

**Commercial 1:**

*a. Identify the product that's being advertised in the commercial, list the company's website URL (if it's not listed in the commercial, you may have to Google the company in order to locate the URL), and provide a link to the commercial that you viewed.*

The product for Commercial 1 is Rice Krispies Treats.

<https://www.ricekrispies.us/>

<https://www.ispot.tv/ad/f5b8/rice-krispies-treats-not-just-good>

*b. Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?*

The most noticeable aspects of the commercial are the close-up views of the Rice Krispy Treats. The large words that reiterate the spoken words of crispiness, chewiness, and deliciousness. Even the gooey marshmallow strings that are highlighted as the pieces are pulled apart and the words are displayed are meant to be noticed. At the end of the ad the person who is eating the product looks happy and satisfied while doing a shoulder shimmy dance while eating.

*c. Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.*

The commercial was for Rice Krispy Treats that are premade and ready to eat. No URL was in the advertisement, so a Google search was required. When searching Rice Krispy Treats, the landing page is actually the recipe to make the treats at home. I am not sure whether including the URL is necessary or a good idea if the goal is purchasing just the premade treats. While the commercial shows how good the product must taste the landing page is more about making them yourself. If their goal is to sell any product, the landing page is perfect and should be included. If their goal is to increase sales of the premade Rice Krispy Treats, the correct decision was made to not include it.

*d. Discuss how the two forms of advertising complement one another and whether or not the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website? Make sure that you clearly identify what company and what product goes with which commercial URL.*

Both types of advertising are helpful to sell products. Again, one is a premade version that is ready to eat while the other highlighted option is making them yourself with the recipe that includes Rice Krispies cereal. Both will have the end product of Rice Krispies Treats which is a win-win. As a mother and marshmallow lover, I have purchased both the ingredients to make these myself and the premade convenient prepackaged treats. What version I end up with is more in relationship to time versus the advertisements.

### **Commercial 2:**

*a. Identify the product that's being advertised in the commercial, list the company's website URL (if it's not listed in the commercial, you may have to Google the company in order to locate the URL), and provide a link to the commercial that you viewed.*

The product for commercial two is Blue Diamond Almonds

<https://www.bluediamond.com/>

<https://www.ispot.tv/ad/TnZ5/blue-diamond-almonds-over-20-tasty-flavors>

*b. Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?*

The use of Joshua Walker, who is not a household name, required research to reveal he is the world record holder of five records including for the longest backwards basketball shot. This plays into the commercial but without researching the person, an actor fills the role of a man who is athletic eating almonds. The aspects that are most noticeable besides the person are about the products. Joshua is cloned and all of his clones are snacking on Blue Diamond Almonds in assorted flavors. It also gives knowledge of products protein and fiber content and how it is a perfect snack.

*c. Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.*

Blue Diamond Almonds did not show their URL on their commercial. After another Google search, the landing page is the homepage of the company. The tie into the commercial is nonexistent and even almonds themselves require navigation to find. After finding the almonds, the flavors are broken down into multiple categories like classic, bold, extreme, and mixed flavors. This requires the potential customer to spend time on the webpage to answer what flavors are available from the commercial. Overall adding the URL is not helpful unless a person wants to use multi step navigation to view the flavors. In my opinion looking at the display in your local grocery store would be just as effective.

*d. Discuss how the two forms of advertising complement one another and whether or not the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website? Make sure that you clearly identify what company and what product goes with which commercial URL.*

The webpage and commercial are treated separately and not complementary to each other. The website is for searching for products made by Blue Diamond Almonds without any tie ins to the commercial. I have purchased Blue Diamond Almond products before, and I do not recall ever seeing a commercial for them. I think the commercial might inform a person of the dietary benefits of snacking on almonds and that you are not restricted to plain almonds to gain them. The commercial would not be effective for me but might be helpful to others who are unfamiliar with the benefits of nuts.

#### Resources:

Schneider , G. P. (2017). *Electronic commerce* (17th ed.). Cengage Learning.

[https://www.guinnessworldrecords.com/world-records/longest-basketball-shot#:~:text=The%20longest%20basketball%20shot%20\(male,USA%2C%20on%2022%20July%202022.](https://www.guinnessworldrecords.com/world-records/longest-basketball-shot#:~:text=The%20longest%20basketball%20shot%20(male,USA%2C%20on%2022%20July%202022.)

