

## Project 3 – E-Commerce and Web Advertising

### Company #1 – Disney+

#### Product: “The Falcon and the Winter Soldier”

Ad Review: <https://www.ispot.tv/ad/teSI/disney-super-bowl-2021-the-falcon-and-the-winter-soldier>

- a) The product being advertised is the new Disney+ Series called. “The Falcon and the Winter Soldier”. The Disney+ website is <https://www.disneyplus.com/> . The commercial that I viewed is linked above as the ad review link on iSpot. It was part of the Super Bowl 2021 commercial campaign series.
- b) The most notable and memorable aspects of the commercial are the visual links to Marvel and Disney known characters from the movies and logos. It also showcases the Captain America shield or symbol for a considerable time throughout the program to try to show what will be the driving force of the plot. That is my interpretation of how they presented that. It also goes through the scenes so quickly that it invites you to want to look the commercial up on You Tube again (if you watched it the first time on regular TV) or to click replay to watch it again to see what you missed.
- c) There is no direct website that is mentioned, but the Disney+ logo shows predominantly at the end, and the voice over does tell you that it will be streaming soon exclusively on Disney+. So, even though a website isn’t given, the bulk of the public is going to know where to go to locate it or find it. They’ll either go to their app or guess on the website name. I don’t feel that it is necessary to waste the screen time putting up the website address for this product.
- d) When you go to the Disney+ website, even before the premiere of the show happened, it was pretty easy to find out more information on the show if you logged into the site. Disney has predominant Marvel and Original Series links on their sites. It showed up in both areas. Disney also has a rotating banner section at the top of the streaming service home page and website that goes through what is new and coming up. The product can be purchased by buying a subscription to the streaming service. It’s made clear on the site, as well as the commercial stating it is exclusively available on Disney+. One bad thing is that unless you can log into the site, you will only see the currently featured items that they are using to entice people to buy the service. Right now, it is showing “The Falcon and the Winter Soldier” as the enticer, but it was something else a month ago. As I am a Marvel fan, the commercial did peak my interest to want to see more of it. If I didn’t already have the subscription, I would probably get the free trial to see it. Since I have a subscription already, I will be watching some of it to see if I like it.

### Company #2 – Cheetos

#### Product: Cheetos Crunch Pop Mix

Ad Review: <https://www.ispot.tv/ad/teGU/cheetos-crunch-pop-mix-super-bowl-2021-it-wasnt-me-feat-mila-kunis-ashton-kutcher>

- a) The product being advertised is Cheetos Crunch Pop Mix. It was also part of the Super Bowl 2021 commercial campaign series. The direct ad link is above under the product name. The Cheetos website is <https://www.cheetos.com/>.
- b) The commercial had several memorable aspects. First, the usage of popular song lyrics to be used as the main “dialog” of the commercial was catchy. Second, they used two fairly well-known actors Ashton Kutcher and Mila Kunis who are also a couple in real life to play out the parts of the sneaky Cheeto eater (Kunis) and Cheeto owner who doesn’t get to eat them (Kutcher). Third, it played out almost like a little domestic dispute with the songwriter Shaggy telling Kunis to just answer “It wasn’t me” when asked if she stole the Cheetos. The three then proceed to play out the song while being “caught” in various places eating the snack. Though, it all seems to be going on in someone’s head because Kutcher asks at the end of the commercial if Kunis ate the Cheetos. She answers, with cheese on her face and fingers, “It wasn’t me”. Kutcher says “okay”, and walks away as if he believes her. Shaggy, the singer, says “Well, that’s the first time that’s ever worked”. The commercial cracked me up. I literally laughed out loud the first time I ever watched it ... which was today. So, it is one that will stick with me.
- c) As with my previous company ad, this one does not include a website in the actual ad. It is pretty obvious that it is a product from the Cheetos line. So, it is fairly easy to assume where to look for more information. I really don’t think it is necessary for the commercial to waste screen space showing a website address for Cheetos. Most people are going to find it without that. Better to use the screen time as they did.
- d) The website has a product link right on the front page. You click on it and it drops down to show the categories. There is even a bag of the Crunch Pop Mix showing for one of the categories. So, you know where to go to find it, and it is clearly showing a relationship from the product to the site. Although you can’t directly buy the product from the site, there is a “where to buy” link in the top menu section of each page. You click that, select the product you are looking for and put in your city or zip code. Since I’m in Florida currently, I put in 33870. It showed me 25 results just for Sebring, FL. Each store link included phone, address and miles from location. It was quite a thorough list of stores small and large. The commercial was intriguing enough that I’d like to give it a try, even if just to see if it’s as cheesy as it showed in the commercial ... getting on everything.