Assignment 2

Advertising

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1. ***Information Ad:***Jazz Super 4G The Jazz Super 4G ad is an example of an information advertisement. The content message strategy focuses on how Jazz's 4G network can provide high-speed internet to its users. The type of appeal used in the ad is informational, as it emphasizes the features and benefits of using Jazz's 4G network to stay connected with the world.

The executional framework of the ad is straightforward, with clear visuals of people using Jazz's 4G network on their smartphones and streaming videos without any buffering. The ad effectively communicates its intended message to the target audience, which is people who want high-speed internet connectivity.

Reference : https://www.youtube.com/watch?v=eDKyDRSfMr0

1. ***Persuasive Ad:*** Coca-Cola "Pyaas Bujhao, Sath Chalao" The Coca-Cola "Pyaas Bujhao, Sath Chalao" ad is an example of a persuasive advertisement. The content message strategy of the ad is focused on promoting the idea of sharing and togetherness by drinking Coca-Cola. The type of appeal used in the ad is emotional, as it attempts to create a sense of belonging and happiness among people who share a Coca-Cola.

The executional framework of the ad is powerful, featuring young people sharing Coca-Cola with each other while engaging in various activities. The ad effectively uses persuasive techniques to encourage viewers to take action and share a Coca-Cola with their loved ones.

Reference: https://www.youtube.com/watch?v=SZ2ojM0gzZQ

1. ***Retentive or Reminder Ad:*** Lipton "Chai Moments" The Lipton "Chai Moments" ad is an example of a retentive or reminder advertisement. The content message strategy of the ad is focused on reminding viewers of the joy and relaxation that comes with enjoying a cup of tea. The type of appeal used in the ad is emotional, as it attempts to create a sense of nostalgia and happiness associated with drinking tea.

The executional framework of the ad is memorable, featuring people enjoying a cup of Lipton tea in different situations and locations, such as on a rooftop, in a garden, or at a tea stall. The ad effectively uses nostalgia and tradition to create a sense of familiarity and encourage viewers to associate Lipton with the joy of drinking tea.

Reference: https://www.youtube.com/watch?v=t37g7Ex3S38