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ITWP 2600

Project 3

Company Name: Consumer Cellular

- a. The products being advertised are cellphone service plans offered by Consumer Cellular.

Commercial Link: <https://www.ispot.tv/ad/TOYi/consumer-cellular-robot-two-lines-for-30-featuring-ted-danson>

Website Link: <https://www.consumercellular.com/>

- b. The commercial addresses a common frustration among consumers, poor customer service when dealing with technical issues. Many companies have outsourced support to regions where language barriers create additional challenges. Others have replaced human representatives with AI chatbots, often leading to even more frustration.
- c. The company's website appears briefly at the end of the commercial, alongside a customer service hotline. Given that Consumer Cellular isn't as well-known as major carriers, its website is an essential resource for potential customers to learn about its services and how it compares to industry giants like AT&T and Verizon. Personally, I had to research whether Consumer Cellular operates independently or relies on major carriers' infrastructure. It turns out to be the latter.
- d. The commercial and website work well together. The ad is lighthearted yet persuasive, effectively differentiating Consumer Cellular from larger providers. It piqued my interest, prompting me to visit the website for more details on their plans. However, I noticed that the promotional plan highlighted in the ad was no longer available online. Additionally, the plan for customers aged 50+, which was emphasized in the commercial, was significantly cheaper than the plans currently listed on the website. This suggests the commercial may be outdated and now serves primarily as an archival piece.

Company Name: Jeep

- a. The advertised product is the All-Electric Wagoneer S Launch Edition from Jeep.
Commercial Link: <https://www.ispot.tv/ad/To5r/2024-jeep-wagoneer-s-beautiful-things-can-still-get-dirty-song-by-bvsiis-t2>
Website Link: <https://www.jeep.com/>
- b. While the commercial does not explicitly address a problem, it indirectly challenges common misconceptions about electric vehicles, such as their lack of off-road capability or insufficient battery range. The ad's most striking feature is its high production value, which makes the vehicle look exceptionally appealing and desirable.
- c. The company's website appears at the end of the commercial alongside a lease offer of \$468 per month. Including the website in a car advertisement is always beneficial, as vehicle purchases and leases involve intricate details that consumers must review carefully.
- d. The commercial and website complement each other seamlessly. The ad excels at presenting the Wagoneer S as a sleek, high-performance vehicle, showcasing its refined aesthetics and luxurious interior. Additionally, it highlights impressive specs such as a 0-60 mph time of just 3.4 seconds and a range of 300 miles per charge. The vehicle is prominently displayed on Jeep's website, appearing first in the homepage's drop-down menu for easy access.