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Essay#1: Advertising Analysis

Analysis of BMW friendly advertisement

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. Mercedes Benz and BMW are some of the world's most expensive vehicle manufactures. There are many competitive advertisements between these two companies. BMW posted a friendly print advertisement to remove negativity about luxurious cars' competition spread in people's minds. In this advertisement, 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.

It is quite a rare scenario in advertising that any company to mention their competitor as a primary role in their ad. Nevertheless, of course, BMW and Benz set their standards in luxurious cars in the market. So, then the idea "why a Benz vehicle is in BMW ad" made the ad look interesting. This advertisement successfully created a friendly atmosphere with the rival company and cleared the negativity spread in their fan's minds.

The first trick used in the ad is color. The advertiser used color to distinguish between Benz and BMW products. Every detail in the ad, like background color filter, Benz truck,

Visuals, and quotes, are mostly blackish except for BMW cars. 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. If Benz and BMW use identical black color vehicles in the ad, 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 to audience mind that various models are available in market. The usage of different colors makes the audience feel that BMW have better options in cars which will increase with chances of selecting their car. BMW used color to increase selling rate in the market.

The second trick that the advertiser uses in this ad is the weather, which is cold, dark, and cloudy. Most people feel this type of weather resembles the work-off day. No-one feels to start their workday in this cloudy weather. Therefore, the advertiser broadly used this weather condition. Firstly, the advertiser made everyone feel it was a work-off day and a Benz truck was carrying BMW cars to its destination in this severe weather. Secondly, the Benz truck moves fast in this severe weather. Usually, anybody would rest in this type of day, but both companies give their best to sell their goods. Therefore, working in this weather condition is beneficial for both companies. BMW is producing a large number of goods and making it to reach their valuable customer. In contrast, Benz is carrying its rival's massive load on top of it and transporting it to its destination. It makes the audience think that both companies are doing their best to satisfy their customer's needs and will never give up in any situation. The advertiser used weather conditions to show their potentiality to the customers, increasing their goodwill.

The third trick that the advertiser uses in this ad is Quote "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 bringing 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 fourth trick used in this ad is background and visuals. The advertiser mainly focuses on the heavy truck and BMW cars by making the background objects like mountains, trees, and fencing blurred. The image position of the loaded truck focuses from the corner angle to the rear to make the truck look more significant and to cover every car detail on the truck. The slightly bent track and the blurred backgrounds make the audience think that the heavily loaded truck moves like an f-1 race car. The advertiser ensured that there were no other vehicles on the racetrack to illustrate that they are the leading cars manufacturers and have no competition other than themselves. The advertised used background and visuals to highlight the BMW cars.

The final trick in the ad is the BMW logo. 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.

I firmly believe this ad is successful because the advertiser established a positive vibe and destroyed the negativity spread in BMW and Benz fans. Every detail in this ad is carefully selected and ensures that any element does not portray a wrong opinion about his rival's company. I also appreciate the advertiser for using the tricks only to show his respect towards his rival. Although, as everyone knows, BMW does not make trucks, the usage of Benz trucks helped both companies promote both companies' different vehicles. Furthermore, after posting this ad to the public, Benz replied to show gratitude by posting an expensive friendly ad to BMW. Creating friendly ads helps companies gain goodwill by showing people that they are competing instead of being enemies.