

LINKS TO:

Stage 2, Module 8

Work Sheet 3: Create an advertisement

Exercise 1

Describe each advertisement, including an analysis of the four main elements of advertising:

Sample answer:

Indonesian Coca-Cola advertisement

Coca-Cola in Indonesia, as in Australia, produces advertisements that show teenagers or young adults enjoying Coca-Cola together in a variety of settings. The company also produces a number of advertisements that are specific to the Indonesian market and culture. It is one of these advertisements that will be examined in this exercise. The advertisement is part of the Coca-Cola 'Living positively' campaign, aired in Indonesia in the latter part of 2010.

Images:

The advertisement shows images of a primary school child, during a 'show and tell' session at school, telling his class about his father's occupation. We can see that the school is not in a wealthy neighbourhood as the classroom is basic, with an old wooden-framed blackboard at the front of the room, and is poorly lit.

Without naming the company his father works for, the young boy starts his narration by saying that his father drives a large, red truck. As the boy tells the class about his father's daily schedule, we see images of his father at work, with subtitles in Indonesian, explaining the various facets of his work from the point of view of the Coca-Cola company. Without mentioning the brand the boy states that his father's duties include using his truck to:

- deliver lots of beverages
- deliver children's books
- deliver sporting equipment to soccer camps
- assist with the public clean-up of beaches.

As the boy narrates, we see images of the father using his truck to complete these tasks.

The boy states that his father is happy when he sees other people made happy by his work. He finishes by saying that when his father is asked what he does, he says that he delivers cheer and joy. At this point we see his father entering the classroom carrying a Coca-Cola crate full of sporting equipment and other resources for the school, and the classmates gathering excitedly around the boy's father.

Language:

The language used by the young boy, when narrating his father's duties, is formal Indonesian, showing that he is well-educated. Below the film clips of his father working in the Coca-Cola truck there are subtitles, written from the point of view of Coca-Cola, informing us of the various charitable and social activities in which the company is involved.

At the end of the advertisement we hear the slogan:

Bersama, kita bisa membawa perubahan positif.
Together, we can bring about positive change.

Finally, we see the red Coca-Cola corporate logo on a white background with another slogan, 'Live positively', in English below.

I think the overall message of the advertisement is that, in Indonesia, Coca-Cola tries to be aware of its social responsibilities and give back to the community.

Sound:

The boy presents his narration in a loud, clear voice, which captures the attention of his classmates and viewers of the commercial. As we witness the boy's father performing various duties in his red Coca-Cola truck, there is an accompanying motivational song about cooperating for a positive community.

Colours:

The colours used in the advertisement realistically reflect the communities in Indonesia where Coca-Cola operates. There has been no attempt to enhance the images to hide the reality of the situation. However, throughout the advertisement the bright, red Coca-Cola truck dominates each scene.

Australian Coca-Cola advertisement

Sample answer:

For several decades, Coca-Cola advertisements in Australia have been prominent on our airwaves in the summer months, with images of young Australians enjoying our beach culture with their friends and a bottle of Coca-Cola, either in their hand, or nearby in an ice-filled Esky. The formula is well-used, including during Coca-Cola's 2009–2010 campaign.

Images:

The setting for this advertisement is a tropical beach where male and female teenagers are sunbathing on the sand. Suddenly, everyone on the beach runs into the sea and swims out to a large floating platform with

(continued on following page)

(continued from previous page)

a device at its base that generates a wind tunnel. This device is sealed and covered by a large, clear, plastic chamber in the shape of a 10-metre high Coca-Cola bottle. The teenagers take turns entering the chamber through a door then diving into the air stream so they can hover in mid-air. Someone opens a bottle of Coca-Cola and, because of the upward draft, it sprays onto the faces of everyone hovering in the chamber.

We see a number of close-up shots of the joy and laughter on the faces of those in the chamber as they are showered with Coca-Cola. We also see medium shots of those outside the chamber sitting or standing on the edge of the platform with icy-cold bottles of Coca-Cola being passed around from an ice-filled Esky.

The advertisement culminates with a long shot showing individuals being shot out through the neck of the plastic water bottle, into the air, then falling into the water. They swim around in the water or rejoin their friends on the platform.

The final image is of a picture of a red Coca-Cola bottle painted on a plain, white background with the slogan 'open happiness'.

Language:

There is no spoken language in this commercial. The background music is the pop tune 'Open happiness', sung by Patrick Stump from the band Fall Out Boy. This is a vibrant song and fits both the theme, action and slogan of this lively, exhilarating commercial.

Sound:

As mentioned above, the entire soundtrack of this commercial is the pop song.

Colour:

The vibrant, saturated colours exaggerate the palette of a bright, sunny day on a tropical beach, with the large group of teenagers wearing a range of different-coloured board shorts and bikinis. The teenage audience targeted by this advertisement will identify with the vibrant colour, music and scenes depicted.

Exercise 2

Consider the Australian advertisement:

Sample answers:

2.1 Considering the four main elements of advertising, do you think that the company could also use this advertisement in Indonesia?

Having viewed some recent Indonesian Coca-Cola advertisements online, I do not think that an advertisement depicting teenage girls playing on a beach in bikinis would be allowed on Indonesian television. While Indonesia is a secular society, 85 per cent of Indonesians are Muslims who have opinions that

differ from many Australians' about acceptable clothing. In 2008, the Indonesian parliament was considering a law to ban bikinis on the island of Bali. This was later abandoned after taking into account the adverse impact this would have on the country's most popular tourist destination.

Other Indonesian Coca-Cola advertisements also depict teenagers enjoying themselves at gatherings drinking Coca-Cola, so the message is very similar. The method of delivery is what differs. The advertiser has to think creatively about how to get the message across in a culturally appropriate manner.

2.2 If this was your product, how would you change the advertisement for the Indonesian market?

Coca-Cola has been finding creative ways to market its product in Indonesia, and to other Muslim societies, for years. The message about having fun is universal. To make this advertisement suitable for an Indonesian market, all we would have to do is change the setting from a beach to Jakarta's Dunia Fantasi (Fantasy World) amusement park where thousands of Indonesian teenagers have fun every day of the year. It is easy to market Coca-Cola as an essential element in the equation of having fun at Dunia Fantasi. It could give rise to such slogans as:

Coca-Cola ... seketika menyenangkan!
Coca-Cola ... instant fun!

Exercise 3

Consider the Indonesian advertisement:

3.1 What are your first impressions of the advertisement?

The first thing that strikes me about the Indonesian Coca-Cola advertisement is that it has a different focus to any other one that I have watched before about Coca-Cola. In Australia, Coca-Cola advertisements are always about groups of young people having an enjoyable time together drinking Coca-Cola. I have never seen an advertisement that focuses on Coca-Cola's charity work, or on its sense of corporate social responsibility. Within the context of an Indonesian setting, I think this advertisement would work well.

3.2 Do you think that this advertisement would work in Australia?

I do not think this particular Coca-Cola advertisement would work in Australia because, here, the brand is associated with fun in the sun, not with charity work. I think that if Coca-Cola produced an advertisement such as this for the Australian market, it might create divided opinion. Some consumers might think the company was being a good corporate citizen, while others might be sceptical of the motivation behind such a campaign.

(continued on following page)

(continued from previous page)

3.3 If this was your product, how would you change the advertisement for the Australian market?

Coca-Cola has been advertising successfully in Australia for several decades by using a formula that reflects the importance Australians place on sun, surf, sport and outdoor fun.

If Coca-Cola wanted to demonstrate the company's social conscience they could create a summer-time campaign built around a can-collection drive by schools in lower socio-economic areas, to provide an avenue for local state schools to buy cricket gear and equipment to outfit their school cricket teams. This campaign could be based around the slogan:

Coca-Cola ... we're on the same wicket.

Exercise 4

Compare both advertisements:

4.1 Which aspects of marketing remained the same in both advertisements?

The two advertisements were very different in terms of the messages and the approaches to delivering them. In the Indonesian ad, Coca-Cola is shown delivering joy to those less fortunate, and in the Australian ad, it delivers fun in the sun to impressionable teenagers. One common element in both advertisements, however, is that they both end with an image of a red Coca-Cola corporate symbol and a slogan displayed against a white background.

4.2 Which aspects of marketing were changed? Why do you think this is? What does this tell you about each culture?

Although many Indonesian Coca-Cola advertisements also depict teenagers having fun, in culturally acceptable ways and in appropriate settings, this particular advertisement takes a different approach. I think this is because many multinational corporations, such as Coca-Cola and McDonald's, are often publicly scrutinised in Indonesia, because they are American conglomerates that make vast profits in Indonesia for their overseas shareholders. This particular advertisement focuses on the ordinary Coca-Cola workers in Indonesia to demonstrate that Coca-Cola creates jobs in Indonesia and puts the profits earned back into the local community through its various social programs. This would allay some of the criticism about all the profits going offshore, with no benefits going to the local community.

Exercise 5

If you were writing advice for a marketing company on how to market products for the Indonesian market, what advice would you give?

It is important to understand the values, attitudes and beliefs of your target audience. So, if I were advising a marketing company about how to advertise a product in Indonesia, I would tell them to be aware of the cultural and religious sensitivities of the Muslim-majority Indonesian market. For example, the family unit and appropriate standards of moral behaviour are important and need to be taken into account when planning an advertising campaign.

Many companies understand this and manage to produce really creative advertising campaigns, in particular, during the fasting month of Ramadan and Idul Fitri, which are responsive to the religious sensitivities of Muslims during the holiest time of the year.

Indonesians love to laugh, and programmes such as *Mr Bean* and *Fawlty Towers* enjoy widespread popularity throughout the Indonesian archipelago. I would advise that slapstick comedy would be an effective device to market a range of products there.

There is a vast range of income and education levels among Indonesia's consumers so advertisements need to be clearly targeted. However, before deciding on what approach to take, the advertisers would need to identify the audience and devise a sales pitch to suit that particular demographic.