

The image features a white background with two teal-colored geometric shapes. On the left, there is a large teal trapezoid that tapers towards the right. On the right side, there is a smaller teal triangle that tapers towards the left. The word "Advertisement" is centered in a dark gray, sans-serif font between these two shapes.

Advertisement

Pringles

This ad works because:

It's very colourfull.

It is relevant—They use Alexa. She answers questions .

Alexa is incapable of expressing emotions but she says how sad she is that she can't taste Pringles.

The man talks about layering the different flavours of Pringles together , which makes you want to buy multiple tins.

Also all of the flavors are laid out on the table for you to see.

They play up beat music. – Funky Town.

Humour is also used when the man disregards Alexa being sad to play music instead.

I like this ad because it's very well thought out and funny.



Andrex

- Andrex used their 40th Anniversary ad to promote guide dogs.

This ad works because:

They use cute puppies.

The ad starts off with the puppies looking sad until they see the Andrex toilet paper.

The young puppies are clumsy and fall but land on the toilet paper and aren't hurt because Andrex is "soft".

The music played it very upbeat and happy.

"We can't do this without you". They are directly targeting whoever is watching and because it's puppies it's hard to resist.

Whenever you buy a packet in Andrex you get a free puppy teddy bear which entices customers especially those who have kids.

I like this ad because I love dogs and I think it's a really smart way to intrigue people, especially as toilet paper isn't really an ad that we'd be interested in.



https://m.youtube.com/watch?v=TAO8U48_ShE

Chance Eau Vive

- The product is called Chanel Chance.

This ad works because:

The music played is called "Take a chance" so it's directly promoting the product.

The ad is based on playing bowling – They use the perfume bottle as the bowling ball and also the pins.

The girls in the ad are dressed in the different colours that the perfume bottle may come in.

The ad ends with a close up of one of the girls holding the perfume bottle.

They also say #TakeAChance.

I like this ad because it's well thought out and I think the music ties it altogether.



<https://m.youtube.com/watch?v=zhdZcBsa-dk>