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Essay#4: Revision and Expansion.

Analysis of Benz's and Audi's friendly advertisements.

Luxury cars are always better than economy cars and always give a sense of achievement to owners. There is always a hidden competition between people who have luxurious vehicles. Sometimes people fight with others to prove their car is the best. There are many competitive advertisements between these luxury car manufacturing companies. Only a few companies posted a friendly print advertisement to remove negativity about luxurious cars competition spread in people's minds. In the advertisement posted by BMW, the first eye-catching object is the heavy-loaded Benz truck on a racetrack carrying various BMW cars on top of it. The loaded Benz truck is accelerating even though the racetrack is slightly curved. The image's background is primarily black, containing blurred trees, mountains, and cloudy weather. The racetrack and loaded truck with BMW cars are displayed as the main subject by making the background blurred, which also projects truck is rushing to the destination. On the other advertisement posted by Audi, the first noticing object is the front view of the Audi car moving toward the individual's view in the black background. Two quotes are eye-catching things printed on top and bottom in the ad. The top quote is "congratulating

BMW for winning the world car of the year 2006". Audi praised themselves by writing "Winner of the Six Consecutive 24-hour Race Awards from 2000-2006" in the bottom quote.

It is quite a rare scenario in advertising that any company to mention their competitor as a primary role in their ad. For example, Benz posted an advertisement where Benz's truck is primary. In contrast, Audi posted a digital print advertisement where the BMW logo is in the main role. These advertisements successfully created a friendly atmosphere with the rival company and cleared the negativity spread in their fan's minds.

The first trick used in these ads is color. In the first advertisement, every detail in the ad, like background color filter, Benz truck, visuals, and quotes, are mostly blackish except for BMW cars. The advertiser used color in Benz's ad to distinguish products. The advertiser made the BMW cars are the first things to notice in the ad by keeping cars of different colors. It can be easily observed that the colors of the cars are not in the same intensity. Some of them are bright colors, and others are lite colors. All the cars are arranged in sequence; there is a bright color car between two lite color cars. There is no black BMW car on the truck. Of course, BMW mostly makes black cars in their production, but not placing black cars in the ad is unique. Suppose Benz and BMW use identical black color vehicles in the ad. In that case, the audience may feel both companies manufacture the same types of things. So, the black Benz truck and different colors of BMW cars made the audience feel that they differed from each other. Different colors of BMW cars portray that various models are available in the market. The usage of different

colors makes the audience feel that BMW has better options in cars, increasing the chances of selecting their car. BMW used color to increase the selling rate in the market. In the second advertisement, the colors used are black and white. The advertiser highlighted the quotes in white, and the background is black. The usage of black and white colors gives a retro style to the ad. Since there are huge number of fans for retro styled products. According to the BBC website, more than 27 percent of the world population always chooses retro-styled products over current styled products. The advertiser intelligently used a retro style theme by using black and white colors and placing a modern generation car in the advertisement. Since this advertisement is printed for displaying information about their winning in race awards. The advertiser successfully captured the retro and normal audience attention in advertisement. The color in this ad captures the audience who likes retro-style products and improves their selling point by increasing their marketing point. These two advertisements used color to improve their sales in the market.

Another common trick used in these ads is Quotes. In the Benz Advertisement, the eye-catching quote is "A Mercedes can also bring driving pleasure," which is a controversial statement given by BMW. However, like a coin has two sides, this quote also has two different meanings, confusing the audience after reading. Firstly, Mercedes Benz truck carries several BMW cars to customers and brings BMW's driving pleasure. Secondly, a Benz can also give a good driving experience like BMW. It can be assumed that without this quotation audience might think that this is a competitive ad, not a friendly ad, because BMW cars are placed on top of the Benz truck, which makes them

think that BMW is standing superior. Surprisingly, according to the Reddit, Carthrottle, and Bimmerfest websites, the public has taken this statement positively. Therefore, this quote mainly focuses on seeking attention from the people by making them think, "why BMW uses Benz in their ad?". The usage of the quote in the Benz advertisement clears the negativity spread in the fan's minds, giving them a chance to increase their market area. People who like other than Benz cars might also try to buy Benz. People may also not criticize Benz when discussing with others. In the Audi Advertisement, two primary quotes briefly discuss themselves and their rival's company. The first quote is "congratulating BMW for winning the world car of the year 2006". In the ads, any company rarely praises its rival's company for achieving what they did not. It is a good start for creating a friendly competitive atmosphere. The second quote is "Winner of the Six Consecutive 24-hour Race Awards from 2000-2006". The second quote shows their potentiality for the people. The second quote is printed to project to the audience that Audi is never less than its rival company. Although these quotes focus mainly on themselves, they should be applauded for making a first step towards the path to friendly competition. Both the advertisements used quotes to speak about their competitors in a friendly manner. The usage of these quotes in both these advertisements helped them gain goodwill. Everybody knows that goodwill is greater than sales and marketing. Most advertisements are created only to increase their sales, marketing, and promote their products. Few advertisements focus on gaining goodwill from the people. Goodwill gives sales, marketing, and promotion for products.

The final trick in these ads is logo position. In the Benz advertisement, there is a tiny BMW logo with a small squared white background on the right end of the poster. In this poster, the most dominant color is black, so the advertiser places a white background for the logo to make it easily noticeable. The logo's position and background are placed intelligently because the audience might also assume that its rival's company Benz posted this ad without the logo. Furthermore, it is a fact that right-handed people turn their view to right after viewing a poster. Therefore, the position of the white BMW black logo is placed wisely because most people are right-handed. In the Audi Advertisement, the logo is placed in the center position which catches audience focusses when the advertisement is observed. The logo is centered position because advertiser wants to highlight the company rather than focusing the content in the ad. Since, the advertisement is created for congratulating their rival company BMW. So, advertiser wants to grab people attention to the company posted the ad. The usage of logo in both the advertisements successfully grabbed the audience focus towards the company. The logo position is used only to highlight the ad posted company rather than rival company.

I firmly believe these ads are successful because the advertisers established a positive vibe and destroyed the negativity spread in their fan's minds. Every detail in these ads is carefully selected. It ensures that any element does not portray a wrong opinion about their rival's company. I also appreciate the advertisers for using the tricks only to show their respect towards his rival. Creating friendly ads helps companies gain goodwill by showing people that they are only competitors, not enemies.