

Project 3: E-Commerce & Web Advertising

ITWP-2600 – Andrew Addens

Company 1: Taco Bell

Company Website: <https://www.tacobell.com/>

Commercial Link: <https://www.ispot.tv/ad/T1xA/taco-bell-caliente-cantina-chicken-menu-slow-roasted-chicken-song-by-carlin>

I think there are a few issues with this commercial but depending on your familiarity with the brand these could also be perceived as less problematic. There is no speaking during the commercial or a description in text letting you know where you can go to get the food they are advertising. This commercial seems like it's targeted at existing customers who are already familiar with the brand and how it works. There is no direct link to their website or app. It's mainly just implied that you would be familiar with their brand and how to purchase it. Outside of this, I think thematically the commercial does a very good job with the setting and tone. The music is fitting for their brand and the visuals are very appealing. I think the best thing they could do is have a brief image or frame directing customers to their application. As an existing customer I think this commercial would convince me to go try the product since I already like their food and this new product looks pretty interesting. When I visit their website, some of their newest items are front and center and there are obvious links on how to get to their promotional items. All around I think TacoBell is doing a pretty good job.

Company 2: Old Spice

Company Website: <https://oldspice.com/>

Commercial Link: <https://www.ispot.tv/ad/TAJu/old-spice-gentlemans-super-hydration-body-wash-sweet-scent-featuring-deon-cole-gabriell>

The old spice commercial took a similar stance to the Taco Bell one in which it assumed you likely were already familiar with the brand. This commercial had commentary reviewing some of the positives of the specific product though. They mentioned the brand by name and also ended the commercial in their signature jingle. I think this makes sense since they are such a well established company and have been around for a long time. I think the commercial does a good job with the setting and makes the product seem fun and hip. The visuals are good along with the product placement. For this commercial they don't direct you to a website or specific store but I think that's alright considering this product is pretty easy to come by. Upon visiting their website you can easily find the specific products advertised and the site is well formatted/easy to use. I think the commercial is convincing and I would buy their product.