Name of the Writer

Name of the University

Name of the Course

Date

Analysis of an Advertisement

**Thank you Mom by Proctor and Gamble**

After watching this advertisement each and every person would have to take a minute and dry their eyes. This was because no one would ever believe that an advertisement that was made to sell cleaning and household products would pull at the heartstrings of individuals in such a way (Youtube.com, 2019). However, Proctor and Gamble has been at the top of their game and have delivered the best ads that have ever been witnessed by the people in the industry related to consumer goods. This advertisement is the prime example of their magnificence of attracting people through their common held beliefs.

Proctor and Gamble in this advertisement had identified the endearing story of the mothers behind those world class Olympic athletes. Their mothers who had done everything in their power to push their children to do great things in life which they finally reached (Youtube.com, 2019). This advertisement showed the honesty and purity of a mothers love. How they work each and every minute of their lives for the betterment of their children. Furthermore, it showed that coupled with their hard work it was their mothers that made these athletes who they are today.

The lesson in this advertisement is that with every advertisement the season or the period of time is important. Secondly, even if an ad is run at the time of a very prestigious or world class event be sure to make the message within ad has longevity. This message should be able to influence the minds of the people who have seen it and who will see it in the future (Youtube.com, 2019). In this manner marketing involving emotions and nostalgia are powerful tools that can influence the minds of the consumer and effect their buying behavior. So if there is a bigger story or a story that is connects people universally than the advertisement for the product should focus on it and should showcase it as much as possible.

Works Cited

Youtube.com. (2019). *Thank you Mom-P&G*. [online] Available at: https://www.youtube.com/watch?v=1SwFso7NeuA [Accessed 6 Nov. 2019].