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ITWP 2600

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Project 3

Commercial 1: Cheez-It Snap'd <https://www.ispot.tv/ad/6tb4/cheez-it-snapd-alien-abduction>

Company URL: <https://www.cheezit.com/en-us/home.html>

This commercial is advertising Cheez-It Snap'd. The general idea of the commercial is that the product is so delicious that you won't care what's going on around you. The protagonist is happily enjoying some Cheez-Its, ignoring the alien abduction happening behind her. The commercial doesn't include the company URL, and I don't think it would be useful here because nobody buys Cheez-Its directly from their website. The goal is more to get audiences thinking about the product so the next time they go grocery shopping, they might grab some. The product cannot be bought directly from the website, but it does help you find online and physical locations to buy it from. The website's main purpose is to serve as a catalogue of all Cheez-It products.

Commercial 2: Apple iPhone 15 Pro <https://www.ispot.tv/ad/5Cto/apple-iphone-15-pro-show-business>

Company URL: <https://www.apple.com/>

This commercial is advertising the iPhone 15 Pro. It highlights the capabilities of its camera, especially for video. It features different people working on a movie set singing "No Business Like Show Business" as the iPhone films the movie scenes. This commercial does not feature the company URL, and it's probably not necessary as most people buy iPhones from stores like Verizon. Additionally, most people already know of Apple and its website. This commercial may sway people passionate about video and/or photos, like content creators, videographers, or photographers. The iPhone 15 Pro can be purchased directly from the Apple website.