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CPMS101: ad analysis

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How) Does it engage the audience? (How) Is the execution unique in delivery? Is the appropriate

category represented and a strong benefit featured? Will the brand and benefit be remembered?

Are viewers thoughts favorable? Is the ad consistent with the brand's history and reputation?

Finally, based on your analysis: is this an "effective" ad?

For my Super Bowl ad analysis I chose to write about the Google Loretta commercial.

This commercial is advertising the google helper which keeps notes and reminders for people. In

the commercial an elderly man is asking google to remember different characteristics and

memories with his late wife Loretta. This ad engages the audience by utilizing pathos; this ad

made me cry and feel both happy and sad. This ad is unique because it's so personal; it's an

elderly man sharing his personal memories of his wife, like how he "loved her handwriting" and

how she always "snorted when she laughed". After some research I found that the man who does

the voiceover actually lost his wife and the ad is based off his story; this makes it authentic.

Delivery-wise, this ad incorporates gentle piano music and uses a voiceover technique where the

man is sharing his memories which makes it even more emotional for viewers. I think the

category that they were trying to fill is people of all ages who want to keep notes and reminders.

I think it is an appropriate category because everyone can use a device which is going to help

you remember essential information. By using emotions people are automatically more likely to

remember the commercial, and thus more likely to use google for reminders. I think viewers thoughts are probably sad and happy at the same time; by using something common that everyone goes through, losing a loved one, a lot of people can probably relate to the idea of wanting to keep those memories fresh. I think Google has a reputation of being a search engine where people can learn new things and easily access information, so by adding this relatively new feature where it can serve as a note-taking tool it's providing a way for people to write down this information easier or to get reminders of what they've learned which benefits their platform. In this ad, you even see the man google the name of the place he and his would go in Alaska and he mentions how "much Loretta loved going to Alaska". This shows how the Google helper and the Google search engine go together. I think this is an effective ad; it catches the viewers attention, it's relatable, it invokes emotions, and it's memorable.