

Coca Cola advertisement

This task is about identifying how advertising techniques are used for effect.

Watch the following advertisement for Coca-Cola and then answer the questions that follow. The advertisement was released in 2000 and is titled "Snowflake".

a) This advertisement creates a feeling of happiness. Describe **three** ways it does this.

1.

2.

3.

b) In this advertisement the product being advertised is not revealed until near the end. What is the reason for this?

c) How does the use of contrasting scenery (mountains and beach) help to sell the product in this advertisement?

d) What are **two** ways that the music helps develop the impact of the visual images in the advertisement?

1.

2.

e) How does the use of nostalgia help to promote Coke in this advertisement?