

Savanna Sebastian

1. Who created this message?

A weight loss company created this message in hopes that people come to them in assistance to make healthier life choices to better their health. It was very interesting the way they created their message as it made them stand out and be unique compared to other companies.

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

The company employed creative marketing techniques that involved showcasing what other fast food and grocery stores were doing to entice customers to buy more, making it seem like it was their choice to either save money or receive a discount. However, in reality, the company's objective was to increase sales and profits, while giving customers the illusion of making informed decisions. Although I can appreciate the company's approach, for me, the message did not come across as a genuine attempt to encourage weight loss, but rather as a large-scale food advertisement that only became apparent towards the end.

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

I believe that there are different ways that people may interpret the message presented in the video. However, I think it would be more effective to be more straightforward and concise in conveying the intended message. Without watching the entire video, one might mistake it for a fast food restaurant sale advertisement. It is my hope that people were able to grasp the true meaning behind the video, but personally, I did not understand it fully. Moreover, I think that individuals who are either obese or fit may perceive the message differently.

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

I believe the commercial missed an opportunity to emphasize that their program can provide assistance to individuals who may be struggling with addiction to fast food, and help them gradually transition to a healthier lifestyle. Instead, the commercial mainly focused on how fast food chains lure people in, without clearly explaining how their program can help. While offering a free trial month was a wise decision, the commercial could have done more to promote the benefits of their program. As it stands, the commercial seems to promote an unhealthy lifestyle, rather than offering a solution to improve one's overall health and wellbeing.

5. Why is this message being sent?

I believe this message has the potential to resonate with many individuals in America, given that roughly half the population struggles with obesity, largely due to poor dietary habits. The message seems geared towards those who are looking to make a positive change in their lives, but may not know where to begin. However, the approach taken in the commercial may not be entirely effective. Rather than inspiring people to take action towards healthier habits, the commercial may actually have the opposite effect of increasing cravings for unhealthy foods. It appears that the target audience for this message is individuals who are either struggling with obesity or dissatisfied with their current physique.

Works Cited

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Weight Watchers Definition Weight Watchers is the largest commercial weight-loss program in the world. At the end of September 2017, it had 3.4 million subscribers. Database-Gale eBooks