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Eng 101

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Jake From State Farm

Every night, between every single TV shows; there are always commercials being played. Some of them are making up fake entertainments, and some of them are making a promise to the audiences that their products are the choice. A company's success could depend on a well planned commercial. In fact, a lot of the commercials seem to be conspiracies of seeking benefit from entertaining audiences.

As The Walking Dead TV show playing on each Sunday night during the fall season, it would attract a lots of fan of the series. People would go crazy about what would happen to the dramatic story after each commercial breaks; some of them would even stay tuned at the same channel from 9pm to 10pm. So what does this tell us? People would stay for the commercial breaks disregarding to the quality of the information about the company would the commercials offer us.

For another instance, during the Superbowl half time show, there always will be one or two commercials becoming the first topic of high school or middle school students after the night of wildness, but why aren't they only talking about the football game, instead of talking about the commercial? Well, because the way the companies constructed their commercials intelligently, it attracts audience's attentions by using humor, and entertainment interactions.

One unpredictable episode of The Walking Dead ; one of my favorite character has turned into a zombie, because of someone's intentionally murdered. My heart was dropped all the way to the ground. When I was trying to keep track of my emotion toward the TV series; the television was intentionally playing the commercial from state farm.

The commercial happened on a daily after work midnight, as the husband of the house talking on the phone while a really big white color bold "State of Unrest" using the PowerPoint flying motion appearing on the big screen, and there was a tiny table light at the corner acting as the Omni light to set up the mood of the commercial.

As white bold "State of Unrest" flies away, the camera spontaneously took a close shot to the husband while the husband softly whispering "yeah I'm married, does it matter?"; it seemed like he was afraid of his wife of talking to someone on the phone during midnight. "oh really? yeah, I liked that..." as he covered up his mouth and whispered to the other end of the phone. At this moment, there was a person wearing a grey well made girly nightgown with a white shirt inside walking down the stair in the background, and it appeared as the wife of the house.

She turned on the main light of the house as she got to the bottom of the stairs while suspiciously asking "who are you talking to?". The husband scarily turned around in a rush motion while using one hand to cover up the phone "it's Jake from state farm". And he continued to say "it sounded like a really good deal." but all the sudden the wife walk down another stairs that connects to the main dining room while screaming to her husband "Jake from state farm three in the morning?" Then she rudely took the phone out of her husband's hand and screamed to the other side of phone with a skeptical voice "who is this?".

At this moment, the camera gave the husband a close shot. Husband awkwardly stood there and gave his wife a weird look "it's Jake from state farm". "what are you wearing "'Jake from State Farm"'?" she asked; however the camera switched again, this time it gave a 3 second window long to a background setting of an office with a mid age male in a red polo shirt and khaki pants that seemed like what would a typical State Farm workers would wear during work shift, who was sitting on a office chair answered "uhhhhhhh, Khaki?".

"she sounds hideous!" as she spoke to her husband sarcastically. The husband paused for a second, and gave his wife a certainly face "well she is a guy, so..." Finally the red screen which was represented State Farm dropped down and covered up this making trouble out of nothing drama. The white big bold letters appeared again with "saving, even at 3 am" while the male narrator formally speaking "this is another reason why customer switched to State Farm. Get to a better state (as their slogan)"

The commercial demonstrated the fact that the workers from State Farm would stay on the phone line even after 3 am in the morning, but other than that, it is nothing but a making trouble out of nothing drama. First it started at a skeptical night with the husband talking on the phone, which it ultimately leaded to the fact that the wife would get jealous over the phone call. During the processes of this drama, the commercial demonstrated the level of untrusting relationship between the wife and the husband, which it seemed to be that it's a downgrade of a commercial. But then the commercial switched the camera to an actual set up office background with an office worker from State Farm talking to the other end of the phone while using a sense of humor to answer the rudely wife. Finally, the commercial used five to ten seconds to explain the audience need to chose them, because they would stay up on the phone during 3 pm at night? Right here they have made a disadvantage to their commercial, because first, there would be less people at night calling the customer service; second, the company needs to contribute the amount of workers during day shift to the night shift, which would ultimately slow down the quality of the customer service; third, the commercial didn't get to demonstrate the actual information from the "State Farm" insurance. Even though, this commercial might be successful in a way to entertain the audiences who were watching the TV, but other than that, it failed delivering the basic information from "State Farm" insurance.

Like these kind of commercials; they didn't really demonstrate their purpose to convince the audience, instead to make a pointless funny joke. In fact, the audience would like the company to make a commercial that can help them to understand the products.