
4. In this commercial there is many character traits corresponding to different lifestyle. The advertisement observes Coca-Cola's values of optimism, diversity, and incorporation - rules that the brand has represented since 1886. Coca-Cola will advise them that togetherness - and differences - are lovely. Each picture, word and voice highlighted in the spot is intended to united individuals - paying little heed to race, sexual orientation, birthplace, religion, calling, way of life or perspective - and praise their disparities over a super cold Coke. The business advances dynamic, sound living by urging everybody to adjust "calories in" with "calories out." One point of view that would not support this message is that drinking high measures of sugar-improved refreshments — such as soda — can unfavorably affect your wellbeing. These reach from expanded odds of tooth rot to a higher danger of coronary illness and metabolic problems like sort 2 diabetes.
5. This message is being sent out to those people that enjoy the taste of coca cola. By advancing various items that fall under the Coca-Cola brand name, the organization is expecting to commute home its message that there's a Coke out there for everybody. It emphasizes how unique and special you are. Coca-Cola targets for the most part individuals who are 12 years of age or more established. As per Coca-Cola, the organization is lessening the measure of promoting that objectives kids who are younger than 12. For example, my niece and nephew

are just 4 years old, and they love the taste of soda, that when they see a bottle, they automatically want a taste of it.

### Annotated Bibliography

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