

WEEK 33 ASSIGNMENT

Watch the videos linked below. As you watch them, pay attention to the music, sound effects, and persuasive techniques used in them. After viewing them, answer the questions below.

1. [“Mountain Dew” 90s](#)
2. [“Kibbles ‘n Bits” 80s](#)
3. [“Mountain Dew” 80s](#)
4. [“Kibbles ‘n Bits” 2014](#)

First Viewing:

1. Summarize what happens in each commercial
2. Describe the music, sound effects, and imagery that is used in the 90’s Mountain Dew ad.
3. How does it differ from the 80’s Mountain Dew ad?

Close Viewing:

1. The 90s Mountain Dew ad uses fast paced editing. What is the effect of this technique?
 2. Music is often used to create an image for a product. For example, the use of classical music can create an image of elegance and class. What kind of image do you think the music creates in the 90’s ad? The 80’s ad?
 3. Do you think the technique of repetition is effective in the Kibbles ‘n Bits commercial? Why or why not? Think about the following:
 - a. How repetition may affect viewers’ memories
 - b. The kind of emotional appeal advertisers might be making by using a repeated word or phrase
 4. How do the visual elements help each product stand out?
 5. How do the sound techniques in each video trigger certain emotions?
 6. How do the persuasive techniques influence how you feel about the product?
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Project

Design a Print Ad.

Imagine that you are part of an advertising team whose job it is to create a magazine print ad for a major company. Choose one product from the list and create your own print ad. Should you choose to include music, you may want to make it a PowerPoint Ad, or even use a video recorder to make an actual “mock commercial” for your product.

- Turbo Racer (video game)
- Raisin Oatbran O’s (healthy cereal)
- Zoom (running shoes)
- Dazzle (toothpaste)
- Pep (energy snack bar)
- Essence (bottled water)

Before you create your ad, consider where you will place the product and how much space it will take up. To help you create your ad, think about the following:

- Who will be your target audience—for example, teens, athletes, parents, young children.
- Use persuasive techniques that will make your ad more appealing.
- Use visual techniques, such as color, that will draw attention to your product.

You will have two days to complete and present your project. Stay on target!