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**In Class Activity**

**Descriptions**

Video 1

We thought the first advertisement for Kia appeared to appeal to younger generations. In the beginning of the ad was not clearly a car commercial but grabbed your attention, especially if you like video games. It was futuristic, fun and cute. We thought the clothing on the hamsters also resembled clothing of a younger generation. We also noticed that the car was advertised as being low cost, which also may appeal to younger people who might have a tighter budget.

Video 2

Video two had slightly older looking hamsters by the way they dress. They appeared to be more professional looking and tech focused, presumably working in a lab of some kind. A main feature of the ad was the sleek look of the car and the sex appeal factor. We did not notice any mention of low price but thought that quality and image was promoted more than in the first video. The advertisement still appeared to be futuristic.

Video 3

In the third advertisement, we noticed an emphasis on social aspects. There were many more people than in the other two ads. Although the foreground had scenes of nature, most also had a city in the background which we thought may allude to the fact that it might be a desired commuter vehicle for those who are environmentally conscientious. The term socially responsible comes to mind when thinking of the third advertisement.

**Summary**

Our group thought that over time Kia was trying to reach multiple market segments by changing the focus of their ads. We noticed that they went from more futuristic to more grounded in reality. We felt the market segments that Kia was trying to reach may have went from more narrow to more broad as they tried to market their car as not just good for young, hip people but good for socially aware and responsible people who want a reliable, practical car to commute.