Francesco Ghinamo IV E

01/22/2019

**ILIAD ADVERT**

The Iliad advert in my opinion is very simple and I think this is what makes it catchy. It doesn’t have any special mounting effects and doesn’t contain any celebrity but the way it approaches the viewership is extremely efficient, even for those who don’t like the ad.

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 fourth 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. I think this ad is efficient 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.

The last screen is finally fundamental. It shows all the advantages a person using Iliad can have. But, are they really advantages? It says you can have 50 GB of Internet traffic, this sounds good, but Iliad is gifting us nothing: how can a normal user use 50 GB of Internet? Many people can be attracted by the speed of the Internet connection provided: 4G/4G+. Is this the real speed? No! it’s just the maximum the connection can reach, and if we consider the problem of cover Iliad has, it’s pretty much impossible reach it. Another thing, the spot says you’ll have unlimited calling minutes and SMS. Now, many ways of “over Internet” communication are becoming very popular, so the people using “normal” calls or SMS are very few, so this is not a real advantage. The last thing is the price per month: about 8 euros. This is not so cheap: as said before, the great number of Internet GBs are left unused by most users. In addition is the problem of the quality: not all the Italian territory is covered by the Iliad network and even the line roaming has serious problems.

What has been analyzed in this commentary normally doesn’t come to our minds when we see an ad, this why the advert is so short that we don’t have time to focus on it. So, we are blind in front of ads and we might be persuaded to buy the product advertised just because our feelings are attracted by the ad even for a very short time. The Iliad one first attracts people with those three sketches, making them think Iliad won’t cheat the public, and finally it shows the “super” offer.