[Name of the Writer]

[Name of Instructor]

[Subject]

[Date]

**Extra Credit Exam 2**

You are the worst is a TV program which is broadcast on FXX at 10:00 pm. During this program, the two commercials were of Coco-cola by The Coca-Cola Company and Olay by Procter & Gamble. In the Coco-cola ad, there are animations of people and animals, and all are drinking coke. In the advertisement of Olay, a man enters a house and when the woman tries to unlock her phone her face was not recognized by the cell because she is using Olay. The ad of Olay was placed in the first break while the advertisement of Coco-cola was placed in the second break. In both, the ads a creative execution style was used because there was originality in the ads and the appeal to use the products were presented to the audience in an innovative manner. For Coco-cola the target population and the ads were that anyone could have a cock in any circumstance. On the other hand, women are the target population for Olay. I feel that the company chose the right channel and the right time slot for both the ads because the show is a comedy which is enjoyed by all age groups and both genders. I chose these ads because I have a personal preference with Coco-cola and I chose Olay ad because I found it quite amusing.

“Supergirl" is a 60 min program which it gets on air on The CW channel at 8:00 pm. The two ads during this program were of Burger King and of beer by bud light. In the Burger King ad, the advertisements are of the new deals on burger deal where you can have the burger of your choice. There are a man and a couple sitting on the table eating burgers. The ad of a beer recreates a scene of Game of Thrones. Both the ads were placed in the first break. For the sad of Burger King, the type of appeal which is used by the creators is Informational or rational appeal because in this ad only the details of new deals are provided. On the other side, the ad of Bud light beer used the execution-style because the idea of linking the product with one of the most popular tv programs is creative and new. The factors which helped me to opt for these two ads are the difference between the two and the presence of creativity in one ad and the lack of appealing factor in the other. I believe that for both the ads the target population is young generation. Especially males for the beer ad. However, I think that the company did not choose the right time and show for the ad of bud light beer because the target population of the TV show is women or young girls and the target population for the beer ad should be males.

“Suits” is a financial business Drama which gets on-air on USA Tv at 10:00 pm. The two ads that were most appealing to me were by Nike and Colgate. In the Colgate commercial a man was continuously taking to another while staying very close to them. On the other hand, the Nike ad featured women athletes who failed but later became successful. The Colgate ad was placed in the first break while the Nike ad was played before the show. A transformational approach was used for both the ads because the message through the commercial was that the use of their product would bring a difference in the personality. The target population for both the ads is adults who are also the breadwinner of their families. I feel that the companies made the best choice of placing the ads with this program due to a similar target population. I chose these advertisements because the ad by Nike was motivational, but the Colgate ad was a bit rude because it was promoting to enter the personal space of others.