

## SCS 100 Theme 1: Advertisement Examples

You will need to identify four advertisements to support your work on the Comparison Template, which is due at the end of Theme 1, and the Observation Journal, which is due at the end of Theme 2. The list below provides a number of examples of advertisements you can use to support these assignments. The ads are grouped by the type of product or service they are promoting, as it can be helpful to compare different themes or trends used across similar products. Feel free to use any of the ads from the list below, to select ads across product or service type, or to select your own using the selection criteria at the end of this document. Note that video ads featured through the Ads of the World website may require viewing in Chrome or Firefox. An audio description playlist of the advertisement videos can be found [here](#).

### Product/Service: Health And Beauty

| Advertisement                                            | Ad Type |
|----------------------------------------------------------|---------|
| <a href="#">Diaderm Anti-Wrinkle Cream</a>               | Print   |
| <a href="#">Infusium 23 Hair Products</a>                | Print   |
| <a href="#">Revlon: Charlie</a>                          | Print   |
| <a href="#">Corega Denture Bond</a>                      | Print   |
| <a href="#">Garnier: Hide Yesterday</a>                  | Print   |
| <a href="#">Colgate: Sinkchild</a> (0:31)                | Video   |
| <a href="#">Loreal: The Waterproof Experience</a> (1:44) | Video   |

### Product/Service: House And Home

| Advertisement                                                          | Ad Type |
|------------------------------------------------------------------------|---------|
| <a href="#">Whirlpool: Finding Time Transcript</a> (0:31)              | Video   |
| <a href="#">Initial: How Clean are Your Bathrooms</a>                  | Print   |
| <a href="#">Tide Plus A Touch of Downy: The Princess Dress</a> (0:30)  | Video   |
| <a href="#">IKEA: One Room Paradise</a> (2:30)                         | Video   |
| <a href="#">Schlage Locks: Ex-Girlfriend</a> (0:30)                    | Video   |
| <a href="#">Coldwell Banker Real Estate: Home's Best Friend</a> (1:00) | Video   |
| <a href="#">Tramontina: Meat Signature Iron</a> (1:52)                 | Video   |

**Product/Service: Alcohol and Tobacco**

| Advertisement                                                         | Ad Type |
|-----------------------------------------------------------------------|---------|
| <a href="#">Carlsberg Beer: If Carlsberg Did Fitting Rooms</a> (0:30) | Video   |
| <a href="#">Borsodi Beer: Counter</a>                                 | Print   |
| <a href="#">V2O Pure Grain Vodka: Phone</a>                           | Print   |
| <a href="#">Polevskaya Varnya: Hangover is Over</a> (0:57)            | Video   |
| <a href="#">OCB: Stick it Up</a>                                      | Print   |
| <a href="#">1960s Camel: Where a Man Belongs</a>                      | Print   |

**Product/Service: Food & Beverage**

| Advertisement                                         | Ad Type |
|-------------------------------------------------------|---------|
| <a href="#">Farmer Cereal Bars: Instant Energy, 2</a> | Print   |
| <a href="#">Airwaves Gum: Bus</a>                     | Print   |
| <a href="#">Carl's Jr.: Au Natural</a> (0:52)         | Video   |
| <a href="#">Milio's Sandwiches: Astronaut</a>         | Print   |
| <a href="#">Pizza Planet: California Meat</a>         | Print   |
| <a href="#">Coca-Cola: Battlefield</a> (1:02)         | Video   |

**Product/Service: Cars and Transportation**

| Advertisement                                                              | Ad Type |
|----------------------------------------------------------------------------|---------|
| <a href="#">Land Rover: Maasai Tribe</a>                                   | Print   |
| <a href="#">Volkswagen TDI Clean Diesel: Mom</a> (0:45)                    | Video   |
| <a href="#">Chariot India</a>                                              | Print   |
| <a href="#">Official Ram Trucks Super Bowl Commercial: "Farmer"</a> (2:02) | Video   |
| <a href="#">Volkswagen: The Uber test ride</a> (1:53)                      | Video   |

|                                                                                                                                                  |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <a href="#">Lekker Bicycles: Model, 2</a><br>(There are three different models, you can view the other two below the advertisement on this page) | Print |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-------|

**Product/Service: Social Services and Causes**

| Advertisement                                                                          | Ad Type |
|----------------------------------------------------------------------------------------|---------|
| <a href="#">Woman's Room: Stand Strong (an ad from the Croatian Rugby Association)</a> | Print   |
| <a href="#">IP Casinos: Mammograms and Margaritas: Breast Cancer Support</a>           | Print   |
| <a href="#">Chilean Red Cross: Earthquake</a> (1:04)                                   | Video   |
| <a href="#">Hospital Austral</a>                                                       | Print   |
| <a href="#">Texas Department of State Health Services: Shhhh</a> (0:31)                | Video   |
| <a href="#">Bureau of Civil Affairs: T-Shirt Design for Orphans</a>                    | Print   |
| <a href="#">Qatar Cancer Society: Generosity Is Its Own Reward</a> (2:00)              | Video   |

**Ad Selection Criteria**

If you would like to select your own ads, use the criteria below. The ads you select should:

- Be interesting to you
- Feature people, not simply products
- Display interactions between people or convey ways that the product or service advertised will impact or influence people
- Encourage you to ask questions about the ads, the people in them, or the approach used in the ad
- Enable you to ask questions about:
  - The individuals in the ads
  - The groups portrayed in the ads
  - Culture or cultural representations included (or not included) in the ads