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RTV 2063
6 March 2014

Application and Review #2:

30 SECONDS

VIDEO

AUDIO

YOUNG ADULT STANDS OUTSIDE HIS PARENTS' HOUSE, HOLDING LUGGAGE. SLOWLY WALKS UP THE STEPS.

SENTIMENTAL MUSIC.

WALKS INTO HIS PARENTS' HOUSE. THEY WELCOME HIM HOME, SMILING AND EMBRACING.

FAMILY SITS ON THE COUCH TOGETHER, TELLING STORIES. FATHER HANDS SON A COCA-COLA. SON SMILES, TAKES A DRINK, AND CONTINUES TALKING WITH HIS FAMILY.

ANNOUNCER: Coca-Cola. You're part of our family, like we're a part of yours.

01. The TV station I chose was CBS, while the television show I chose was (one of CBS's primary shows) "The Price is Right." While this seems like a silly choice at first, after performing my audience analysis, I saw that most who watch this network/program are older individuals. Coca-Cola has been one of the leading products for tens of years, so it is something an older audience can really relate to and appreciate.
02. This commercial would have an emotional appeal to its audience. It displays a product that they are familiar with and reminds them of their past. At the same time, it shows a positive family setting. It brings forth that emotional need/want for family like how it used to be.
03. I made sure to show a positive atmosphere: a child coming home from college, or even the military – it could be whatever the audience wants it to be. The main step of persuasion is exhibited in the moment when the family all sits together and catches up on each other's lives. I also used sentimental music to persuade the audience to feel something for these characters.

30 SECONDS, RADIO

(SENTIMENTAL MUSIC)

(DOOR OPENS)

BOY: Mom... dad... I'm home.

(GASP OF MOTHER, PEOPLE TALKING)

FATHER: Come here son, tell me everything.

MOTHER: Have a coke, sweetie.

(SOUND OF BOTTLE OPENING)

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30 SECONDS, INTERNET (YOUTUBE)

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FADE OUT INTO LOGO AND WEB ADDRESS (WWW.COCA-COLA.COM).

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