

Project 3: E-Commerce & Web Advertising

The first commercial I chose was Dunkin' TV Spot, 'Little Boxes'. They are advertising Dunkin's At Home Coffee selection that you can buy in stores or online. The company's URL is <https://www.dunkinathome.com/>, and the link to the commercial is <https://www.ispot.tv/ad/B4hk/dunkin-little-boxes>.

While watching the Dunkin' commercial, I noticed a few salient issues. They were focusing more on the aesthetics and visuals of the ad instead of providing information on the product. The commercial was quite simplistic and lacked entertainment. There was also a lack of persuasive push for the product, so there were no clear instructions like "Try Dunkin' at home" or "Available on Amazon." On a more positive note, the ad was clever with the idea of the coffee packaging becoming "homes." It makes it feel comforting, especially with the reworked version of the song "*Little Boxes*." They use a strong association with "home" and routine by showing a sunrise when the commercial starts, then ending with a cup of fresh coffee in the kitchen. The ad has soft music and does not feel too loud or pushy.

In the Dunkin' advertisement, they used a very minimal approach and did not provide the company's URL. I think that it would be helpful if they included their URL in their commercial. Dunkin' has two main websites, one for their cafés and one for their Dunkin' At Home products. I think that people could get easily confused with the two different websites. They could still achieve the minimal look and feel by including the URL in a small font at the end of the commercial, when they are showing the cup of coffee next to the K-Cup and coffee grounds.

Dunkin's commercial promotes Dunkin' At Home products and the Dunkin' At Home website is a second form of advertising that displays the same products and allows people to purchase them. These two forms of advertising complement each other well because the commercial focuses on branding, emotion, and visuals, and the website has detailed product and company information. Personally, the TV commercial would provoke me to buy the product from the company, especially since the product they advertised at the end of the ad was a French Vanilla roast, which shows me that they have different flavors and not just an original flavor. The product being advertised on the TV commercial can be purchased online from their website.

Second Commercial

The second commercial I chose was Folgers TV Spot, 'Wake Up Anthem: Alarm'. They are advertising Folgers Coffee and focusing on their K-Cup pods that you can buy in store or online. The company's URL is <https://www.folgerscoffee.com/>, and the link to the commercial is <https://www.ispot.tv/ad/g2PU/folgers-wake-up-anthem-alarm>.

While I was watching the Folgers commercial, I noticed some salient issues. There was limited product focus and more of a "morning coffee" feel rather than providing information on the product. The ad is a little too fast-paced and can feel overwhelming for some people. I did notice that it had a fun and upbeat vibe, which matches really well with the idea of starting your day off with coffee. Their use of modern music in this ad makes it more appealing to younger audiences. They make it a memorable concept by using different "wake up" songs to associate "waking up" with Folgers coffee.

In the Folgers commercial, they did not provide the company's URL. I don't think that including a URL would be helpful. Just by looking up "Folgers", you can easily find their website and information about their products.

The Folgers commercial promotes their coffee as an essential part of the day, and the Folgers website is a second form of advertising by displaying the products and information about them and the company. These two forms of advertising complement each other because the commercial focuses on entertainment, energy, and upbeat music, and the website provides detailed product and company information. I think the product being advertised in the TV commercial would provoke me to buy it because of how they focus on advertising their K-Cups, which are what I use since they are such a convenient option. The product being advertised in the TV commercial can be purchased on the company's website.