[Name of the Writer]

[Name of Instructor]

Religion

[Date]

Assignment

The super bowl advertisements are considered as one of the finest collection found on YouTube or various other social sites. The purpose of all these advertisements is to know the response of the people and their perspectives about the various advertisements and its impact on the mind of the people. These advertisement collection is usually taken from all over the world by looking deeply into the content of the advertisement and then its way of portrayal matters a lot.

There were various advertisements form the 2018 collection is one of the finest collection from where the ordinary brands of our daily usage come up to the level where all the viewers can get highly mesmerized by their creativity and their way of depiction.

Following are some of the finest advertisements of 2018 which were the best according to me.

1. Australian Tourism: It was one of the terrific advertisement due to its concept of making it in the form of film and their storyline is highly strong that can attract the viewer towards itself.
2. Doritos Vs. Mountain Dew: This advertisement have the two legends, Peter Linkage and Morgan |Freeman coming opposite each other in the most different way to their personality and their fans went crazy and this duo made the marketing ways more stronger.
3. M&ms: it is also one of the best ways to describe the feelings of these little crunch chocolate bites that how they feel and how the people will feel if they will turn into human beings. It was another a terrific advertisement with a unique concept.
4. RAM Trucks: The other important advertisement that can hook the viewer with the unique concept of Vikings in it is of Raw jeep and like the name RAW, the journey was also raw that is terrific.
5. KIA: This advertisement shows the flashback of the racer how he will feel by having the latest KIA in his hands if he to drive again. This can increase the market value of the car as well as the driver. It was yet again a terrific advertisement.

Where these were some of the good advertisements, there were also some bad advertisements that can bring an off mode in the life of the viewers.

1, Rubicon Jeep advertisement was not up to the level where they can promote the concept in some of the ferocious ways like it name but it was not much appealing for viewers as the storyline was similar to some old advertisements.

2. Michelob Ultra: the whole advertisement shows that the character is portraying and rehearsing for some god brand shoot and when he comes to the set eh is being treated as an extra artist that can really turn the mood off for viewers and the concept was not much appealing to the eyes for viewers. It was a terrible advertisement.

3. NFL: The advertisement of NFL dirty dancing concept can bring the excitement level down for the viewers from the game to see their starts dancing for an advertisement and that too which is off can and might target the LGBT community. It was a terrible advertisement.

Work Cited

"10 Best Super Bowl Commercials 2018." YouTube. N. p., 2019. Web. Retrieved from https://www.youtube.com/watch?v=XPt3uMaqG7c