# A picture containing indoor, bread, vegetable Description automatically generatedAd analysis

This ad shows three human hearts that are next to each other from a top-down perspective on a white background. Each heart is labeled “WHITE”, “BLACK” and “YELLOW” respectively. The United Colors of Benetton branding is in a small green rectangle on the right.

The labels on the heart are in reference to stereotypical human skin colors. White meaning Caucasians, black referring to darker skin tones and yellow meaning Asian. The message it’s trying to communicate is that all people, regardless of race, have the same heart in them. People are the same inside, regardless of skin color. The ad is meant to send this message to people against racial equality and to attract people with similar views.

Benetton is a clothing company. You can’t really tell what Benetton is from the ad itself. You can clearly see their position on equality and ethics from the ad, but a customer would have to do more research to find out what Benetton sells. It does promote a good a message, so in my opinion it’s a good advertisement.