

Final Exam Advertisement 1 - Subway Commercial

Thin Slicing

After first viewing this advertisement, It made me more curious about Subway's new healthy sandwiches. My mind automatically thought of how this advertisement must be positive because they are trying to change people's eating habits for the better. My mind took a mental shortcut that helped me predict the situation. Doing do this helped me conserve my mental energy while still getting a sound impression of the advertisement. The use of quick costume changes kept me focused on the advertisement without putting too much thought into it. I think what else made me form these opinions was the simple way they put humor into the advertisement while still being able to give us information on their sandwiches at the end.

Attitude Formation and Change

Subway is trying to make their sandwiches better for you and trying to change people's eating behaviors from unhealthy fast food to healthier options by promoting their new sandwiches. I think incorporating "freshfit" into their advertising is a smart move because it will get consumers more curious about their menu items and want to try out the healthier options. The advertisement used the effect of norms and time pressure to get consumers' attention and get them to consider Subway as their new lunchtime spot. "Norms, or beliefs about how one should or is expected to behave in a given situation, can exert a powerful influence on behavior" (Fazio & Roskos-Ewoldsen, 2005, p. 46). I think the way the advertisement used norms about sexuality and gender through the costumes portrayed on the female actress was not too overt and grabbed my attention in a way that made me more intrigued to go to Subway's new healthy sandwiches. "Individuals are more likely to base their decisions on their attitudes when they are under time

pressure because their attitudes provide a heuristic for making quick decisions” (Fazio & Roskos-Ewoldsen, 2005, p. 47). The advertisement used the fact that Halloween was approaching soon in order to persuade consumers to start buying their sandwiches sooner, making them feel as if there was a time crunch.

Targeting

I think that through this advertisement, Subway is targeting young, working adults from ages 25-30. I believed this based on the models used in the advertisement. The fact that they were dressing up for Halloween makes it clear that they are trying to appeal to a younger crowd. I also noticed that the scenery of the advertisement seems to be a corporate office of some type, which is what makes me believe they are targeting working people that will often have Subway as an option for their work-time lunch.

Information Processing

I believe that the viewing of the advertisement will impact the viewer’s cognitive capacity by using the brain’s resources in order to fully perceive and understand the concept of the advertisement. I think the advertisement will be easy to process because “the more links a new piece of information has to old information, the better it is stored” (Lang, 2006, p. 560). The advertisement linked their new healthy menu to the everyday lunch choices for working young adults, as well as connect their menu items to a holiday, making it more likely to process and stay stored in viewers’ minds.

Emotions

I think the advertisement is hoping to elicit a positive and humorous emotional response. I feel the advertisement is working to make people laugh, but also relate to the actors and feel that they too, want to start eating healthier meals for lunch.

Cultivation

Attitudes or behaviors I feel the advertisement could work toward cultivating are healthy eating habits. The advertisement does this by working to persuade consumers that Subway is a healthier lunch choice and will lead to you looking your best for Halloween. Cultivation theory is based on teaching a common worldview and values and presenting “realistic content,” which is done in this ad by pushing Subway as a healthier lunch alternative and making it relatable to young, working adults.

Sex and Sexuality

There are some subtle stereotypes about sex being used. The fact that the female actress was shown off in various sexy Halloween costumes that are stereotypically worn by women shows that they used this tactic in order to appeal to men’s fantasies as well as women’s idealization of beauty. I do not think in this advertisement specifically that the advertisers for this commercial are running any risk in reaching its audience with the content of this commercial. I feel that the advertisement is playful enough to appeal to consumers without creating any offense to viewers.

Sex and Gender

Again, the stereotypical portrayal of Halloween costumes was used in this advertisement. The models represent gender in the life cycle as adult women and men, but this ad is mainly representing adult women and appealing to both young adult men and women. The sexuality of mature young women is the focus of this advertisement and it reinforces the notion of women being sexual creatures in order to gain attention. The male, at the end of this advertisement, ends up in a Viking costume, giving sexual innuendos after the female was shown in a Viking costume as well. In demystifying this advertisement and switching the roles of the male and female, it

would definitely change the meaning of the advertisement and who it was appealing to more. If it were to be the male having the costume changes and a woman making sexual innuendos at the end, the advertisement would definitely be attracting more men and give women less of a positive impression.

References

- Fazio, R.H., Roskos-Ewoldsen, D. R. (2005). Acting as we feel: When and how attitudes guide behavior. In T.C. Brock & M.C. Green (Eds.), *Persuasion: Psychological insights and perspectives* (2n. ed./ pp. 41-62). Thousand Oaks, CA: Sage.
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Final Exam Advertisement 2 - Wells Fargo Commercial

Thin Slicing

My first impression of the Wells Fargo advertisement was that was very sweet yet simple. It made me feel like Wells Fargo really cares about people's lives and relationships, which makes me feel positive toward the brand. I think I formed this opinion because my mind made a snap judgment about the company based on the way the advertisement portrayed their values in the commercial.

Attitude Formation and Change

This advertisement is trying to change people's attitude about same-sex couples, and let the world know of their support to the LGBTQ community. The advertisement is doing this by portraying a lesbian couple learning sign language in preparing to adopt a deaf girl into their family. "Attitude formation is divided into three areas: *how attitudes are learned*, the *sources of influence on attitude formation*, and the impact of *personality* on attitude formation" Schiffman & Kanuk, 2004, p. 265). These tactics are used within this advertisement by introducing to viewers the positivity they feel towards same-sex relationships and these couple's influences on the community and love they have to give as a family.

Targeting

I believe that this advertisement is targeting young couples that are preparing to start families. I believe so based on the story told in the commercial as well as their message at the end that quotes, "we can help you prepare financially for when two becomes three." This makes it clear that the company is hoping to reach those that are looking to start preparing for the future of their children. The advertisement also appeals to people of the LGBTQ community, due to the

use of a same-sex couple, so I feel that people of this community are also being targeted through this advertisement,

Information Processing

I believe that the viewing of this advertisement will impact a viewer's cognitive capacity in a way that elicits a pattern of activation. "The LC4MP posits that the positive, negative, and arousing content in mediated messages elicits predictable automatic activation of the appetitive and aversive motivational systems" (Lee & Lang, 2009). Appetitive activation is underlain experiences of happiness and joy, which I feel are the feelings viewers will generate after viewing this advertisement. I think because of this, viewers will process the information fairly quickly with behavioral responses.

Emotions

I think the advertisement is hoping to elicit feelings of joy, hope, and acceptance through this advertisement. The advertisement was created to pull at people's heartstrings and make them feel that Wells Fargo is accepting all kinds of people into their client base.

Cultivation

Attitudes or behaviors I feel the advertisement could work toward cultivating are their degrees of service. Cultivation theory includes the teaching of a common worldview and values. Wells Fargo values its service and consumers will be more inclined to want to use their services if they know that they will be cared for. I feel as if this advertisement did a really great job of letting viewers know that their needs are the companies first priority.

Sex and Sexuality

The advertisers for Wells Fargo decided to portray a lesbian couple in their commercial. I feel that they did this in order to reach out to a new audience and appeal to them. The risk in

reaching this audience with this content in their advertisement does run some risks because today there is still sadly a lot of controversy with same-sex marriage and it could cause uncertainty among other consumers. Overall, I feel the use of sexuality within this advertisement was a smart move, and the way the couple was portrayed was subtle and gave off a really good message that will not alienate any possible clientele.

Sex and Gender

Again, this advertisement used the stereotype of a lesbian couple being portrayed in this advertisement. These models represent adult females in the life cycle. The advertisement definitely uses emotion to express the femininity of the characters and create a storyline for the commercial. By Demystifying the advertisement and changing the roles from female to male, I think the meaning would change for consumers. It is known that LGBTQ couples are a big topic for discussion in the advertising community and there is a lot of controversy in using same-sex couples in advertisements. Advertisers have noticed that people are more receptive and accepting of female couples in advertisements over male couples. Because of this, I feel if the couple were to be male, the commercial would not be as accepting to as many people.

References

Schiffman, L. G., & Kanuk, L. L. (2004). Consumer behavior (8th. ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

Lee, S., & Lang, A. (2009). Discrete emotion and motivation: Relative activation in the appetitive and aversive motivational systems as a function of anger, sadness, fear, and joy during televised information campaigns. *Media Psychology*, 12(2), 148-170.