

Logitech Pro X Gaming Headset

The advertisement focuses on gamers, the product can be used for other purposes as well not just gaming. The video focuses on getting the attention of Esports fanboys for it features professional Esports personalities such as Bjergsen and Jankos from League of legends pro league. It also focuses on making you perform better for it has better sound engines than other headsets.

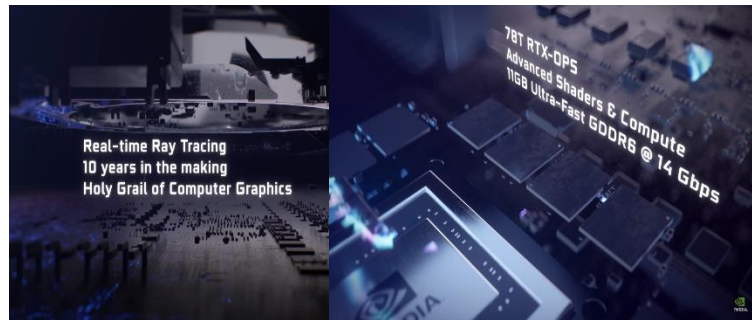


Logitech

Logitech International S.A. is a manufacturer of computer peripherals and software, with its headquarters in Lausanne, Switzerland. The company has offices throughout Europe, Asia, Oceania, and the Americas. It is one of the world's leading manufacturers of input and interface devices for personal computers (PCs) and other digital products.

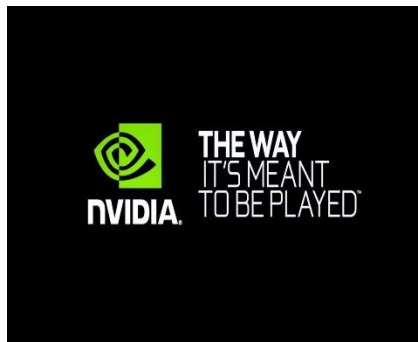
The company develops and markets personal peripherals for PC navigation, video communication and collaboration, music and smart homes. This includes products like keyboard, mice, tablet accessories, webcams, Bluetooth speakers, universal remotes and more.

The name Logitech is derived from the French word for software, "logiciel".



Nvidia Geforce RTX 2080 Ti

In this advertisement video, it focuses on the specs of the graphics card which can play all games including latest games with the maximum settings which most of video cards cannot do especially latest games. This graphics card also features Dual 13 Axial fans which avoids the computer from heating up. The advertisement did not use any actors just the product itself.



Nvidia

Nvidia Corporation, more commonly referred to as **Nvidia**, is an American technology company incorporated in Delaware and based in Santa Clara, California. It designs graphics processing unit (GPUs) for the gaming and professional markets, as well as system on a chip units (SoCs) for the mobile computing and automotive market. Its primary GPU product line, labeled "GeForce", is in direct competition with Advanced Micro Device ' (AMD) "Radeon" products. Nvidia expanded its presence in the gaming industry with its handheld Shield Portable, Shield Tablet, and Shield Android TV.



PS4 Ad – It's time to play

The commercial took place in an ordinary city. Then, unexpectedly, characters from different video games appeared right in front of them, running, racing, and battling monsters around the city. Some iconic or known characters who were present were there Kratos, Crash, Cloud, Rathalos, etc. By the time the people saw them, these characters were inviting them to go with them. The people tagged along with them and after a while they were running together in a large group going somewhere. At the end of the video, there was a message which said, "It's time to play".

Sony Interactive Entertainment is a company well-known for their digital entertainment and top-selling products like the PS4, PS3, PS VR and the like. They are also responsible in making world-class games and Playstation initially is the brand of their products.

The commercial indirectly invites viewers to play video games.. As shown in the video, the characters from different games were inviting the people, to somewhat set forth on an adventure or quest which is usually what most games are about when play. This gives viewers the imminent feeling to play as well since they find it entertaining as they watch the trailer and that they want to feel the same exhilarating vibe as shown in the video. This opens their desire to enter the world of video games and how would they start that? It is to buy the PS4 console which Sony is initially advertising.



Share a
Coke. with...



1. Coca-Cola – “Share A Coke”

When you have a brand that is so popular and big, there is often pressure to do something innovative. So what did Coca-Cola do appeal to the audience? They appealed to them by putting their names on bottles. The company replaced Coca-Cola from one side of the bottle with the famous slogan ‘Share a Coke.’ The campaign personalized bottles with 250 most popular names. Consumers were motivated to discover bottles with their names. Additionally, they were asked to share their stories or experience with #ShareaCoke.

Although the campaign was first launched in Australia in 2011, in 2014, it released its first T.V commercial with this popular slogan. Over the years the campaign has evolved with new lyrics, names, and flavors. According to Coke’s brand manager, the first year was all about introducing the new idea, but after that, it has become more about the experience and moments shared.

The Coca-Cola Company is an American multinational corporation, and manufacturer, retailer, and marketer of nonalcoholic beverage concentrates and syrups. The company produces Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Atlanta, Georgia. In 1889 the formula and brand were sold for \$2,300 to Asa Griggs Candler, who incorporated The Coca-Cola Company in Atlanta in 1892. The Coca-Cola Company is the single largest plastic polluter in the world, producing over 3 million tonnes of plastic packaging each year including 110 billion plastic bottles. The company—headquartered in Atlanta, Georgia, but incorporated in Delaware—has operated a franchised distribution system since 1889: the Company largely produces syrup concentrate, which is then sold to various bottlers throughout the world who hold exclusive territories. The company owns its anchor bottler in North America, **Coca-Cola Refreshments**. The company's stock is listed on the NYSE and is part of DJIA, the S&P 500 index, the Russell 1000 Index, and the Russell 1000 Growth Stock Index..



New Moldy Whopper Commercial (Burger King)

In this advertisement it is very unique because not all food chains display their food like this but this one is different. The new Burger King ad shows that their burger has no preservatives and it is real meat with fresh vegetables. This is better to eat than processed food which causes cancer as everyone says. Their new ad features how their burger will look like in 34 days. To me, which is scarier? A burger that goes bad in 34 days, or a burger that still looks fresh in 34 days? Think about it.