



AD ANALYSIS

DUMB WAYS TO DIE & PEPSI

Wesley Carr

DUMB WAYS TO DIE

- [Video Link](#)
- Animated characters comically singing about dangerous activities that will lead to death, eventually promoting rail safety
- New Media
- Originally shared on YouTube



AUDIENCE AND MESSAGE

- Commuters, Young adults, Internet Users
- One sided with no opposing views
- Message positively reinforced
- Engaging through lighthearted approach



APPEALS

- Humorous
- Fear
- Meme potential
- Memorable



KENDALL JENNER PEPSI AD

- [Link to Ad](#)
- Kendall Jenner joins a protest and gives a Pepsi to a police officer, suggesting that Pepsi can bring unity
- Traditional/New Media
- Originally aired on Tv and YouTube



AUDIENCE AND MESSAGE

- Millennials, Social Justice Advocates, Soda Drinkers
- One sided with no opposing views
- Ignores complexity of social movements
- Frames Pepsi as a products that brings unity



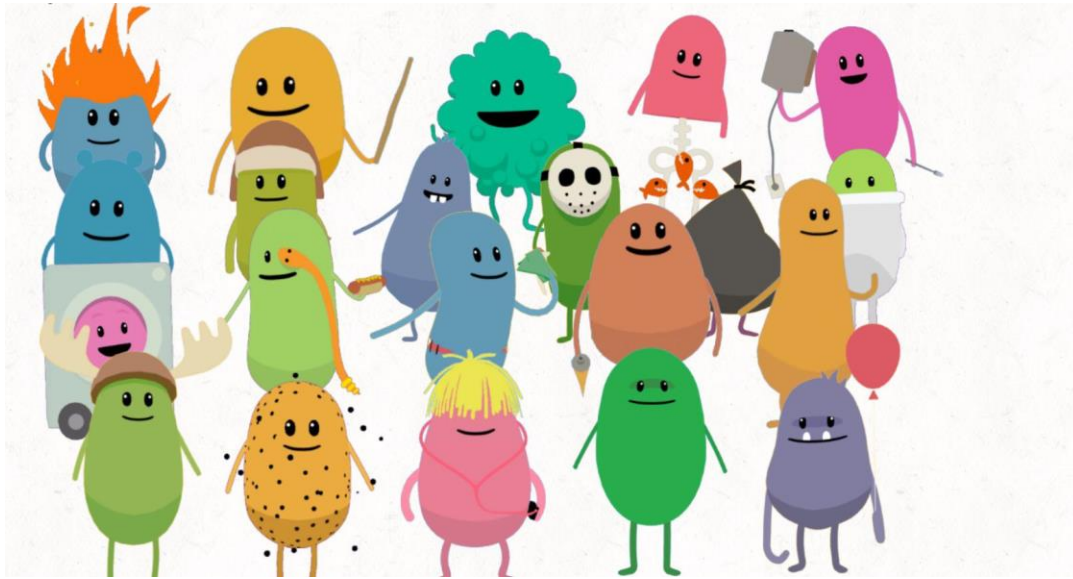
APPEALS

- Celebrity Endorsement
- Unity
- Social Validation
- Culturally Relevant



WHICH AD IS MORE EFFECTIVE

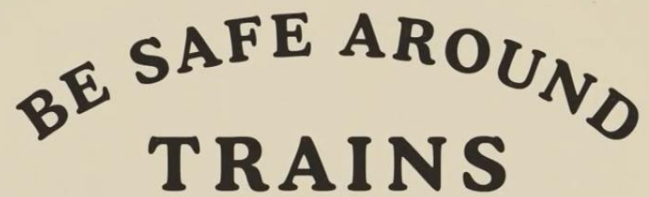
- Dumb Ways to die
- Did it reach me?
- Credible due to simplicity





WHY WAS IT EFFECTIVE

- Properly reached target audience
- Relatable
- Media exposure
- High engagement due to catchiness and repeatability
- Recognizable



- Launched by Metro Trains Melbourne
- Popular
- Realistic Impact
- Award Winning
- Organic Influence

SOURCES

- *Case study: PepsiCo & Kendall Jenner's controversial commercial*. Astute Communications. (2024, March 15). <https://astute.co/pepsi-kendall-jenner-commercial/>
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 - *PSA*. Dumb Ways to Die. (n.d.). <https://www.dumbwaystodie.com/psa>
 - Victor, D. (2017, April 5). *Pepsi pulls ad accused of trivializing black lives matter*. The New York Times. <https://www.nytimes.com/2017/04/05/business/kendall-jenner-pepsi-ad.html>
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