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Delta Airlines/AirFrance Commercials

Here are two commercials of airline companies: a French one, AirFrance, and an American one, Delta Airlines. Let us compare them.

The slightest difference of those commercials is how they look. Both of them were made pretty and peaceful. Nevertheless, the American one doesn't focus mainly on that. Indeed, we can see many planes flying, and the motto, "We love the way we fly", show that it is all about what you do. The staff composed of flight attendants and pilots, strengthens this feeling.

On the other hand, the French one tends to be more elegant. The music is softer, less aggressive. The woman looks calm, at ease. It lets you know AirFrance takes care of you; you don't have to do anything.

In fact, these differences are typical of the merchant and court societies. France is more of a court society, based on hierarchy, whereas the United States are a merchant society, based on meritocracy. Seeing a fame-deserving company is important to Americans, but French prefer feeling they'll be treated as special people if they become client.

Furthermore, the biggest difference of those two commercials is how what is shown to us help us understanding them.

The American is quite simple. There are planes, so it must about planes. An off screen voice talks about Delta Airlines so it must be about this company. It gives us a lot of information; it tries to explain why Delta Airlines is the best company.

As for the French one, there is no plane until the very end. Not a single one. It's all about this woman (and a group of kids). We don't know exactly why she is here. All these clouds, they seem comfortable ... maybe it's a commercial for some kind of pillow? Not at all! It's for AirFrance. The information we can get is hidden. We know that they imply we'll feel good in they're plane, with their staff, though they refuse to show them to us.

Thus, the commercials have two very different behaviors. The American one is totally explicit, all about facts. It doesn't hide anything, doesn't try to distract us. The French one plays with us. It gives us information we can understand only if we pay attention, using images that should help (should I say "urge") us paying attention.