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**ILIAD ADVERT**

I’m not really a fan of the Iliad advert, I don’t like it very much and I think that will be what may convince me to choose Iliad as a phone service provider. In fact, although I dislike it, I believe it makes an impact on people.

First, it’s very short (20 seconds) and this helps not to bore people watching it. Since an ad normally interrupts a TV programme, nobody wants it to last long. Second thing, the music is very repetitive. This is like and ear worm that enter your mind and you keep remembering the music and its ad. In addition, its strange voice and instruments make you recognize it easily. As third point, I think it is fast. This is in accordance with our lifestyles, always busy and in a hurry. Makes the sense of losing no precious time.

Coming to the message it contains, the whole video is about the reliability of certain common statements and thoughts. For each one of these some questions are prompted and I think this is pretty much intriguing. The first images are about a UFO sighting: many people wonder if alien life exists, so this can catch the attention of lots of people. The next case is related to a misleading resort advert. Nowadays, we are often worried about the truth of some ads and the one in the video is just absurd. The last scene is about the belief in magic. Many people, in fact, believe in magic and extraordinary powers. Are these true? This is what most people ask, and the video does the same. All these examples are very common in our lives. The efficiency of this ad is because many times we must deal with mysterious facts or misleading messages. What we always want to know is their reliability, we live in a society where nobody likes to feel cheated. This advert wants to seem reliable by citing topics that might result very unreliable.

<parlare della schermata finale e delle fregature.>

https://youtu.be/BXAylkb\_WRo