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Professor Ciccarelli

BU143-V1 – Advertising

Professor's Question #2

Advertisement #1: Introducing the Chromebook (<http://www.youtube.com/watch?v=TVqe8ieqz10>):

In this advertisement for the Google Chromebook--a new computer that uses ChromeOS--the receiver is drawn in by the simplicity of the product and the advertisement. The ad clearly states that the receiver doesn't need to update the software, to have tedious virus protection, or to worry about disk space. The receiver will very likely perceive it to be a simple, easy to use tool (not as complicated as a regular computer) to access the web and do “everything” they need to. They are shown, and quickly come to understand, how simple the product really is because of the effortless commentary and psychologically by the flat visuals. The receiver will likely become persuaded and invested in the product because of this ease—emotionally invested in how uncomplicated it is to use the product. The strong, yet plain visuals easily convince the user that this is a product anybody could use. They arouse the receiver to take action by saying “Are people ready for this?”, making the receiver compelled to say “Yes!” and then prompt the receiver by saying, “Ready when you are,” with a flashing cursor, indicating readiness to continue the story.

Advertisement #2: Nexus: Ask Me Anything (<http://www.youtube.com/watch?v=ApLcid9sCOQ>):

This advertisement is trying to sell two things. First, it is showing off how easy it is to use Google Now without ever saying what exactly the feature is, which is intended to spawn curiosity in the receiver; the receiver is likely to ask, “What is this?” and “How do I get it?” and feel curious before the ad is over. The receiver gains an understanding through the visuals that Google Now is a new way to search for anything ~~at all~~ using voice or text, and believes, because of the simple examples shown, that

it is an easy-to-use service.

Second, it is showing off three devices, the Nexus 4, the Nexus 7, and the Nexus 10. Each of these devices is plays a secondary role in the advertisement, with Google Now taking the primary role, until the very end, at which point Google says, “Best of Google, now in three sizes.” This is the connection point for the receiver—they realize that they were also being shown Google's new phone and tablets, which are all sleek and beautiful. The receiver isn't really prompted to act in the sense of literally going out and buying the products, but they are shown how amazing they are and, because they asked those questions earlier, will almost certainly want to go and investigate and possibly purchase the new products.