

Commercial 1 – ABC mouse

- a) Identify the product that's being advertised in the commercial, list the company's website URL and provide a link to the commercial that you viewed.**

The product being advertised in the commercial is an online educational program called ABC mouse.

The company's URL is <https://www.abcmouse.com/abc/>.

The link to the commercial viewed is <https://www.ispot.tv/ad/1qRc/abcmouse-com-eva>.

- b) Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?**

The commercial is a testimonial commercial, with a mother talking about her daughter's history with reading and using the ABC mouse app. She discusses how much this app has helped her daughter and her education and how, as a teacher, she recommends ABC mouse to others.

- c) Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.**

This commercial does provide the company's website. ABC mouse is an online educational app, so it is important to get their website shared and people to sign up with them. Providing the website information in the commercial encourages viewers to check out the site which brings them one step closer to agreeing to the monthly subscription for their child.

- d) Discuss how the two forms of advertising complement one another and whether the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website? Make sure that you clearly identify what company and what product goes with which commercial URL.**

I think the two forms complement each other well. Yes, you can buy your ABC mouse subscription from the ABC mouse website. I do think the commercial does a good job promoting and making people want to buy the product, as they almost always use a testimonial style commercial that lets you hear people's opinions on the product. I have

subscribed to ABC mouse in the past for two of my children, and it was after seeing commercials for it that I signed up.

Commercial 2 – Skechers Shoes

- a) Identify the product that's being advertised in the commercial, list the company's website URL (if it's not listed in the commercial, you may have to Google the company to locate the URL), and provide a link to the commercial that you viewed.**

The product being advertised in the commercial is Skecher's Slip-Ins, a pair of slip in shoes.

The company's URL is <https://www.skechers.com/>.

The link to the commercial viewed is <https://www.ispot.tv/ad/6Aat/skechers-slip-ins-super-bowl-2024-pre-release-mr-t-in-skechers-featuring-tony-romo>.

- b) Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?**

The commercial uses humor and different famous people to promote their brand and product. Tony Romo, a former quarterback for the Dallas Cowboys, and American actor Mr. T both make appearances. Tony Romo begins the commercial explaining there is no T in Skechers and is quickly interrupted by Mr. T. They display Mr. T in dramatic, yet silly scenarios as he repeatedly shows how easy it is to slip into the new Skechers Slip-In shoes.

- c) Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.**

There was no URL provided by this commercial. I do believe it would have been helpful to include the website. The commercial begins with Tony Romo explaining there is no T in the word Skechers, implying many people misspell the company's name. It might be beneficial to the company to start including their URL in their advertisements so people can visually see how to spell the company's name.

- d) Discuss how the two forms of advertising complement one another and whether the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website? Make sure**

that you clearly identify what company and what product goes with which commercial URL.

Yes, Skechers' Slip-In shoes can be bought from the company's website. I think the commercial did a good job encouraging people to visit Skechers' website and check out the product, because they make it hard to forget the commercial with the humor and purposely cheesy effects. The commercial shows you enough of the product to get your attention, but keeps it vague enough that you might want to visit the site to learn more about it.