Sample Advertisement Analysis

For the analysis, I chose an advertisement for the Volkswagen Passat, which features a young child dressed in a Darth Vader Costume. Link: [**http://www.youtube.com/watch?v=R55e-uHQna0**](https://www.youtube.com/watch?v=R55e-uHQna0)

The ad, from 2012, is for the Volkswagen Passat automobile. It features a young child dressed as Darth Vader from Star Wars. In the ad, the child walks around his home trying to use The Force to make items around his home move around, by his control, including the family dog. Throughout the video, the ad uses music from the Star Wars film, and specifically associated with Darth Vader. Unsuccessful, he seems down but gets excited when his dad arrives home driving the Passat. The child runs outside, dismisses his father, and concentrates on using The Force on the car. His dad, not inside the house, presses the auto-start and the car roars to life. The father raises his eyebrows while looking at his wife suggesting he's a good parent having fun with his child's imagination. As the car starts, the child looks around in amazement, thinking he's finally succeeded. The car appears at the end of the ad, and the camera shows off its interior and exterior. It growls when it's started, which suggests power. At one point we do see the car coming into the driveway, but we see more of the child than the vehicle. The ad cuts to the company logo and slogan and then ends. It's a very entertaining video.

The ad is trying to say the Volkswagen brand and the Passat automobile are for fun, young, cool, affluent young families. The ad is also suggesting the brand and car are coo, fun and exciting, not only for parents but also for young kids. It also suggest owning one bring a "coolness factor", as consumers may think the parents in the ad are cool for entertaining their child's imagination.

The target audience would be parents of young families, men and women from 30-50 with good incomes. Clearly, this product is being marketed to families of an upper middle class income level. It tried to appeal to parents who are familiar with the franchise and pop culture references. I'm assuming the mom is a stay-at-home mom, while the dad works and earns money. I've read that the boy playing the part of Darth Vader didn't even know what Star Wars was! I did notice a few stereotypes used in the ad.

The ad uses several approaches. It captures the attention of the viewer by using a character and music for an iconic film. It associates the vehicle and brand with fun, excitement, luxury and a good financial income.

I'm not sure the ad would be effective in making people want a Passat, but it does do a great job of bringing attention to the Volkswagen brand. The use of Star Wars and the boy's imagination add an entertainment value to the ad, and encourages sharing, which leads the huge exposure for the brand. I believe that is how the ad is the most effective.

© New Brunswick Department of Education and Early Childhood Development. All Rights Reserved.